

As a new entrant to the energy market, supplying both electricity and gas since October 2015, we recognise the importance of customer engagement. We welcome the [CMA's report](#) on Energy Market Investigation and are committed to continuously supporting our growing customer base through various engagement strategies.

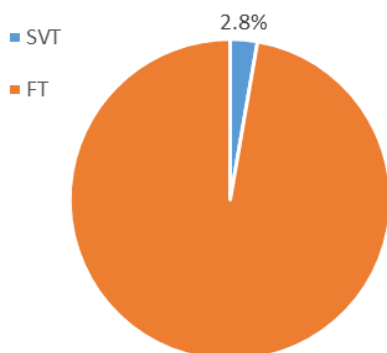


One of our methods for engaging with our customers is sending a monthly text message and an e-mail to prompt them to supply their meter readings. This approach is a win-win, as customers are regularly made aware of their energy usage and at the same time it allows us to produce accurate bills to the benefit of our customers.

We also recognise that one of the major barriers for customers is the complexity involved in the energy industry. We realise that an average customer may not have a great understanding of how energy usage is calculated. We therefore make every effort to help our customers understand the information they receive from us about the energy they use. We have invested our efforts in ensuring that our bills are not only accurate, but also as clear and simple as they can be. We have done this by testing them on a sample of our customers who have no energy background and taken on board their feedback to improve how we communicate the energy information to the customers. The success of this is evidenced by the feedback we have received from our customers who praised us for clear and accurate bills (see: [Which?](#)).



Our Customer Base



We realise that Standard Variable Tariffs (SVT) are among the more expensive options for the supply of energy. Within our customer base, only 2.8% are on SVT and the majority of these consciously chose this tariff. None of those customers would have been on this tariff for longer than 18 months—therefore, by using Ofgem's categorisation of disengaged customers (i.e. on SVT for more than 3 years) none of our customers would be considered as disengaged customers. Furthermore, considering that a significant proportion of our customer base supply monthly meter readings, would suggest that they are highly engaged with PFP Energy as a supplier.

We are aware that customers who are on a Fixed Tariff (FT) will fall onto an SVT as the default tariff, once their FT has come to an end. As a responsible supplier, we are committed to contacting our customers prior to the end of their FT and engaging with these individuals so that they actively select a tariff of their choice. Moreover, we recognise that SVT tariffs may lead to customer disengagement. Therefore, as a new entrant with a small percentage of customers on this default tariff, we will monitor the size of our SVT customer base and if necessary, issue an online survey to assess if those customers

have actively chosen to stay on this tariff or if they need support to make a conscious decision about their tariff choice.

Additionally, we are collaborating with a marketing agency to assist us with the development of educational materials and a customer communication plan. These will help empower energy customers to make informed decisions about their energy choices. These materials will be available to our customers and anyone visiting our website. The marketing agency is also working on our social media presence so that we can engage with customers in a proactive manner through widely popular communication channels. Additionally, we have been working with a number of targeted magazines to advertise our low energy prices and a great customer service to specific audiences who would benefit from energy savings long term, for example families with young children or people who have recently moved.



We take pride in providing a great customer service—it is at the heart of what we do! This results in a low number of complaints, and should issues arise, we work hard to rectify these. It is this approach



that has resulted in PFP Energy having the least amount of complaints out of all energy suppliers, as reported by [Citizen Advice](#). Our future plans include launching our services to customers on Pre-payment and those using Smart Meters, whilst striving to continue to maintain the excellent track record in customer service.

PFP Energy tariffs are already available on majority of the Price Comparison Websites (PCW) and our aim is to be able to work with all PCW's to offer our tariffs to all our prospective customers, regardless of which PCW they choose. Finally, by engaging and being fair to our customers we strive to exceed the regulatory standards set by Office of Gas and Electricity Markets (Ofgem).



In summary, our plan for customer engagement is embedded in our culture and the work we do. As a new entrant we understand the significance of customer engagement plan and actively incorporate this in our ambition to be the energy supplier of choice. Our commitment to our customers is evidenced by achieving an upper quarter ranking in both *Which?* and Citizen Advice.

A handwritten signature in black ink, appearing to read "Adrian Leaker".

Adrian Leaker
Managing Director at PFP Energy