



Request to review SMICoP pursuant to SLC 35 & 41 of the supply licences

Please find below our responses to the questions Ofgem has posed.

Question 1

Do you agree that the Board be responsible for oversight and ownership of publication of the customer survey results?

Yes.

Question 2

Do you agree that the Administrator be responsible for delivering publication the customer survey results?

Yes.

Question 3

Should all suppliers' customer surveys results be published, including those who submit annually?

Yes.

Question 4

Should all data within customer surveys be published?

No, not at this stage.

Questions 1 to 4b (as shown in the Appendix to this response, Quarter 2 (April to June 2018) Domestic Compliance Survey Report) should be published. The results are less open to misinterpretation and are representative of the steps all suppliers will take during the smart installation.

The results to responses to questions 5 and 6 could be misleading. It is clear from the free text of responses in the report shown in the Appendix that some customers misinterpret or misunderstand the question, and therefore provide an incorrect response. Without seeing the free text responses, the data could give the impression, for example, that some customers have been asked to pay for a smart meter installation, whereas they have only been required to pay for a missed appointment or ongoing energy charges. Similarly, many customers are confused when answering question 6b, as the question is not sufficiently clear.

Also, we do not believe it would be appropriate to publish data relating to payment type or tenure. Given the amount of data collected, we do not believe it would reflect an accurate picture and could fluctuate significantly from one quarter to the next, depending on the types of customer surveyed (which itself could be due to particular supplier strategies for targeting groups of customers).



Question 5

How should questions where there is a low sample size be treated?

We refer back to our response to Question 4. In the report shown in the Appendix to this response, the free text indicates that many customers misinterpreted or misunderstood the questions and therefore the overall results for questions 5 and 6, where the sample size was low, were misleading. Questions with low sample sizes should not be published.

Question 6

Should publishing commence with the Q4 2019 results in the first quarter of 2020?

Yes. If it is published any later, it may have less value due to being close to the end of the current rollout period; publication is likely to give signals about the continued importance of smart meter installations. If the report is delayed it should only be published after a formal statement from the government on post-2020 policy.

Question 7

Should customer surveys be published every quarter from commencement?

Subject to our response to Question 6, yes. It will need to be made clear which suppliers are reported on a quarterly basis and which on an annual basis.

Question 8

Should a time series that covers the previous four quarters of data be published?

Yes. We also believe that data prior to Q4 2019 should not be published.

Question 9

Should all results be published as raw data in spreadsheets, accompanied by a report that provides an accessible presentation of data on the performance questions?

As stated above, we do not believe that data relating to tenure or payment type should be published, as it may be misleading and unhelpful. Survey samples in each quarter will be reflective of each individual supplier's rollout strategy. For example, delays in the provision of a solution for smart prepayment customers may lead to a small number of such customers being targeted in one quarter while constituting the majority of installations in another, later quarter. There is a need for written explanations to aid accurate interpretation of the data, and details should be provided about how the data was collected.

Question 10

Should customer survey results be published on the SMICoP website?

Yes, we believe it would be appropriate for the results to be published alongside the code.