Outcomes Measurement Framework

PAB Briefing

June 2026

The OMF enables assurance to be viewed through a consumer-outcomes lens

The Outcomes Measurement Framework (OMF) provides a basis for viewing assurance activities through a consumer-focused lens that can evolve and mature over time

1. Explain the OMF
2. Demonstrate how it fits within the existing framework
3. Gather feedback on clarity and practicality

- The OMF is designed to link assurance activity and Party and non-REC Party Service User performance to specific consumer outcomes
- Over time, the OMF will allow RECCo and the Party Assurance Service Provider to identify the impact of party assurance activity on consumer outcomes

The OMF exists to make assurance easier to explain, evidence and improve

The OMF has been designed to solve practical problems – not to create an abstract framework for its own sake

Clearer line of sight from assurance activity to consumer outcomes	Defining consumer outcomes and the underlying linked conditions that can be measured and intervened on
More transparent way to evidence the value that assurance delivers	Makes it possible to compare the effort and cost of assurance activity and the measured impact on consumers
A more consistent basis for interpreting where conditions are improving over time	Provides a baseline of consumer outcome achievement through underlying data that can be assessed and measured

The development of the OMF is aligned with the REC objectives and mission statement by providing a basis for understanding the impact of Party behaviour and assurance activity on consumer outcomes.

The OMF introduces an additional lens but does not change the fundamentals

There are clear scope boundaries of what the OMF intends to introduce and where it sits within the wider existing framework

