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Energy Consumer Satisfaction Survey

Wave 19

Published November 2024

Fieldwork conducted in July 2024

Prepared by BMG for Ofgem and Citizens Advice

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Ofgem Foreword

In September 2024 Ofgem announced further work on consumer standards through its [Consumer Confidence](#) work programme, which seeks to drive further improvements and culture change in customer service for consumers in the energy industry. Now, more than ever, it is important that energy suppliers deliver quality customer service for consumers, as they continue to face high energy prices and, relatedly, cost of living worries.

Ofgem's collection of research and monitoring activities play a vital role in Ofgem's engagement with energy consumers across Great Britain. By providing evidence on consumers' outcomes and experiences in the energy market, these activities help to track the impact of Ofgem's regulatory actions upon consumers.

The Energy Consumer Satisfaction Survey is a key element to helping Ofgem understand domestic energy consumers' views on the quality of service and support provided by their supplier, to help assess whether they are getting what they need and expect from energy suppliers. Launched in 2018, the survey monitors consumers' perceptions of several key performance indicators, such as satisfaction with contacting suppliers, billing, complaints handling, the information provided by suppliers, switching, support for those in need, and overall satisfaction. In doing so, the survey complements other sources of data on customer service performance in the energy market.

This report details findings from the 19th wave of the Energy Consumer Satisfaction Survey, drawing on research conducted in July 2024.

Ofgem will use data from the Energy Consumer Satisfaction Survey, as well as other sources of consumer insight, to monitor consumer experiences and outcomes as it begins to deliver on its ambitions as part of the Consumer Confidence work programme.

The next wave of research for this survey is due to take place in early 2025.

Executive Summary

This tracking survey is designed to provide Ofgem and Citizens Advice with insight into domestic consumers' perceptions about the quality of service delivered by energy suppliers. This survey has been running regularly since 2018. The survey takes a mixed mode approach to data collection, using online and face-to-face interviewing. The findings for the July 2024 wave are based on 3,750 interviews with a representative sample of energy bill payers across Great Britain. In October 2024 Ofgem published an interim report of findings from this research¹. This report is a full report of findings from the research.

Satisfaction with energy suppliers is improving

The July 2024 results continue the upward trend in satisfaction, which is now at the joint highest level since tracking began.

More specifically, we found:

- Just over three quarters (78%) were satisfied overall with their supplier, compared to 73% in January/February 2024, a level last achieved in April 2020. This increase in satisfaction corresponds with a decrease in consumers who said they were neither satisfied nor dissatisfied (14% cf. 17% in January/February 2024), rather than a decrease in levels of dissatisfaction (8% cf. 9% in January/February 2024).
- Satisfaction with customer service also improved from 66% in January/February 2024 to 71% in the latest wave, continuing the upward trend. While in line with levels observed in 2021, it remains below the peak of 75% in April 2020.

However, satisfaction is not felt equally across all consumers, with significant variation in reported satisfaction across payment methods and tenancy type.

Respondents report easing financial pressures, contributing to rising satisfaction

This survey found that perceptions of financial pressures have continued to ease for some consumers. The proportion of consumers classified as 'doing well' financially² has increased from 43% to 49%, and there has been a corresponding decrease in those classified as 'financially vulnerable' (from 22% to 19%) or as 'highly financially vulnerable' (from 20% to 15%).

There is evidence to suggest that there is a relationship between easing financial pressures and increasing satisfaction. The key driver analysis conducted on the findings of the January/February 2024 survey revealed that while supplier actions were the most important factor, consumers' financial vulnerability ranked second³. This means that all else being equal, the more financially secure a consumer is, the more likely they are to be satisfied with their supplier⁴.

¹ [Energy Consumer Satisfaction Survey: July 2024 - Interim Findings | Ofgem](#)

² This survey groups respondents into financial classification groups, from doing well to highly financially vulnerable. More details can be found in the appendix.

³ Relative importance scores for regression models for regression on satisfaction with customer service (January/February 2024). Relative importance scores in regression analysis are a way to determine how much each predictor or independent variable contributes to the prediction of the dependent variable. The model included both supplier metrics and demographics.

⁴ It should be noted that this research reflects customers' perceptions, with other sources painting a less positive picture of financial pressures. For example, [Ofgem data on debt and arrears](#).

It is also worth noting the impact that seasonality may have had upon these results. This survey wave was conducted in summer (July 2024), with the research for the previous wave taking place in winter (January/February 2024).

Improving supplier experiences have also likely played a role

Direct improvements in various aspects of the consumer-supplier experience have also likely played a part in increased consumer satisfaction. For example, this survey found that:

- Compared to January/February 2024, there has been an improvement in consumers' experiences of contacting their supplier, with the proportion rating it as easy increasing from 65% to 70% and the proportion finding it difficult decreasing from 19% to 17%.
- Satisfaction with bill accuracy has improved from 74% in January/February 2024 to 77%. Ease of understanding the bill has remained stable at 78%, but both are at the highest level since the tracker began in 2018.
- More consumers are satisfied with the information they have received from their supplier, from 75% in January/February 2024 to 78% in July 2024.

Again, it is worth recognising the impact that wider factors, such as seasonality, may have had. We plan to conduct further analysis in future waves of this survey to explore the drivers of satisfaction further.

Satisfaction has increased disproportionately among prepayment meter customers

Prepayment meter consumers have reported a much larger rise in overall satisfaction compared to direct debit and standard credit customers, with a similar trend seen in customer service satisfaction. Both measures are now in line with direct debit payers.

We have also seen fewer prepayment meter customers run out of credit, from 21% in January/February 2024 to 17% in July 2024, and an improvement in the perceptions of support offered to those that have run out of credit for affordability reasons:

- More prepayment meter consumers have had contact with their supplier after running out of credit for affordability reasons (67% cf. 54% in January/February 2024).
- Satisfaction with the support offered after running out of credit for affordability reasons has remained flat since the last wave but increased since August/September 2023 (74% cf. 59%).

Meanwhile, standard credit customers are now the payment group reporting significantly lower satisfaction levels relative to the GB average (72% cf. 78%). There are a couple of potential drivers of this:

- Standard credit consumers are now the most likely payment group to report falling behind on energy bills (20%).
- Standard credit customers now have the lowest satisfaction with customer service (66%), which is significantly lower than the average of the payment types (71%).

We intend to conduct further analysis into the experiences of standard credit customers in future waves of this survey to explore what is contributing to lower levels of satisfaction among this group of consumers.

Support for those struggling financially has improved

Levels of contact with suppliers about energy affordability issues are at their highest since tracking began (71%). And, among those falling behind or running out of credit for affordability reasons, proactive contact from their supplier has returned to levels previously seen in August/September 2023 (18% in July 2024, 12% in January/February 2024 and 17% in August/September 2023)⁵. However, a sizeable minority (27%) reported that they had not had any contact with their supplier about support.

There remain some poor experiences for consumers

Since the November/December 2022 wave of this survey there has been a slow but steady downward trend in those reporting overall dissatisfaction with their supplier, but a notable minority – around 1 in 10 respondents (8% in July 2024) – continue to report overall dissatisfaction. And, while the overall results of this tracking survey have moved in a positive direction, there are still some areas in which consumers are reporting a poor experience.

1 in 4 consumers report receiving an unexpectedly high bill (27%), mainly due to using more energy than they thought or not knowing the reason at all. This suggests that there is more suppliers can do to help consumers understand their usage, and how this relates to the amount they are billed.

In addition, despite an increase in ease of contact, over half (55%) of those that contacted their supplier reported experiencing an issue with their contact, mainly in the form of long wait times or suppliers taking a long time between responses.

And finally, satisfaction among those who said they made a complaint is low in relation to the overall handling of the complaint (47%) and the time taken to reach the end of the process (37%).

Experiences with smart meters

Besides customer service expectations, this survey examines a wide array of topics, including experiences with smart meters. A third (35%) of households with a smart meter reported experiencing an issue with it in the last three months, consistent with the last wave (33% in January/February 2024).

Despite this, satisfaction with smart meters has increased to 72%, up from 68% in the last wave.

⁵ It is worth noting the potential impact that seasonality may have had, given that the fieldwork for this survey wave took place in summer (July 2024).

Background and research objectives

Background

This report, setting out results from July 2024 (wave 19), provides Ofgem and Citizens Advice with evidence on consumers' experiences and outcomes in the energy market. It helps to assess whether energy consumers in Great Britain are getting the quality of service and support they need and expect from their suppliers.

Conducted by BMG Research, a representative sample of 3,750 domestic energy consumers across Great Britain were surveyed. The survey encompasses various topics, including consumers' overall satisfaction, perceptions of various dimensions of customer service, and experiences relating to supplier support for those struggling with energy affordability.

Research objectives

This research is intended to answer four overarching questions:

- 1. how satisfied are consumers with the overall service their energy suppliers are providing?**
 - what is the overall satisfaction with energy suppliers, and how does this compare over time?
 - how do satisfaction levels and experiences vary across different customer groups (e.g. how they pay for energy, vulnerability characteristics and other demographic factors)?
 - what are the reasons behind customer satisfaction and dissatisfaction?
- 2. how satisfied are consumers with key customer service dimensions?**
 - how satisfied are consumers with the customer service provided by their suppliers?
 - what are the levels of satisfaction with the billing process?
 - what are consumers' experiences of contacting suppliers?
 - what is the consumer experience when making complaints?
 - are consumers satisfied with the information they receive from their suppliers?
- 3. what are the experiences of customers struggling financially?**
 - which groups are most likely to be falling behind or running out of credit?
 - what are the experiences of consumers falling into debt?
 - are they in contact with suppliers about receiving help and support?
 - for prepayment meter customers, what support are they receiving if they run out of credit?
- 4. how satisfied are consumers with other supplier interactions and services?**
 - what are consumers' experiences of smart meters?
 - what are the practical challenges with topping up?
 - what are the experiences of services received through the Priority Services Register⁶? services from the supplier?
 - what are the levels of satisfaction with the process of switching suppliers?

⁶ Consumers can sign up to their supplier's Priority Support Register to receive a range of extra help, such as priority support in an emergency or a regular meter reading service. For more information: [Join your supplier's Priority Services Register | Ofgem](#).

Method

Timing of fieldwork

This is the third wave of this survey run by BMG Research. Fieldwork for this wave was conducted between 10 July to 1 August 2024. Comparisons to the previous waves are for 18 January to 10 February 2024 (wave 18) and 30 August to 18 September 2023 (wave 17).

Data collection method

Quotas were set to ensure a representative sample of the GB population of households.⁷ Results were weighted overall by age, gender, region, indices of multiple deprivation (IMD), ethnicity and payment type. The methodology is consistent with the previous two waves (waves 17 and 18) and details of updates applied in wave 17 can be found in the accompanying technical report [here](#).

- The latest wave comprised 3,750 respondents in total. The data was collected through a combination of three methods:
 - 3,297 consumers took part via online interview panels to capture the digitally enabled population
 - 233 consumers participated through online river sampling to capture those who are digitally enabled but typically less present on panels⁸
 - 220 digitally excluded consumers were interviewed face-to-face.
- These totals include 303 boost interviews, comprising of prepayment meter and standard credit customers via online panel and face-to-face interviews. These customers were boosted to increase the sample size to allow for more robust estimates and analysis for these groups. Boost cases were combined with the main sample and then down-weighted to ensure the overall results remained representative.

For more information on the methodology, please refer to the accompanying technical report from the August/September 2023 published [here](#).

Notes on statistical significance

Given that the survey uses quotas rather than random probability sampling, statistical significance is indicative only.

Where significant differences between sub-groups and the total sample are identified, 'total sample' represents the total sample minus the sub-group in question.

Significance differences are calculated at a 95% confidence level and shown on charts throughout the report with an up ▲ or down ▼ arrow. Only where a difference is statistically significant is it discussed in the report analysis.

⁷ Household reference person was used for some targets. This is the member of the household in whose name the accommodation is owned or rented or is otherwise responsible for the accommodation. For further detail please see the technical report: [Energy Consumer Satisfaction Survey Technical Report August-September 2023 \(ofgem.gov.uk\)](https://www.ofgem.gov.uk/energy-consumer-satisfaction-survey-technical-report-august-september-2023)

⁸ River sampling is an online sampling method that recruits respondents who are not panel members by inviting them to the survey while they are completing another online activity. It allows us to reach people who, for whatever reason, would not join a panel to take surveys regularly. Using this approach helps attract a broader spread of online users.

A sample size of this magnitude carries a maximum margin of error of $\pm 1.60\%$ at the 95% confidence level⁹.

⁹ A 95% confidence level strikes a balance between being precise and offering a high level of certainty. A 95% confidence interval means that if we were to repeat the study multiple times, 95% of the time, the true population parameter would fall within the calculated interval. This is a commonly accepted level of confidence in social research.

Detailed Findings

How satisfied are consumers with the overall service provided by their supplier?

Overview of findings

- **Overall satisfaction has improved for a second successive wave:** satisfaction increased from 73% to 78%, continuing the upward trend observed since August/September 2023 and driven by an increase in those reporting they are 'very satisfied'. Satisfaction now matches the joint highest level since the tracker began, observed in April 2020. This increase in satisfaction corresponds with a decrease in consumers who said they were neither satisfied nor dissatisfied, (14% cf. 17% in January/February 2024), rather than a decrease in levels of dissatisfaction, with around 1 in 10 (8%) of respondents reporting overall dissatisfaction with their energy supplier.
- **Reported financial pressures on consumers are easing:** the proportion of consumers classified as 'doing well' in our financial vulnerability classification groups¹⁰ increased from 43% to 49%. There was a corresponding decrease in those classified as 'financially vulnerable' (from 22% to 19%) and as 'highly financially vulnerable' (from 20% to 15%).
- **Easing financial pressures may have helped drive up satisfaction:** the January/February 2024 survey's key driver analysis showed that while supplier actions, such as the support and service they provide, were the top factor contributing to consumer satisfaction, financial vulnerability was the second. This indicates that all else being equal, the more financially secure a consumer is, the more likely they are to be satisfied¹¹. With more consumers classified as doing well, this will ultimately help improve satisfaction.
- **Prepayment meter consumers have seen the largest increase in satisfaction:** satisfaction has increased among this group from 68% in January/February 2024 to 80% in July 2024. This brings prepayment meter satisfaction levels up to match those of direct debit customers and the overall average, with standard credit customers reporting below-average satisfaction in this wave.
- **Consumer satisfaction is not felt equally:** beyond payment type, several sub-groups of consumers were less satisfied overall than the total, including those renting or living in rural areas. Those classified as financially vulnerable continued to be less satisfied than the total, including those who have fallen behind or run out of credit for affordability reasons (70%) and those classified as highly financially vulnerable (65%).

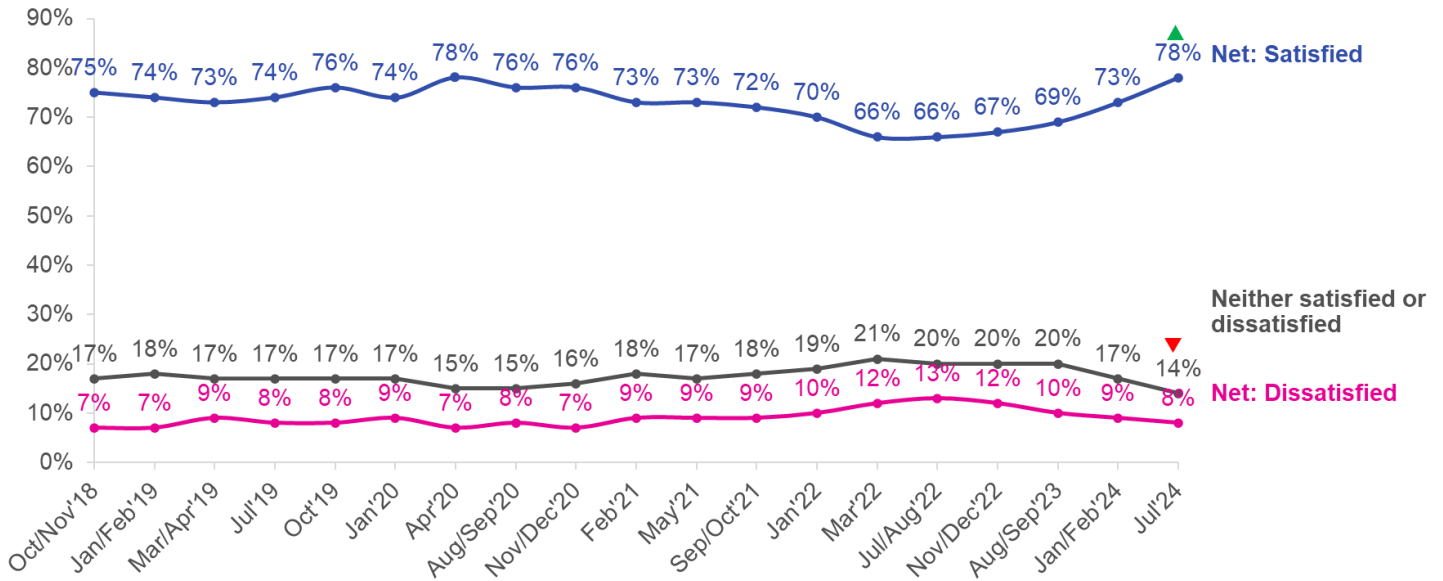
¹⁰ Derived variable based following questions. CL1: In view of the general economic situation, do you think you will be able to save any money in the next 12 months? CL2: Could your household afford to pay an unexpected, but necessary, expense of £850? CL3: Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago? More details can be found in the appendix.

¹¹ As we explore later in this report, this may be because more financially secure consumers may have less complex needs and require less support from their suppliers.

Overall satisfaction

Overall satisfaction has continued to increase since July/August 2022, from 66% to 78% in the latest wave, placing it at its joint highest level since tracking began. The proportion of consumers reporting dissatisfaction has remained stable at 8%, a slow but steady downward trend since November/December 2022.

