

To Fiona Cochrane-Williams
Consumers & Competition, Ofgem
9 Millbank
London SW1P 3GE

Via: DomesticRetailPolicy@ofgem.gov.uk

17th November 2016

Dear Fiona -

Input into the Statutory Consultation on SLC 32A

Background

Octopus Energy is a rapidly growing independent supplier that started supplying gas and electricity to domestic homes and businesses in Great Britain this year. Our largest investor is the Octopus Investments Group, who over the last decade have become the third largest investor into UK renewable generation in the UK and the largest in solar generation.

We believe:

- That the consumer should be given clearer communication about pricing over a longer period: so that they can choose a tariff that is good for them over the long term, not just the fixed term.
- That long-term good pricing and service can be enabled by some of the same approaches as the eCommerce sector (in the same way that Amazon and budget airlines have done in other sectors).
- That the barriers to switching due to the slow and complex nature of the switch process should be systematically eliminated to make switching quicker and easier (as online shopping and services have provided in other sectors).
- That customer service should be measured by how happy customers are with the service they receive, not a set of defined metrics which often fail to recognise what really matters to consumers.

Viewpoint on the SLC 32A

We are supportive of the need for evidence-based actions to improve customer engagement, and agree with the testing approach of Randomised Controlled Trials - RCT (amongst the different testing methodologies laid out in the Ofgem consultation meeting on 9th November).

We will be happy to participate in such trials and comply with all requirements.

We also note within the condition the principle of proportionality in terms of the frequency and size of testing.

Yours Sincerely,

Greg Jackson
Founder and CEO, Octopus Energy