

**From:** Carol Seaton

**Sent:** 29 May 2018 15:55

**To:** CDconsultations <[CDconsultations@ofgem.gov.uk](mailto:CDconsultations@ofgem.gov.uk)>

**Subject:** Consultation on the implementation of the CMA's Whole of Market recommendation

Hi,

Please find below EHL's response to this consultation. This is not confidential.

For a long time accredited sites have argued the validity of WoM; the energy market is the only one to impose this restriction, and we feel that this and the CMA's recommendations to remove it support our line of reasoning.

New suppliers have used this as a marketing strategy which has a detrimental impact on the PCW that has been forced to show the deal and not gain compensation for doing the supplier's advertising for them, and they can also experience negative customer feedback as they feel that the site recommended that supplier simply by showing it on its results.

Ofgem repeatedly tells us that they are protecting consumers and trying to mitigate risk; if this is truly their aim how can they consider it of value to impose these restrictions on accredited sites and continue to have no oversight of the other many and varied routes to market, and how those companies operate?

We feel that in the current switching climate WoM is an out of date concept which should be removed entirely.

Regards

Carol.

***Carol Seaton***

Head of Quality and Compliance

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