

**TREATING OUR
CUSTOMERS FAIRLY**



INTRODUCTION

OVO is one of the UK's fastest growing independent suppliers, with almost 700,000 domestic customers and over 1,000 staff. In January 2015 we became the first Which? Recommended Energy Provider, and in January 2017, we topped the Which? energy supplier customer satisfaction survey for the second year running, with a score of 78%.

From day one, we've wanted to build the UK's most trusted energy company. Put simply that means offering fair prices, via competitive tariffs that reflect wholesale and supply costs – and designing an effortless customer experience.

This document reaffirms these commitments and shows how we always have, and always will, treat every single one of our customers fairly.

FAIR PRICING

At OVO, we've consistently campaigned against suppliers who offer deeply discounted tariffs exclusively to new customers - often at, or below, cost.

These are usually subsidised by existing legacy customers or customers whose fixed term tariffs have long expired and are now on "default" – and therefore pricier – standard variable tariffs (SVTs)¹.

"Millions of people, many of them vulnerable, are being punished for their loyalty, paying hundreds of pounds more for their energy than they should. This money is being used by the Big Six suppliers to hook in new customers with loss-leading tariffs. It's a terrible way to treat customers, destroying trust at their expense."

Stephen Fitzpatrick, 2015

¹ Ofgem has described an SVT as a "tariff you'll be put on if you've not chosen a specific energy plan... It's an energy supplier's basic offer" ([Ofgem website](#)).

FAIR PRICING CONT.

The Competition and Markets Authority's recent investigation into the energy market found that 70% of the Big Six's customers are on these excessively priced SVTs.

We have always believed that these pricing practices are unjust, and pride ourselves on our strong track record of fair pricing for all customers.

“A lot of energy companies - a significant number of the Big Six - are charging the maximum price they feel they can get away with to the customers they feel will not switch under any circumstances, and then maintain an illusion of competitive pricing with tariffs targeted towards a very small number of relatively well-engaged customers.”

Stephen Fitzpatrick, 2013



OUR TARIFFS REFLECT WHOLESALE AND SUPPLY COSTS

We review our prices regularly and any change reflects the movement in our costs of supplying energy to customers. That way, our customers know that the deal they're getting will always be fair, transparent, and as competitive as possible.



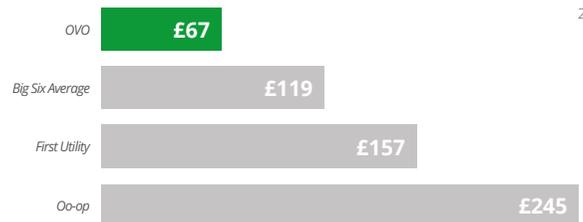
OUR FIVE SIMPLE TARIFFS ARE AVAILABLE TO EVERYONE

All customers, new or existing, are offered the same, fair tariffs. We've never offered exclusive deals to new customers at the expense of our loyal customers.



THE DIFFERENTIAL BETWEEN OUR CHEAPEST AND OUR VARIABLE TARIFF IS SMALL

We price fairly and, according to Ofgem's latest data, have a relatively small price gap between our cheapest tariff (Better) and our variable tariff (Simpler) – especially compared with other suppliers.



UNDER ONE IN FIVE OF OUR CUSTOMERS ARE ON OUR “DEFAULT” VARIABLE TARIFF

Only 18% are on Simpler - our “default” variable tariff - which is still one of the lowest rates in the industry.³ It's important to note that these customers have either actively chosen Simpler (because it offers greater flexibility) or rolled onto it after choosing a fixed rate plan relatively recently. We've only been in existence since 2009 after all. On the other hand, many of the Big Six's variable customers will have been on those tariffs for decades.

² Difference between suppliers cheapest tariff and standard variable tariff. [Ofgem website](#) (Prices accurate as of 28/11/2016 when last Ofgem update posted).

³ Whilst the latest [Ofgem data](#) shows that we have 35% of our customer base on an SVT, this includes all our prepayment customers that do not fit their definition of an SVT being a “default” or “basic” offer. All our prepayment customers (17% of our customer base) have switched to us in the last three years (since the tariff was launched) and are on one of the most innovative and competitive prepayment tariffs in the market. This leaves 18% of our total customer base on our “default” variable tariff.

EFFORTLESS CUSTOMER EXPERIENCE

We recognise that energy can be time-consuming and confusing for many people. So we've sought to simplify the process and make engaging with us as effortless as possible. Our customer experience is designed to give our customers the service they both want and deserve: from our award-winning service centre, through our clear and timely communications, to our innovative apps. We've rethought and redesigned how customers engage with energy to make it better for everyone.

By reinventing the customer experience, we've seen more and more customers actively choose our fairly-priced tariffs, and take advantage of our personable and painless service - both on and offline.



ALL OUR CUSTOMERS ARE SWITCHERS

Rather than inheriting customers, as the Big Six did after the industry was privatised, we've fought for every single one of ours, and we'll never take customers for granted. Over 60% of our customers have joined us in the past two years alone.



WE ENCOURAGE ALL CUSTOMERS TO REFIX

When we communicate with customers at the end of their fixed tariffs, we explain that choosing another fixed rate plan could save them money. We use [clear and simple messaging](#) when we do this, including step-by-step guides and videos.



WE USE SMARTER TECH TO MAKE CUSTOMERS LIVES EASIER

77% of our customers self-serve online using our My OVO platform which is available on smartphones, tablets and the Apple Watch. Furthermore over 1 in 3 of our customers already have a smart meter, so they can track their live usage without ever giving meter readings again.



WE INTRODUCED THE FIRST TRULY INTEGRATED, SMART PREPAYMENT PLATFORM

This allows customers to manage their energy via an app, whether they're instantly topping up credit or monitoring their usage. It also gives them unprecedented control, doing away with the antiquated key card and late night trips to the top-up shop.

WE'RE PROUD TO PUT FAIRNESS FIRST, AND AS A RESULT HAVE THE HAPPIEST ENERGY CUSTOMERS IN THE UK. BUT DON'T TAKE OUR WORD FOR IT. THEY'LL TELL YOU THEMSELVES...

Which?

78%
**CUSTOMER
SATISFACTION**

Top Score in the 2017 Which? Energy Satisfaction Survey - the UK's biggest energy customer satisfaction survey that asked almost 9,000 customers to rate their energy supplier.



96%
**CUSTOMER
SATISFACTION**

Top Score in the 2016 uSwitch Energy Supplier Awards including winning 11 of the 12 award categories - a survey of over 5,000 customers.