

## Cheaper Market Offers Letter (CMOL) Trial

### Technical Annex

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#### Overview

This is the technical annex to accompany the results of the Cheaper Market Offers Letter (CMOL) trial, which was conducted by Ofgem in summer 2017.

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## 1. Theory of Change for CMOL trial

The following is the theory of change we developed in advance of the trial. It shows how we envisaged the CMOL intervention might impact on customers, the assumptions we made about its design, and the outcomes it might generate for customers, for Ofgem, and for the wider market more generally.

Inputs	Activities	Outputs	Outcomes			Impact
<p><b>A letter is sent to customers by two suppliers to their SVT customers:</b></p> <p>It presents the gains a reader could make by switching</p> <p>It is written in clear accessible language</p> <p>It provides the information on how their current energy tariff compares to three cheaper deals</p> <p>It is sent by a trusted messenger (Ofgem or supplier)</p> <p>It is personalised to the customer, including the deals offered</p> <p>It breaks the switching process down into small easy to follow step</p> <p>It provides the usage information needed to switch provider</p>	<p>Letter development and Stakeholder Engagement</p> <p>RCT: A personalised letter with details of the customers current tariff and three cheaper deals and how to switch to them (including useful information) is posted to ~148,000 supplier A and B customers</p> <p>Quantitative analysis of switching levels</p> <p>Qualitative customer analysis</p>	<p>Data on the number of customers who switched away from supplier during this period vs BAU</p> <p>Soft intelligence of incoming switching rates for alternative suppliers</p> <p>Qualitative insight into the activities and reactions of a sample that receive the letter</p> <p>Evidence of complaints received relating to the letter</p> <p>Insight into whether Ofgem or supplier should send letter</p> <p>Insight into how to improve future trials</p>	<p><b>Short term:</b> A sample of customers report their response to receiving the letter</p> <p>Alternative suppliers report any changes to customer levels</p> <p>Trial produces statistically significant data on the effect a letter has on customer activity</p> <p>We do not receive calls/complaints from customers worried about content of letter or data sharing</p>	<p><b>Intermediary:</b> We can make an evidence-based decision whether to roll out the CMOL letter (or a variation) across the energy sector</p> <p>Ofgem is seen to be working to effectively encourage engagement in the energy sector</p> <p>Report on outcomes of the RCT is published</p>	<p><b>Long term:</b> The number of customers switching away from expensive tariffs goes up</p> <p>Suppliers are incentivised to work to keep their long-standing customers</p> <p>RCT evidence is seen as a credible basis for policy decisions internally</p> <p>Suppliers work with Ofgem on further trials</p>	<p>Improvement in engagement from customers across the energy sector</p> <p>Improvement in quality of service provided by energy suppliers</p> <p>Increased use of RCTs to support policy decision making</p>

Rationale and Assumptions	<ul style="list-style-type: none"> <li>Customers will receive the letter and read it</li> <li>Suppliers won't do anything to undermine the trial</li> <li>Data will provide evidence of whether letter has an effect on switching rates to act upon</li> </ul>	<ul style="list-style-type: none"> <li>Customers will take part in qualitative fieldwork and will provide contact details of qual sample in time for fieldwork to be meaningful</li> <li>Majority of actions will take place in fieldwork time period</li> <li>Alternative suppliers will be able to provide soft intelligence of switching rates</li> </ul>
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## 2. Example of letter: Ofgem-branded



Making a positive difference  
for energy consumers



26 May 2017

Ref: [REDACTED]

Dear [REDACTED]

### 3 simple steps to cheaper energy

- 1 – See what cheaper energy tariffs are available and how they compare to your current tariff
- 2 – If you think another tariff is better for you, contact the new supplier to switch
- 3 – Your new supplier will take it from there

## You could save £996.29 by switching your energy supplier

Ofgem is the energy regulator and works to protect energy consumers. We are writing to you because you could save money by switching suppliers.<sup>1</sup>

[REDACTED] has estimated that your energy costs for the next 12 months will be: £3734.92. This is based on your current gas and electricity tariffs and how much energy you have used over the past year. Using this information, we've found that you could save £996.29 by switching to another energy supplier. The tariffs below match how you pay for your energy and if you get paper bills or manage your account online.

It's very easy and safe to switch suppliers. Your energy supply will not be cut off. Once you switch you have 14 days to change your mind if you're not happy with your decision.

### Cheaper tariffs you could switch to:

Energy supplier	Bulb 0300 30 30635	Together Energy 03331 501 699	Extra Energy 0800 9534774
Estimated annual savings	£996.29	£993.18	£984.63
Estimated annual cost	£2738.63	£2741.74	£2750.29
Tariff name	Vari-Fair	Together Variable	Variable Price v1
Tariff end date	No end date	No end date	No end date

Source: [REDACTED]

<sup>1</sup>All personalised information in this letter has been generated by your supplier on behalf of Ofgem.