Figure 1: Overall satisfaction with supplier over time



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

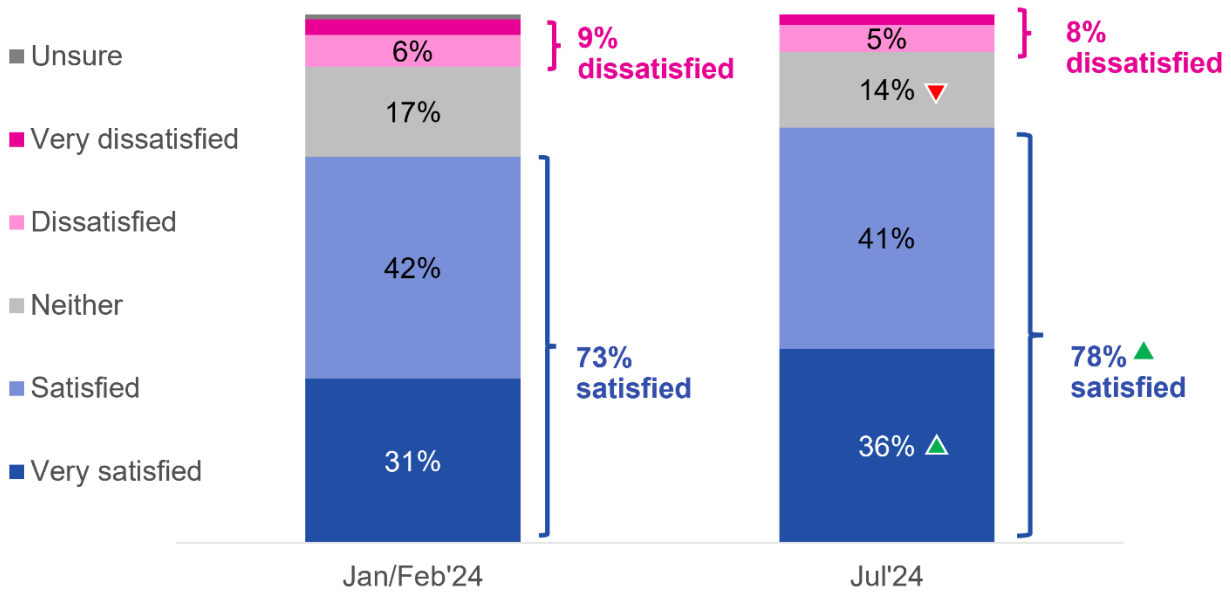
Base: All respondents: Jul'24 (3,750), Jan/Feb'24 (3,855), Aug/Sep'23 (3,742)

Unsure and prefer not to say are not shown. Intervals between surveys vary. Significance is marked versus the previous wave only.

As was the case in the previous wave, most of those classified as satisfied overall were 'satisfied' (41% of total respondents) rather than 'very satisfied' (36% of total respondents). However, the latter was a significant increase on the 31% who were 'very satisfied' in January/February 2024.

The increase in overall satisfaction corresponds with a decrease in consumers who said they were neither satisfied nor dissatisfied, (14% cf. 17% in January/February 2024), rather than a decrease in levels of dissatisfaction (8% cf. 9% in January/February 2024).

Figure 2: Overall satisfaction with supplier



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

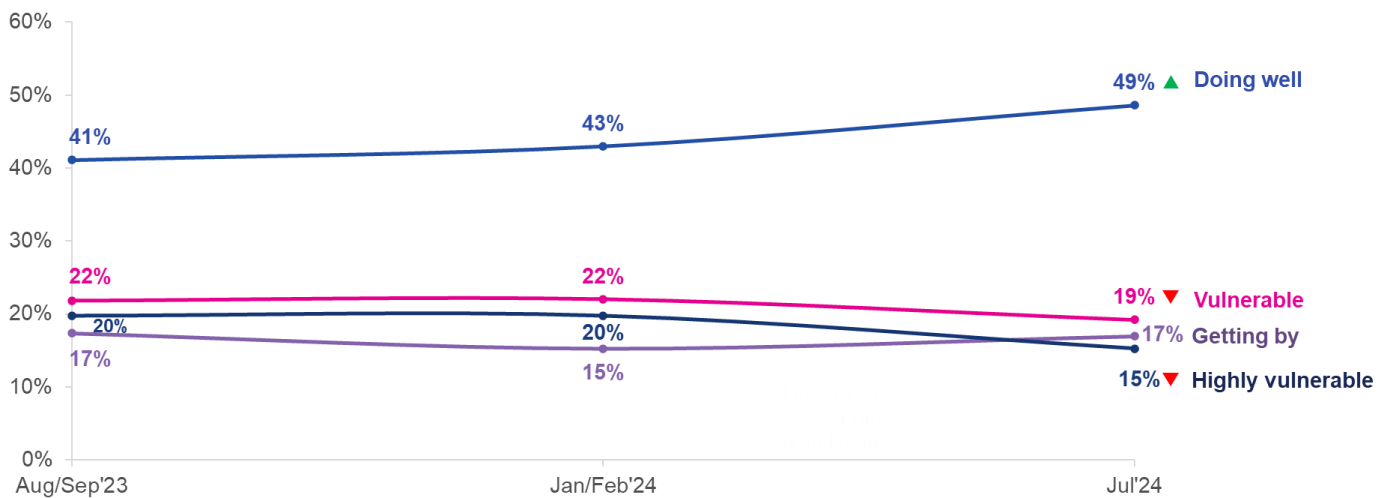
Base: All respondents: Jul'24 (3,750), Jan/Feb'24 (3,855)

Data labels not shown for values below 3%.

Financial pressures

The increase in overall satisfaction is likely being driven up in part by easing financial pressures. The proportion of consumers classified as ‘doing well’ in terms of the financial vulnerability classification groups (as defined in the appendix) increased from 43% in January/February 2024 to 49% in the latest wave. Correspondingly, the proportion classified as ‘financially vulnerable’ has decreased from 22% to 19%, and the proportion classified as ‘highly financially vulnerable’ decreased from 20% to 15%.

Figure 3: Financial vulnerability classification groups over time¹²



Derived variable based following questions. CL1: In view of the general economic situation, do you think you will be able to save any money in the next 12 months? CL2: Could your household afford to pay an unexpected, but necessary, expense of £850? CL3: Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago?

Base: All respondents that did not decline to answer any of the classification questions: Jul'24 (2,812), Jan/Feb'24 (2,876), Aug/Sep'23 (2,771). Significance is marked versus the previous wave only.

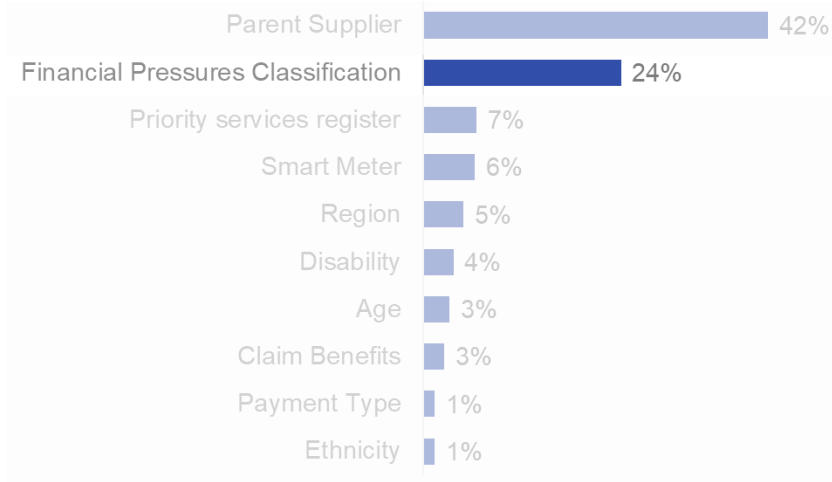
Evidence points to the price of energy and consumers’ financial circumstances as being a key factor in shaping levels of satisfaction. A key driver analysis conducted on the January/February 2024 wave of the survey identified the financial vulnerability classification as the second most important variable in relation to customer service satisfaction, following supplier actions.¹³

¹² It was not possible to classify one in four at each wave as they provided a ‘don’t know’ or ‘prefer not to say’ response to one or more question.

¹³ Relative importance scores in regression analysis are a way to determine how much each predictor or independent variable contributes to the prediction of the dependent variable. For more information about the key driver analysis, see the [report of findings](#) for the January/February 2024 wave of this survey.

Figure 4: Evidence about the impact of price from prior ESAT findings

KDA relative importance scores for customer service satisfaction (top 10) - ESAT Jan/Feb'24

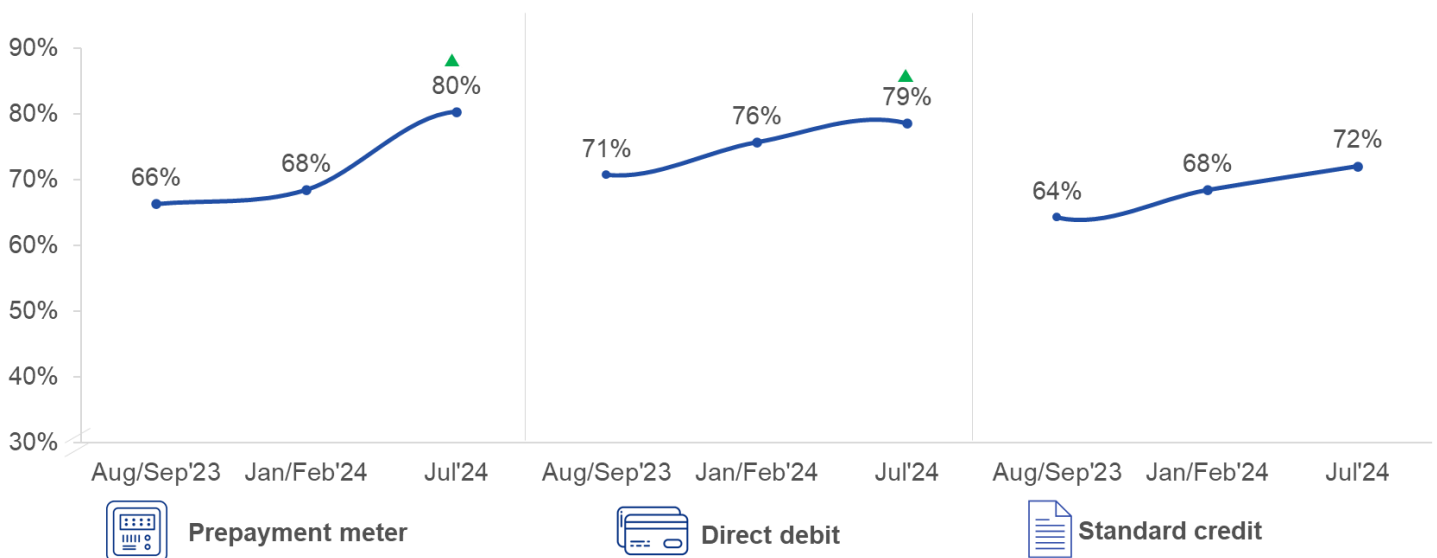


Relative importance scores for regression models for regression on A7 (Jan/Feb'24). Relative importance scores in regression analysis are a way to determine how much each predictor or independent variable contributes to the prediction of the dependent variable.

Satisfaction by payment type

The greatest increases in overall satisfaction among payment types were among those with a prepayment meter, from 68% in January/February 2024 to 80% in the latest wave. Satisfaction among those paying by direct debit also increased, from 76% to 79%. Notably, this brings prepayment meter satisfaction levels up to match those of direct debit and the overall average, leaving standard credit as the only payment method with below-average satisfaction. They may be driven by standard credit being the payment method that is most likely to report falling behind (20%) and their lower satisfaction with customer service (66%), compared to other payment methods.

Figure 5: Overall satisfaction by payment type over time (% satisfied)



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

Base: Pre-payment meter (Jul'24: 699; Jan/Feb'24: 634; Aug/Sep'23: 778), Direct debit (Jul'24: 2,488; Jan/Feb'24: 2,732; Aug/Sep'23: 2,467), Standard credit (Jul'24: 649; Jan/Feb'24: 560; Aug/Sep'23: 585). Significance is marked versus the previous wave only.¹⁴

Variation in reported satisfaction

As well as payment type, there are other groups where we see variation in overall satisfaction. Several sub-groups of consumers were less satisfied overall than the total, including social and private renters. New this wave, we have also seen those living in rural areas less satisfied (74%) than the total.

Those vulnerable to financial pressures continued to be less satisfied than the total, including those who have fallen behind or ran out of credit for affordability reasons (70%) and those classified as highly financially vulnerable (65%).

¹⁴ Comparison is provided for the last two waves of this survey, as the survey underwent a refresh in wave 17, to better capture insights into consumers' experiences of the service provided by their energy suppliers.

A difference in satisfaction between the financial vulnerability groups is something we have continued to see, and it is not just reflected in overall satisfaction, but also reflected across other metrics in the survey. Those classified as 'highly financially vulnerable' report lower satisfaction across most metrics compared with those 'doing well', especially billing accuracy (56% cf. 87%), satisfaction with information received (64% cf. 85%) and contact ease (57% cf. 77%).

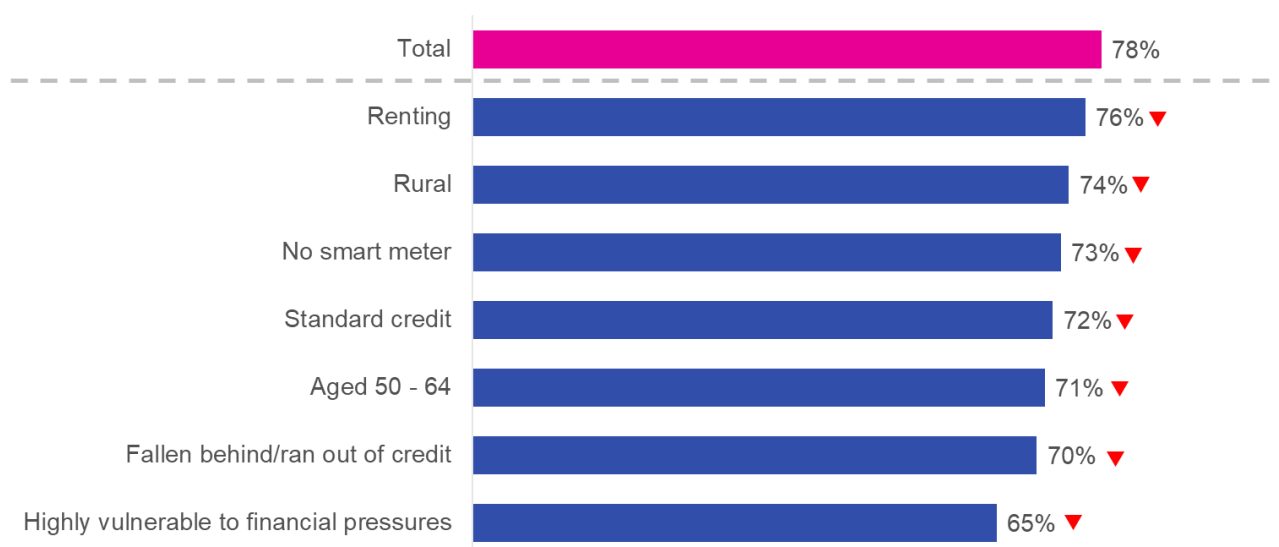
In addition, those who are financially vulnerable are more likely to contact or attempt to contact their supplier than the average (44% cf. 36%). While contact rates are higher, reported satisfaction with support received after falling behind or running out of credit for affordability reasons is significantly lower for this group in comparison to those 'doing well' (49% cf. 87%). This may indicate that those who are financially vulnerable require more support than other consumers and have additional needs from their suppliers.

Elsewhere, those who are highly vulnerable financially report a worse than average overall contact experience. They are more likely to report long wait times than all others (33% cf. 24%), being passed around different departments (20% cf. 15%) and being disconnected (11% cf. 7%). They are also more likely to report the number of times they had to get in contact about the given issue was unacceptable (32% vs 19%) and that their issue wasn't resolved (17% cf. 11%).

Additionally, the top reason for dissatisfaction with customer services among those highly vulnerable financially is that it was difficult to contact their supplier at a time they needed (46%). This is significantly higher than reported by those 'getting by' (26%). Those highly financially vulnerable were also more likely than the total to report the tone of the staff was not friendly (30% vs 20%).

The metrics discussed here will be covered in more detail later but they show where the experience is worse for those more financially vulnerable, and point to how this group of consumers may have more complex needs.

Figure 6: Overall satisfaction by sub-groups (% satisfied)



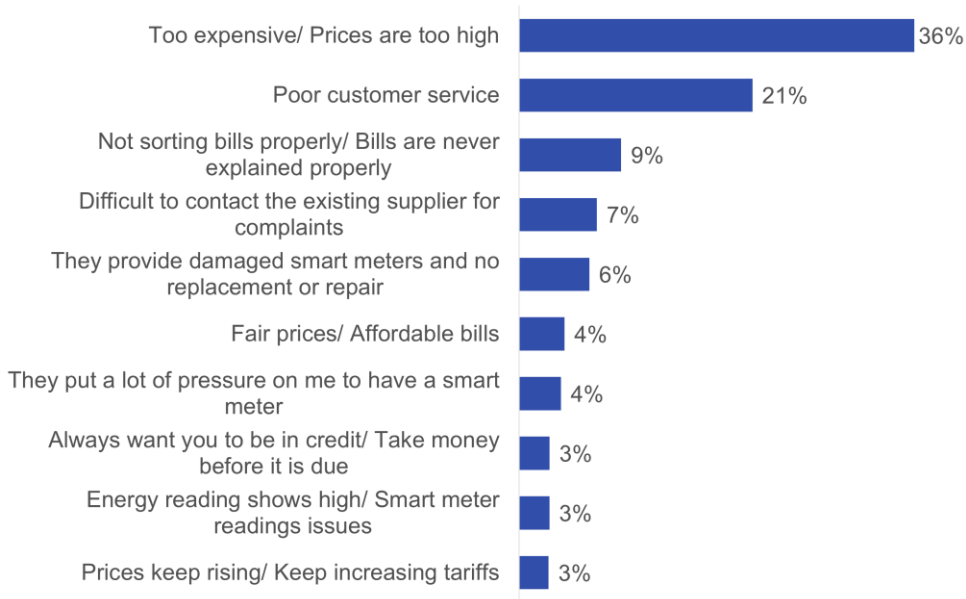
A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>?

Base: All respondents Jul'24 (3,750)

Reasons for dissatisfaction

Despite improvements, 8% of respondents were dissatisfied with their supplier. When asked to provide reasons for this, analysis of the verbatim comments found that high prices were cited as the leading cause of dissatisfaction (36%) among those dissatisfied. This is perhaps unsurprising, with financial vulnerability playing a significant role in shaping overall satisfaction. High prices has consistently been the top factor stated by those dissatisfied by some distance over the last few waves of this survey, with poor customer service mentioned by 21% of those dissatisfied.

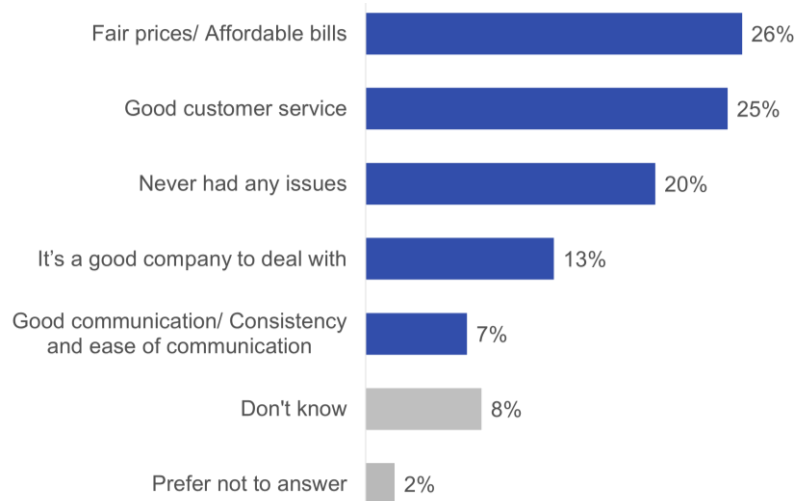
Figure 7: Reasons for dissatisfaction



A6: [CODED] Why are you dissatisfied with [supplier] as your supplier of <FUEL TYPE>? (open text response)
 Base: Dissatisfied with overall service: Jul'24 (307). Only codes 3% or above shown.

