

# Report

---

## Customers' satisfaction with their supplier - supplier level findings

---

Publication date: 19<sup>th</sup> August

Team: Consumer Insights and Behavioural Science

Email: [consumer.first@ofgem.gov.uk](mailto:consumer.first@ofgem.gov.uk)

---

This document presents data on two indicators of energy customer satisfaction for nine energy supplier groups. The data comes from the Energy Consumer Satisfaction Survey, which is a survey of domestic energy consumers in England, Scotland and Wales (Great Britain) commissioned by Ofgem and Citizen's Advice.

© Crown copyright 2024

The text of this document may be reproduced (excluding logos) under and in accordance with the terms of the [Open Government Licence](#).

Without prejudice to the generality of the terms of the Open Government Licence the material that is reproduced must be acknowledged as Crown copyright and the document title of this document must be specified in that acknowledgement.

Any enquiries related to the text of this publication should be sent to Ofgem at:

10 South Colonnade, Canary Wharf, London, E14 4PU.

This publication is available at [www.ofgem.gov.uk](http://www.ofgem.gov.uk). Any enquiries regarding the use and re-use of this information resource should be sent to: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk)

---

## Introduction

As the independent energy regulator for England, Scotland and Wales (Great Britain) Ofgem's priority is to protect energy customers. In Ofgem's [Forward Work Programme 2024 to 25](#), we committed to improving our collection, use and dissemination of supplier performance data. By publishing more data, we aim to enable more informed consumer choice, and thereby drive up standards.

This report presents the latest data on two key customer satisfaction indicators for nine energy supplier groups.<sup>1</sup> These indicators are: overall satisfaction with their supplier, and satisfaction with the customer service they have received from their supplier. [The previous survey's results, including a supplier level report, can be found here.](#)

The data comes from the Energy Consumer Satisfaction Survey, a survey of domestic energy consumers in Great Britain commissioned by Ofgem and Citizens Advice. We regularly publish the aggregate results of this survey. [The results from the latest wave \(January - February 2024\) are published here.](#)

The survey was designed to be nationally representative of the energy consumer population in Great Britain. It uses a quota-based approach to sampling and results were weighted overall by age, gender, region, Index of Multiple Deprivation (IMD), ethnicity and payment type. We used a mixed mode method of data collection which was largely online and included face to face interviewing targeted at digitally excluded respondents. The fieldwork was conducted between 18 January and 10 February 2024 with 3,855 domestic energy consumers.

The data reported reflects customers' perceptions of their supplier and the service they receive. The survey asks which supplier the respondents are with and then asks questions about their experiences with that supplier. The satisfaction results below are based on all respondents, regardless of whether they have been in contact with their supplier or not.

These results do not provide an independent assessment of suppliers' processes or practices. Energy suppliers are also required by Ofgem's rules to publish their

---

<sup>1</sup> These are the nine suppliers with the largest sample base in the survey.

performance in the Citizens Advice Star Rating. More details about the rating and its methodology are available [here](#).

## Results



As outlined in the main report, a higher proportion of consumers are satisfied with their supplier overall in January to February 2024 compared to the previous wave (August to September 2023). A similar increase has also been seen in consumers' satisfaction with their supplier's customer service. Yet, both measures remain below the tracking peaks recorded in 2020.

Table 1 shows the proportion of domestic energy consumers who are satisfied with their supplier and with the customer service from their energy supplier in January to February 2024, split by supplier group. Subsidiary brands such as white label brands are included in the supplier group that is responsible for their customer service operations.<sup>2</sup>

Table 1: Customers' perceptions of their energy supplier overall, and the customer service they provide

	GB Average	British Gas	EDF Energy	E.ON / E.ON Next	Octopus Energy	OVO Energy	Scottish Power	Shell Energy Retail	Utilita	Utility Warehouse
Overall satisfaction: Satisfied or very satisfied	<b>73%</b>	71%	67% ▼	74%	87% ▲	63% ▼	65% ▼	69%	68%	82% ▲
Satisfaction with customer service: Satisfied or very satisfied	<b>66%</b>	64%	62%	66%	78% ▲	55% ▼	57% ▼	61%	57%	76% ▲

<sup>2</sup> While the survey took place after Octopus Energy took over Shell Energy Retail, Shell Energy Retail are included as a separate entity because customers with Shell Energy Retail may not yet have been aware of the take over and/or may not have yet engaged with Octopus Energy. The takeover occurred on 1 December 2023.

