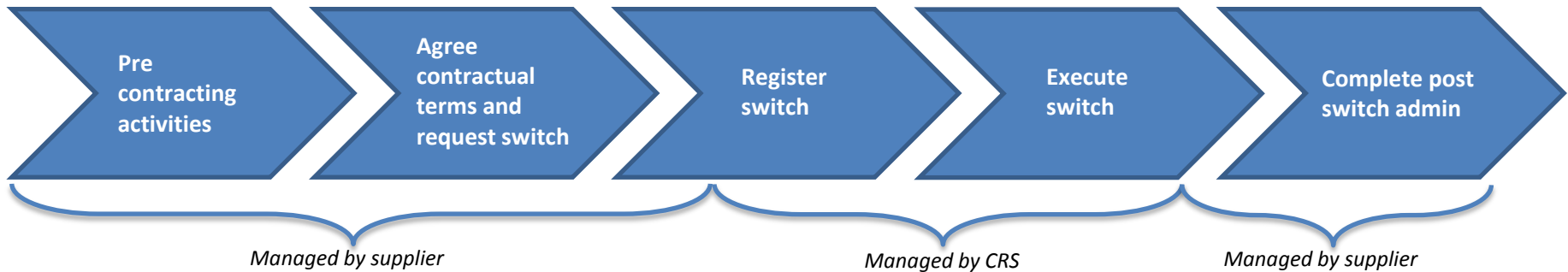


# New switching arrangements & the consumer experience

- The following slides describe the touchpoints for a customer through the switching process.
- The focus is on a dual fuel domestic customer with a SMETS 2 meter and also for a customer engaged in the objections, cooling off and erroneous transfers processes.

**End to end faster switching is comprised of 5 key processes**



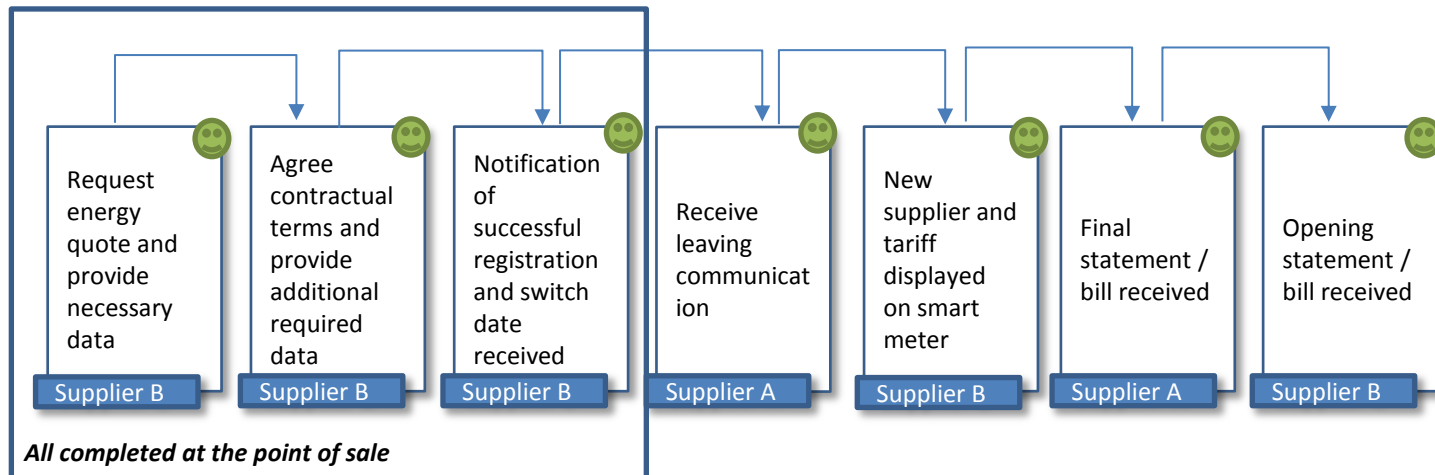
**There are 5 customer journeys that are key through the process that have been mapped**

- 1 Customer journey for an example customer profile: Dual fuel domestic customer with a SMETS 2 credit meter (excluding optional customer/supplier touchpoints therefore representing the happy path)
- 2 Customer journey for an example customer profile: Dual fuel domestic customer with a SMETS 2 credit meter
- 3 Objections process
- 4 Cooling off process
- 5 Rectification of erroneous transfer