Meanwhile, the most cited reason for satisfaction was fair pricing/affordable bills, mentioned by 26%, followed closely by good customer service (25%). Many of those reporting they were satisfied also expressed a passive form of satisfaction, with 20% stating they were satisfied simply because they hadn't encountered any issues.

Figure 8: Reasons for satisfaction



A6: [CODED] Why are you with [supplier] as your supplier of <FUEL TYPE>? (open text response)
Base: Satisfied with overall service Jul'24 (2,895)

How satisfied are energy consumers with the dimensions of customer service provided by their suppliers?

Overview of findings

- **Satisfaction with customer service improved:** as with overall satisfaction, satisfaction with customer service has continued to improve from 66% to 71%, placing it 4% points below the peak of 75% in April 2020. The increase in satisfaction is, once again, more pronounced among consumers using prepayment meters compared to other payment methods (from 65% to 73%).
- **Difficulty getting through to the right person/department was the top reason for dissatisfaction:** among those dissatisfied, the main reason was the difficulty of getting through to the right person/department to contact (41%). However, many other factors were cited by respondents, including it taking a long time to get queries resolved (39%) and the difficulty of contacting their supplier when they needed to (38%).

Satisfaction with customer service

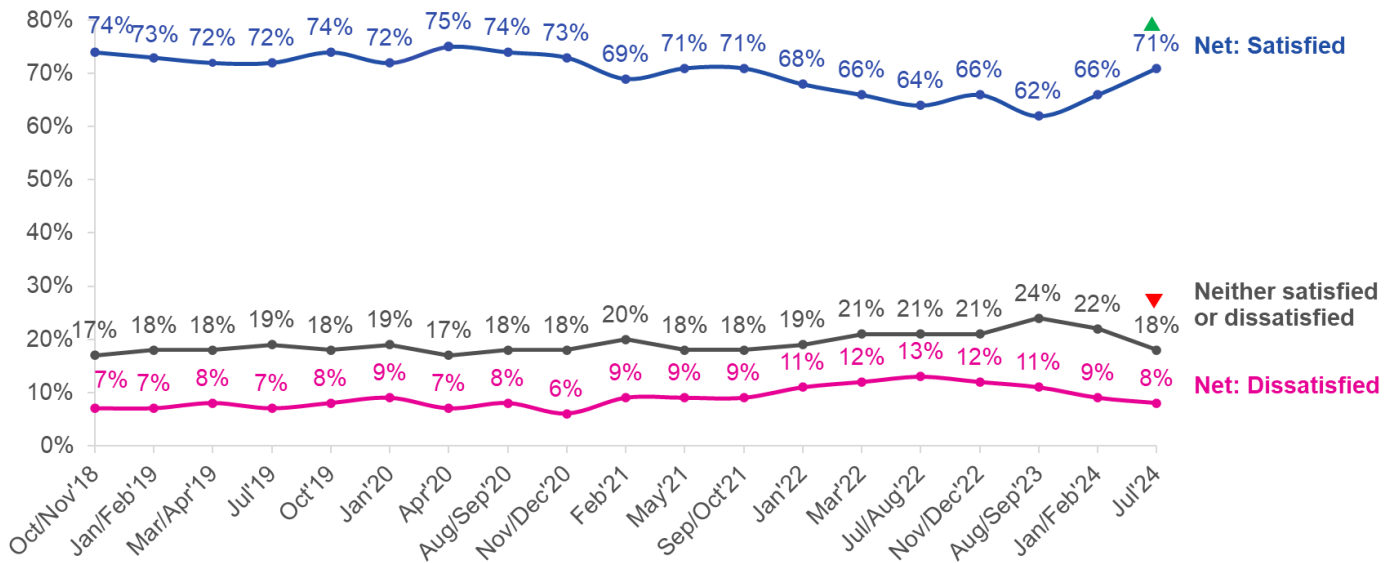
Satisfaction with customer service has continued to improve from 62% in August/September 2023, to 66% in January/February 2024, and to 71% in the latest wave, placing it 4% points below the peak of 75% recorded in April 2020.

As with overall satisfaction, the increase in satisfaction with customer service was driven by an increase in those 'very satisfied', from 29% to 34%, and a decrease in those 'neither satisfied nor dissatisfied', from 22% to 18% this wave.

Those who report they are 'neither satisfied nor dissatisfied' with customer service were less likely to have had contact with their supplier (28%), compared to those who are satisfied (37%) or dissatisfied (57%). This perhaps indicates that those who have not had contact with their supplier feel less able to comment on their supplier's customer service performance.

Meanwhile, levels of dissatisfaction have remained stable at 8%, but are on a slow but steady downward trend since November/December 2022.

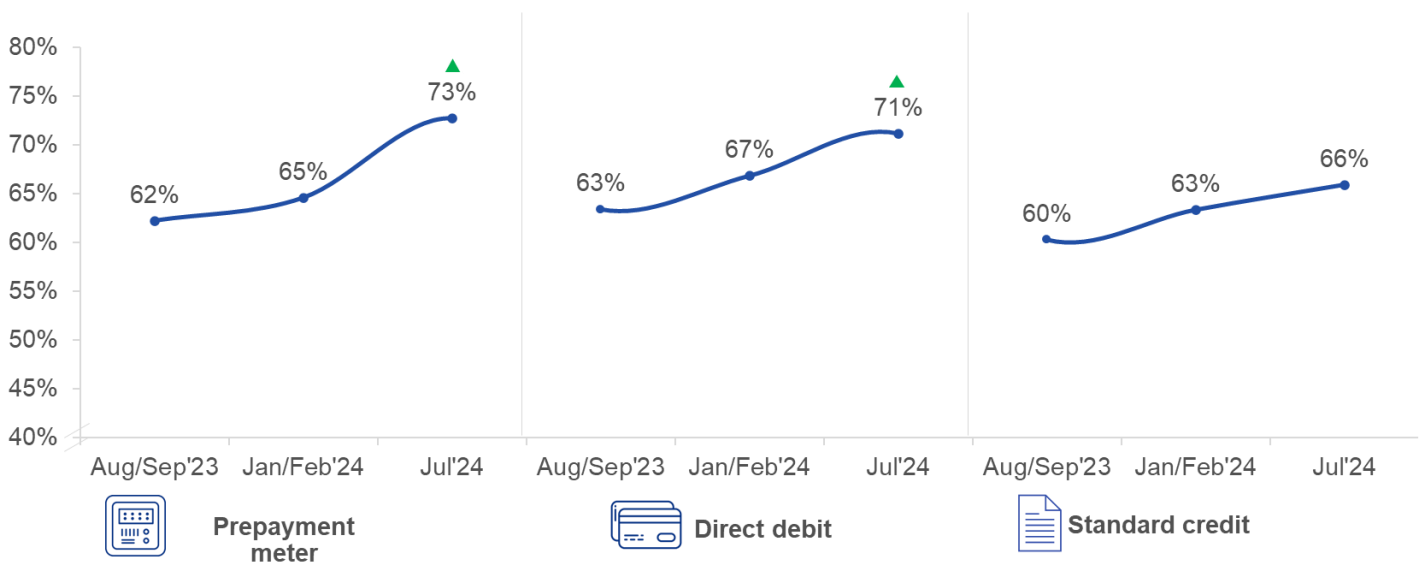
Figure 9: Overall satisfaction with customer service over time



A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier].
 Base: All respondents: Jul'24 (3,750). Intervals between surveys vary. Significance is marked versus the previous wave only.

As with overall satisfaction, the greatest increases in satisfaction with customer service were among those with a prepayment meter, from 65% in January/February 2024 to 73% in the latest wave. Satisfaction among those paying by direct debit also increased, from 67% to 71%. With the increase in satisfaction for prepayment meter customers, standard credit customers now report the lowest satisfaction with customer service (66%), which is significantly lower than the average (71%).

Figure 10: Overall satisfaction with customer service by payment type over time



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

Base: Prepayment meter (Jul'24 = 699, Jan/Feb'24 = 634, Aug/Sep'23 = 778), Direct Debit (Jul'24 = 2,488, Jan/Feb'24 = 2,732, Aug/Sep'23 = 2,467), Standard credit (Jul'24 = 649, Jan/Feb'24 = 560, Aug/Sep'23 = 585). Significance is marked versus the previous wave only.

We continue to see gaps in consumer satisfaction based on financial circumstance. For example, relative to the average of 8%, those who are highly vulnerable financially are the most likely to be dissatisfied with customer service (15%), as are those who have fallen behind/ran out of credit for affordability reasons (13%). Those experiencing a long-term illness, physical or mental health problem or disability (10%) are also more likely to express dissatisfaction with customer service.

Reasons for dissatisfaction with customer service

The top four reasons cited for customer service dissatisfaction typically revolved around slow waiting times or slow resolution to queries, difficulty in reaching the right person/department (41%), long resolution times (39%), difficulty in contacting customer service when needed (38%), and not feeling listened to (34%). These results were in line with previous waves.

A lack of resolution (31%) and lack of staff knowledge (29%) also featured high on the list of reasons for dissatisfaction with customer service.

Figure 11: Reasons for dissatisfaction with customer service



A8. You mentioned that you are dissatisfied with the customer service you have received from [supplier]. Could you say why? Respondents were presented with a list of options to select from.
 Base: Dissatisfied with customer service, Jul'24 (322)

Views on billing

Overview of findings

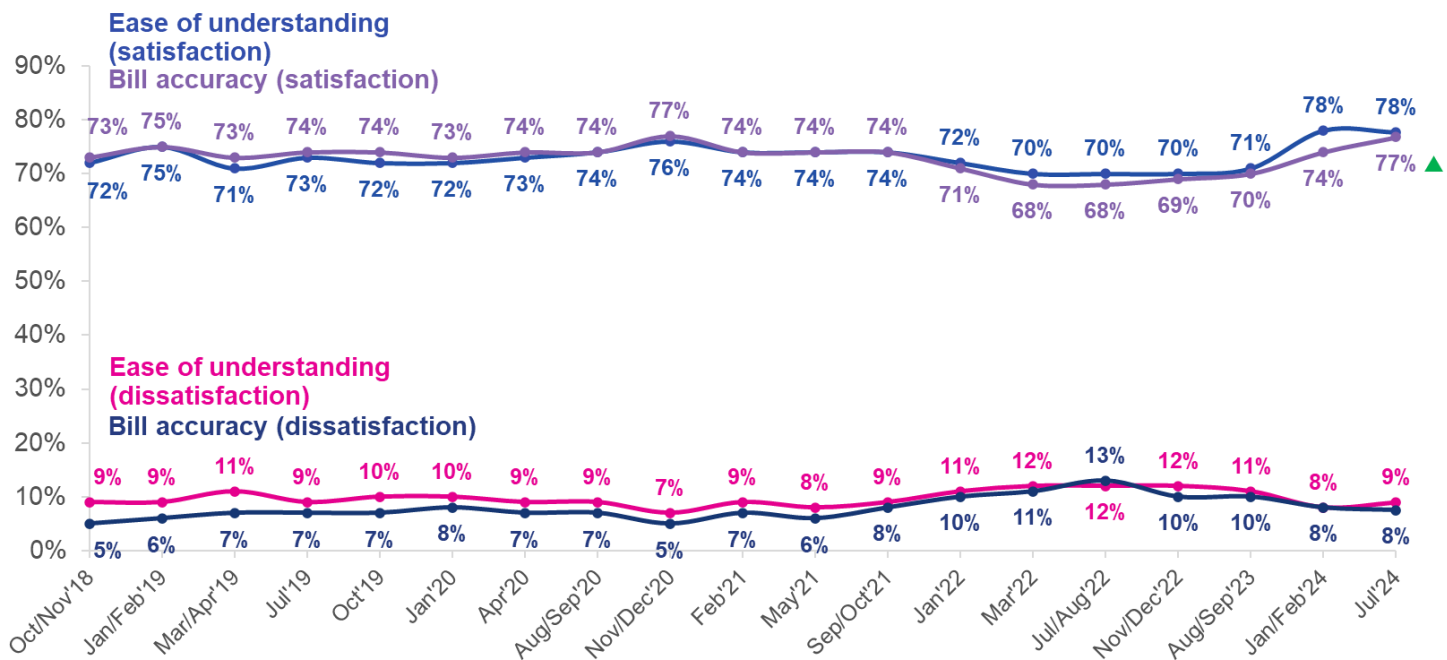
- **Satisfaction with bill accuracy has improved, and improvements in satisfaction with the ease of understanding the bill have been maintained:** satisfaction with bill accuracy has improved from 74% to 77%, and satisfaction with the ease of understanding the bill has remained stable at 78% following the rise we saw in January/February 2024. Both metrics are now at their highest or joint-highest levels since tracking began.
- **Dissatisfaction with bill understanding continues to stem from difficulty in understanding how the total cost is calculated:** the top reason for dissatisfaction with ease of understanding was that it is difficult to understand how the total cost has been calculated (47%), followed by difficulty understanding how the numbers relate to energy usage (43%). A high share also reported that it was because it was difficult to understand some of the wording used (37%) or the amount of energy used (36%). Difficulty in understanding how the total cost is calculated was also the second most cited reason for dissatisfaction with bill accuracy (34%), exceeded only by a belief that the bill was inaccurate (38%).
- **There has been a continued reduction in the proportion of respondents who reported receiving an unexpectedly high bill in the last three months:** aligning with improvements in perceived billing accuracy, the proportion of customers receiving unexpectedly high bills has fallen to 27%, down from 30% in January/February 2024 and 33% in August/September 2023. Despite this improvement, 27% remains a sizeable proportion of respondents.

Satisfaction with bill accuracy and ease of understanding

The gains made in satisfaction with the ease of understanding bills in January/February 2024 have been maintained at 78% in the latest wave, and satisfaction with bill accuracy has improved further from 74% to 77%. Both are now at their highest levels since tracking began. The increase in satisfaction with billing accuracy was largely driven by an increase among those paying by direct debit, from 75% in January/February 2024, to 78% in the latest survey. For those on standard credit, satisfaction with billing accuracy remained in line with last wave on 71%.

Levels of dissatisfaction were at low levels for both measures (9% and 8% respectively) and in line with January/February 2024.

Figure 12: Satisfaction with bill accuracy and ease of understanding over time



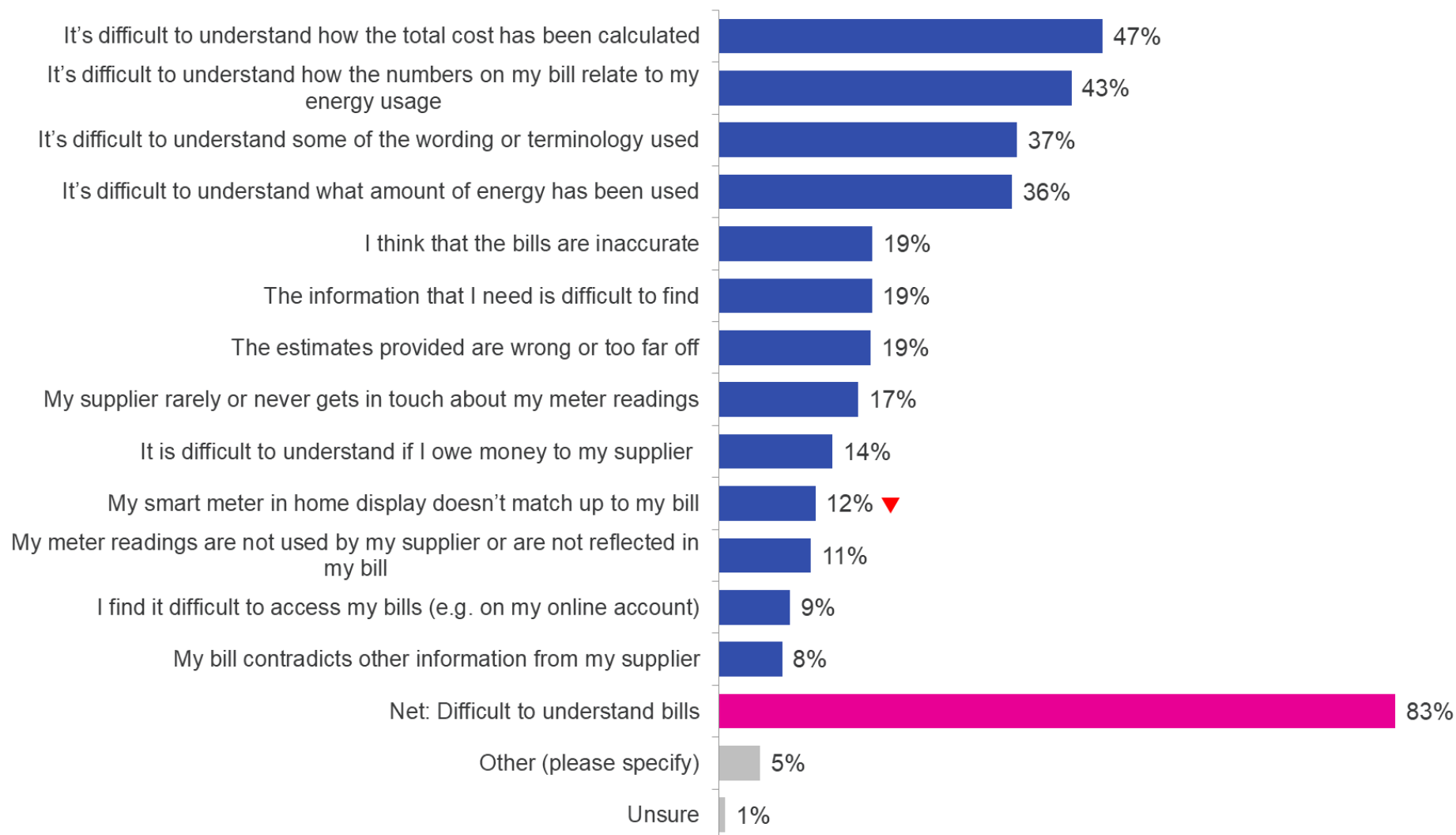
B8. Please can you tell me how dissatisfied or satisfied you are with the following aspects of [supplier] bills.
 Base: Pays gas/electricity with direct debit or on receipt of bills Jul'24 (3,089). Intervals between surveys vary.
 Significance is marked versus the previous wave only.

Reasons for dissatisfaction with ease of understanding of bills

Close to half (47%) of those dissatisfied with the ease of understanding the bill said this was because it was difficult to understand how the total cost has been calculated, and 43% said that it was difficult to understand how the numbers relate to energy usage. A high share also reported that it was because it was difficult to understand some of the wording used (37%) or the amount of energy used (36%).