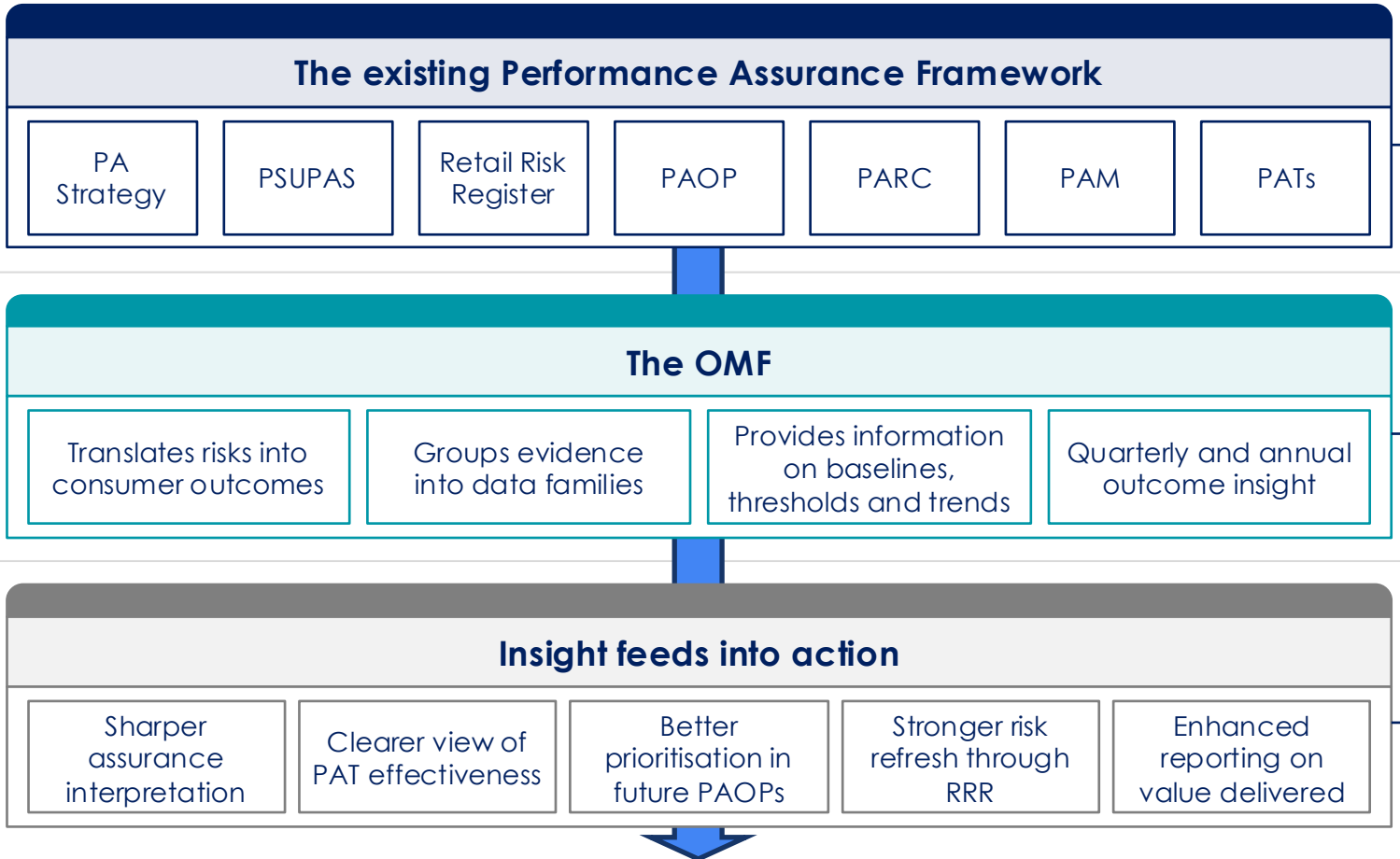
What the OMF is

- The OMF is an outcomes-led interpretation framework
- It provides a basis for linking assurance activity to consumer outcomes
- It is a structured evidence model that uses outcomes, data families aligned to current reporting, and trend reporting
- The OMF supports reporting, prioritisation and future refinement

What the OMF is not

- A replacement for the current or future REC obligations
- Superseding the Performance Assurance Methodology
- Designing a new compliance regime
- Delivering a model of perfect causality
- Providing a new mechanism for imposing additional burden or complexity on Parties and non-REC Party Service Users

The OMF sits within the current model – not on top of it



The OMF does not introduce additional burden or operational disruption

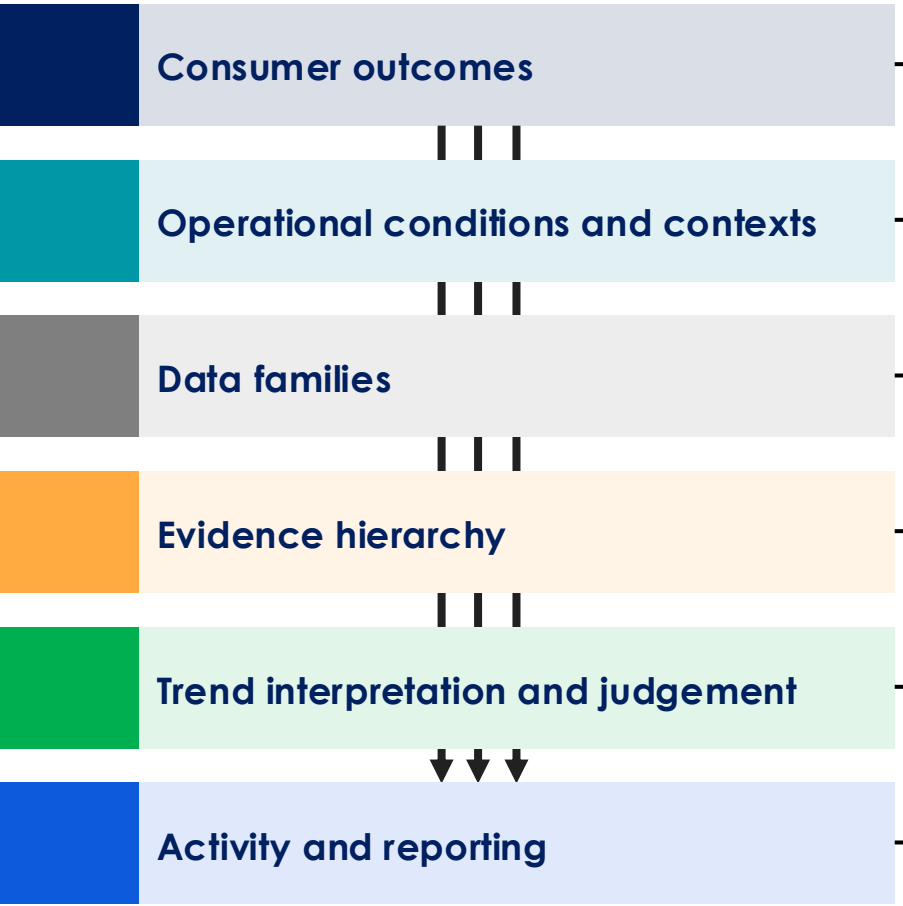
What changes on Day One

- The OMF is live as an internal, working framework
- The OMF uses already established baselines
- Quarterly outcome-led reporting begins
- Party assurance is interpreted in a more consistent format

What remains the same

- Existing products continue to drive BAU activity
- Existing baseline, thresholds and targets logic remain
- BAU operation, as defined in the PAOP, operate in parallel to OMF
- Changes remain controlled through governance and consultation

The OMF provides structured interpretation, not a single score model



Define the priority outcomes, aligned with the risk outcomes, that we want to target