The terms and conditions, such as the specific unit rates and standing charge and any fees which may apply if you choose to leave the tariff early, will differ from tariff to tariff. So please contact the individual supplier to get the full details.

#### What about other tariffs?

There are many tariffs to choose from and other factors you might want to consider such as customer service or green tariffs. There are over 50 energy suppliers in the market and they are all regulated by Ofgem.

It's easy and quick to find another energy tariff online. You can visit the Citizens Advice website ([energycompare.citizensadvice.org.uk](http://energycompare.citizensadvice.org.uk)) to see other tariffs available. The information in the box below will help you to get an accurate quote:

#### Your energy information

**Current supplier:**



**Electricity tariff name:**

Standard

**Gas tariff name:**

Standard

**Annual Electricity use:**

15268 kWh

**Annual Gas use:**

28251 kWh

#### What you can do next

If you think there's a better tariff for you and want to switch, simply contact the new supplier, using the details in the table overleaf, or from a supplier's website. You can also switch via a price comparison website. The box above has the information you need whichever route you decide to take.

#### Important things to know about these tariffs:

1. These tariffs were available on 12/05/2017. You should check with the supplier for current availability.
2. Actual savings may be higher or lower if you change the amount of energy you use.
3. Different tariffs may be available if you choose to change your payment method or way you access your bills e.g. if you move to online account management.
4. Ofgem is Great Britain's independent energy regulator. They do not act on behalf of, or represent, any gas or electricity supplier. The tariffs listed in this letter do not constitute offers made by the suppliers listed.