Encouragingly, the proportion who reported that their smart meter display did not match their bill reduced from 20% in January/February 2024 to 12% in the latest survey.

Figure 13: Reasons for dissatisfaction with ease of understanding of bills



B9: Why are you dissatisfied with the ease of understanding your bill from your supplier? Base: Dissatisfied with ease of understanding the bill Jul'24 (289)

There is no evidence to suggest that certain demographic or energy characteristics are significantly more or less likely to correlate with dissatisfaction with the ease of understanding the bill¹⁵.

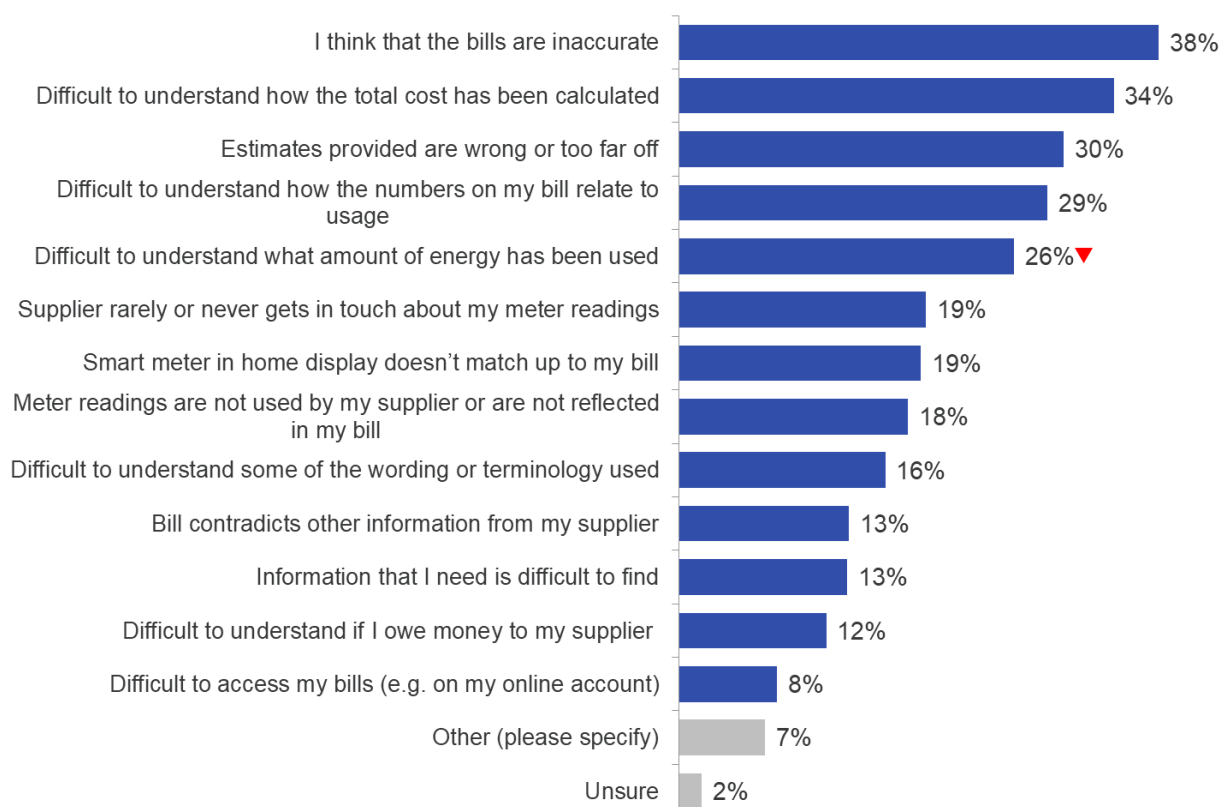
Reasons for dissatisfaction with bill accuracy

Close to two in five (38%) of those dissatisfied with the accuracy of the bill said it was because they thought it was inaccurate, with around a third (34%) reporting it was difficult to understand how the total cost had been calculated. Other reasons for dissatisfaction with the accuracy of the bill were that estimates provided were wrong (30%) or that it was difficult to understand how the numbers relate to energy usage (29%).

These remain in line with the main reasons for dissatisfaction last wave. There has been a decline in those saying it was difficult to understand what amount of energy has been used, from 35% in January/February 2024 to 26% in July 2024.

The full range of responses is presented in Figure 14.

Figure 14: Reasons for dissatisfaction with billing accuracy



Why are you dissatisfied with the accuracy of your bill from your supplier?

Base: Dissatisfied with accuracy of the bill Jul'24 (237)

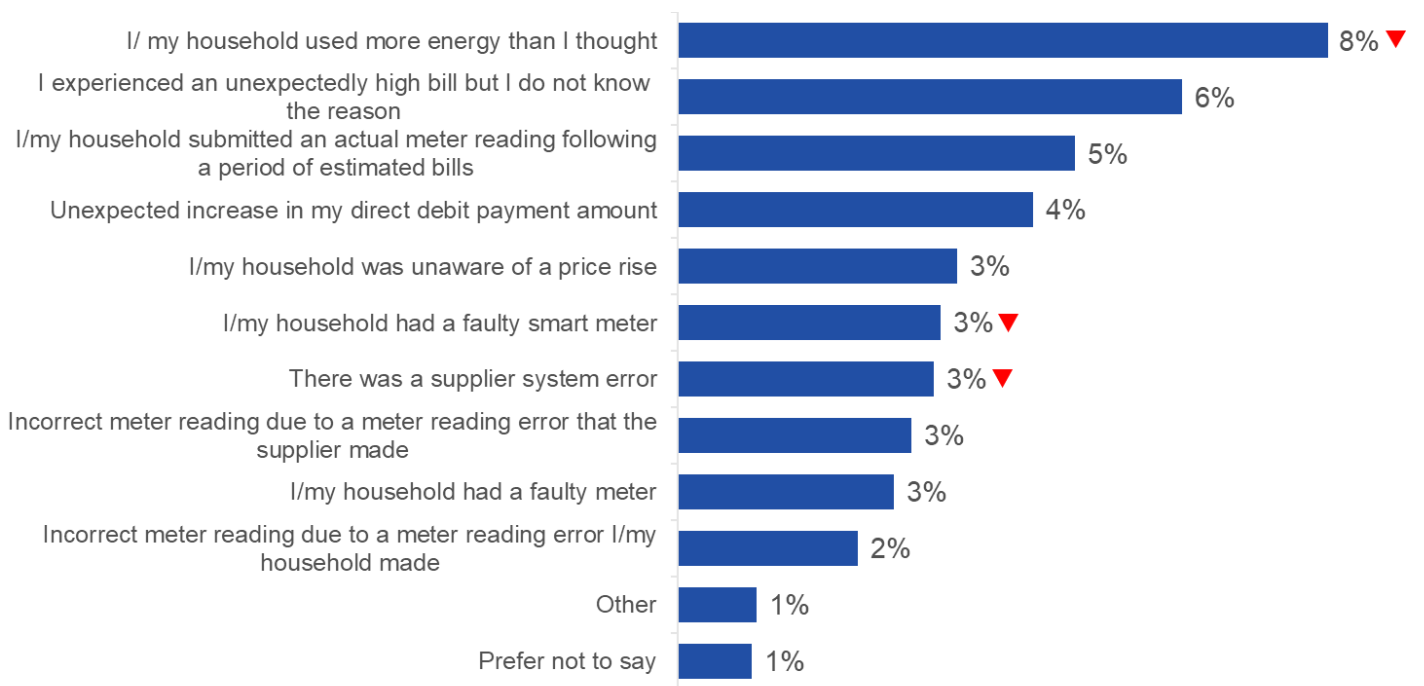
¹⁵ Ofgem intends to explore consumers' ease of understanding billing and, more broadly, energy literacy in future research, given that other Ofgem research suggests that many consumers have low levels of energy literacy or find terminology confusing. For example, see [Ofgem, Consumer impacts of market conditions survey – wave 5 \(January to February 2024\)](#)

Experience of unexpectedly high bills in the last three months

Corresponding with the increases in satisfaction with billing accuracy, there has been a continued reduction in the proportion of respondents who reported receiving an unexpectedly high bill in the last three months from 33% in August/September 2023 to 30% in January/February 2024, and to 27% in the latest survey. However, it remains that around 1 in 4 consumers were reporting receiving an unexpectedly high bill, showing room for improvement.

The main reason cited by consumers who said they had experienced an unexpectedly high bill was that they had used more energy than they thought (8%, a decrease on the 11% who mentioned this in January/February 2024).

Figure 15: Reasons for receiving an unexpectedly high bill



B11: In the last 3 months, have you experienced an unexpectedly high bill due to any of the following reasons?

Base: All respondents: Jul'24 (3,750)

Contacting suppliers

Overview of findings

- **Consistent contact rates:** almost one in three (32%) had contacted their supplier in the last 3 months, in line with previous waves. For those getting in contact, the most common reasons were to give a meter reading (19%), to query bills received (19%) or a smart meter query (16%).
- **Views on the range of contact methods available were relatively positive:** 72% were satisfied with the range of methods available to contact their supplier, and 74% agreed that the contact methods available met their needs.
- **Ease of contacting supplier improved further:** 70% of customers in contact with their supplier reported finding it easy, up from 65% in January/February 2024 and 60% in August/September 2023. While not reaching the peak of 73% observed in October 2019, a longer-term upward trend in terms of ease of contacting suppliers is evident, and this is true across all contact methods.
- **Specific aspects of contact have also seen improvements:** satisfaction has improved in relation to how well their supplier understood what they needed (from 68% in January/February 2024 to 72% in the latest wave), how the overall interaction was handled (from 67% to 72%), ease of finding the right contact details (from 68% to 72%), and with the level of empathy shown (from 63% to 67%).
- **But many still encounter difficulties as part of their contact experience:** overall, 55% reported experiencing difficulties with their most recent contact, in line with January/February 2024. As previously, the most reported difficulties experienced were long wait times (24%) and suppliers taking a long time between responses (20%). Positively, more customers are finding resolutions, with those reporting unresolved issues dropping from 15% to 11%.

Contact with suppliers

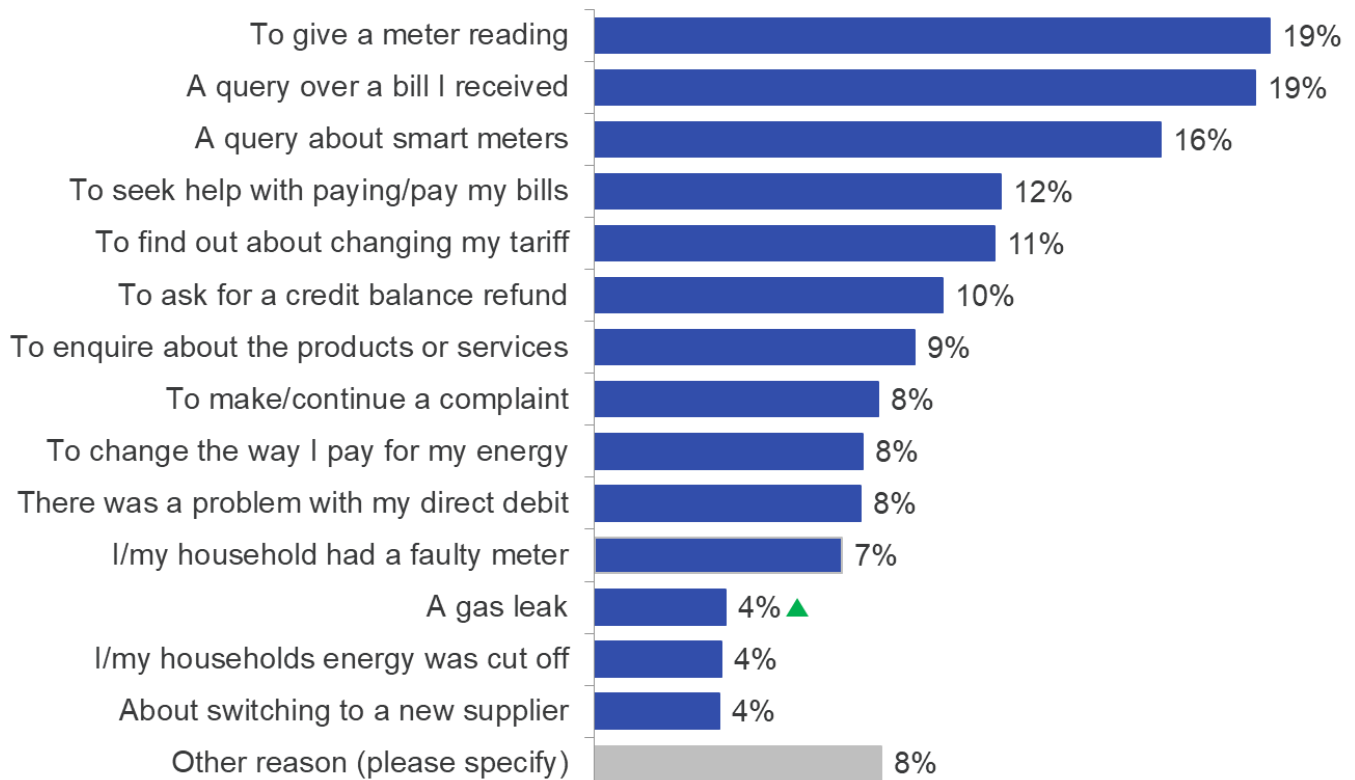
As was the case in recent waves, around one in three (32%) reported contacting their supplier in the last three months. A further 4% said they had tried to contact their supplier but had been unable to get through, in line with January/February 2024.

Satisfaction with the range of methods available to contact their supplier increased from 68% in January/February 2024 to 72% in the latest wave, and a similar proportion (74%) agreed that the contact methods available met their needs. Of those who didn't agree, 14% were neutral and only 1 in 10 (11%) disagreed.

Reasons for contact with suppliers

Among those who contacted their supplier, the main reasons for doing so were to give a meter reading (19%), to query a bill (19%) and a query about a smart meter (16%), in line with January/February 2024. The only change has been an increase in those contacting about a gas leak, from 2% in January/February 2024 to 4% in July 2024.

Figure 16: Reasons for contacting supplier

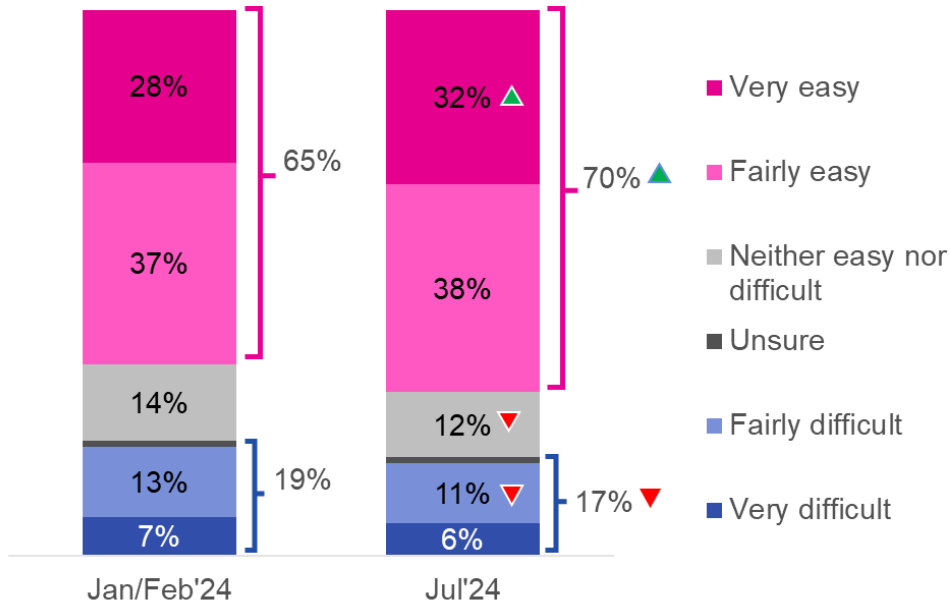


E4. Thinking of the last time you made contact with [supplier], what was it about?
 Base: All who contacted or tried to contact Jul'24 (1,398)

Ease of contacting suppliers

Compared to January/February 2024, there has been a further improvement in customers' experiences of contacting their supplier, with the proportion rating it as easy increasing from 60% in August/September 2023, to 65% in January/February 2024, and to 70% in the latest wave, and the proportion who found it difficult decreasing from 23% to 19% to 17% over the same periods.

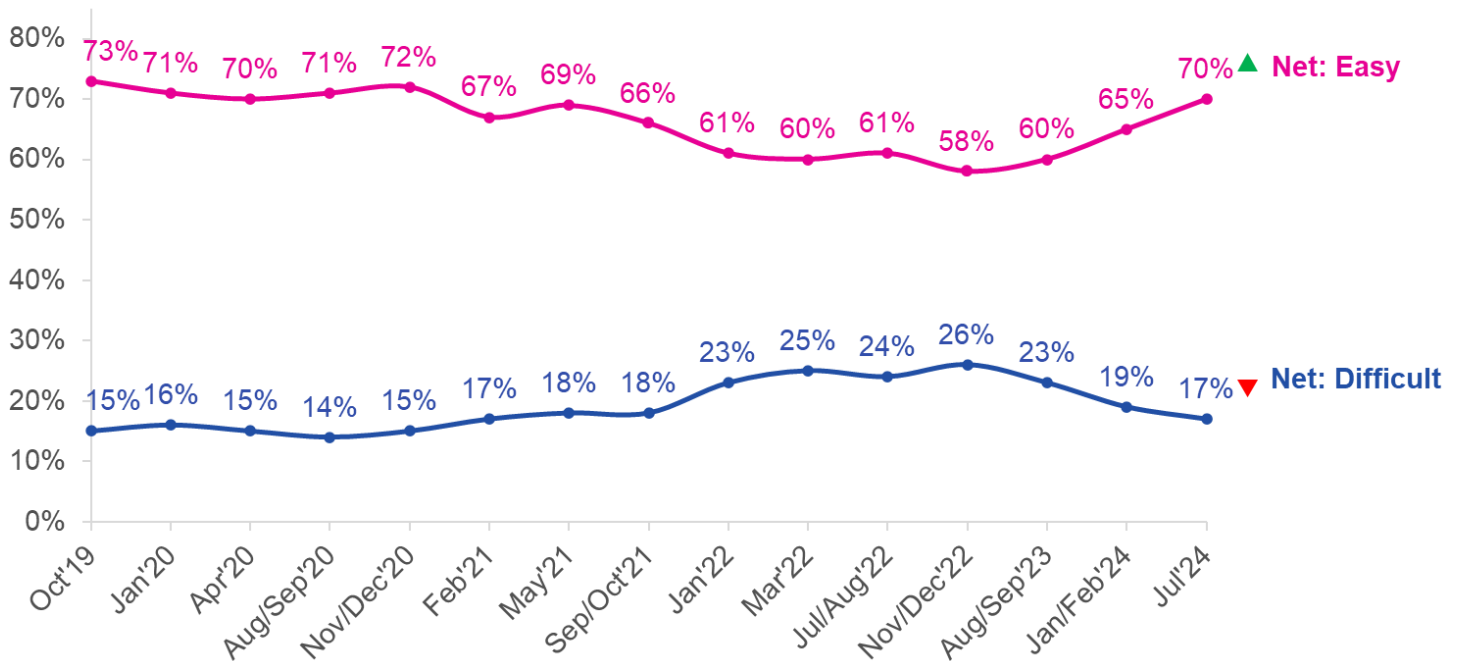
Figure 17: Ease of contacting suppliers



E2. Thinking about the last time you tried to contact [supplier] how easy or difficult did you find it to contact them?
 Base: All those excluding those who have not tried to contact supplier: Jul'24 (3,148), Jan/Feb'24 (3,214)
 Data labels not shown for values below 3%

While not reaching the peak of 73% set in October 2019, a longer-term upward trend in terms of ease of contacting suppliers is evident, as shown in the figure below.

