

Response to which on improving customer engagement

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1. CEO endorsement, showing immediate and planned engagement

Together Energy welcomes Which's attempt to increase trust in the energy industry by encouraging suppliers to develop a plan to further engage their SVT base. We recognise that the portfolio and commercial challenges vary significantly from that of the Big 7 or 8. However, despite this we are all bound by license conditions and Standards of Conduct.

Together Energy is anomalous, because we are the only provider in the market with a cheaper standard variable tariff than fixed price. We have taken this pricing strategy because, as a new entrant into the market cash flow is much more important to Together, customers who are happy to pay for what they use, and sign up to a tariff that allows us to purchase commodity on a monthly basis should be rewarded.

We are developing an innovative loyalty scheme that should engage customers in a unique way. We are committed to publishing quarterly and annual reports on customer engagement and are making commitments on what we would consider successful

We currently have no customers on a "deemed" contract. However, our terms and conditions are very strict on who can drop onto a deemed rate. Only properties we have been unable to engage with, typically due to a home move and not being able to source the current homeowner would be enrolled on a deemed contract. Everyone other customer automatically renews onto the cheapest variable tariff.

2. A demonstration that you understand your SVT base - through a process of identification and segmentation

There are three propositions in our book. The first is our fixed term, the second is our variable tariff and the final is our deemed rate. We will publish, quarterly, our property breakdown. We may not publish customer numbers; however we will give a percentage breakdown on our customer book. Currently, we have 1300 customers, all a maximum of 12 weeks old. Of those 1300 customers, around 9% have opted to sign up on the variable tariff. We currently have no meters on the deemed rate. Customers who automatically go onto the deemed rate would be able to backdate up to 6 weeks and go onto our cheapest variable tariff if they engage with them. We will endeavour to have no vulnerable customer on a deemed tariff at any point and we will publish this measure separately.

We will proactively attempt to re-engage with customers at the end of a fixed term deal. We measure engagement as either a conversation or a response to an email or a letter. We will publish our success on engaging with our customers within +/- 6 weeks.

With vulnerable customers we will commit to 90% contact, if we fail we will send final correspondence showing where our current tariff is in the overall market.

3. Proposed trialling and testing methods of engagement - with published timescales for each stage

We are currently targeting high touch customers. We are engaging customers, and winning customers who value our service promise of no IVR and speaking to a customer service agent within 60 seconds. All of our customers have spoken to at least one member of our staff.

Our next major step for engaging customers is educating customers on our flagship product energy for life. Energy for life aims to reward customer loyalty with shares in generation. The longer a customer remains with Together, the greater the ownership they will receive. Over time their energy bills will fall as they benefit from their shareholdings. Engaging customers in such a unique proposition is a challenge in the current customer environment. All customers who enrol with Together Energy will automatically benefit from Energy for Life. We see several KPIs that we can publish annually that may assist in assessing the understanding and engagement of the UK public.

4. How results of progress on activities would be published

Quarterly Report (actual numbers)

| | Customers (%) | Vulnerable customers (%) |
|---------------------|---------------|--------------------------|
| Fixed | 90 | 95 |
| Variable | 10 | 5 |
| Deemed | 0 | 0 |
| Variable by default | 0 | 0 |

Annual Report (not real numbers)

| New Customers Enrolled on Energy 4 Life | Engaged | Declared understanding of tariff | Declared understanding of pass through costs | Declared understanding of generation | Declared understanding of wholesale costs |
|---|---------|----------------------------------|--|--------------------------------------|---|
| 1300 | 80% | 70% | 50% | 50% | 40% |

5. How any learnings will be integrated into future continued engagement with customers.

The entire design of Together energy is about developing long term customers who are constantly engaged with their consumption and investment. We want our customers to become passive within the market, purely because they are educated and find our service to be of value.

We expect as we open up other sales channels our approach may have to be changed.