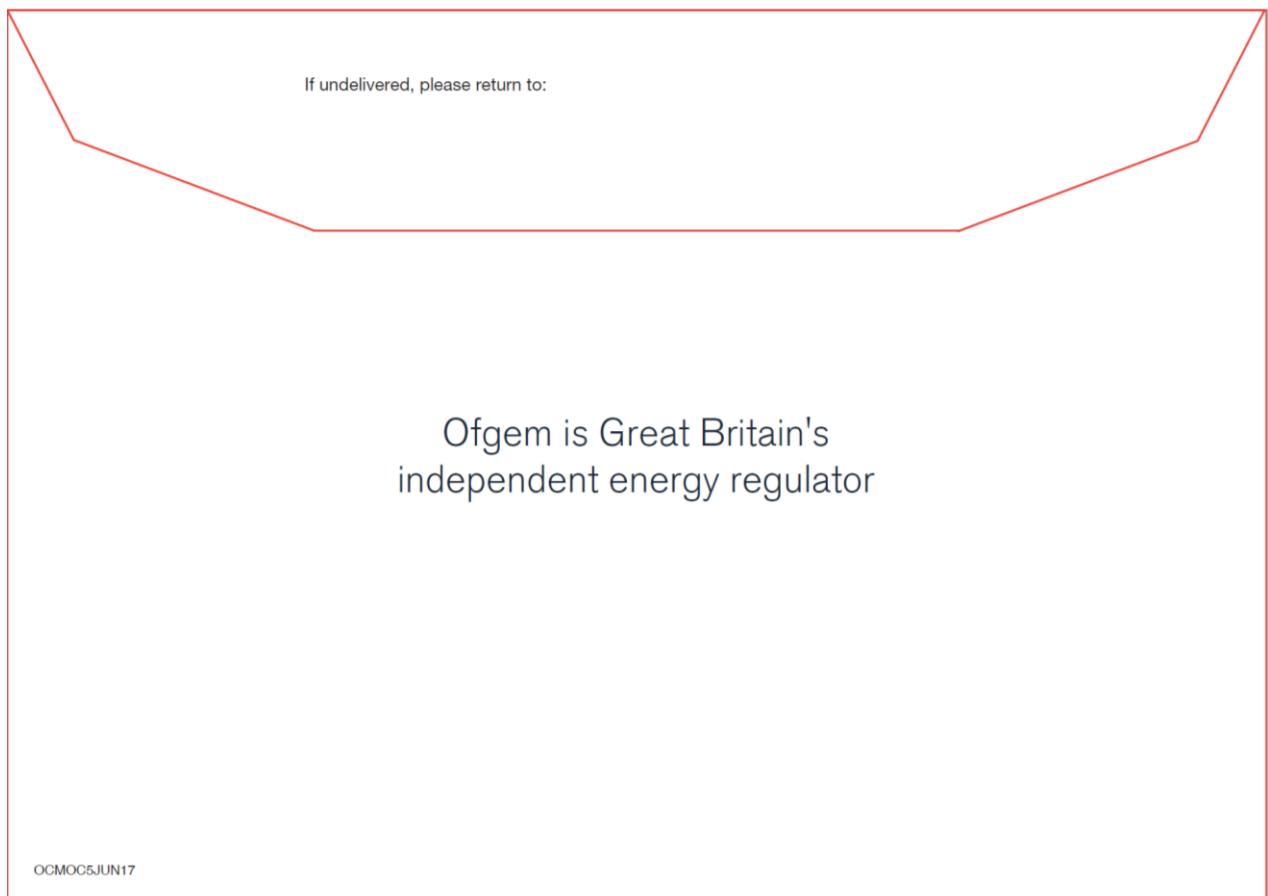
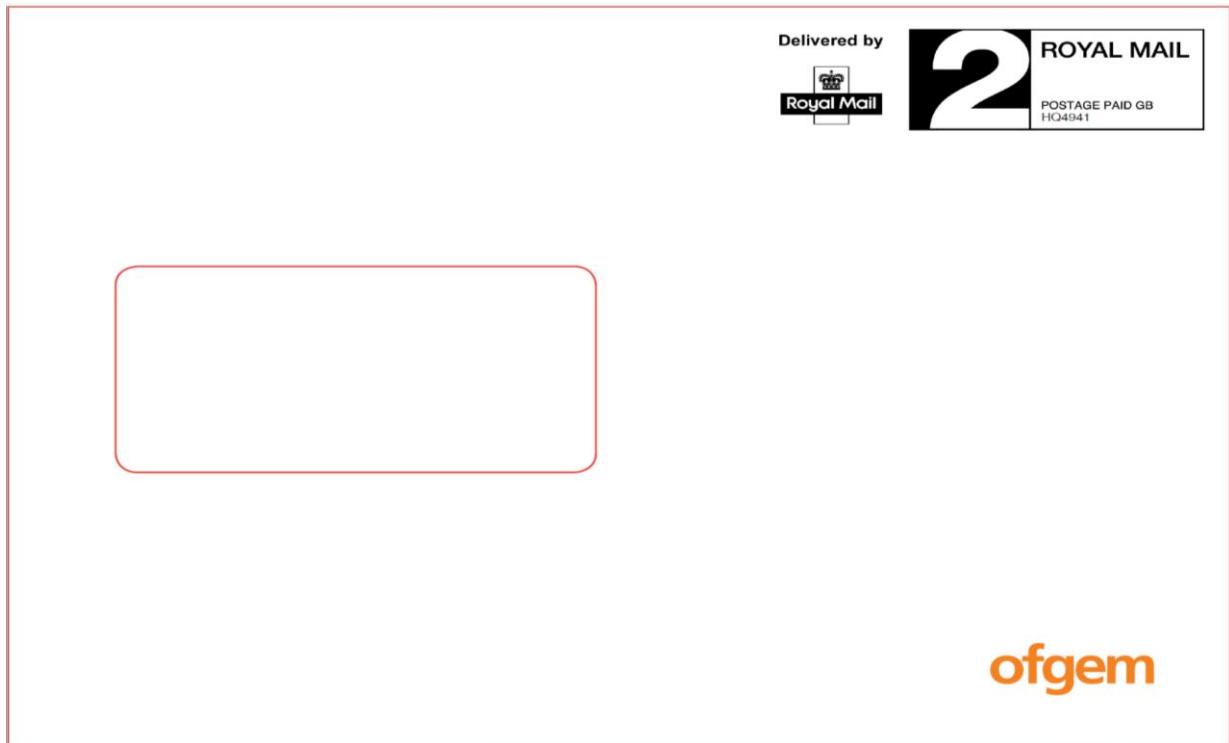
If you have questions about this letter, please email [savings1@ofgem.gov.uk](mailto:savings1@ofgem.gov.uk) call us on 0808 164 4600 or visit [www.ofgem.gov.uk/savings1](http://www.ofgem.gov.uk/savings1) for further information.

If you would like to speak to your current energy supplier about this letter or to discuss what tariffs they have available, you can call them on [REDACTED] or visit [REDACTED] for further information.

Yours sincerely

Neil Barnes  
Associate Partner, Consumers and Competition

### 3. Examples of CMOL envelopes: Ofgem-branded



If undelivered, please return to:

E 69 730 895 1



ofgem

Independent energy regulator  
Ofgem is Great Britain's

## 4. Pre-trial power calculations

The trials were powered to detect increases in the likelihood of switching of 0.5 percentage points or higher for two groups of customers:

1. those on the SVT for 1-3 years
2. those on the SVT for 3+ years

We therefore performed two sets power calculations using the following specifications:

- beta = 0.8
- alpha = 0.05
- effect size = 0.5 percentage points
- base rate
  - 1.836% for the 1-3 year group
  - 1.48% for the 3+ year group
  - note: this data represents an average monthly switching rate from one of the suppliers in our trial for customers on the SVT.

