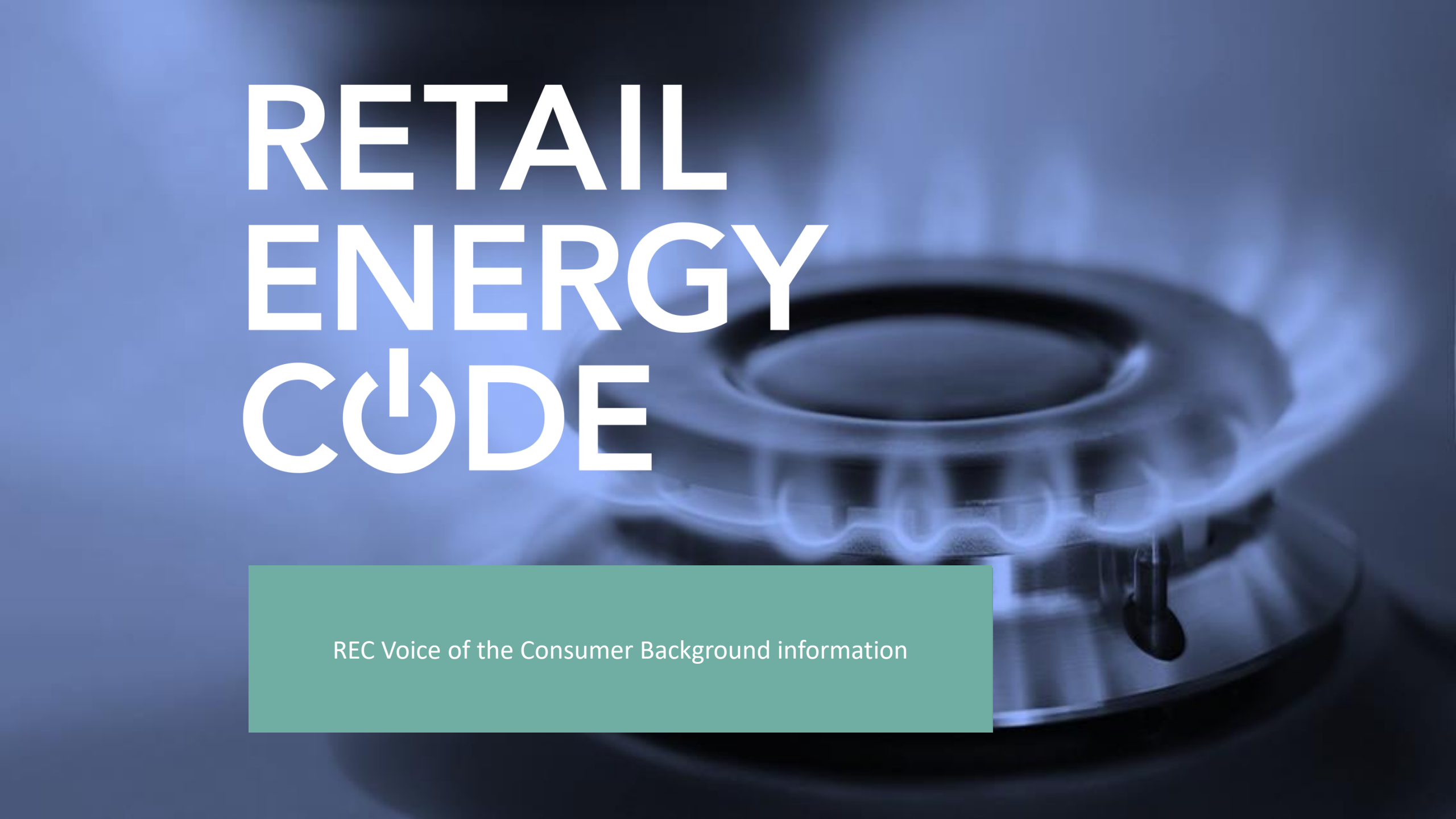


REC Voice of the Consumer Background information

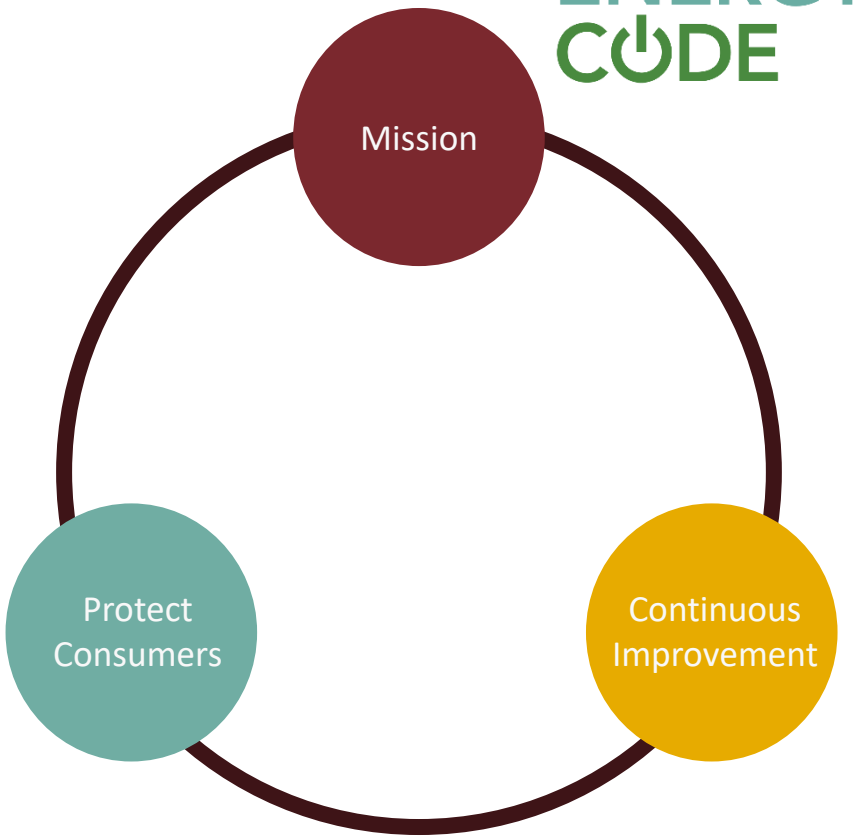
WHAT IS THE REC AIMING TO ACHIEVE?

"REC Objectives means the objectives set out as such in Condition 11B of the Electricity Supply Licences and Condition 11 of the Gas Supply Licences, which are:

a) to ensure the REC operates and evolves in a manner that ***facilitates the achievement*** of its ***mission statement***;

b) to ensure ***Consumer interests*** and ***data*** is ***protected*** in the operation of the REC; and,

c) to ***drive continuous improvements*** and efficiencies in the operation of the REC and the central systems and communication infrastructures it governs."



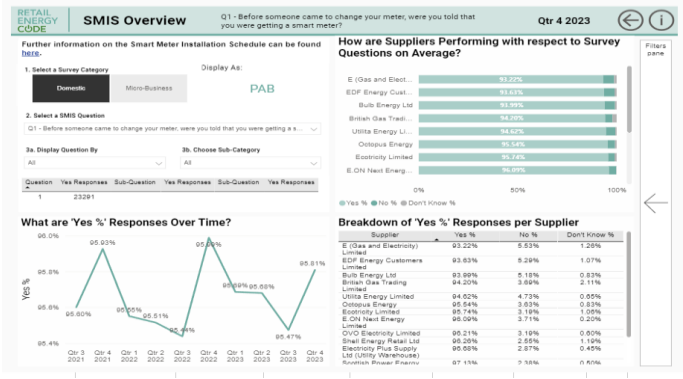
The REC Mission Statement

Facilitate the efficient and effective running of the retail energy market, which includes:

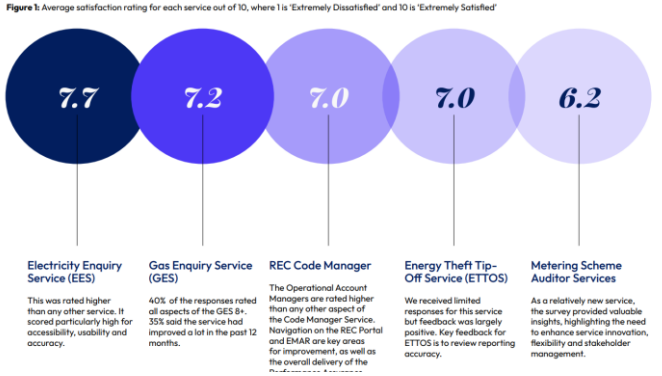
- its systems and processes...through promoting innovation, competition, and delivering **positive customer outcomes**.
- Improving our services and driving **positive change** in the retail energy market.
- Ensure services continue to build on improvements that **meet Consumer expectations**.

HOW CAN WE TELL WHAT'S WORKING?

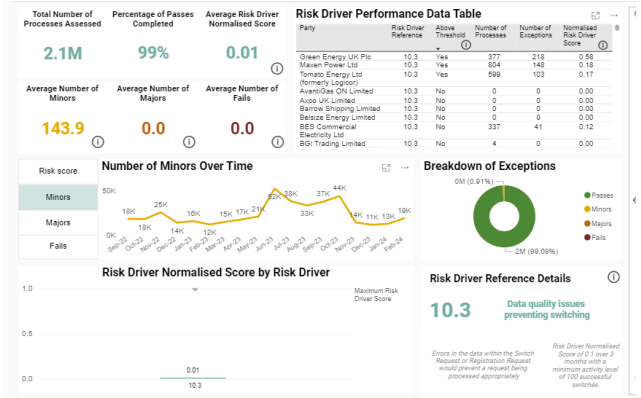
While the SMIS currently provides valuable feedback on smart meter installations, it represents just one touchpoint within a broader spectrum of Consumer interactions.



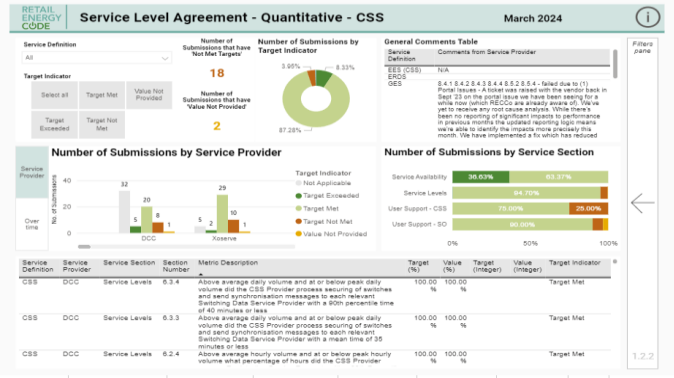
Our assessment of current user satisfaction, while indirectly linked to REC's overarching purpose through efficiency and effectiveness, provides invaluable insights into user perceptions and experiences.



While our assessments focus on participant adherence to processes, they often reveal process-related challenges that directly impact the Consumer experience.



We conduct rigorous assessments to ensure REC services are consistently delivered to Parties and users in full alignment with the principles and commitments outlined in the Code.



While the Code Manager team has gathered valuable input from Consumer groups, the current understanding of positive Consumer outcomes and the effectiveness of retail systems and processes in driving these outcomes remains limited. This highlights the need for a more structured approach to capturing and analysing Consumer data in a way that directly aligns with REC outcomes.

HOW DOES THE SMIS WORK CURRENTLY?

Engaging the largest domestic suppliers, with over 10,000 electricity and/or gas Consumers who are either Domestic Consumers or MicroBusiness Consumers, SMIS drives excellence in smart meter implementation through:

- Peer-Based Benchmarking
- Targeted Interventions
- Strategic Oversight



DESNZ uses SMIS data to monitor and improve customer experiences with smart meter installations, particularly In Home Displays (IHDs) and Energy Efficiency Advice provisions, ultimately driving energy savings for the Consumer

While valuable, Consumer sentiment following smart meter installation represent just one data point within the Consumer journey.

