

# Break out session D



## Simplicity



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Facilitator:

**Philip Lewis**

Vaasa ETT



## Simplicity

**Changes customers will see:**

- More providers, services, tariffs, bills + comparability challenges
- Customers are all different and can deal with different levels of complexity
- Simplification should come via a mix of regulation and 3rd parties

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**Who has a role to help consumers understand complex technologies and choices?**

- Multichannel communication
- Not only the utility
- Service provider has key responsibility
- Public communication also essential

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**Vulnerable customers should also benefit from new technologies**

- Free and personalised advice
- Simple and robust tariffs
- Display units

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