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By Email Only

## **OVO Energy response to the request to review SMICoP pursuant to SLC 35 & 41 of the supply licences**

Founded in 2009, OVO Energy is the leading independent energy retail company in the UK and OVO Group's flagship energy brand, offering an unparalleled scope of digital energy services, solutions and technologies to its pay-monthly customers. OVO Energy redesigned the energy experience to be fair, effortless, green and simple for all customers. Today OVO Energy is a progressive energy company striving to deliver more abundant clean energy for everyone.

OVO Energy welcomes Ofgem's engagement with the industry to ascertain whether SMICoP survey results should be made public. We think it is imperative for the energy industry to be as transparent as possible, as this will enable customers to make informed choices when choosing their energy supplier. Therefore, we are fully supportive of Ofgem's proposals to publish SMICoP data to the public.

OVO Energy have outlined our answers to the specific questions of the consultation in Annex 1.

Should you have any questions please do not hesitate to contact [policy@ovoenergy.com](mailto:policy@ovoenergy.com)

Kind regards,

Baiba Delvere

Regulatory Lead

## **Annex 1**

### **Question 1 - Do you agree that the Board be responsible for oversight and ownership of publication of the customer survey results?**

OVO Energy agrees that the Board is best placed to oversee and own the publication of survey results.

### **Question 2 - do you agree that the Administrator be responsible for delivering publication the customer survey results?**

OVO Energy agrees that the Administrator is best placed to deliver the publication of results. In addition, we think the Administrator could play a role in checking the accuracy of information prior to publication. This could be completed via existing forums i.e. the SGB.

### **Question 3 - should all suppliers' customer surveys results be published, including those who submit annually?**

OVO Energy believes that to ensure customers can make informed choices the results of all suppliers should be published. That being said, we believe further design work must be completed to ensure data alignment for smaller suppliers who have different reporting expectations for timings and sample sizes. We think this will ensure the report outputs are comparable across suppliers.

### **Question 4 - Should all data within customer surveys be published?**

OVO Energy thinks more work will be needed to finalise the specific questions published. We think issues such as 'free text' responses may lead to the outputs being non-comparable across suppliers.

### **Question 5 - how should questions where there is a low sample size be treated?**

OVO Energy understands there is a precedent at SGB level to remove small sample sizes from reporting to industry delivery groups. We would welcome industry completing more work in this area to ascertain what level of sample size should be reported on. Furthermore, the industry should work together to ensure all data is presented with clear descriptions and assumptions made. This will ensure customers can easily understand the differences upon the data being published.

### **Question 6 - should publishing commence with the Q4 2019 results in the first quarter of 2020?**

OVO Energy agrees with the proposed timeline. We think the industry should ascertain a backstop in case of any issues with the data. These should be tackled by the Administrator.

### **Question 7 - should customer surveys be published every quarter from commencement?**

OVO Energy agrees with the proposed timeline of quarterly publication of data.

**Question 8 - should a time series that covers the previous four quarters of data be published?**

OVO Energy agrees with the proposal and believes this will be helpful to ensure the data can be comparable against trends. We would welcome a preview and opportunity to comment on how this data will be displayed i.e charts, tables, etc.

**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?**

OVO Energy believes the data should be shared in an accessible format.

**Question 10 - should customer survey results be published on the SMICoP website?**

OVO Energy agrees with the proposal to publish survey results on the SMICoP website.