Figure 18: Ease of contacting suppliers over time

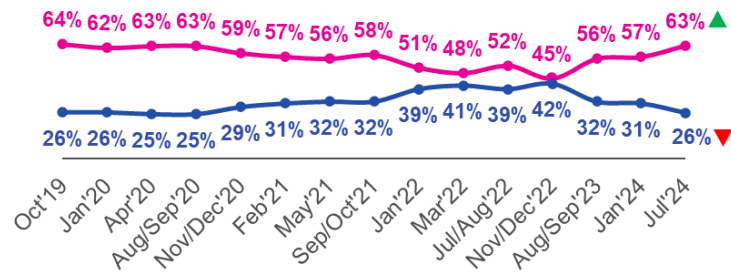


E2. Thinking about the last time you tried to contact [supplier] how easy or difficult did you find it to contact them?
 Base: All those excluding those who have not tried to contact supplier: Jul'24 (3,148), Jan/Feb'24 (3,214). Intervals between surveys vary. Significance is marked versus the previous wave only.

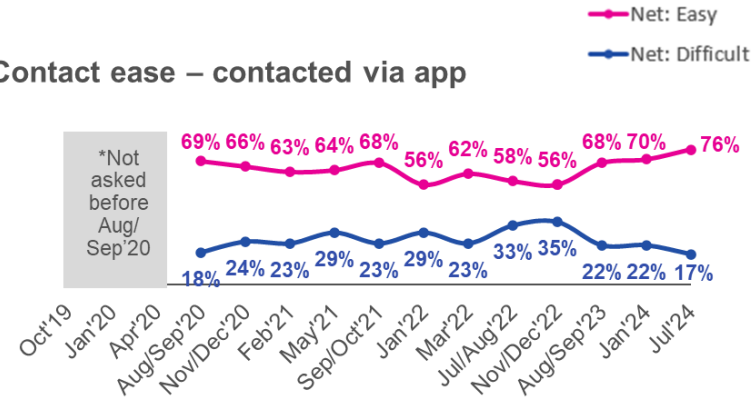
By contact method, ease of contact remained consistent with January/February 2024 for contact via app (76%) and via email (75%), while it improved for contact via phone (from 57% to 63%) and for contact via live chat (from 59% to 72%).

Figure 19: Ease of contacting suppliers by contact method over time

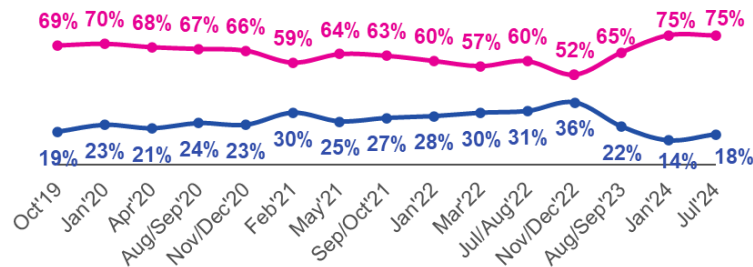
Contact ease – contacted via phone



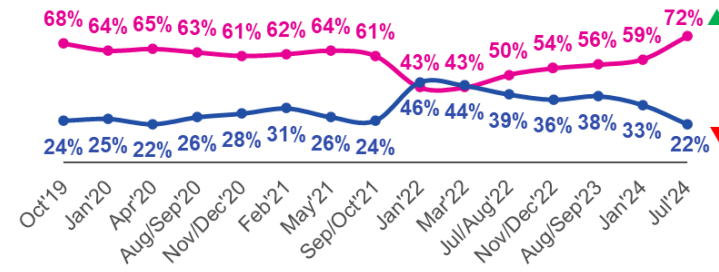
Contact ease – contacted via app



Contact ease – contacted via email



Contact ease – contacted via live chat



E6. How did you make contact with [supplier] on that last occasion?

Base: All who contacted or tried to contact Jul'24 (1,398)

E2. Thinking about the last time you tried to contact [supplier] how easy or difficult did you find it to contact them?

Base: All those excluding those who have not tried to contact supplier Jul'24 (3148).

Neither easy/difficult not shown. Consumers could select multiple channels. Intervals between surveys vary. Significance is marked versus the previous wave only.

Ease of contact reported by prepayment meter customers who got in touch with their supplier has improved, reaching 70% in the July 2024 wave, compared to 62% in January/February 2024 and 58% in August/September 2023. This increase in ease now brings prepayment meter in line with direct debit and standard credit. Direct debit and standard credit have also seen an increase, but not to as greater an extent (direct debit has increased from 67% to 71% and standard credit has increased from 62% to 68%).

Satisfaction with elements of last contact

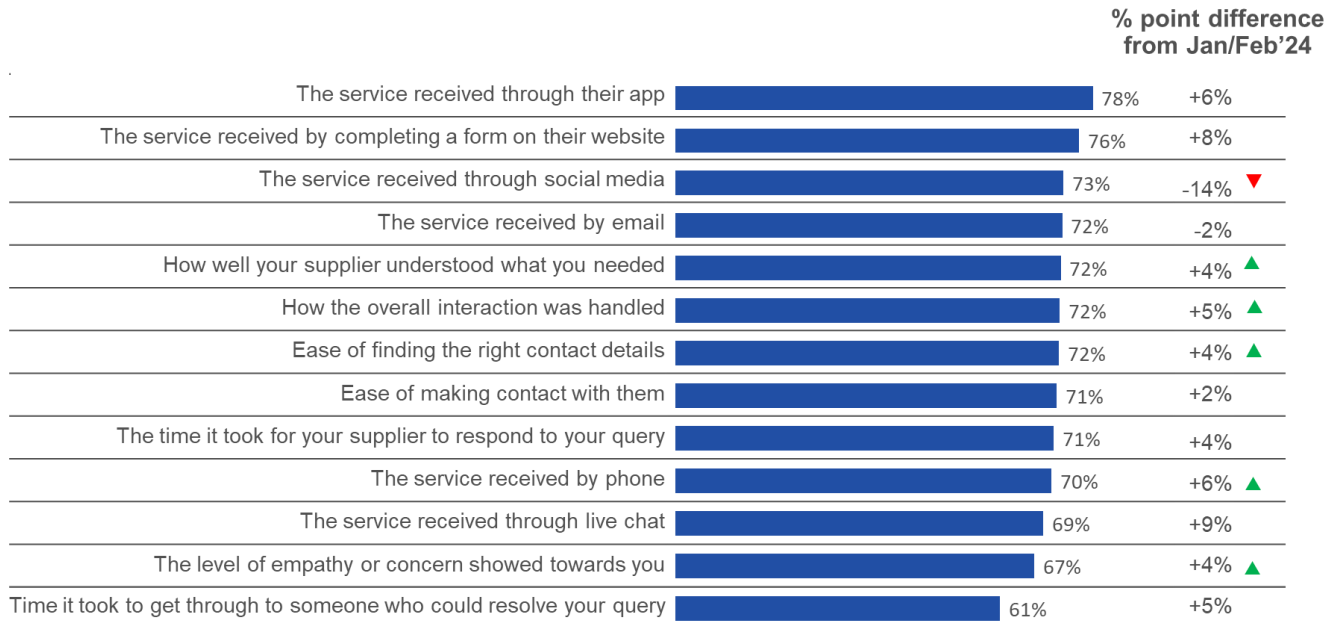
As well as improvement in terms of ease of contact overall, there have also been improvements in relation to specific elements of contact:

- satisfaction with how well their supplier understood what they needed improved from 68% in January/February 2024 to 72% in the latest wave
- satisfaction with how the overall interaction was handled increased from 67% to 72%
- satisfaction with the ease of finding the right contact details increased from 68% to 72%
- satisfaction with the level of empathy shown increased from 63% to 67%

The January/February 2024 results showed improvements in satisfaction with the service received through social media to 87%. However, at 73%, this has returned to the levels seen in August/September 2023.

Satisfaction with the service received via the app remained stable at 78%, as did satisfaction with the service received via website form (76%), and live chat (69%). By contrast, satisfaction with the service received by phone has improved from 64% to 70%.

Figure 20: Satisfaction with elements of last contact



E7. Still thinking about this last contact, please can you tell me how dissatisfied or satisfied you were with the following.

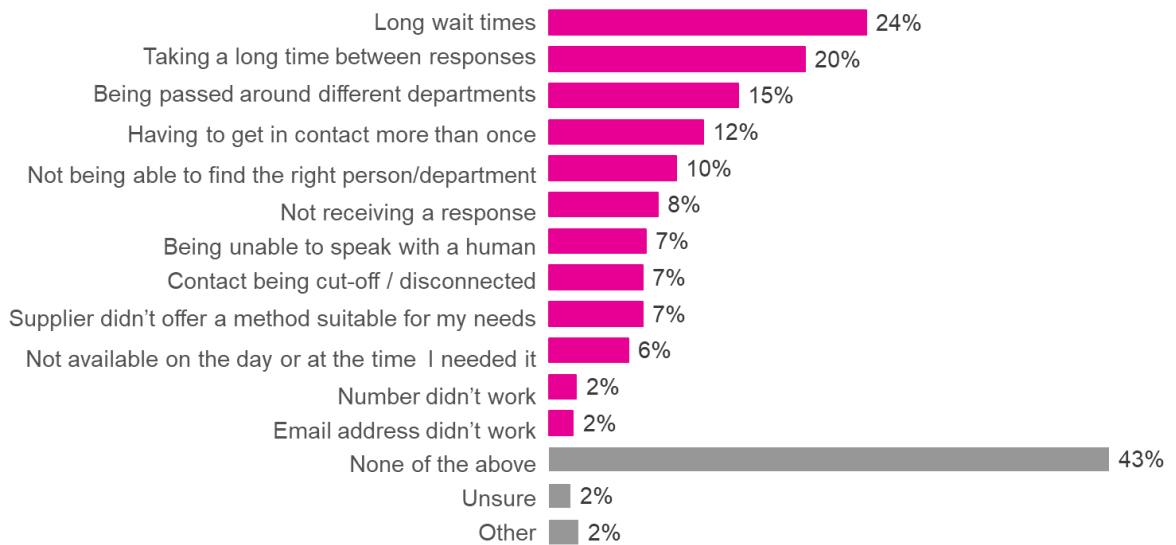
Base: all who contacted or tried to contact via a particular method where relevant (bases vary as a result) Jul'24 (1,398)

Experience of difficulties

Despite overall ease of contact improving, 55% reported experiencing difficulties with their most recent contact, in line with January/February 2024.

As previously, and reflecting the findings outlined above, the most reported difficulties experienced were long wait times (24%) and suppliers taking a long time between responses (20%). This means the most reported difficulties were around getting through to somebody, rather than with the interaction itself.

Figure 21: Difficulties experienced with contact

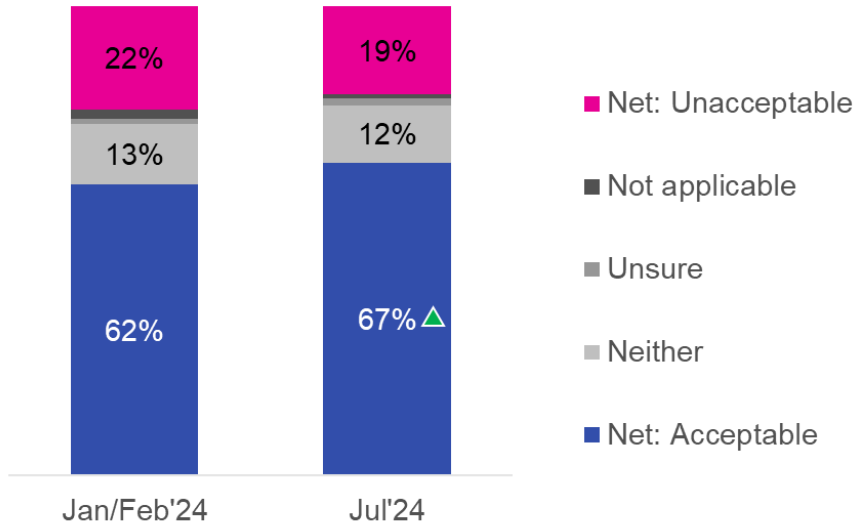


E12. On the most recent occasion you got in touch with [supplier], did you experience any of the following difficulties?

Base: All who contacted or tried to contact: Jul'24 (1,398), Jan/Feb'24 (1,456), Aug/Sep'23 (1,426)

Overall, one in five (19%) found the number of times they had to contact their supplier about an issue unacceptable, although the proportion who found it acceptable increased from 62% in January/February 2024 to 67% in the latest wave.

Figure 22: Acceptability of number of contact attempts

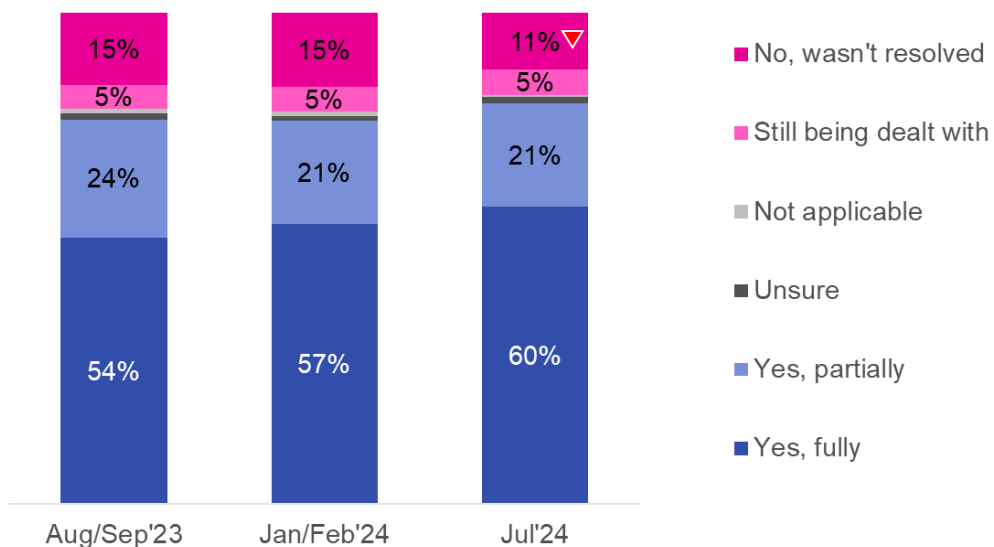


E12A. How acceptable or unacceptable was the number of times you had to get in contact about that given issue?
 Base: All who contacted or tried to contact: Jul'24 (1,398), Jan/Feb'24 (1,456)

Issue resolution

The proportion who reported a lack of resolution of their issue reduced from 15% in the previous two survey waves, to 11% in the latest wave, with 60% reporting their issue had been fully resolved, and 21% reporting that it had been partially resolved.

Figure 23: Issue resolution



E14. Would you say your query, issue or question was answered or resolved?
 Base: All who contacted or tried to contact. Base: All who contacted or tried to contact: Jul'24 (1,398), Jan/Feb'24 (1,456), Aug/Sep'23 (1,426). Significance is marked versus the previous wave only.

Complaints

Overview of findings

- **Reported complaint levels remain consistent:** close to one in ten (8%) of consumers who contacted their supplier reported making a complaint, which equates to 3% of all respondents, in line with January/February 2024. Problems with bills remain the most common reason respondents report complaining, mentioned by a third (35%) of complainants, followed by problems with smart meters (29%), pricing (27%), and the attitude/behaviour of staff (25%). The proportion mentioning a discount not being applied increased from 6% in January/February 2024 to 20% in the latest wave.
- **Satisfaction with complaint handling and process length have improved but remain relatively low:** while a consistent share of consumers reported making complaints, the direction of travel for satisfaction with the overall handling of the complaint is positive, with more now satisfied (47%) than dissatisfied (44%). While overall satisfaction with the process time remained low at 37%, dissatisfaction dropped from 60% to 44%.

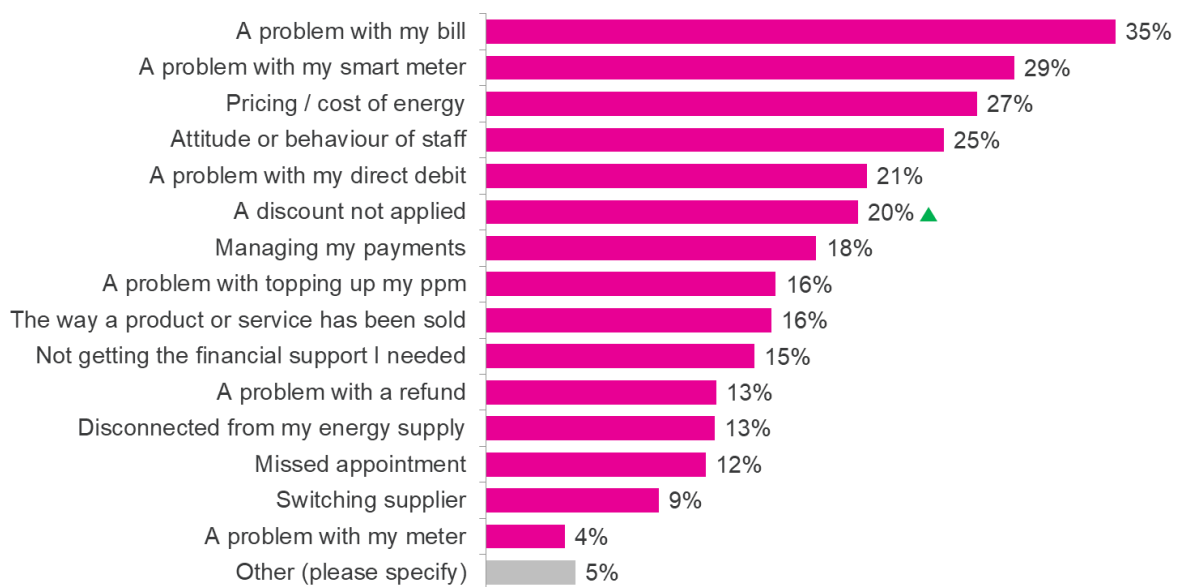
Reasons for complaints

Close to one in ten (8%) consumers who contacted their supplier reported making a complaint, which equates to 3% of all respondents. This is in line with January/February 2024.