Detail the specific operational conditions and contexts in which the outcomes can occur

Grouped evidence from data currently collected and external datasets across the industry

Whether headline, leading, diagnostic or contextual

Drive how the trends in the outcomes are interpreted

Lead to regular reporting and changes in activity over time

The Consumer Outcomes articulate risks that we already recognise

1

Consumers are safe and those with vulnerabilities are supported

Captures the extent to which consumers experience a retail market that enhances and protects their safety and recognises and responds to vulnerability

2

Consumers avoid financial detriment

Reflects the expectation that consumers do not suffer avoidable financial detriment arising from market, process or Party errors – both from both prevention and resolution perspectives

3

Consumers can easily engage with the market and resolve issues promptly

Consumers should be able to engage with a market that operates without unnecessary friction, where issues are resolved within reasonable timescales, with clear ownership and repeatable processes

4

Consumers trust a fair and functioning market

Consumers should have confidence that the market is fair, predictable, repeatable and does not place them at an unfair disadvantage because of inconsistent practices, poor data handling or inappropriate behaviour

5

Consumers benefit from continuous improvement over time

The market should demonstrate sustained improvement in the areas that matter for consumers, allowing them to be the ultimate beneficiaries of transformational change

The OMF provides a way to interpret evidence that's already collected

The worked example below demonstrates how Outcome Two could be measured and what activity it could drive

Outcome	**Consumers avoid financial detriment** *Consumers should not suffer avoidable financial harm as a result of switching, billing, payment, debt and prepayment failures*
Evidence	**Headline evidence:** Erroneous switch incidence and resolution; debt assignment and debt transfer; payment routing, redirection and allocation integrity; prepayment instability **Leading and diagnostic evidence:** Address matching and postcode integrity; switch objections, withdrawals and annulments; meter reading integrity; MTD and market alignment; registration continuity
The OMF	• Showing where direct detriment is visible • Demonstrating whether the conditions which are creating detriment are improving or deteriorating • Helping target future assurance activity where repeated or worsening failure is emerging

The OMF will be operationalised through a structured reporting cadence



Reporting Products

Quarterly OMF reporting

- Principal reporting product for PAB use, combining data, interpretation and commentary

Annual OMF Summary

- Year-end synthesis of Party Assurance Service and Party performance against the Consumer Outcomes
- Highlighting trends, persistent issues, lessons learned and implications for future priorities

Quarterly Reporting

Structure

- Status trend and movement across five Consumer Outcomes
- Outcome-by-outcome analysis
- Measurement assessment, including quantitative and qualitative comparison of Party Assurance Service performance and outcome change
- Emerging issues
- Recommendations for future improvements

Annual Reporting

Structure

- Year-end summary of overall performance against the Consumer Outcomes
- Themes and root causes beneath the data
- Detailed view of the impact of PATs and interventions
- Learnings on data maturity
- Roadmap for OMF improvements for the coming year

The OMF will operate as a parallel, first-year operational framework

Day One	November 2026	February 2027	May 2027	August 2027
• An agreed OMF document with supporting annexes • Day One baseline • Working reporting cycle • Clear roles	• First quarterly reporting cycle • Evidence-based view of Consumer Outcomes • Stabilised dataset • Party performance interpretation	• Consistently integrated into BAU interpretation • Informing PATs • Efficacy of the data families • Evolution of Strategic Products	• Linked to intervention and decision-making • Distinguishing patterns in performance from noise • Reliable basis for quarterly reporting interpretation • Consumer Outcome movement	• Fully embedded • Clear linkages to Strategic Products • A more mature data hierarchy • Supporting annual review • Judging initial effectiveness of activity

Principles of implementation and transition

Operational on Day One

Operating in parallel

Controlled maturity over the first year of operation

Improving visibility and challenge for PAB without additional overhead

No introduction of new governance processes

Driving enhanced discussion around performance through a consumer-focused lens

Providing a clearer basis to assess emerging consumer risk

Allow material changes impacting interpretation to be discussed at PAB

Improving the visibility of the consumer in the assurance process

The OMF makes Party Assurance more intelligible and more useful over time

- Clearer consumer narrative from Day One
- Improved line of sight from assurance activity to outcomes
- More consistent interpretation of performance
- Improved understanding of the impacts of PATs
- Stronger input into future priorities and strategic products

Areas for discussion

We are eager to understand your views on the OMF



Is the role of the OMF within the wider framework clear?



Does the Day One vs. Year One position feel proportionate? How would PAB like to see the OMF mature over time?



What elements would PAB like to see monitored for the OMF within the dashboards?



For future reporting, is it reasonable to limit the scope to effort and impact on consumer outcomes?