- The scope of the switching programme has a small impact on the customer switching experience, we note that the **customer experience is primarily led by suppliers** and it is in their gift to maximise the in the way they choose to engage with their customers which, for many, is fundamental to their service proposition.
- One of our key aims of the faster switching programme is to **facilitate improved customer engagement in the energy industry**. We have considered the customer experience in designing the business policies and processes that underpin the faster switching programme.
- We have identified that the **basic switching process facilitates a positive customer experience**, however, we recognise that this may not be the case for all customers where they are required to engage in the process to a greater extent for a number of reasons.
- **There are risks associated with faster switching**, however, we have put in place mechanisms to provide the customer with the **choice and flexibility** to move from one supplier to another with **minimal detriment** to them.

# The basic process facilitates a positive customer experience

1 Customer journey for an example customer profile: Dual fuel domestic customer with a SMETS 2 credit meter (excluding optional customer/supplier touchpoints therefore representing the happy path)



## Key points

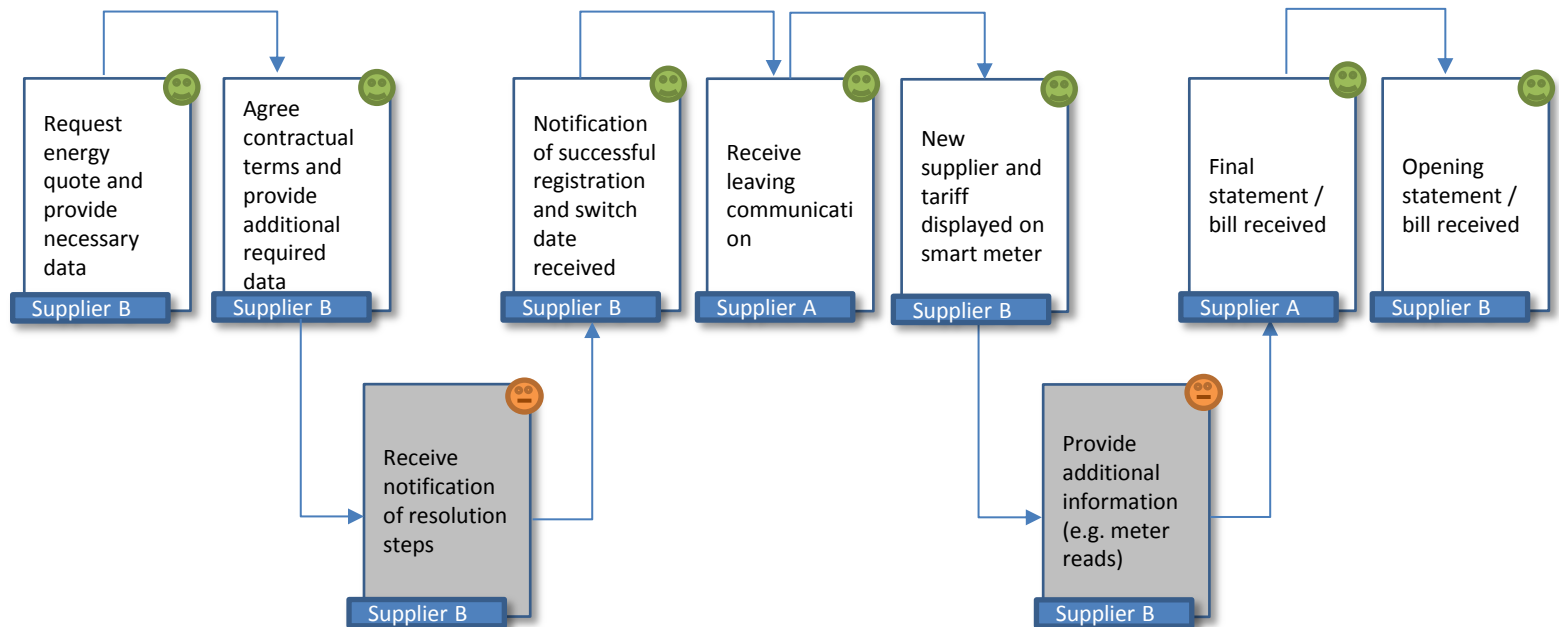
Where information requests are handled up front at the point of sale and through industry data, systems and processes, the customer experience is should be positive throughout.