These calculations produced the sample sizes needed for each SVT tenure group. We then increased these sample sizes to take into account expected pre-trial attrition (eg customers that were sampled but that switched before letters were sent). We assumed that there would be 5% attrition. This left us with the following sample sizes per group:

- 1-3 years on SVT: N = 40,497
- 3+ years on SVT: N = 33,705

## 5. Details of exclusions

Our trial sample is composed of dual fuel customers on the SVT for at least 1 year, but with certain customers excluded. Here is a detailed breakdown of the criteria we used to exclude certain customers, the rationale for each criterion and the associated risks/considerations associated with each one.

Criterion	Chosen parameter	Rationale	Risks/considerations
<b>Debt</b>	Exclude Customers with Outstanding Charges, which would enable the Licensee to raise a request to prevent a Proposed Supplier Transfer in accordance with standard licence condition 14 of gas and electricity supply licences.	Customers may have wished to switch but would have been blocked from doing so (because they owed too much money to their current supplier), causing unnecessary distress for customers.	
<b>Warm Home Discount</b>	Exclude customers in receipt of the Warm Home Discount (WHD).	Customers who switch away might potentially have lost their WHD. Within the space of one letter, we	Customers with the WHD may still be better off switching depending on the level of saving

		could not ensure consumers were aware of the considerations around the WHD.	and/or who they switch to
<b>Marketing consent / Section 11</b>	Exclude customers who have opted out of marketing.	The CMOL could potentially be interpreted as marketing.	We will have a less representative sample of the overall SVT population. We will not be able to assess the reaction of these customers to receiving information which they may/may not perceive to be marketing.
<b>Bundled services (eg energy plus insurance or broadband) or affinity SVTs (ie those linked with vouchers or rewards)</b>	Exclude customers with bundled services.	Bundled or affinity/ voucher preferences may have added a degree of complication to the letter (for example the savings message).  We would not be able to present like-for-like bundle or voucher deals on the CMOL.	Consumer with bundled services or with vouchers may be better off separating their services.
<b>Non-standard meters (smart, restricted and other meters)</b>	Exclude customers with non-standard metering.	This kept the tariff calculation simple, and we didn't need to consider any issues of a consumer losing smart functionality depending on which smart meter they currently have.	
<b>Prepayment meters</b>	Exclude PPM customers.	PPM customers are not a priority focus for this project as the PPM price cap has come into play.	We limit our understanding of what engages consumers on PPM.
<b>Unoccupied homes</b>	Exclude customers with consumption of less than 25KwH of energy per year.	Households who consume very little energy may be largely unoccupied and therefore a letter was unlikely to be read.	

<b>Non standard communications</b>	Exclude customers who receive comms in Braille, audio bills etc.	Excluded to reduce complexity and enable greater standardisation of the letters that were being sent – enabling more valid comparisons between trial arms.	We limit our understanding of what engages consumers who receive non-standard communications.
<b>Welsh language letters</b>	Exclude customers who usually receive government communications in the Welsh language.	As this was only a trial and not an implemented policy intervention, usual rules on welsh language provision did not apply.	

The following customers were also excluded after the letters were created.

<b>Supplier A</b>	<b>Supplier B</b>
<ul style="list-style-type: none"> <li>Customers that switched tariffs or suppliers before letters were sent</li> <li>Customers that became "ineligible" for the trial since sampling</li> </ul>	<ul style="list-style-type: none"> <li>Customers that switched tariffs or suppliers before letters were sent</li> <li>Customers that became "ineligible" for the trial since sampling <ul style="list-style-type: none"> <li>Some customers were deemed ineligible because they had or were recently given smart meters. This was the most common exclusion.</li> </ul> </li> <li>Customers with potential savings of less than £20 were excluded from the sample.</li> <li>Customers with offers from regional suppliers that did not supply their region</li> <li>Customers whose letters had rounding errors greater than 3p</li> <li>Customers that had an offer from Zog Energy <ul style="list-style-type: none"> <li>No phone number was listed for this supplier.</li> </ul> </li> </ul>

## 6. Randomisation

Both suppliers sampled randomly within the eligible populations of customers 1-3 years on SVT and 3+ years on SVT until the target sample size numbers were reached.

The randomisations were conducted by the suppliers using appropriate randomisation software.