  Significant difference against market average in Great Britain for January to February 2024 at 95% confidence interval

A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>?

A7: Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]?

Satisfaction metrics are answered on a five point scale:

- very dissatisfied
- dissatisfied
- neither satisfied nor dissatisfied
- satisfied
- very satisfied

The results in this table show the total satisfied figures (very satisfied and satisfied) at a total market level (Great Britain average) and split by individual suppliers.

Base: total market (Great Britain average) all respondents, January/February 2024 (3,855), British Gas (1056), EDF Energy (390), E.ON / E.ON Next (including Sainsbury's Energy) (518), Octopus Energy (including Cooperative Energy, M&S Energy and London Power) (713), OVO Energy (including SSE and Boost Energy) (389), Scottish Power (281), Shell Energy Retail (170), Utilita (108), Utility Warehouse (102).

Below we draw comparisons between supplier groups and the average for January to February 2024, and identify the supplier groups who have seen an increase or decrease in their results since the previous survey wave. Please note that only differences that are statistically significant are included in this commentary.

#### How suppliers' results compare against the average for January to February 2024

Octopus Energy and Utility Warehouse were the only suppliers with a significantly higher proportion of consumers who said they were satisfied or very satisfied with their supplier overall, compared to average for January to February 2024. Meanwhile EDF Energy, OVO Energy and Scottish Power each had significantly lower than average proportions of consumers who claimed they were satisfied or very satisfied overall, compared to average.

Similarly, a significantly higher proportion of Octopus Energy and Utility Warehouse's customers reported that they were satisfied or very satisfied with the customer service they received from their supplier. In contrast, a lower proportion of OVO Energy and Scottish Power claimed they were satisfied or very satisfied with the customer service they received from their supplier.

### How suppliers' results in January to February 2024 compare against the previous survey wave (August-September 2024)

Comparing the results for supplier groups between the August to September 2023 and January to February 2024 waves, British Gas was the only supplier group with a statistically significant increase in the proportion of consumers who said they were satisfied or very satisfied overall. In terms of consumers' satisfaction with the customer service they have received from their supplier, EDF Energy and E.ON/E.ON Next both saw a statistically significant increase in the proportion of consumers who said they were satisfied or very satisfied since the previous wave.

## **Interpreting these results**

The survey is based on a sample of the population of energy consumers in Great Britain responsible for paying their energy bills. We cannot be certain that the figures obtained are exactly those that would have been reached if everyone had taken part (the "true" values). The reported figures are estimates, within a small margin of error. The margin of error varies with sample size – the larger the sample is, the smaller the error will be. For this reason, individual suppliers with fewer than 100 respondents taking part in this survey are not shown.

We have marked statistical significance on the table. Statistical significance testing allows us to assess how confident we can be that the difference between an individual supplier's satisfaction and the satisfaction for the rest of the market is likely to reflect a true difference. We have tested the results at a 95% confidence level.

Given that the survey uses quotas rather than random probability sampling, statistical significance is indicative only. This has been marked to aid understanding of where differences are meaningful. It indicates where a supplier's results are statistically higher than the GB average as shown through the use of an up arrow, or significantly lower than average as shown through a down arrow.

Full details of the methodology, including further detail on statistical significance testing, is available in our [technical report for the Energy Consumer Satisfaction Survey](#).