

# OUR CUSTOMER COMMITMENTS

## TREATING CUSTOMERS FAIRLY



Fair value



Better service



Simplicity

# Treating Customers Fairly

At EDF Energy we want our customers to be able to make informed decisions about their energy supplier, their choice of tariff, and their energy source. And we want our customers to feel confident that they can trust whoever they choose, as well as the market as a whole. This is why we fully supported the introduction of Ofgem's (our industry regulator) Standards of Conduct in 2013.

## We want to treat every customer fairly

We will continue to work hard to be the best and most trusted energy supplier for customers and we're trying to make that happen by consistently delivering fair value, better service and by making energy easier for customers.

In 2016 the Competition and Markets Authority (CMA) completed its investigation into the energy market in Great Britain. It concluded that customers still don't have all the information they need to make informed decisions about their energy supply. It has now put together proposals on ways to help fix this. We agree with Ofgem that the CMA's energy market investigation marks a "watershed" for the industry and consumers, and we have already publically stated our desire to implement its demanding and fair remedies without delay.

We produce this Treating Customers Fairly statement to help explain some of the things we are doing to get the best outcomes for our customers.

## How we treat customers fairly at EDF Energy

### **The Trust Test**

One of the main ways we aim to treat every customer fairly is through our 'Trust Test'. We first introduced it in 2012, and it's now firmly embedded in our culture. Whenever we create a new policy, process, product or communication, we ask ourselves: Is this the right thing to do for our customers? Then we ask: Is it fair? Are we being professional? Is it appropriate? Are we being transparent? And finally: is it honest? If the answer's no to any of these, then we go back to the drawing board.

We hold a Standards of Conduct Advisory Panel with respected third parties such as Which?, National Energy Action (NEA) and Citizens Advice which helps inform the actions we should take to treat customers fairly and develop our products and services to best meet their needs. These meetings are attended by our Customers Business Managing Director, Director of Sales and Marketing and Director of Customer Operations.

### **High standards for every customer**

We've put various measures in place for our sales teams to help them give customers the same high level of service whenever, and however, they get in touch with us. This includes better training and monitoring, as well as a customer satisfaction survey which goes to everyone after they have completed the process of joining us. We also give our staff incentives to focus on quality and compliance – not just based on how many calls they can make, or the number of tariffs they can sell.

### **Tackling complaints head on**

In 2015 we set up a complaints improvement programme to make sure we handle complaints more efficiently, and reduce incidents where we think a complaint's resolved, but the customer doesn't. Our complaint management is focused on positive customer outcomes, closing the 'resolution gap' and our Senior Management take accountability for identifying, addressing and preventing future complaints. We're pleased to say that this and other efforts we've made have reduced the number of complaints we get.

From January 2016 to September 2016 we had 24% less complaints than January 2015 to September 2015. Citizens Advice has also ranked us second for complaints handling amongst the major suppliers (and fourth out of 22 suppliers overall) in its Q3 2016 Residential Complaints League Table.

### **Demanding the best from everyone we work with**

Today's energy market isn't just about suppliers. Other types of business, like price comparison websites, are also interacting directly with customers. We expect anyone who works for us to have the same high standards as our own. So we've put extra quality checks in place on sales that go through third parties to make sure that's the case. We will only work with selected third parties we believe are fair and adhere to Ofgem's Standards of Conduct.

## Looking after our most vulnerable customers

Whenever we design a new process or procedure that customers will interact with, we think about how it will work for our vulnerable customers (that's anyone who needs a bit of extra help, for example because they have a disability, or essential medical equipment at home). And we make sure our customer services advisers keep an eye out for people who might be vulnerable, and offer them services and products that could help. We also have an online personalised support service tool, which both customers and our advisers can use to find external help (see more here). We contact our vulnerable customers to make them aware of the services we offer and to check they are benefiting from all of the services available to them.



## Fairness in action

Our three promises to our customers are to give them fair value, better service and simplicity. We use these commitments to ensure we're putting them first. Here are some specific ways we're continuing to do this.



Fair value

### Fair value

- We know that our small business customers are busy working. So they want clear tariffs with energy prices they can easily check and compare. They can now get a quote online in 60 seconds. Over 10,000 customers used this service in 2016.
- If a customer leaves us and their balance is in credit, we do our best to make sure they get that money back – even if they left us a while ago.



Better service

### Better service

- We improved our online priority services tool for residential customers who need extra help. It helps customers get advice on finding the best tariff for them, cutting the energy they use, managing their money and checking they're getting the right benefits. It's also for people with special requirements (e.g. partially sighted or disabled customers) and gives them the option to sign up to our priority services register – so we'll know they might need some extra attention.
- We're continuing to work with the UK charity Business Debt Line to offer Recovery for business our small businesses. It helps them get back on track with their energy bills, whilst the Business Debt Line gives them advice about managing all their bills, not just energy.
- We continue to improve our response to complaints by focusing on their root causes - what may have happened in our system or process so we can then identify if either needs to change. We're working hard to keep individual customers informed about what we're doing to resolve their complaints. And we always ask them for feedback on how we've dealt with their issues.
- In addition we collect and commission lots of different types of customer research, including interviewing around 200,000 of our customers every year to test communications, online services and ideas for new products, and generally find ways to improve our services and meet customers' needs.



## Simplicity

In 2016 we introduced some new features to MyAccount:

- Customers can now change their tariff and let us know they're moving house online and with our app.
- We've made the website easier to access – for example customers who have trouble using a mouse can navigate just using a keyboard.
- We've also made lots of improvements for our blind and partially-sighted customers. Like changing the colour contrast between the foreground and background so it's easier to read, and making the site more compatible with text-to-speech software that reads it out loud.
- We've added more information as well – smart meter customers can check details of their actual energy use online, and we've updated the printable tariff information labels to show the exact tariff name information. We've added extra questions to the new digital appointment booking so our smart meter fitters know about any special considerations (like if a customer has mobility issues) before the appointment.
- Plus, we've added information about the Energy Switch Guarantee which we have signed up to (a voluntary agreement between energy suppliers to follow 10 principles that make switching supplier quick, easy and safe).
- Our Talk Power programme continues to tell our large business customers about changes in the energy landscape. Through regular regional events, webinars and blogs we put them in touch with our experts, and promote networking and idea sharing. Have a look at [edfenergy.com/talk-power](http://edfenergy.com/talk-power) to find out more.
- We've improved our market insight service (which gives our larger EDF Energy business customers access to data and analysis) by adding TRIAD alerts to help them reduce their energy consumption, including a probability report and savings calculator. They can also access this information from any device.

## And finally...

We're always keen to hear what our customers have to say about us. So if you think there's something we could be doing differently to be fairer to you, email us at [fair@edfenergy.com](mailto:fair@edfenergy.com). Your feedback will help us continue to identify where we need to improve and make us a better energy company for our customers.

### **edfenergy.com**

EDF Energy is a trading name used by EDF Energy Customers Ltd, Reg. No. 02228297 whose Registered Office is at 90 Whitfield Street, London, W1T 4EZ, incorporated in England and Wales.

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