<b>Supplier A</b>	<b>Supplier B</b>
<ul style="list-style-type: none"><li>Stratified by SVT tenure (1-3 years vs. 3+ years)</li><li>After a sample was drawn, customers with energy consumption below the 1st percentile and above the 99th percentile were excluded. This was due to observed imbalances between trial arms.</li></ul>	<ul style="list-style-type: none"><li>Stratified by SVT tenure (1-3 years vs. 3+ years)</li><li>Over 100 randomisations were run, and Ofgem agreed to select one that did not have significant imbalances between trial arms.</li><li>Ofgem verified that the trial sample was representative of the supplier's broader SVT customer base that met the trial eligibility criteria.</li></ul>

## 7. Timeline and switching horizon used in analysis

<b>Supplier A</b>	<b>Supplier B</b>
<ul style="list-style-type: none"><li>Sample drawn on 23rd May</li><li>Cheaper market offers generated on May 29th (note that these offers were not guaranteed to be in place upon delivery of the letters)</li><li>Letters mailed on:<ul style="list-style-type: none"><li>Ofgem arm: 12th June</li><li>Supplier arm: 13th June</li></ul></li><li>We define the 30-day switching window as:<ul style="list-style-type: none"><li>Control arm: 13th June through 12th July (inclusive)</li><li>Ofgem arm: 13th June through 12th July (inclusive)</li><li>Supplier arm: 14th June through 13th July (inclusive)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Sample drawn on 31st May</li><li>Cheaper market offers generated on 13th June (note that these offers were not guaranteed to be in place upon delivery of the letters)</li><li>All letters mailed on 5th July</li><li>We define the 30-day switching window as 6th July through 4th August (inclusive)</li></ul>

## 8. Analysis sample

Post-attrition, the target sample size for each supplier was:

$$(40,497 + 33,705) \times 0.95 \approx 70,492$$

The tables below depicts the actual sample size for each trial.

The total sample size pre-attrition was 148,404, broken down as follows:

Tenure/Supplier	Control	Ofgem CMOL	Supplier CMOL	
Supplier A / 1-3 years SVT	13,499	13,499	13,499	<b>Total Supplier A sample</b> 74,202
Supplier A / 3+ years SVT	11,235	11,235	11,235	
Supplier B / 1-3 years SVT	13,499	13,499	13,499	<b>Total Supplier B sample</b> 74,202
Supplier B / 3+ years SVT	11,235	11,235	11,235	
<b>Total</b>	49,468	49,468	49,468	148,404

When the letters were mailed out, post-attrition, the sample size was 137,876, broken down as were as follows:

Tenure/Supplier	Control	Ofgem CMOL	Supplier CMOL	
Supplier A / 1-3 years SVT	12,861	12,887	12,846	<b>Total Supplier A sample</b> 71,164
Supplier A / 3+ years SVT	10,885	10,861	10,824	
Supplier B / 1-3 years SVT	11,933	11,991	12,028	<b>Total Supplier B sample</b> 66,712
Supplier B / 3+ years SVT	10,305	10,215	10,240	
<b>Total</b>	45,984	45,954	45,938	137,876

Despite the slightly smaller sample size in supplier B, the trial is still well-powered.

## 9. Balance checks (post-attrition)

After removing those customers that switched or were no longer deemed eligible for the trial, we checked balance across our trial arms for each supplier to verify that our trial groups are comparable across key observable characteristics.

The tables below present the means for each trial arm and supplier, as well as the p-value from an F-test that predicts whether the trial arms significantly predict the balance variable. We would expect about 5% of comparisons to be statistically significant at  $p < 0.05$  due to random chance.

<b>Balance Table (Pooled)</b>				
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	Control (mean)	Ofgem (mean)	Supplier (mean)	p-value from F test
<b>Energy tariff and consumption</b>				
Annual gas consumption (kwh)	12836.862	12871.923	12868.397	0.740
Annual electricity consumption (kwh)	3184.455	3187.950	3188.290	0.947
Length of time on a Gas SVT (months)	53.940	54.037	53.949	0.913
Length of time on an electricity SVT (months)	51.952	52.096	52.027	0.842
Gas standing charge (p/day)	22.118	22.107	22.099	0.853
Gas unit rate (p/kwh)	3.986	3.985	3.985	0.447
Electric standing charge (p/day)	22.117	22.107	22.097	0.848
Electric unit rate (p/kwh)	14.793	14.787	14.788	0.879
<b>CMOL characteristics</b>				
Estimated annual energy spending (from CMOL, in £)	1130.536	1132.310	1132.303	0.819
First CMOL deal: saving listed on letter (£)	248.194	248.987	249.119	0.491
Second CMOL deal: saving listed on letter (£)	228.361	229.195	229.324	0.439
Third CMOL deal: saving listed on letter (£)	214.115	214.910	215.114	0.422
First CMOL deal estimated annual energy spending (£)	882.342	883.324	883.185	0.916
Second CMOL deal estimated annual energy spending (£)	902.174	903.115	902.979	0.923
Third CMOL deal estimated annual energy spending (£)	916.421	917.400	917.189	0.922
Received at least one offer from a Big 6 provider (1 = yes)	0.321	0.322	0.322	0.996
<b>Customer characteristics</b>				
Manages account online (1 = yes)	0.448	0.447	0.450	0.521
Logged in to online account in the previous year (1 = yes; all customers)	0.375	0.374	0.379	0.377
Pays by direct debit (1 = yes)	0.744	0.748	0.748	0.244
Paperless billing (1 = yes)	0.419	0.419	0.422	0.606
Submitted a gas meter reading in the previous year (1 = yes)	0.634	0.638	0.640	0.177
Submitted an electric meter reading in the previous year (1 = yes)	0.654	0.658	0.657	0.445
Ever had a fixed product with supplier (1 = yes)	0.303	0.307	0.305	0.403
Number of SVT engagement letters received recently (1 = yes)	0.484	0.485	0.487	0.761
<b>Region</b>				
East Midlands	0.073	0.073	0.073	0.977
Eastern	0.118	0.121	0.118	0.289
London	0.080	0.079	0.078	0.529
Manweb	0.036	0.035	0.036	0.478
Midlands	0.071	0.072	0.073	0.628
North Scotland	0.034	0.033	0.033	0.692
North Western	0.063	0.059	0.059	<b>0.019</b>
Northern	0.040	0.042	0.042	0.456
SWEB	0.049	0.048	0.049	0.859
South Eastern	0.080	0.081	0.081	0.590
South Scotland	0.074	0.074	0.074	0.876
South Wales	0.063	0.064	0.064	0.609
Southern	0.158	0.156	0.158	0.644
Yorkshire	0.062	0.064	0.062	0.223