## Note

- The customer faces (red, amber and green) are indicative of the likely customer experience. No customer research has been conducted to represent this view.
- There are no additional interactions with the supplier over and above those where the customer has chosen to engage in order to switch.

# But there may be instances where the customer experience is impacted

2 Customer journey for an example customer profile: Dual fuel domestic customer with a SMETS 2 credit meter – where the supplier requires additional information



### Key points

- The key points where the customer may be unhappy is where they are requested on multiple occasions for additional information to activate the switch.
- This interaction is in the gift of the supplier and is outside the scope of the switching programme.
- Each supplier may have different channels for interacting with customers which are key elements of their value proposition.

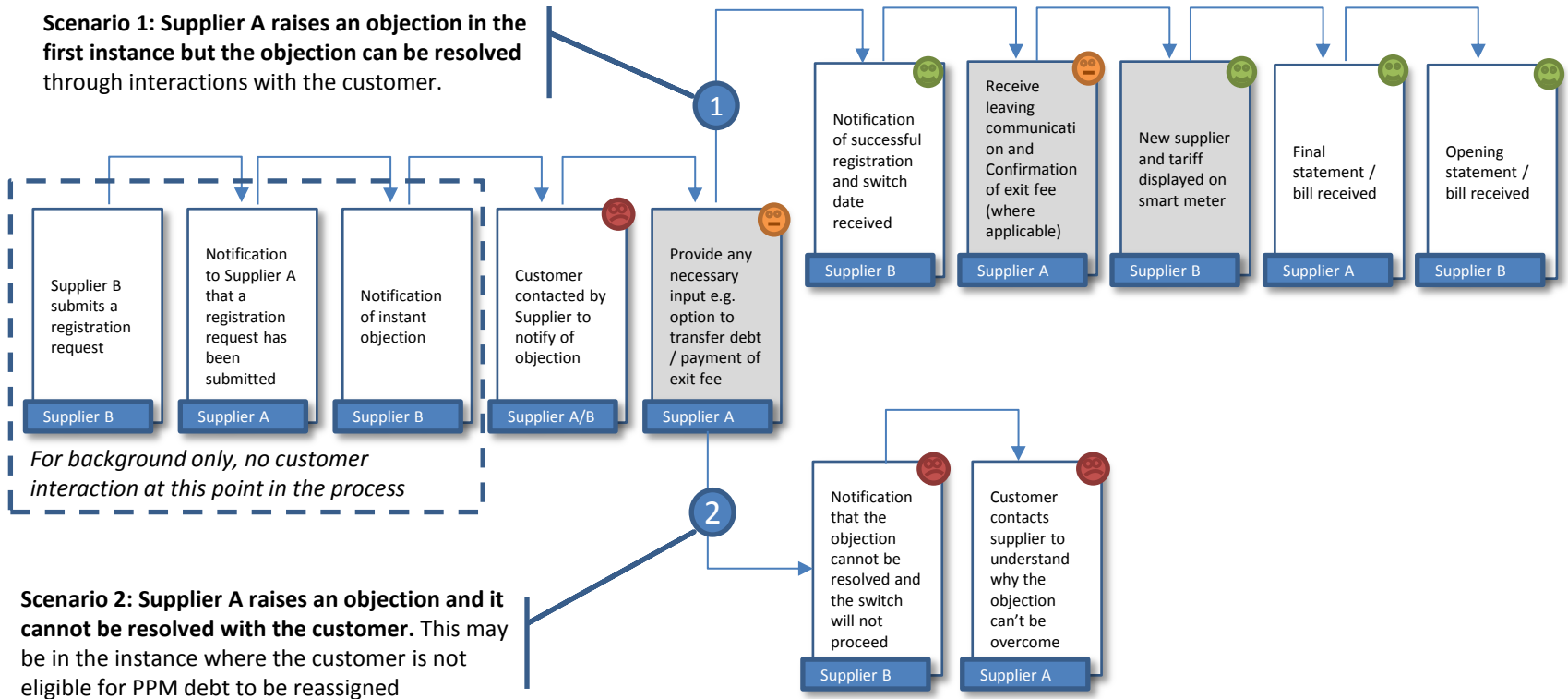
### Note

- The customer faces (red, amber and green) are indicative of the likely customer experience. No customer research has been conducted to represent this view.
- The grey boxes indicate an optional process step.

# The objections process facilitates faster resolution of issues for customers

**3 Objections process.** The key change compared to the current process is in the time it takes for Supplier A to raise the objection which in turn is facilitative of faster and earlier resolution.

