

Meeting notes & actions

Consumer Messaging Principles

Comments and observations on slide 5 – Consumer messaging principles at point of sale.

- Speed of switch – a comment was raised that the principle was accurate, however there could be circumstances where bi-lateral commitment between parties seek to shorten this timeframe and provide more confident messaging on speed of switch / supply start date.
- There was a further comment made about the impact on speed of switch when considering the ‘Consent to bill during cool-off’ decision made by the consumer.
- Vulnerability – a comment was made that the inclusion of a sixth point, relating to the collection of consumer vulnerability/PSR information, would be beneficial.
- An important comment was made, stressing the significance that all consumer messaging should be consistent and accurate.

Action: *The Chair to amend the Consumer Messaging Principles slide in response to Forum conversation.*

Consumer Perspective – expectations & communications

Comments and observations on slide 7 – Consumer journey perspective. The ‘happy path’ slide was reviewed by the Forum taking into consideration: 1) any potential for consumer comms confusion, 2) timing & consistency, 3) ownership of the consumer and 4) any unhappy path messaging.

- It was noted that the timing of the final bill by the ‘old’ Supplier required amendment on the slide.
- Reminder that the opening read windows for gas and electricity will be different at go-live – there is a separate action being progressed, seeking to understand the rationale for this.
- Comms Confusion – there were no concerns raised about the potential for consumer comms confusion. There are established hand-offs between PCWs and new Suppliers and in the future there will be less opportunity for any ‘old’ supplier save activity given the truncated switching timeframe.
- Timing & Consistency – the high level timing element of consumer messaging is depicted within slide 7 and the messaging principles provide a platform for achieving consistency of message.
- Ownership – it is generally accepted that the ‘ownership’ of the consumer resides with the new Supplier from the point of hand-off from the PCW. It has been noted

that there are established, bi-lateral feedback mechanisms in place, which enable PCWs and Suppliers to communicate with each other.

- Unhappy path messaging – messaging associated with traditional prepayment was identified as something that would be worth adding to slide 7.
- On the topic of prepayment, a PCW advised that they need to take the consumer at their word i.e. when a consumer says they have prepayment meter (or not) – and that there is no way of verifying this.
- The Chair noted that use of Data Enquiry Services would enable validation such as this to be undertaken. This point was reinforced by a Supplier member who noted that future access to DES/ECOES information (and validation of relevant information provided at the point of sale) was going to be important going forwards.
- A supplier noted that other unhappy paths, where differing messaging/engagement with the consumer may be required, include: failing a credit check, payment details being incorrect, the consumer not consenting to being billed during cool-off – all of which would require supplier driven activity/comms.

Action: *The Chair to amend the Consumer journey perspective slide in response to Forum conversation.*

Progress against ‘Questions’

Comments and observations on slide 7 – Consumer journey perspective.

- An updated version of this document will be issued ahead of the next Main Forum meeting on 17 August.
- The questions associated with this Working Group are now broadly complete.
- Q23 – to be addressed by the separate Auto-Switching session in September.

AOB

A Supplier noted that it would be beneficial for the Forum to discuss any implications associated with programme cutover / transition arrangements.

The Chair advised that this topic is within the Forum work plan and is due to be discussed at the next Main Forum meeting on Tuesday 17 August.

Next Working Group meeting date

Thursday 2 September at 2pm. Currently expected to be the last meeting of this working group.