## **10. Outcome variable definition**

The objective of the trial was to increase the proportion of customers on SVTs that switch their energy tariff. In other words, this trial aims to measure changes in consumer behaviour.

There is a lag between when energy customers request a switch and when the switch actually takes place; this lag is typically 1-2 weeks. Therefore, in order to measure change in consumer behaviour more accurately, the primary outcome used was whether a customer requested a switch within the trial period (i.e. the 30-day switching window defined above). We also measured switching over a longer 60-day period to observe switching over time.

All customers in the trial are dual fuel SVT customers. If a customer requested to switched just one of their fuels, which is relatively rare, they were categorised as having switched.

## **11. Pre-analysis analytical plan**

Before any outcome data was received, BIT and Ofgem agreed on an analytical strategy which pre-defined the outcomes and analysis we were interested in running. This analytical strategy proposed analysing results from each supplier separately.

### Primary outcome

We proposed using Ordinary Least Squares (OLS) to measure the effects of the letters and specified the following model as our primary analysis model:

$$\text{Switched}_i = \alpha_i + \beta_1 \text{Ofgem letter}_i + \beta_2 \text{Supplier letter}_i + \psi_i \Gamma + \varepsilon_i$$

where:

- $\text{Switched}_i$  is a binary variable that captures whether customer  $i$  requested a switch during the trial period;
- $\text{Ofgem letter}_i$  is a binary variable that captures whether the customer received the Ofgem treatment letter;
- $\text{Supplier letter}_i$  is a binary variable that captures whether the customer received the Supplier treatment letter;
- and  $\Gamma$  is a vector of control variables composed of the following variables:
  - Whether the customer has been on the SVT for 3+ years
    - binary variable (also used for stratification)
  - Region
    - A set of binary variables indicating which region the customer's property is in

This model allows us to test for differences between the Control and each treatment letter individually, as well as differences between the two treatment letters.

### **Secondary outcomes**

We proposed using the same model as above to investigate the following research questions.

- What was the quality of switch across the three trial arms?
  - Estimated savings (£)
  - Customer switched to the tariff that was most cost-effective (Yes/No)
- What was the split of switching across internal and external and did this differ by trial arm?
  - Customer switched externally (Yes/No)
  - Customer switched internally (Yes/No)
- Was there any impact on other measures of engagement?
  - Logged in to online account (Yes/No)
  - Changed payment method (Yes/No)
  - Total number of contacts with suppliers (complaints, calls, emails, etc.)

In addition, we were interested in measuring when customers requested a switch and the types of tariffs that customers switched to (eg SVT, fixed tariff, length of tariff). We proposed using proportional hazard models in our pre-analysis plan, but opted to investigate these questions descriptively for simplicity.

### **Subgroup analysis**

While it was not the primary focus of our trial, we were also interested in examining whether specific letters were particularly effective (or ineffective) for specific customers. This secondary research question, broadly stated, is: Which types of customer were more likely to respond to the CMOL?