**Scenario 1: Supplier A raises an objection in the first instance but the objection can be resolved through interactions with the customer.**



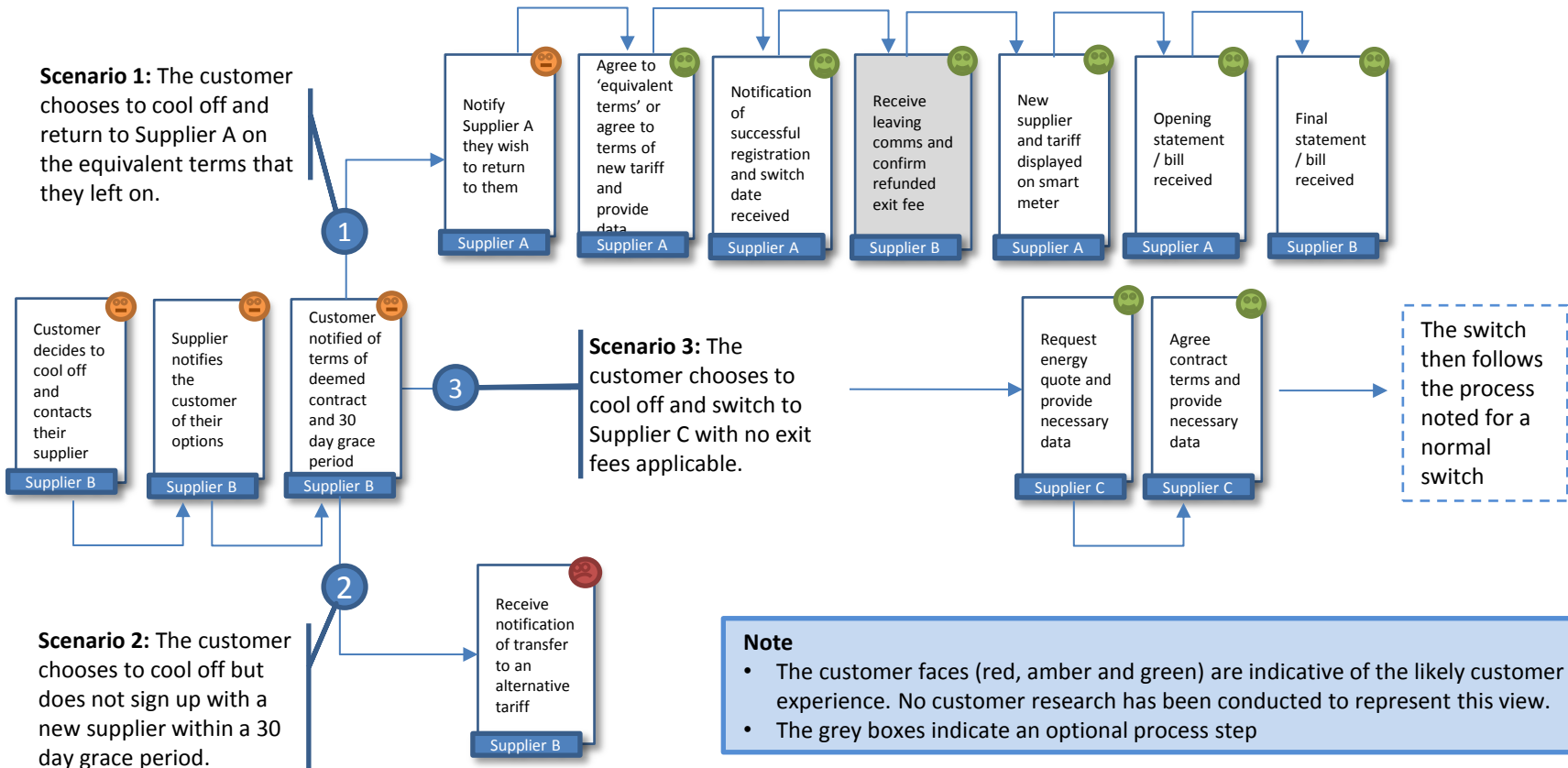
**Note**

- The customer faces (red, amber and green) are indicative of the likely customer experience. No customer research has been conducted to represent this view.
- The grey boxes indicate an optional process step

# Cooling off provides customers with protection over their choices

**4** Cooling off process. The key changes from the current process is that the switch may already have occurred when the customer decides to cool off. Once the customer has decided to cool off they still have a choice to return to the original supplier or moving to a further supplier.

