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Vattenfall response to Customer Communication Rulebook Reforms

Dear Katherine and Ruth,

Vattenfall welcomes the opportunity to respond to Ofgem's consultation on the Customer Communication Rulebook Reforms. Our iSupply Energy retail business now has around 200,000 customer accounts and we have an ambition to grow in the UK. We have significant experience across Europe in bringing green and competitive tariffs, and innovative products to market, and we welcome the chance to compete in the UK.

We do believe that the communication reforms will enable suppliers to communicate more effectively with their customers and this promotes high customer service and innovation and we welcome the opportunity to engage with Ofgem through this consultation.

We agree that a direction is required to enable suppliers to make changes to existing fixed term contracts, so customers could benefit from the rule changes sooner. For example, Our terms and conditions state that an annual energy summary will be sent at least once in every 12 month period, this will mean that any consumers joining us before the reforms are introduced will still require an annual statement to be sent for the duration of their contracted term. We suggest that the scope of the direction should be drafted in a clear precise manner to provide clarity as to what the flexibility is, including stipulating the required obligations for example timescales and implementation.

Encouraging and enabling engagement

We agree that the proposals reflect the policy intent relating to encouraging and enabling engagement and we welcome the opportunity to contact consumers at different intervals relevant to them across their time with us. We believe the proposal to move the rules around engagement prompts into a direction separate from the supply licences will provide a positive outcome for consumers and this provides much greater flexibility to suppliers.

Assistance and advice information

We agree that the proposals reflect the policy intent relating to assistance and advice information. We welcome the proposal and believe that this will enable suppliers to tailor their communication with customers and provide relevant information to them based on their individual needs as well as still providing the necessary information at relevant times.

Bills and Billing

We agree that the proposals reflect the policy intent relating to Bills and Billing information. We believe that this will enable suppliers to provide bills to customers in a much more user friendly and easy to read format. Removing unnecessary information from the bills will make the necessary and important information more visible to customers enabling them to make more sense of their bills.

Contract changes

We agree that the proposal reflects the policy intent relating to contract changes. We welcome the opportunity to engage with our customers in a much more effective manner which is tailored to their individual needs yet still providing the necessary information at the appropriate times.

Annual Statements

We also agree with the proposal to stop the requirement for Annual statements to be issued however, iSupply Energy believe the Annual Statement may still be beneficial to PPM customers in order for them to still receive regular information relating to their usage, but we understand that this information can be given at other necessary times in a different format.

Overall we welcome the communication reforms and welcome the flexibility these will provide to enable us as a supplier to communicate effectively and at necessary times with our customers. We believe these reforms will enable us to ensure positive outcomes for our customers including simpler statements and formats for bills.

We declare that the information we have provided is non confidential.

Yours sincerely,

Andrew Edoja
Regulatory & Compliance Officer
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