We therefore examined the effectiveness of treatments by comparing outcomes across the following groups:

- 1-3 years on SVT vs. 3+ years on SVT
- High vs. low engagement (defined as having submitted a gas or electricity meter reading sometime in the last year)
- Low potential savings vs. High potential savings (above/below median, using the best offer available)
- Direct debit vs. non-direct debit
- Online vs. standard account management
- Logged in vs. did not log in anytime in the previous year (online accounts only)
- Paperless billing vs. paper billing
- Below median vs. above median marketing communications sent (pre-trial)
- Ever had fixed product vs. never had a fixed product (defined at the beginning of the trial)
- Received at least one offer from Big Six providers vs. received no offers from Big Six providers (BG, EDF, E.ON, npower, ScottishPower, SSE)
- Low vs. high income
- Owner occupied vs. private rental vs. social rental

Note that our trial is not necessarily powered to detect significant effects across each of the categorisations described above.

### **Exploratory analysis**

We combined data from both suppliers and ran an OLS regression to measure the pooled effect of the letters on switching.

This model takes the primary analysis model as its basis and makes the following modifications:

- Additional covariates
  - A binary variable that captures the customer's supplier

- A continuous variable that captures the potential savings for the customer as marketed by the CMOL
- Removed covariates
  - Region dummies (due to discrepancies between suppliers)

## 12. Regression table

	Any switch within 30 days (pooled)
Ofgem	0.0135 *** (0.000845)
Supplier	0.0241 *** (0.000964)
On SVT for 3+ years	-0.00807 *** (0.000789)
Supplier B customer	-0.00734 *** (0.000829)
Potential savings (Best CMOL offer)	0.0000522 *** (0.00000390)
Constant	0.00432 *** (0.00127)
Observations	137,876
Control mean	0.0100

## 13. Sampling frame for qualitative interviews

The research agency, DJS, conducted telephone interviews with 91 customers who had received letters in the trial. The following is a breakdown of which customers DJS spoke to, by supplier, letter received, and tenure/trial outcome.

	Supplier A		Supplier B	
	Ofgem letter	Supplier A letter	Ofgem letter	Supplier B letter
<b>1-3 years switched internally</b>	4	4	0	3
<b>1-3 years switched externally</b>	2	6	10	9
<b>1-3 years did nothing</b>	5	2	3	3
<b>3+ years switched internally</b>	3	5	1	1
<b>3+ years switched externally</b>	3	4	1	5

<b>3+ did nothing</b>	4	3	2	8
<b>Total</b>	21	24	17	29

## 14. Pre- and post- trial variables

The following is a list of all the variables collected by the two suppliers involved in the trial, and the point(s) at which they were collected.

Name of variable	Point(s) of data collection
1. Supplier name	Pre-trial and Post-trial
2. MPAN	Pre-trial and Post-trial
3. MPRN	Pre-trial and Post-trial
4. Payment type	Pre-trial and Post-trial
5. Length of time on a Gas SVT	Pre-trial and Post-trial
6. Length of time on an electricity SVT	Pre-trial and Post-trial
7. Electricity meter type	Pre-trial and Post-trial
8. Gas meter type	Pre-trial and Post-trial
9. Region	Pre-trial and Post-trial
10. Postcode	Pre-trial and Post-trial
11. Is customer on PSR?	Pre-trial and Post-trial
12. Income	Pre-trial and Post-trial
13. Housing Tenure	Pre-trial and Post-trial
14. Method of account mgmt.	Pre-trial and Post-trial
15. Paperless bills?	Pre-trial and Post-trial
16. Volume of SVT engagement letters received since 21/10/2016	Pre-trial and Post-trial
17. Date of last SVT engagement letter	Pre-trial and Post-trial
18. Has the customer ever had a fixed product?	Pre-trial and Post-trial
19. Do they have any other products with the supplier?	Pre-trial and Post-trial
20. Annual gas consumption	Pre-trial and Post-trial
21. Annual electricity consumption	Pre-trial and Post-trial
22. Date of last meter read (gas)	Pre-trial and Post-trial
23. Date of last meter read (elec)	Pre-trial and Post-trial
24. Gas standing charge	Pre-trial and Post-trial
25. Gas unit rate	Pre-trial and Post-trial
26. Electricity standing charge	Pre-trial and Post-trial
27. Electricity unit rate	Pre-trial and Post-trial
28. Current gas tariff name	Pre-trial and Post-trial
29. Current electricity tariff name	Pre-trial and Post-trial
30. Estimated annual cost	Pre-trial and Post-trial
31. Trial Arm	Pre-trial and Post-trial
32. Tenure grouping	Pre-trial and Post-trial
33. Date CMOL sent	Pre-trial and Post-trial
34. First supplier listed on CMOL	Pre-trial
35. First CMOL deal standing charge (electricity)	Pre-trial
36. First CMOL deal standing charge (gas)	Pre-trial
37. First CMOL deal unit costs (electricity)	Pre-trial
38. First CMOL deal unit costs (gas)	Pre-trial
39. First CMOL deal: saving listed on letter	Pre-trial