HOW COULD WE ITERATE THIS?

An iterative approach is essential to developing the voice of the Consumer, which can create outputs that support business cases for change and track performance over time. To achieve this, we are currently exploring the following options:

Update the SMIS, addressing issues with the questions

- **Reviewing and revising existing questions:** Addressing issues like ambiguity, leading language, and jargon to ensure clarity, neutrality, and Consumer-friendly language.
- **Analysing response data:** Identifying patterns that indicate poorly worded questions and using this information to further improve the clarity and effectiveness of the survey.

Replace the SMIS with a broader metering survey and a switching survey

- **Broader metering survey:** This would provide a more comprehensive evaluation of customer satisfaction.
- **Introduce a switching survey:** This would offer specific insights into customer reasons for changing providers and highlight areas where current systems and processes could be improved.

Centralise the survey, with RECCo driving this directly as a collective body

- **Centralized survey with RECCo:** This approach, aligned with REC objectives, enables standardised data collection and analysis to pinpoint improvement areas and shape customer experience strategies.
- **Solution tailored to REC Needs:** This approach, whether centralising the survey or exploring alternatives, hinges on carefully evaluating REC's specific needs.

DISCUSSION

We would like to get input into the following areas from industry:

Prioritisation

Which of the three proposed solution options is most effective in addressing the challenges outlined?

Completeness

Do you have any alternative solutions or modifications to the presented options?

WHAT ARE THE CURRENT POSSIBLE IN-SCOPE OUTCOMES?

RETAIL ENERGY CODE

CURRENT OUTCOMES

Currently, it is challenging to identify the outcomes within the scope of the REC. We believe the following outcomes are both measurable and realistic in our current operational context. This expansion allows for a more-rounded view of Consumer sentiment on current processes, ultimately driving improvements that enhance their experiences.

MEASUREABLE OUTCOMES

- Prepayment top ups, vend accuracy and data quality
- Safe conduct of meter works
- Customers can switch rapidly, and issues with switches are resolved rapidly
- Maintenance of accurate meter data, shared with retail participants
- Manage exits / Supplier of Last Resorts

Q&A/FEEDBACK

We are seeking your valuable input on the proposed solutions and scope for enhancing data visibility within the initiative.

RETAIL ENERGY CODE

Appropriateness

Are there any additional areas or data points that should be considered for inclusion within the scope?

Completeness

Are there any additional areas or data points that should be considered for inclusion within the scope?

HOW WILL THIS BE USED?

With the results, we will take a proactive approach to drive positive change by utilising the insights gained to inform targeted improvements, refine processes and continuously monitor and evaluate the impact of implemented changes.

Identify Consumer Needs and Expectations

The survey data will provide valuable insights into Consumer needs and expectations regarding the operation of the REC.

Enhancing Customer Experience

A Consumer-centric approach provides us with perspectives, preferences and expectations of the Consumer. This ensures that improvements are aligned with Consumer needs.

Driving Stakeholder Engagement

Data can be shared with relevant stakeholders, including industry participants. This engagement facilitates discussions and collaboration to gather diverse perspectives and address customer concern.

Informing Policy and Process Changes

The survey can inform the refinement of processes. Changes can be made to enhance effectiveness and efficiency. Continuous monitoring will ensure these changes remain aligned with organisational goals.

Monitor Performance

Can contribute to monitoring the performance and progress of party performance over time. By regularly collecting and analysing data, trends can be identified, and declining performance can be addressed.

Demonstrating Accountability and Transparency

By collecting and analysing Consumer feedback, we are actively listening to Consumer voices, addressing concerns and improving the REC.

NEXT STEPS

Following the CHIG, we will record and examine the feedback received. Based on these insights we'll refine the proposed solution, develop a clear action plan, and communicate updates to all stakeholders.

Document and Distribute



- Share a summary document with all participants and stakeholders to ensure understanding of outcomes.

Consolidate Stakeholder Feedback



- Identify recurring themes, categorise and priority based on impact to guide solution refinement.