Problems with bills remains the most common reason respondents report for complaining, mentioned by a third (35%) of complainants, followed by problems with smart meters, mentioned by 29%, pricing, mentioned by 27%, and the attitude/behaviour of staff, mentioned by 25%.

The proportion mentioning a discount not being applied increased from 6% in January/February 2024 to 20% in the latest wave. All other complaints have remained stable.

Figure 24: Reasons for complaints

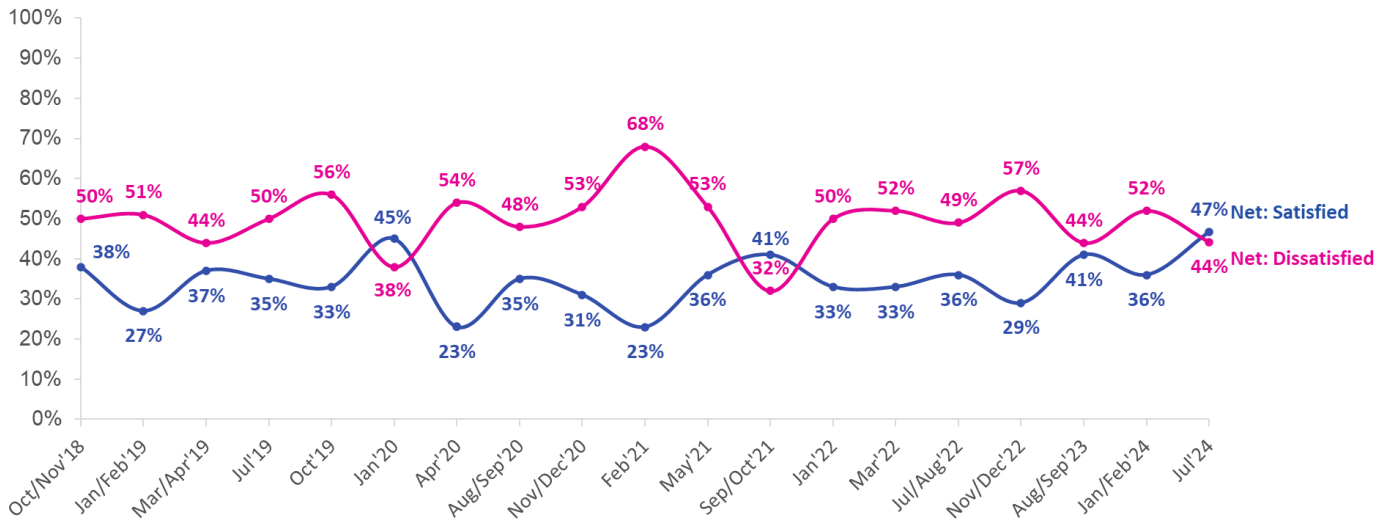


E8. Earlier you said your last contact with [supplier] was about a complaint. What was the complaint about?
 Base: All contacted to make a complaint: Jul'24 (124)

Satisfaction with elements of complaints handling

While a similar proportion of consumers reported making complaints, the direction of travel for satisfaction with the overall handling of the complaint is positive, with more now satisfied (47%) than dissatisfied (44%). That said, satisfaction remains relatively low, leaving room for improvement.

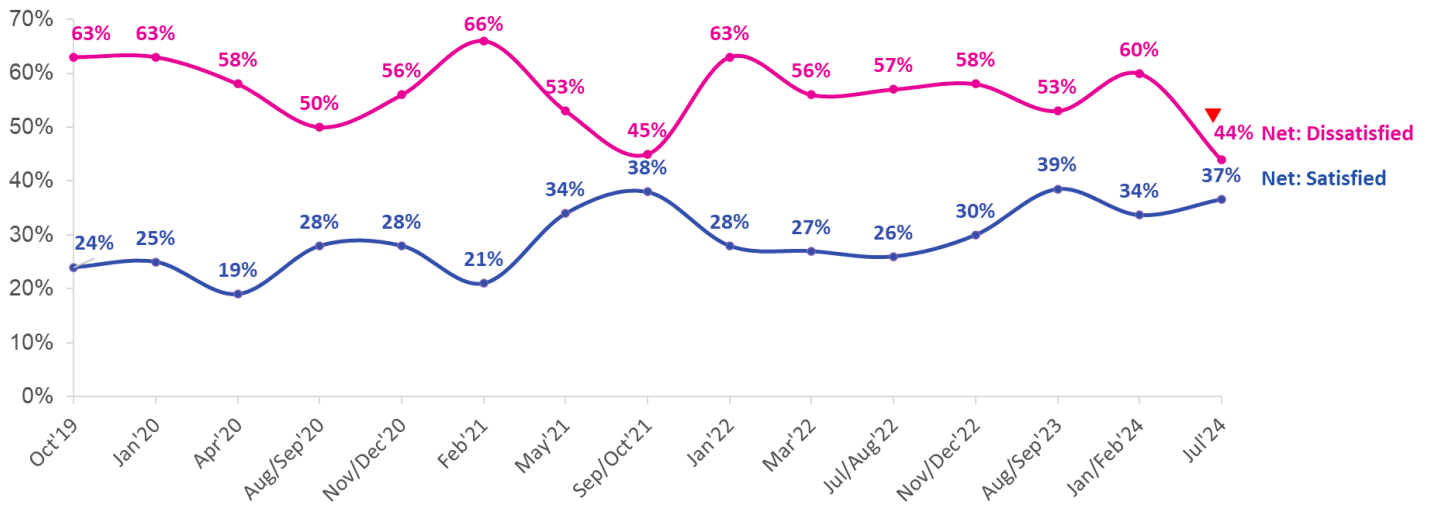
Figure 25: Satisfaction with overall handling of complaints



E10. Please can you tell me how satisfied or dissatisfied you are with the following aspects of your complaint.
 Base: Contacted to make a complaint: Jul'24 (124). Intervals between surveys vary. Significance is marked versus the previous wave only.

Encouragingly, although overall satisfaction with the time taken to reach the end of the process remained low (37%), levels of dissatisfaction in this respect reduced from 60% to 44%.

Figure 26: Satisfaction with time taken to reach the end of the formal complaints process



E10. Please can you tell me how satisfied or dissatisfied you are with the following aspects of your complaint. Base: Contacted to make a complaint (124). Intervals between surveys vary. Significance is marked versus the previous wave only.

Information provided by suppliers

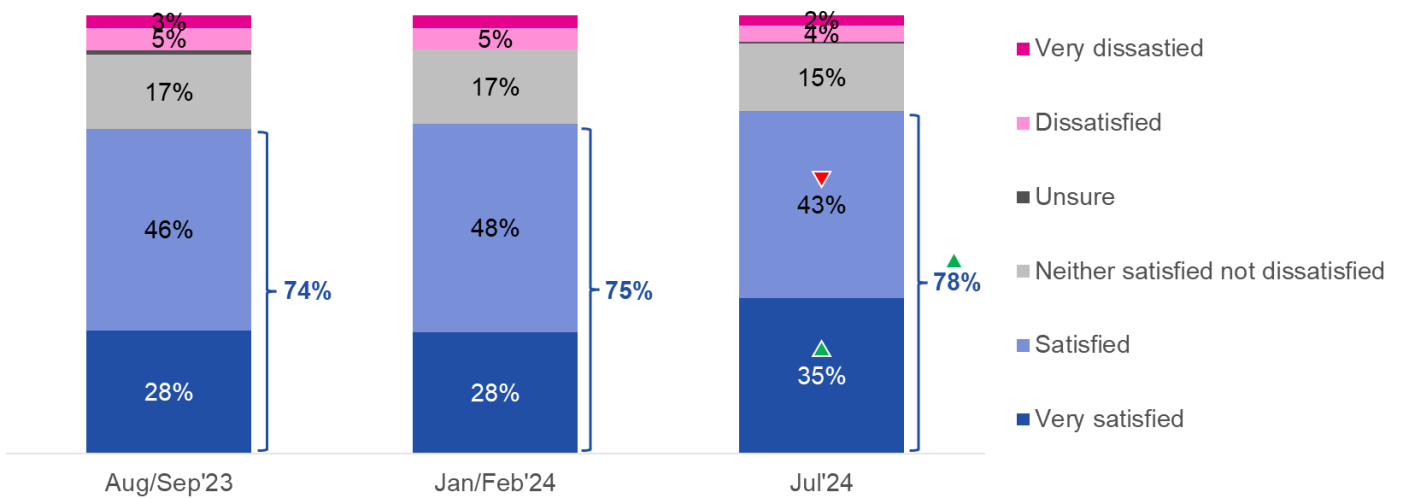
Overview of findings

- **Satisfaction with the information provided by suppliers has improved:** over three quarters (78%) were satisfied with the information¹⁶ they had received from their supplier in the last six months (up from 75% in the previous wave), driven by an increase in those who were ‘very satisfied’.
- **Information seen as useful:** all types of information were regarded as useful by at least four in five respondents, with the exception being information about getting a smart meter, which was regarded as useful by 59% of those who don’t have a smart meter or don’t know if they have one.

Satisfaction with supplier information

The latest wave saw an increase in satisfaction with the information received from their supplier, from 75% in January/February 2024, to 78%, with the increase driven by those who reported being ‘very satisfied’, from 28% to 35%. Just one in twenty (6%) were dissatisfied in this respect.

Figure 27: Satisfaction with information received from supplier



D1. Overall, how satisfied or dissatisfied are you with the information you have received from [supplier] in the last six months? Base: Received information: Jul'24 (2,506), Jan/Feb'24 (2,533), Aug/Sep'23 (2,387). Significance is marked versus the previous wave only.

Satisfaction with information received has increased for prepayment meter customers, from 72% in January/February 2024 to 80% in July 2024.

¹⁶ This includes any information, such as written information on bills or information provided over the phone.

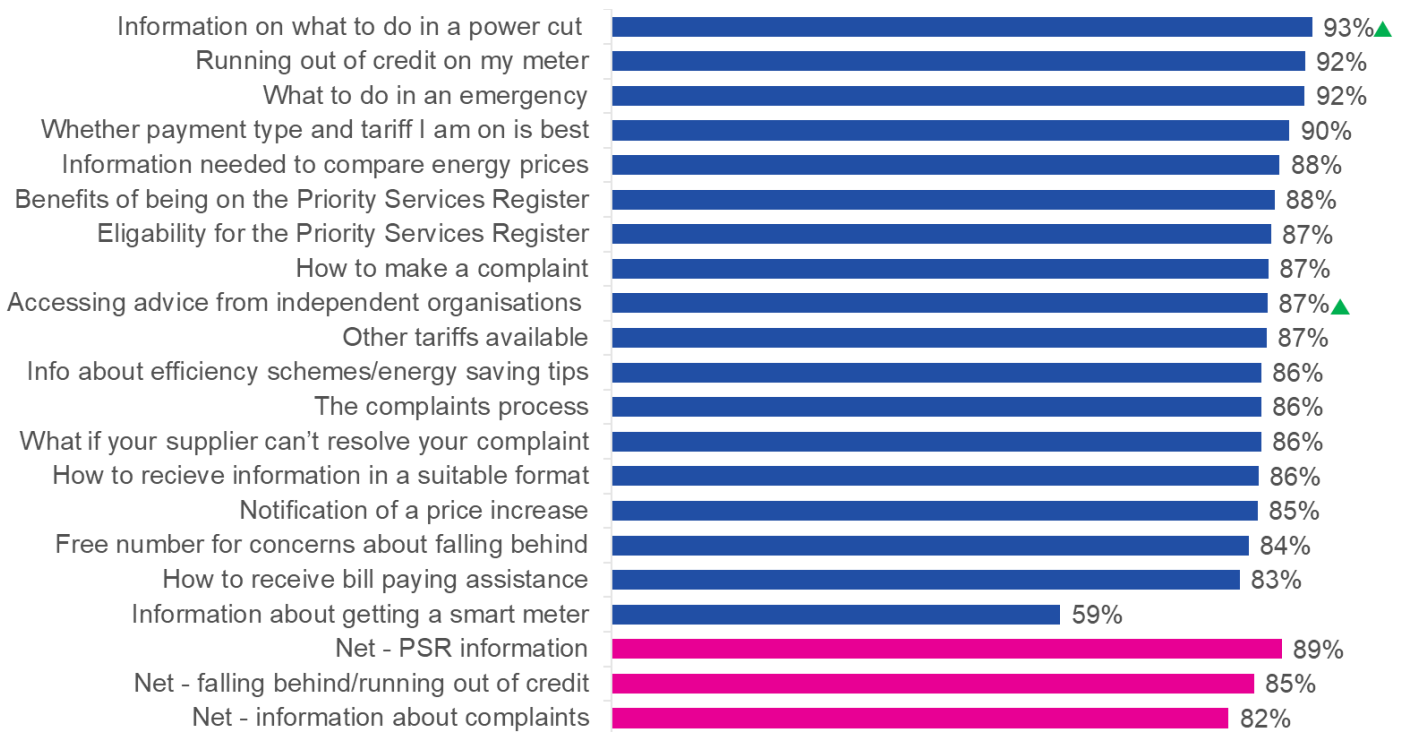
Usefulness of information received from supplier

In terms of the usefulness of the information received from suppliers, all types were regarded as useful by at least four in five respondents, with the exception being information about getting a smart meter, which was regarded as useful by 59% of those who did not have one.

Perceived usefulness increased since January/February 2024 in relation to information on what to do in a power cut (from 90% to 93%), and for accessing advice from independent organisations (from 82% to 87%).

Regarding the small proportion of respondents who received information from their supplier when a prepayment meter was installed, 84% were satisfied and 1% were dissatisfied.

Figure 28: Usefulness of information received from supplier



D3: How useful was the information you received for each of the following...

Base: Received information (mixed base sizes)

What are the experiences of customers struggling financially?

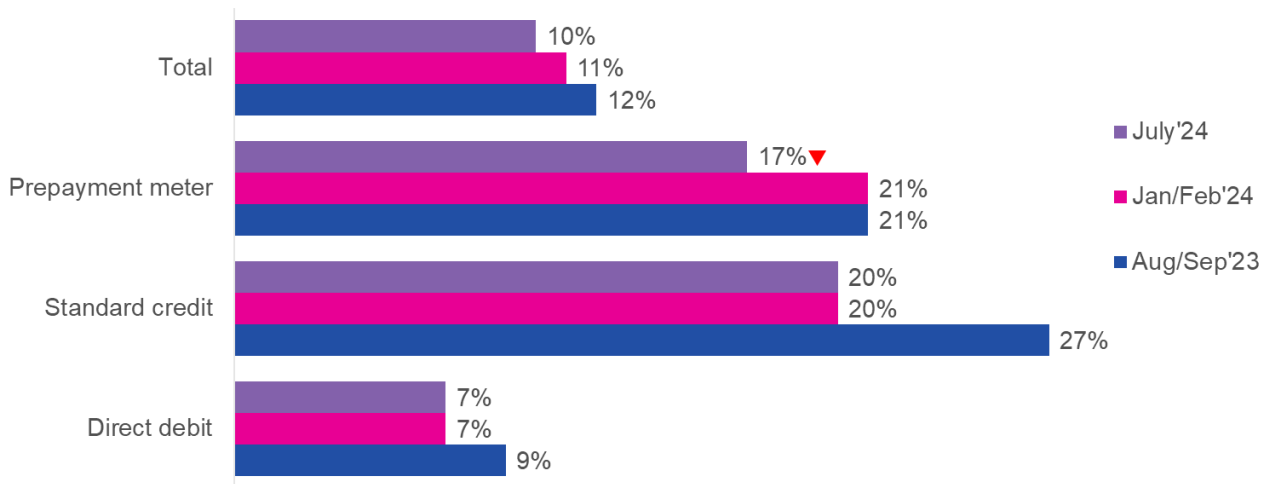
Overview of findings

- **Affordability issues have reduced for those on prepayment meters:** 10% of respondents said they had fallen behind on their bills or had run out of credit in the last three months for affordability reasons, in line with January/February 2024. While stable overall, the proportion of prepayment meter customers running out of credit who reported this has fallen from 21% to 17% in the latest wave. Standard credit consumers are now the most likely group to report falling behind (20%).
- **Levels of customer-supplier contact are at their highest levels since tracking began:** Overall, 71% of those falling behind or running out of credit for affordability reasons have been in contact with their supplier, up from 60% in January/February 2024 and therefore back to previous levels. This increase has been driven by a rise in consumers reporting their supplier-initiated contact, with 18% reporting being contacted by their supplier after falling behind or running out of credit, up from 12% in January/February 2024. However, 27% did not have any form of contact with their supplier.
- **Most were offered support from their supplier once they had been in contact:** Most standard credit consumers (92%) and prepayment meter consumers (91%) reported receiving at least one form of support. Overall, a quarter (27%) reported being offered financial support and 79% offered non-financial support. Just 5% were *only* offered information about organisations that provide support.
- **Increasing numbers were satisfied with the support they had received:** among those who had fallen behind or run out of credit for affordability reasons and had contact with their supplier about this, 69% were satisfied with the support they received for keeping up with their energy costs, an increase on the 61% who were satisfied in this respect in January/February 2024.
- **Views on different aspects of contact were largely positive:** in line with January/February 2024, among those who had fallen behind on their energy bills or run out of credit for affordability reasons and spoken to their supplier about support, seven in ten agreed that their supplier was sympathetic (71%), had treated them fairly (70%) and offered them accessible support (70%).
- **Of those that ran out of credit on their prepayment meter, one in seven were disconnected for 12 hours or more:** among the prepayment meter consumers that had run out of credit in the last three months, most said they were disconnected for 3 hours or less (61%), but 15% said their disconnection lasted 12 hours or more.

Falling behind or running out of credit for affordability reasons

The share of consumers reporting they are behind or out of credit due to affordability remained stable overall at 10%, but decreased for prepayment customers, from 21% in January/February 2024, to 17% in the latest wave.

Figure 29: Fallen behind on direct debit or standard credit or run out of credit on prepayment meter for affordability reasons



G1: Thinking about the past 3 months, has your household fallen behind on an energy bill so that you owed money to your energy supplier?

Base: Direct debit (July'24: 2,488; Jan/Feb'24: 2,730; Aug/Sep'23: 2,422), standard credit (July'24: 644; Jan/Feb'24: 559; Aug/Sep'23: 550)

G2: Thinking about the past 3 months, has your household run out of credit on your prepayment meter so that you have been temporarily disconnected from your energy supply?

