

Input iChoosr for the Ofgem Retail Market Review

iChoosr is established in Antwerp Belgium in 2008 with the core notion that the world is changing from an attention economy into an intention economy. In our view consumers are harder and harder to reach, quite often numbed by aggressive marketing campaigns of suppliers. Next to this many consumers are unable to oversee and fully understand all different offers that suppliers are offering to the market. And at the same time trust of suppliers by consumers is often low.

Based on these views iChoosr has developed its collective energy switching scheme model in which the strengths of 2 organisations are pivotal:

1. A community leader who is trusted by its members/constituents/consumers and
2. a professional scheme organiser

Community leaders want to offer their members/constituents/consumers the opportunity for a better energy deal. They are prepared to connect their name and reputation to such a scheme provided:

- Subscription is free of charge and without any obligation
- consumers are well informed about the scheme and the offer so that they can make a well informed decision as to whether accept- or decline the offer
- they have the confidence that the total switching process is run in a professional way ensuring a smooth customer experience
- (for local based community leaders) provide a solution for consumers who do not have internet-access; quite often the fuel-poor and elderly

The requirements for a professional scheme organiser are:

- the availability of a robust scheme-application offering personalised offers to all participants
- the availability of a solid offline process to be able to serve consumers who do not have internet-access
- a thorough understanding of how consumers gather and process information in order to be able to inform them in such a way that they can make a well informed decision as to whether accept the offer (outcome of the auction process) or not
- a flexible helpdesk organisation with (semi) dedicated agents who are easy to reach for consumers and provide high quality answers fast
- Professional project management as each scheme is a project in itself
- Professional supplier relationship management
- An established methodology for measuring customer satisfaction and improving the schemes and communication

We think that the chances of successfully engaging the currently disengaged consumers if suppliers are clearly officially allowed to offer a special tariff in auctions. The rationale being that during the subscription phase there is a much stronger call to action to participate in a scheme (by subscribing) if consumers perceive it as an opportunity to obtain a unique offer which they otherwise could not obtain.

We are of the opinion that it would be beneficial for the chances of success for switching schemes if a Confidence Code specifically for this type of TPI would be developed.