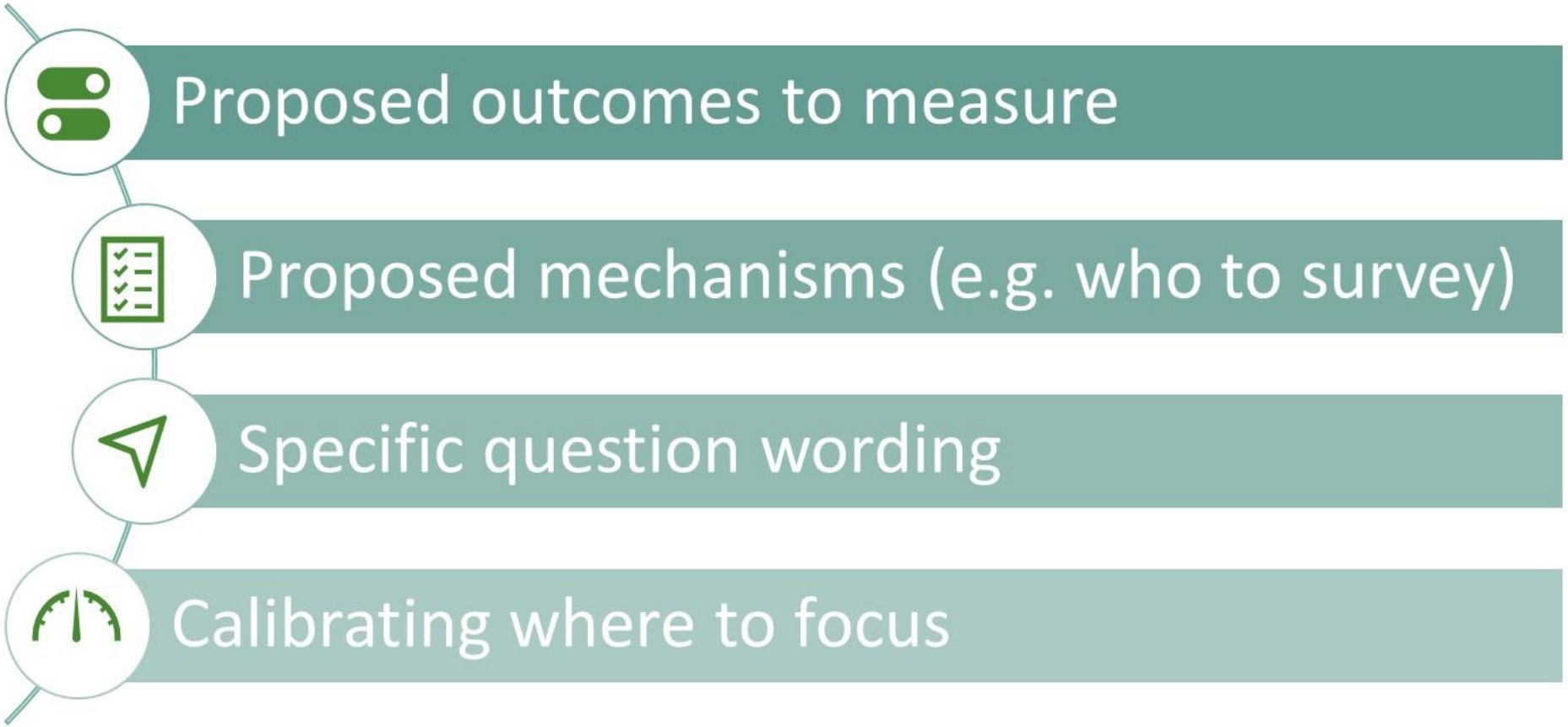
Begin Solution Development



- Initiate solution development, incorporating stakeholder feedback and documenting the rationale behind any revisions to ensure alignment with client needs.

RECONVENING THE GROUP

We plan on reconvening the group to input at key points, we expect to do this in the following areas:



Any changes to the REC will follow the change process, and have the standard opportunities to input too.

GLOSSARY

- PA – Performance Assurance
- SMIS – Smart Meter Installation Schedule
- FWP – Future Work Plans