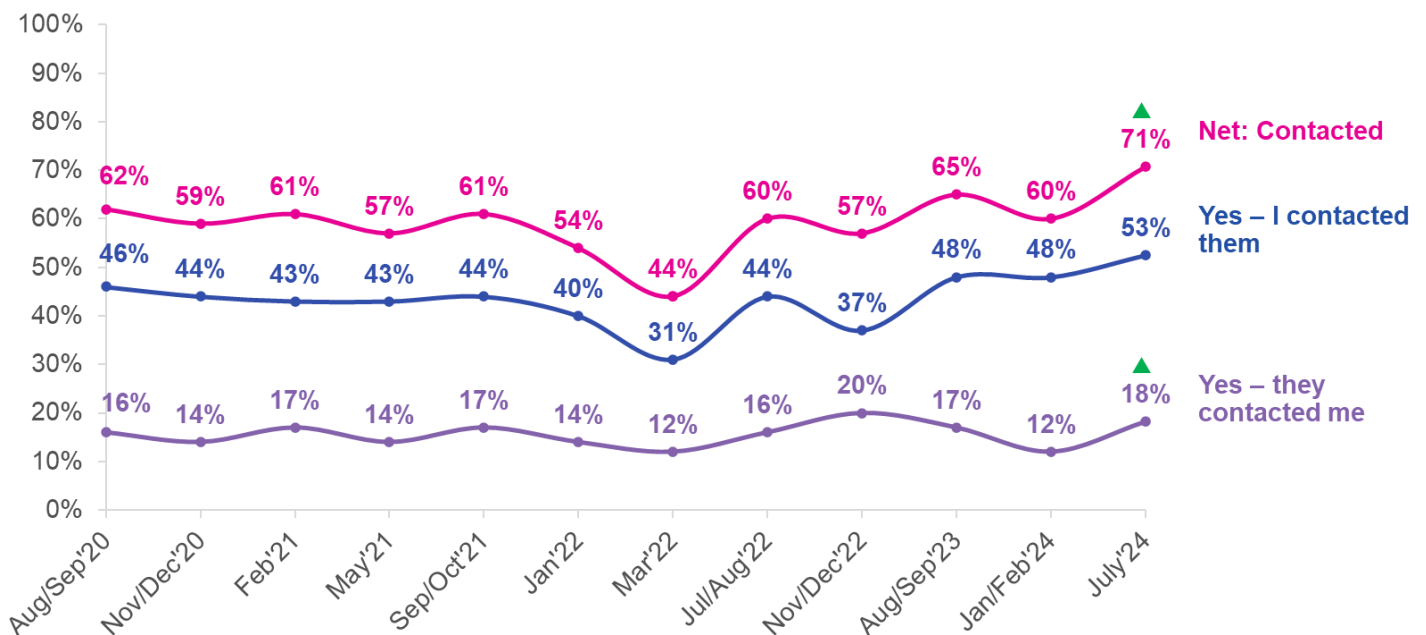
Base: Prepayment meter (July'24: 697; Jan/Feb'24 = 631; Aug/Sep'23: 706). Significance is marked versus the previous wave only.

Contact with supplier

Overall, contact with supplier about help with paying their bills among those who had run out of credit or fallen behind for affordability reasons in the last 3 months prior to the survey increased to its highest levels since tracking began, at 71%, up on 60% in the previous wave. This was largely driven by an increase in suppliers making contact, returning to levels previously seen from 12% to 18%, although customer-led contact remains much more prevalent on 53%. However, 27% did not have any form of contact with their supplier about help with paying their bills.

Improvements in customer-supplier contact were particularly pronounced among prepayment meter customers. Reports of prepayment meter consumers that ran out of credit having contact with their supplier increased from 54% in January/February 2023 to 67% in July 2024. Contact levels remained level for direct debit and standard credit consumers.

Figure 30: Contact with supplier about help paying bills after falling behind / running out of credit for affordability reasons over time



G7: Have you been in contact with your energy supplier about help with paying your bills?

Base: Run out of credit/fallen behind or don't know for affordability reasons Jul' 24 (456). Intervals between surveys vary. Significance is marked versus the previous wave only.

Among the 53% of respondents who had run out of credit/fallen behind for affordability reasons who reported having contacted their supplier about help with paying their bills, a third (34%) reported contacting their supplier before this happened, half (50%) just after, and one in ten (13%) quite a while after. Figures are broadly similar for those contacted by their supplier: a quarter (23%) reported that this happened before falling behind/running out of credit for affordability reasons, over half (56%) just after, and one in five (20%) quite a while after.

Methods of contact with supplier

Those who had contacted or been contacted by their energy supplier about help with paying their bills were asked which methods they had used to do so.

Telephone remains the most common method of contact for these respondents, mentioned by close to half (49%), followed by email (32%), through the supplier's app (23%) and live chat (18%).

Around one in ten had contacted, or had been contacted, via letter (11%), via a form on the supplier's website (11%) and via social media (11%).

Support offered by supplier

Among credit meter¹⁷ consumers who had contacted, or been contacted, by their supplier, just under nine in ten (88%) reported receiving at least one form of support, most commonly asking questions to try to better understand their situation (30%), helping to create a repayment plan (26%), discussing the suitability of an existing repayment plan (24%) or offering information about organisations that can provide support or advice on managing bills (22%).

Among prepayment meter consumers who had contacted or been contacted by their supplier, over nine in ten (91%) reported receiving at least one form of support. Support most commonly included help to create a repayment plan (29%), an offer of discretionary/temporary credit (27%), information about organisations that can provide support or advice on managing bills (26%), questions to try to better understand their situation (23%), or a discussion of the suitability of an existing repayment plan (18%).

Overall, a quarter (27%) reported being offered financial support, 79% offered non-financial support, and close to half (46%) offered to discuss a repayment plan. Just 5% were *only* offered information about organisations that provide support.

The full range of responses is shown in Figure 31.

¹⁷ Credit meter combines those that pay by standard credit or direct debit.

Figure 31: Support offered by supplier among consumers that contacted/contacted by their supplier after falling behind/running out of credit for affordability reasons

Supplier offered/asked.....	Credit Meter	Prepayment Meter
me some questions to try to better understand my current situation	30%	23%
to help me create a repayment plan (e.g. by changing my direct debit)	26%	N/A
to discuss whether my existing repayment plan is still suitable for me	24%	18%
me information about the organisations which can provide support or advice on managing bills	22%	26%
to set it up so that my energy bill is paid directly out of my benefits	17%	16%
to install a prepayment meter	16%	N/A
to contact an organisation on my behalf which can provide support or advice on managing bills	16%	17%
to discuss a bill repayment holiday	11%	N/A
to help me create a repayment plan (e.g. by deducting an amount from my ppm top ups as a repayment towards my debt)	N/A	29%
a discretionary or temporary credit	N/A	27%
to direct me to charities that can arrange for energy vouchers to be provided	N/A	20%
to discuss extending my emergency credit as additional support on my prepayment meter	N/A	17%
to discuss providing me with energy vouchers for topping up my credit on my ppm	N/A	16%
None of these	10%	7%

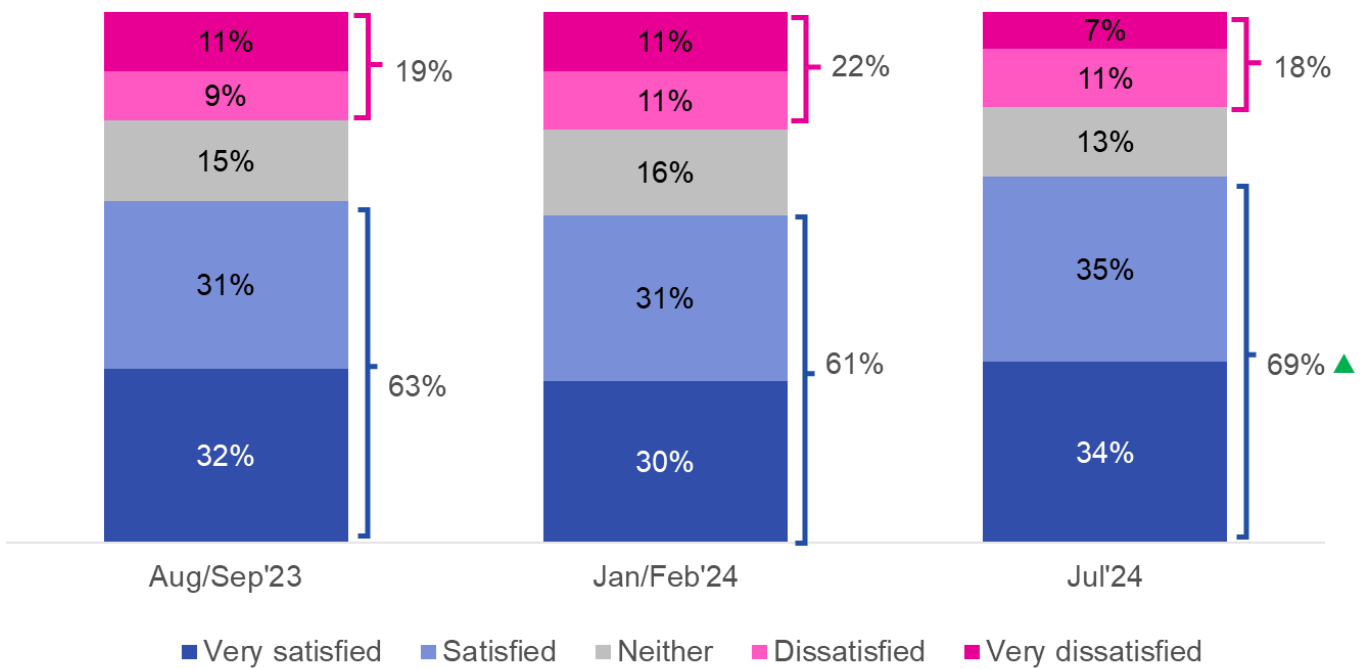
G12: Please could you say whether your supplier offered to support you in any of the following ways, without you asking?

Base: Contacted/been contacted by their supplier: Prepayment meter (85), Credit meter (257) answer codes of 3% or below not shown.

Satisfaction with support offered by supplier

Among those who had fallen behind or run out of credit for affordability reasons and had contact with their supplier about this, 69% were satisfied with the support they received, an increase on 61% in January/February 2024.

Figure 32: Satisfaction with support offered from suppliers for paying for energy among those who have run out of credit/fallen behind for affordability reasons



G10: Overall, how satisfied or dissatisfied are you with the support you have received from [supplier] about paying your bills?

Base: Contacted or been contacted by their supplier and online and fell behind/ran out for affordability reasons: Jul'24 (326), Jan/Feb'24 (307), Aug/Sep'23 (363). Significance is marked versus the previous wave only.

Experience of contact with supplier

In line with January/February 2024, among those who had fallen behind on their energy bills or run out of credit for affordability reasons and spoken to their supplier about support, seven in ten agreed that their supplier was sympathetic (71%), had treated them fairly (70%) and offered them accessible support (70%).

A similar proportion, 69%, agreed that the support offered helped to resolve the issue, an increase on the 61% who did so in January/February 2024, and that the support offered was appropriate, 67%, again an increase on the 56% who did so in January/February 2024.

Figure 33: Agreement with aspects of contact with supplier



G13. To what extent do you agree or disagree with the following statements about the contact you've had with your energy supplier about paying your bills? Please answer on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree.

Base: Contacted/been contacted by their supplier and fell behind/ran out for affordability reasons (328)

Nine in ten (89%) of those who had fallen behind/ran out of credit for affordability reasons reported being asked how much they could afford to pay before discussing a repayment plan, an increase from the 74% who reported this in January/February 2024.

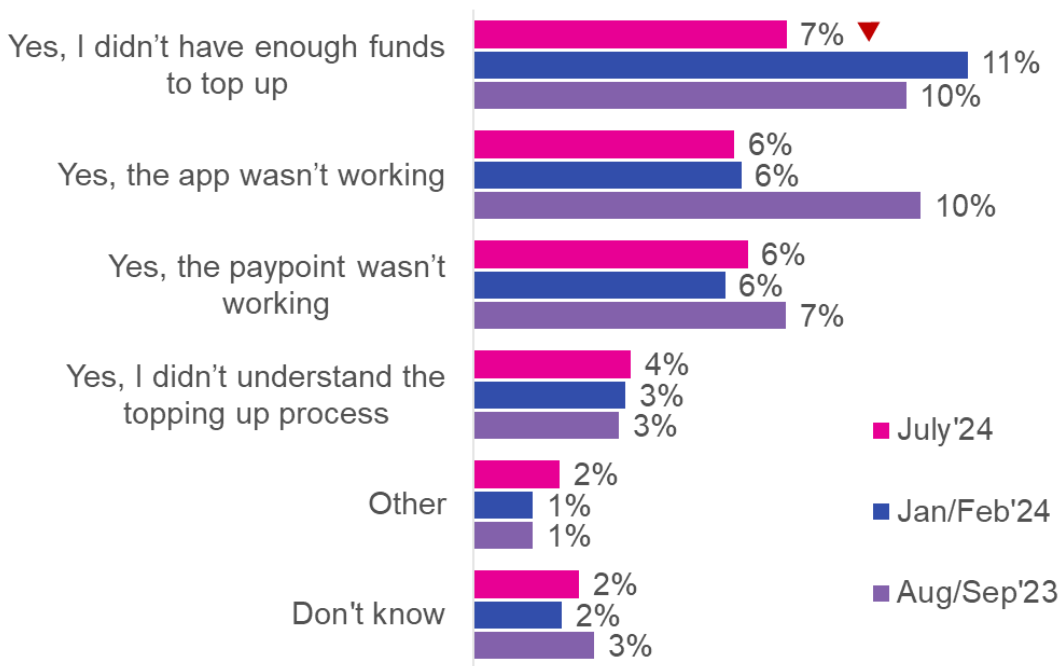
Topping up prepayment meters

A quarter (24%) of prepayment meter consumers reported encountering an issue when they last topped up their prepayment meter, in line with January/February 2024 (27%).

This included one in ten (12%) who encountered a technical problem¹⁸, 6% said the app was not working, and 6% said the pay point was not working.

The proportion who reported having insufficient funds to top up fell from 11% in January/February 2024 to 7% in the latest wave.

Figure 34: Issues encountered when last topping up prepayment meter



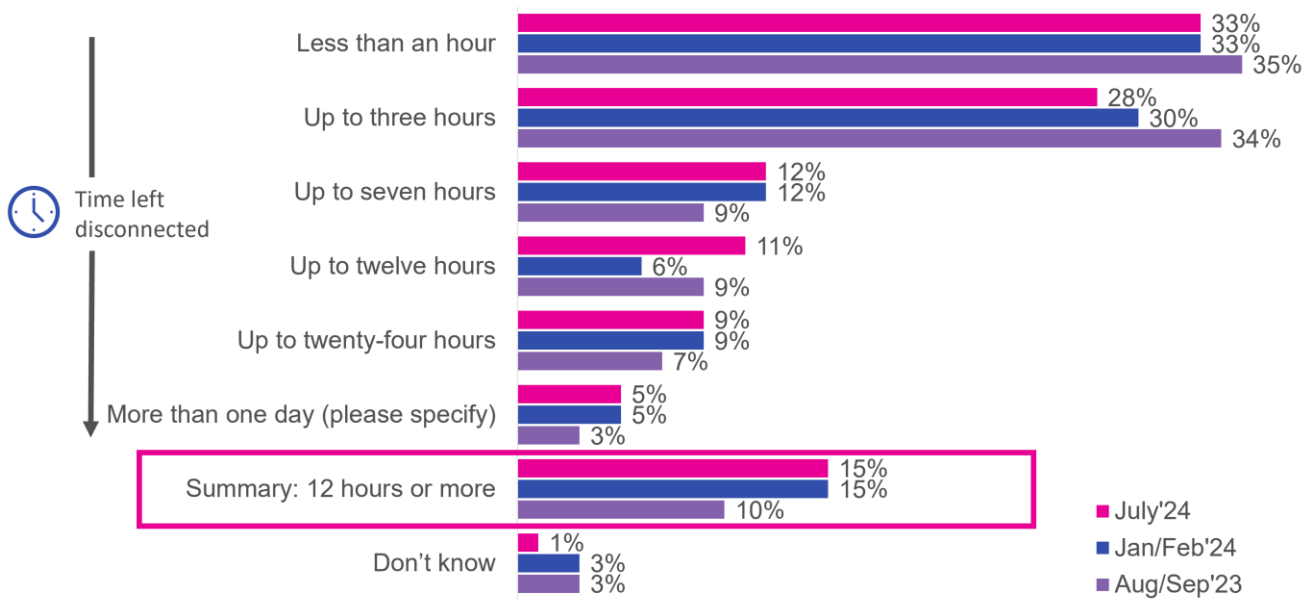
G26: On the last occasion you tried to top up your prepayment meter using your preferred method, did you encounter any issues?

Base: Using a prepayment meter: Jul'24 (663), Jan/Feb'24 (600), Aug/Sep'23 (768). Significance is marked versus the previous wave only.

¹⁸ Technical issues include “yes, the app wasn't working” and “yes, the paypoint wasn't working”

In line with January/February 2024, 15% of prepayment customers who ran out of credit for affordability reasons were disconnected for 12 hours or more.

Figure 35: Duration of disconnection



G3: Please could you say how long you were disconnected from your energy supply for?

Base: Prepayment meter ran out of credit for affordability reasons: Jul'24 (121), Jan/Feb'24 (138), Aug/Sep'23 (156)

How satisfied are consumers with other services provided by their suppliers?

Smart meters

Overview of findings

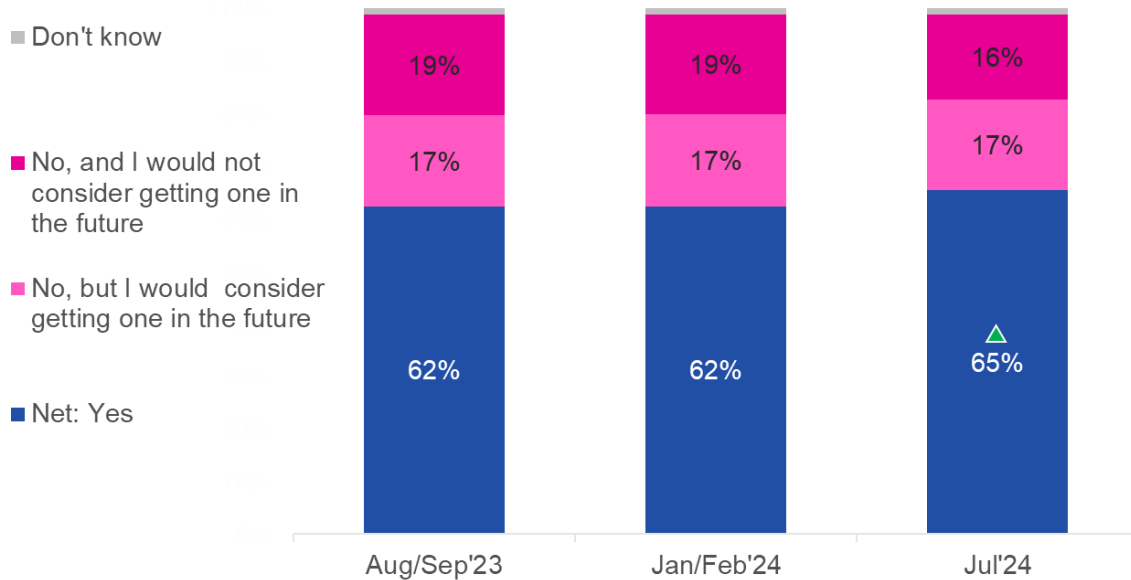
- **A notable proportion continued to report experiencing issues with their smart meter:** a third (35%) of households with a smart meter reported experiencing an issue with it in the last three months, and issues around in-home displays (11%) and automatic readings (11%) remained the most common faults experienced.
- **Nevertheless, satisfaction with smart meters increased:** satisfaction with smart meters rose from 68% to 72% in the latest wave, driven by an increase in the proportion 'very satisfied'.

