A well functioning retail market:

- Measuring consumer experience
- Changing roles & relationships

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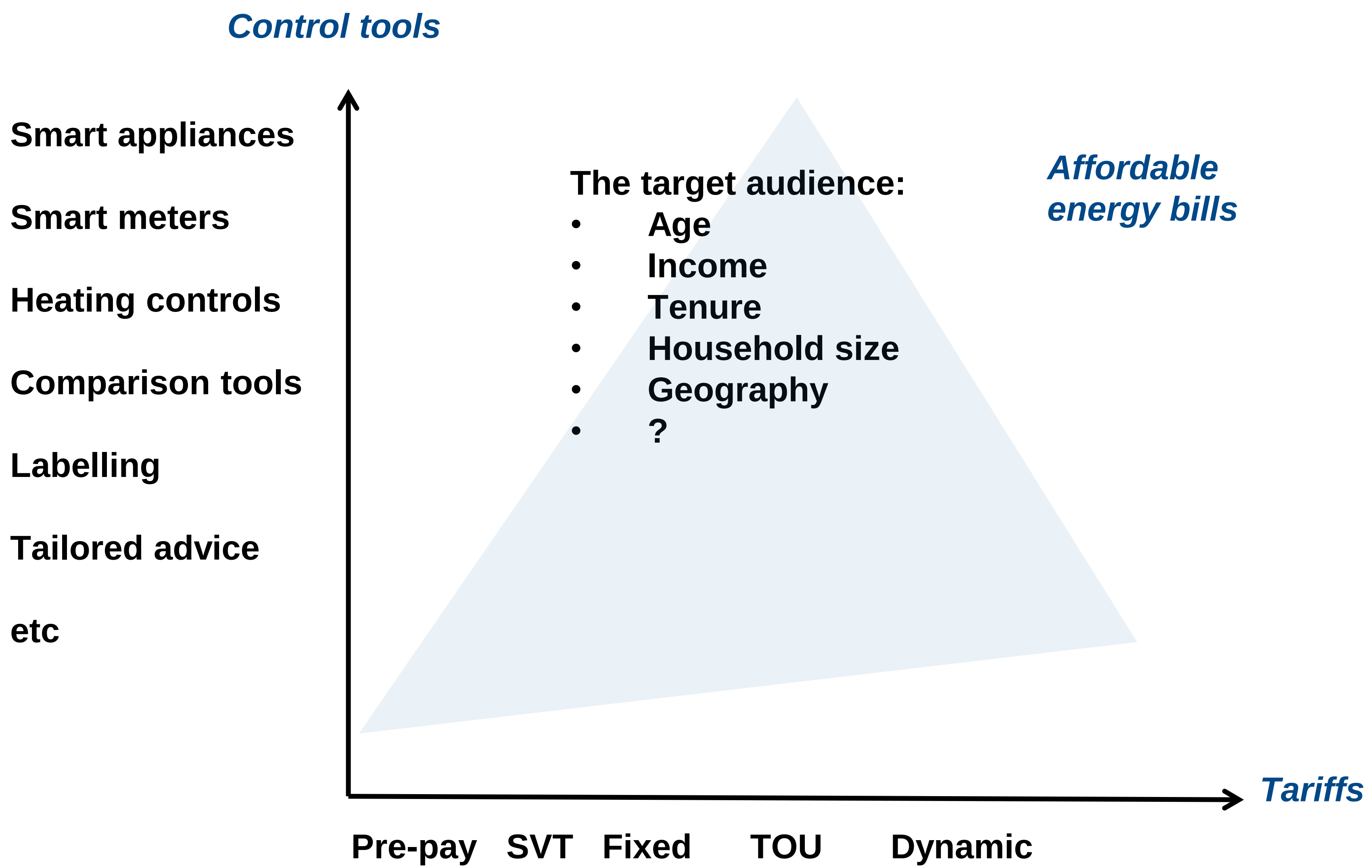
Defining empowered & enabled consumers



Measuring the consumer experience

- **Metric: Access to price comparison tools**

SE2 LCNF trial learnings 2015: 40% with smart meters & appliances with no savings

Consumer Focus 2012: 38% on Economy 7 unlikely to be benefiting

- ➢ Need for accuracy, consistency, transparency, comprehensiveness, non-bias
- ➢ Plus: consumers' own behaviour and willingness to be flexible

- **Metric: Switching rate**

Consumer Futures 2013: 26% wouldn't switch again

- ➢ The quality of the switching process

Measuring the consumer experience cont.

- **Metric: Numbers of disconnections**

Eurostat, SILC: 10% of Europeans unable to keep home adequately warm

➢ Long term challenges of fuel poverty (housing, energy, health & welfare)

- **Metric: Awareness of DSO**

Citizens Advice 2015: Information has little impact on consumers' hierarchy of priorities

➢ A transparent framework with a single point of entry

Measuring the consumer experience cont.

- **Complementary measurement tools (current & mooted):**

➢ Insights from consumer organisations on design of consumer perceptions/delivery assessment

➢ Insights from Commission Consumer Conditions Scoreboard (MPIs: ease of comparison, problems/complaints, trust & satisfaction)

➢ Pan-European survey of consumer delivery from smart meters

➢ A reporting mechanism to improve the comparability of national fuel poverty indicators (housing fabric, consumers' income, tenure type, health data, climatic factors, energy prices)

➢ Consumer delivery (fuel poverty measures) in National Energy Efficiency Action Plans

Changing roles & relationships

- **Consumer delivery opportunities in regulated DSO activities**

➢ Art 15(2) EED (EE improvements in network infrastructure): Home energy efficiency should be the top EU & national infrastructure priority

➢ Behaviour change & efficiency projects should align with existing local initiatives

- **Consumer access for new market entrants**

○Fair market access & trusted environment to support development & consumer uptake of new services

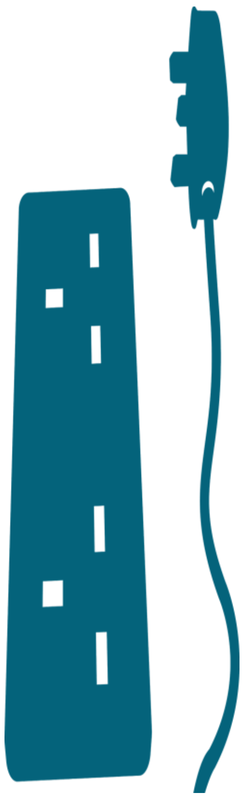
- **Consumer rights and protections within new market design**

○ Consumer ownership & control over their own data

○Limits on financial liability

○Updated contract protections & redress systems

○Tailored & inclusive access to advice, technology & infrastructure



Incorporating customer experience into the new energy market design

	Voice of the customer (VoC) programs	Key role of centralized customer experience organization	Perspective of senior executives
Stage 5: Embedded	Customer insight prevalent in every aspect of the business	Reinforcement of customer-centric culture	View their role as keeper of customer-centric culture
Stage 4: Engaged	VoC integrated into key processes	Best practice sharing across organizations	Incorporate customer experience as a core tenet of overall business strategy
Stage 3: Committed	VoC tailored to the needs of different organizations	Provide consultative support to, and build network of customer experience advocates across, the organization	Understand link between customer experience and business results and willing to make significant investments
Stage 2: Invested	Consolidated customer experience metrics and process for fixing problems	Manage VoC process, internal communications, and small number of projects	Believe that customer experience is very important and add goals to their direct reports
Stage 1: Interested	Evaluating different customer experience listening posts	Evangelism and collection of existing customer insights	Think that customer experience may be important

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Source: Forrester Research, Inc.

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