40. First CMOL deal estimated annual cost	Pre-trial
41. First CMOL deal tariff name	Pre-trial
42. First CMOL deal tariff end date	Pre-trial
43. Second supplier listed on CMOL	Pre-trial
44. Second CMOL deal standing charges (electricity)	Pre-trial
45. Second CMOL deal standing charges (gas)	Pre-trial
46. Second CMOL deal unit costs (electricity)	Pre-trial
47. Second CMOL deal unit costs (gas)	Pre-trial
48. Second CMOL deal: saving listed on letter	Pre-trial
49. Second CMOL deal estimated annual cost	Pre-trial
50. Second CMOL deal tariff name	Pre-trial
51. Second CMOL deal tariff end date	Pre-trial
52. Third supplier listed on CMOL	Pre-trial
53. Third CMOL deal standing charge (electricity)	Pre-trial
54. Third CMOL deal standing charges (gas)	Pre-trial
55. Third CMOL deal unit costs (electricity)	Pre-trial
56. Third CMOL deal unit costs (gas)	Pre-trial
57. Third CMOL deal: saving listed on letter	Pre-trial
58. Third CMOL deal estimated annual cost	Pre-trial
59. Third CMOL deal tariff name	Pre-trial
60. Third CMOL deal tariff end date	Pre-trial
61. Has customer submitted gas meter reading in previous year (since 30/05/16)	Pre-trial and Post-trial
62. Has customer submitted electricity meter reading in previous year (since 30/05/16)	Pre-trial and Post-trial
63. Logged into online account in previous year (since 30/05/16)	Pre-trial and Post-trial
64. Calls to supplier in previous year (since 30/05/16)	Pre-trial and Post-trial
65. Changed payment method in previous year (since 30/05/16)	Pre-trial and Post-trial
66. Changed date of direct debit in previous year (since 30/05/16)	Pre-trial and Post-trial
67. Made a complaint to current supplier in previous year (since 30/05/16)	Pre-trial and Post-trial
68. Date bill received (if sent between 05/07/17 and 1/9/17)	Post-trial
69. Date annual summary received (if sent between 05/06/17 and 1/9/17)	Post-trial

70. Volume of engagement related marketing letters received since 04/08/17	Post-trial
71. Date of engagement related marketing letters received since 04/08/17	Post-trial
72. Loss notification received (gas)	Post-trial
73. loss notification received (elec)	Post-trial
74. Date loss notification received (gas)	Post-trial
75. Date loss notification received (elec)	Post-trial
76. Name of incoming supplier (gas)	Post-trial
77. Name of incoming supplier (elec)	Post-trial
78. Successful switch (gas)	Post-trial
79. Successful switch (elec)	Post-trial
80. Date of successful switch (gas)	Post-trial
81. Date of successful switch (elec)	Post-trial
82. Internal Tariff change requested (gas)	Post-trial
83. Internal tariff change requested (elec)	Post-trial
84. Date internal tariff change requested (gas)	Post-trial
85. Date internal tariff change requested (elec)	Post-trial
86. Objection raised to switch request (gas)	Post-trial
87. Objection raised to switch request (elec)	Post-trial
88. Internal or external switch (gas)	Post-trial
89. Internal or external switch (elec)	Post-trial
90. Complaints during trial period	Post-trial
91. Nature of complaints during trial period	Post-trial
92. Complaints specifically relating to trial	Post-trial
93. General calls to supplier in trial period	Post-trial
94. Calls to the trial specific number	Post-trial
95. Nature of these calls	Post-trial
96. Emails to current supplier during trial period	Post-trial
97. Nature of these emails	Post-trial
98. Webchats with current supplier during trial period	Post-trial
99. Customer submits a gas meter reading during the trial duration	Post-trial
100. Customer submits a electricity meter reading during the trial duration	Post-trial
101. Customer logs in to online account during trial duration	Post-trial
102. Whether customer has taken up an additional product	Post-trial

103.	Whether customer changed payment method during trial	Post-trial
104.	If customer has changed payment method, what to	Post-trial
105.	Customer becomes ineligible before CMOL is sent	Post-trial
106.	Reason for ineligibility (same definitions for exclusion criteria apply)	Post-trial
107.	Customer circumstances change after CMOL is sent	Post-trial
108.	Reason for change in circumstances	Post-trial
109.	Gas tariff name	Post-trial
110.	gas tariff type	Post-trial
111.	Gas standing charge	Post-trial
112.	Gas unit rate	Post-trial
113.	Elec tariff name	Post-trial
114.	Elec tariff type	Post-trial
115.	Electricity standing charge	Post-trial
116.	Electricity unit rate	Post-trial
117.	Exit fees	Post-trial
118.	Upfront payment	Post-trial