- Under current arrangements a switch does not take place until after the cooling off period has closed.
- With next day switching customers will have up to 14 days to cancel the contract after the switch has taken place, requiring new processes to be developed to accommodate this.

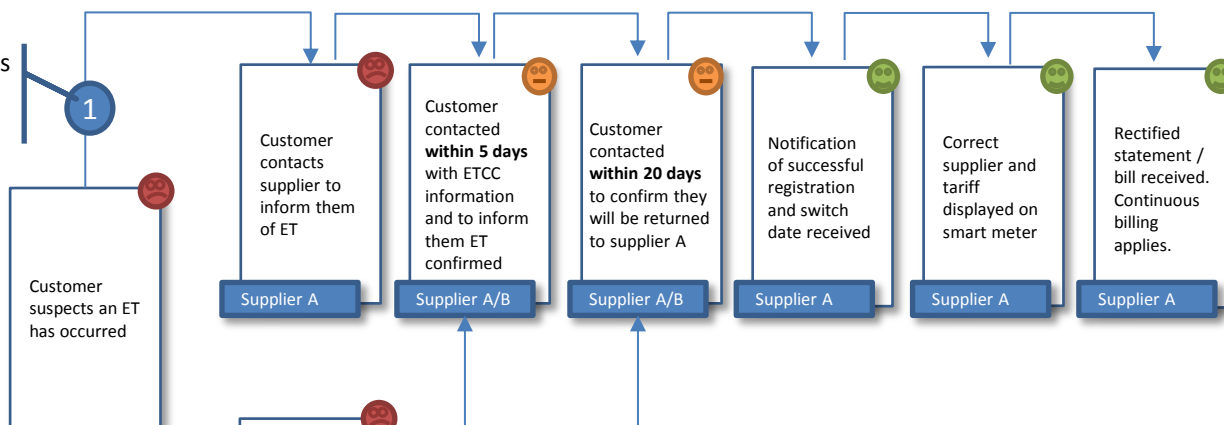


# Faster switching risks an increase in erroneous transfers

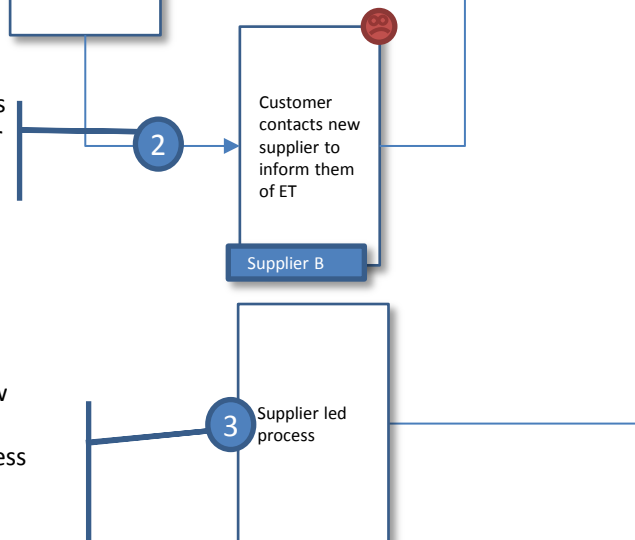
## 5 Rectification of erroneous transfer.

- We are not proposing any changes to how ETs are handled, so where these do occur the customer experience will be the same as today.
- We are working up recommendations to help prevent ETs as faster switching will make it more difficult to detect them before they take effect.

**Scenario 1:** the customer contacts their original supplier after suspecting an ET



**Scenario 2:** The customer contacts their new supplier after suspecting an ET



**Scenario 3:** The new supplier may also initiate the ET process without a customer prompt.

### Note

- In scenarios 1 & 2, the supplier that was initially contacted by the customer is the supplier that leads the contact with the customer until the ET is rectified.
- ETCC - The Erroneous Transfers Customer Charter sets out the information that contacted suppliers are expected to provide the customer over the phone (and in writing within 5 days of the customer contact).
- The customer faces (red, amber and green) are indicative of the likely customer experience. No customer research has been conducted to represent this view.
- The grey boxes indicate an optional process step
- Process steps with no customer experience indication are included in order to provide the necessary context for the customer journey.

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