Smart meter households

Overall, two in three (65%) reported that their household had a smart meter, up on the 62% who did so in January/February 2024 and August/September 2023. This is largely consistent with official figures on smart meter installations in Great Britain (62% in Q1 2024)¹⁹.

Of those without a smart meter, 48% said they would *not* consider getting one in the future.

Figure 36: Consideration of getting a smart meter



Source: C1. Do you have a smart meter in your household?

Base: Jul'24 (3,750), Aug/Sep'23 (3,855), Jan/Feb'24 (3,742). Significance is marked versus the previous wave only.

¹⁹ See: [Smart meters in Great Britain, quarterly update March 2024](#)

In line with previous waves, the majority of those with smart meters said they would be willing to share their data with their supplier:

- 82% said they would be willing to share their data to receive information about tariffs that are tailored to their energy use and that could save them money
- 77% said they would be willing to share their data to provide information on how people are using energy, improving the efficiency of the network and potentially reducing energy bills for all consumers
- 76% said they would be willing to share their data to receive suggestions on how to be more energy efficient
- 70% said they would be willing to share their data to identify if they need any support with their bills

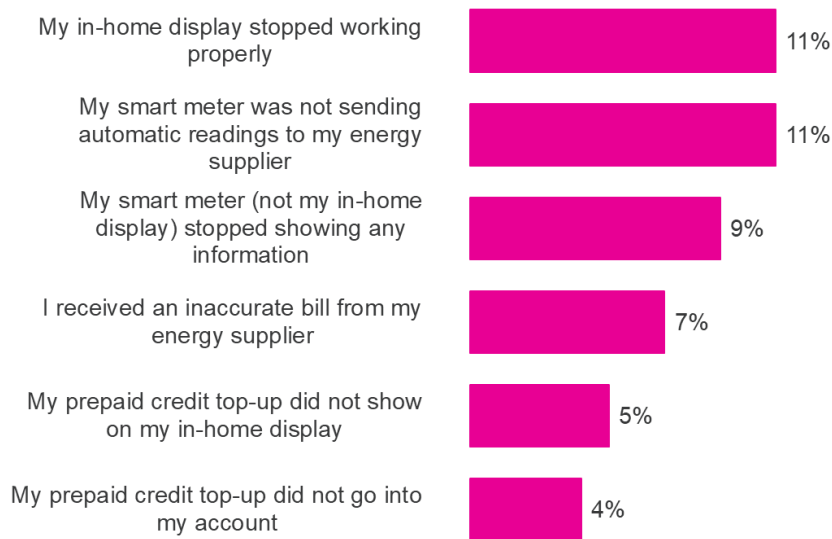
Issues with smart meters

Overall, a third (35%) of respondents with smart meters reported experiencing issues with them in the last three months, in line with the 33% who did so in January/February 2024.

In line with previous waves, the issues most reported were that the in-home display stopped working properly (11%), the smart meter was not sending automatic readings to the energy supplier (11%), or the smart meter stopped showing any information (9%).

A third (34%) of consumers with an issue with their smart meter in the last three months said that the issue had not been resolved or was still being dealt with. The smart meter not sending automatic readings to their energy supplier was significantly more likely to be unresolved or still being dealt with.

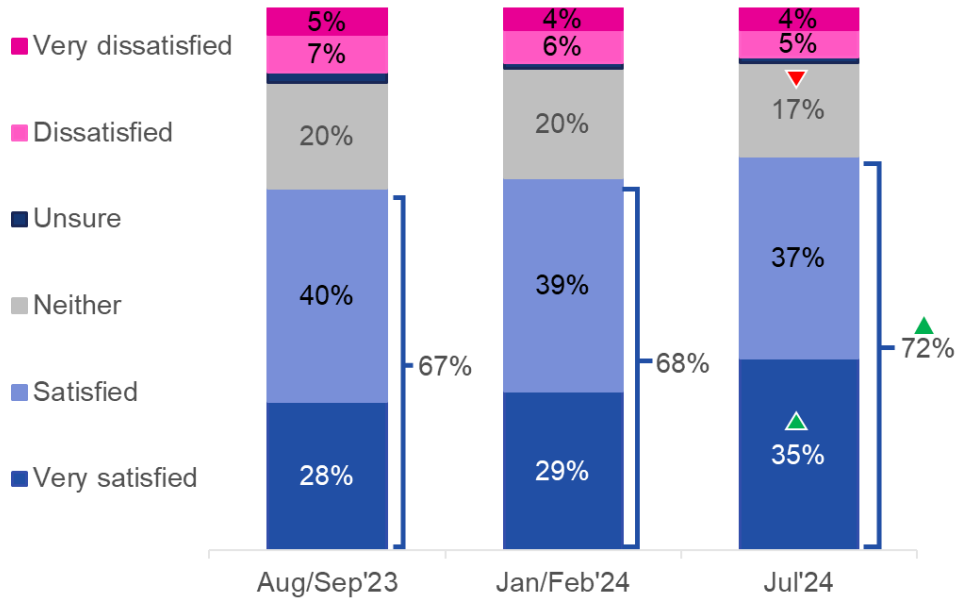
Figure 37: Experiences of issues with smart meter in the last three months



C9. In the last 3 months, have you encountered any of the following issues or problems with your smart meter?
Base: Those with a smart meter: Jul'24 (2,403), Aug/Sep'23 (2,350), Jan/Feb'24 (2,248)

Satisfaction with smart meters increased in the latest wave, from 68% in January/February 2024 to 72%. This was driven by an increase in those 'very satisfied', from 29% to 35%.

Figure 38: Satisfaction with smart meter



C6. Overall, how satisfied or dissatisfied are you with your smart meter?
 Base: Those with a smart meter: Jul'24 (2,403), Aug/Sep'23 (2,350), Jan/Feb'24 (2,248). Significance is marked versus the previous wave only.

Priority Services Register (PSR)

Overview of findings

- **Consistent with previous waves, a third of consumers reported that they or a member of their household was on the PSR:** two thirds (65%) of those on the PSR reported receiving a service from it in the last six months, equating to 22% of the total sample. The services most commonly received were reported to be priority support in a power cut or emergency (26%), regular meter reading services (26%) and advanced notice of a scheduled power cut (21%).
- **Satisfaction with the services received by being on the PSR has increased:** among those who reported that their household was on the PSR, 71% were satisfied with the services received by being on the PSR, an uplift on the 61% who were satisfied in January/February 2024, while just 3% were dissatisfied.

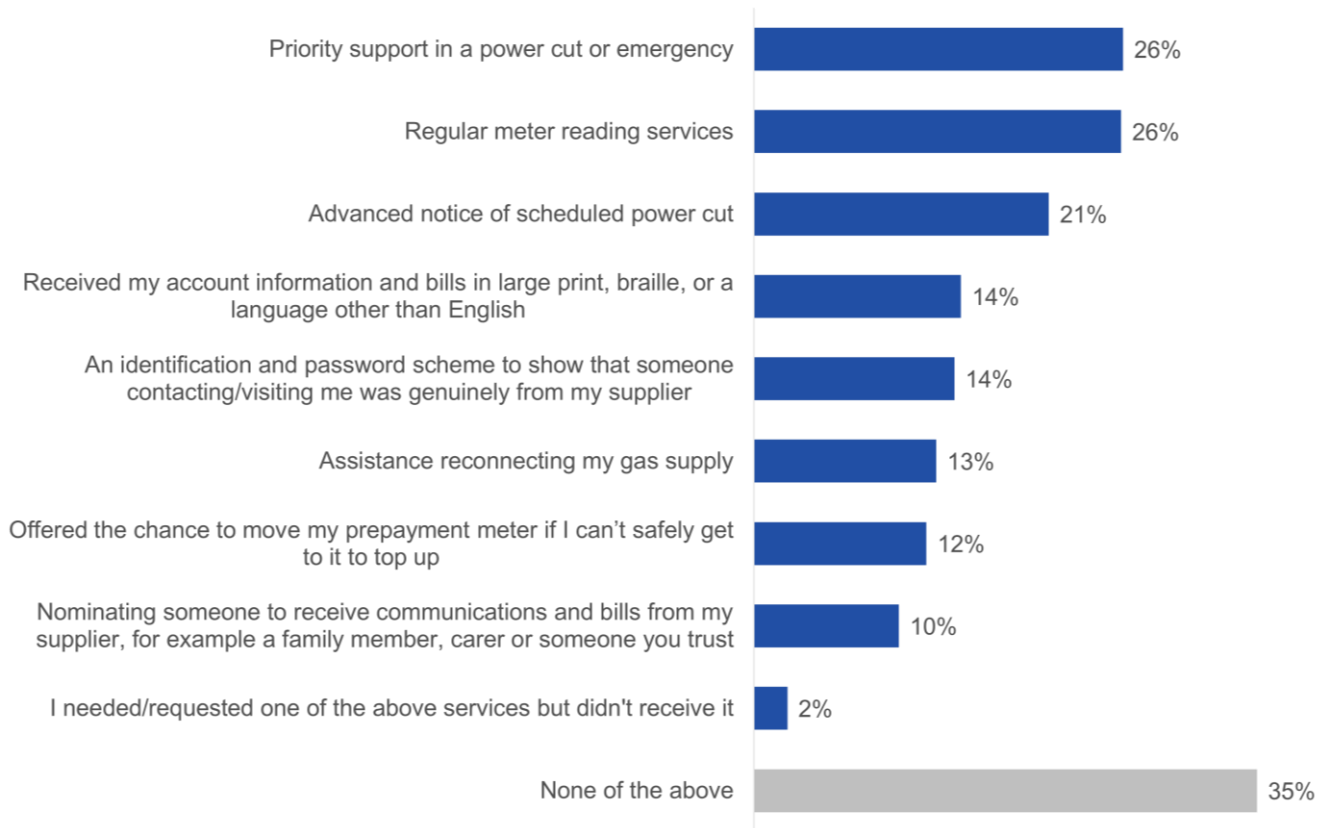
Services received from the PSR

Consistent with previous waves, a third (34%) of consumers reported that they or a member of their household was on the PSR, and 65% of these reported receiving a service from it in the last six months, equating to 22% of the total sample.

The services most commonly received were reported to be priority support in a power cut or emergency (26%), regular meter reading services (26%) and advanced notice of a scheduled power cut (21%).

This was a new question in July 2024.

Figure 39: Services received from the PSR



A8a: In the last 6 months, which of the following services have you received from the Priority Services Register?
 Base: Those on the Priority Services Register (1,340). 34% of the total sample are on the Priority Services Register. New for Jul'24.

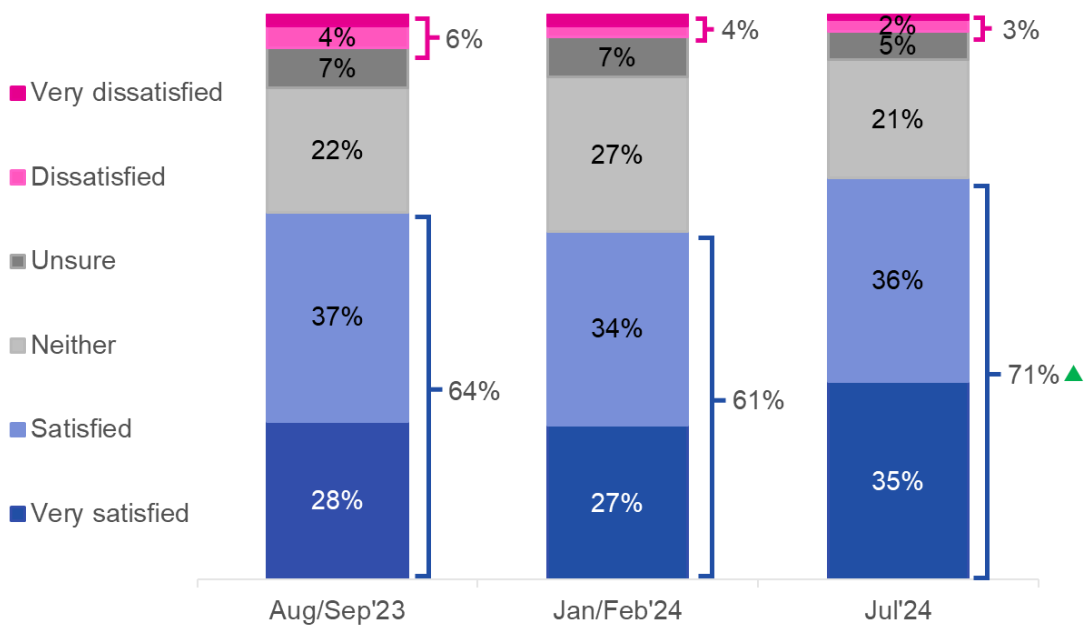
Satisfaction with the services received by being on the PSR

Among those who reported that their household was on the PSR, 71% were satisfied with the services received by being on the PSR, an uplift on the 61% who were satisfied in January/February 2024, while just 3% were dissatisfied.

Satisfaction has increased for those who have someone pregnant or young children in the household (83% compared to 66% in January/February 2024). Satisfaction for the other groups eligible for the PSR (including those aged 65+ and those who have a disability) remained consistent with January/February 2024.

Satisfaction with the PSR was significantly higher among those who reported receiving a service (83%), and significantly lower among those who hadn't received a service (48%). There were no differences in satisfaction between the types of services received.

Figure 40: Satisfaction with the services received by being on the PSR



A10. Please could you say how satisfied or dissatisfied you are overall with the services you have received by being on the Priority Services Register?

Base: Those on the Priority Services Register: Jul'24 (1,340), Jan/Feb'24 (1,266), Aug/Sep'23 (1,326). Significance is marked versus the previous wave only.

Switching suppliers and changing payment types

Overview of findings

- Satisfaction with the supplier switching process continued on an upward trajectory:** after a marked decline in satisfaction from late 2021 onwards, the gains made in August/September 2023 in relation to satisfaction with the ease of comparing suppliers and prices, and the process overall, have been maintained in the latest wave, with the overall trend upwards. Both are now back at levels last seen in mid-2021.

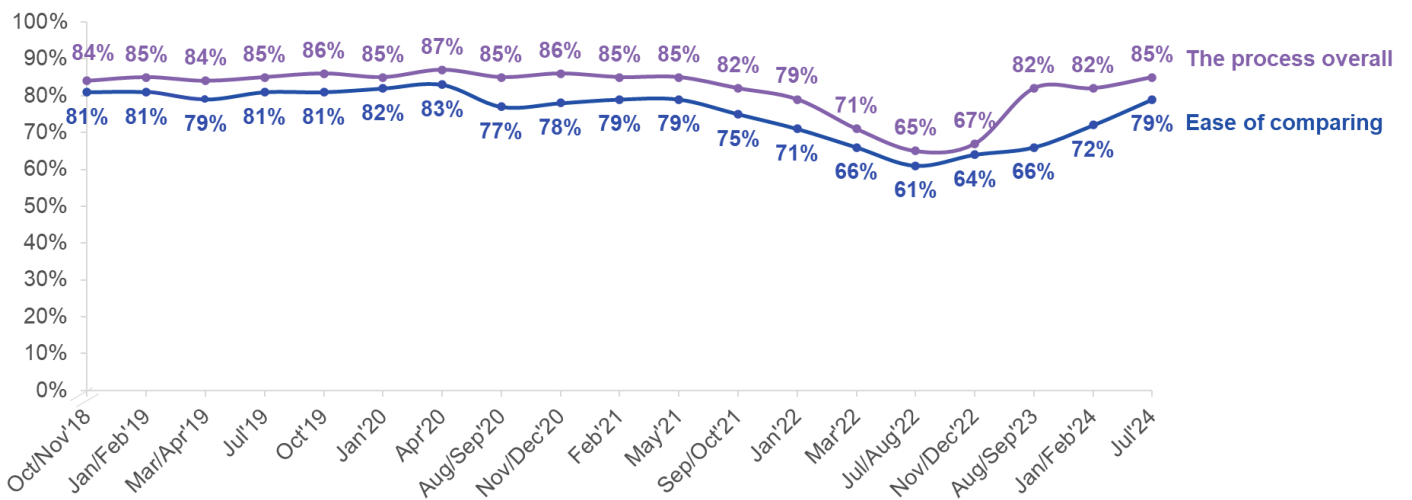
Satisfaction with aspects of switching supplier

Among those who told us they had switched supplier, close to four in five (79%) were satisfied with the ease of comparing suppliers and their prices, while one in ten (9%) were dissatisfied.

In relation to the switching process overall, 85% were satisfied, 6% were dissatisfied.

After a marked decline in satisfaction from late 2021 onwards, the gains made in August/September 2023 in relation to satisfaction with the ease of comparing suppliers and prices and the process overall have been maintained in the latest wave. The overall trend is upward, and the latest wave is approaching peak figures since tracking began.

Figure 41: Satisfaction with aspects of switching supplier over time



F2. Using a scale of 1 to 5 please can you tell me how dissatisfied or satisfied you were with the following aspects of your switch to another supplier:

Base: Those who switched energy supplier (320). Intervals between surveys vary. Significance is marked versus the previous wave only.

Appendix

Defining financial vulnerability groupings

Many aspects that correlate with overall satisfaction are associated with socio-economic status, particularly indicators of how financially comfortable a household might be. In order to provide a summary metric of a respondent's overall financial circumstances in relation to rising financial pressures, we have combined three metrics – saving, debt and unexpected expenses – into classifications of financial vulnerability. These categories are defined as the following:

- **highly financially vulnerable** – those not able to save, and who cannot afford an unexpected but necessary expense of £850 and who are borrowing more than usual
- **financially vulnerable** – those not able to save, who either cannot afford an unexpected expense of £850 or are borrowing more than usual
- **getting by** – those who expect to save or can afford unexpected expense of £850, who are not borrowing more than usual
- **doing well** – those who expect to save in the next 12 months, can afford an unexpected £850 expense, and who are not borrowing more than usual



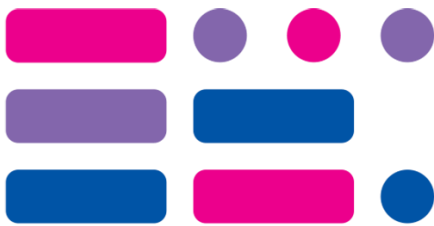
Produced by BMG Research
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