

31 January 2017



Introduction

Good Energy was set up 18 years ago to engage people and businesses with the energy they consume.

Our mission is to give customers the choice of buying their energy from a company that supplies 100% renewable electricity in the UK, allowing householders and businesses to become part of the solution, rather than the problem.

It's easy to understand why there is widespread disengagement towards energy and the organisations which supply it to our homes. After all, we can't see it; we just expect it to be there.

Following privatisation of the UK energy market, the Big Six emerged, inheriting customers without having to win them.

Little thought was given to engaging with customers.

At Good Energy we have had to fight hard to engage people and give them a reason to want to join our movement.

Our customers are crucial to helping us deliver our mission. It's because our customers are so engaged in our purpose that many of them are shareholders.

We think the work Which? has done to make things better for energy customers is positive. The least customers should expect from their supplier is a fair price, trust and good quality service.

There is still much work to be done, though. The consumer has to be engaged in order to help decarbonise our energy system and shift from fossil fuels to renewables.

We look forward to working more closely with Which? to engage UK consumers in this transition.

Understanding our customer base

Good Energy has one base tariff – our Standard variable tariff. We believe that our tariff is good value for money - a fair price for everything that our customers get from us.

Our customers are highly engaged. They are not looking for any old supplier and come to Good Energy for a reason.

We've carried out extensive research and segmentation work to understand what motivates our customers and what they want from us. Further segmentation work will continue in the first half of this year.

We only supply 100% renewable electricity and our green gas. Our power is sourced from a network of over 1,000 independent UK renewable energy generators from Cornish farms to waterfalls in Snowdonia to Scottish dairies.

We also build our own wind and solar farms with our customers' bills. Since 2015 alone, we've invested £19.5m in renewable energy generation and contributed more than £175,000 to the communities where we generate electricity.

Since the launch of our green gas in 2016, we are now supporting the UK biogas industry and at the same time investing money in environmental projects in developing countries.

We evidence our high levels of customer engagement through the globally recognised Net Promoter Score (NPS). Good Energy is proud of its industry leading NPS score.

Our NPS is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Any score above zero is considered to be a 'good' result. NPS is used as a proxy for gauging the customers overall satisfaction with a company's product or service and the customer's loyalty to the brand. Good Energy measures NPS on a quarterly basis to continuously measure advocacy levels as an indicator of its customer satisfaction.

We consistently received an NPS of at least +40 during 2016 from electricity and gas customers. Our calculations show the industry average to be -28.

Methods of engagement

We think the best way to engage with our customers is to listen and to understand what matters to them. So in 2017 we will;

- Launch a customer panel to help continuously improve the whole experience Good Energy provides its customers.
- Introduce a brand new customer information system, helping us provide an even more tailored and responsive service to all our customers as we grow.
- Ask our customer to help us design new products and propositions like we did last year with our Green Gas and EV tariff
- Offer our customers the opportunity to sign up to here about tariffs available from other suppliers - in accordance with the CMA recommendations
- Avoid the use of telephone call scripts so customers know every conversation is organic and focused around their individual needs.
- Introduce transactional surveys for real time feedback from customers
- Improve the content and information we send to customers in our newsletters and 'e-news'
- Run 'customer needs' sessions for all new employees as part of their induction to ensure all staff take a customer centric approach to their work.
- Implement a cross-departmental working group every five weeks called 'customer hot topics' to ensure all teams are kept in the loop about current customer concerns.
- Introduce a vulnerability strategy to look out for these customers. This will include training for all customer service staff around recognising and handling vulnerability.
- Work towards a roll-out of smart meters, helping improve the accuracy of billing and giving customers more control over their energy use.

Measuring engagement

We'll measure our customers' engagement by:

- Our NPS score which we publish in tandem with our mid-year and full year financial reports.
- Undertaking quarterly satisfaction surveys to measure customer experience of our processes and online services, and to track customer attitudes.
- Using our customer panel to gauge the whole experience Good Energy provides its customers

- Insisting that the Good Energy executive team, including our CEO, regularly listen in to customer care calls to keep updated on customer concerns, and see how we can improve.

Publishing our progress

We are very keen to report on how our engagement is progressing so that our customers have the full picture. We plan to include update on our progress in the following reports;

- Annual Progress Report
- Annual and Interim reports
- Annual Treating Customer Fairly report

Continued engagement

Whilst we're proud of the high level of customer engagement that we already have, we strive to continually improve. We'll integrate this year's learnings through;

- Our customer engagement panel
- A new customer communication hub
- Our 'smart proposition' roll-out

For more information about our energy and how we're engaging consumers to tackle climate change, visit goodenergy.co.uk