

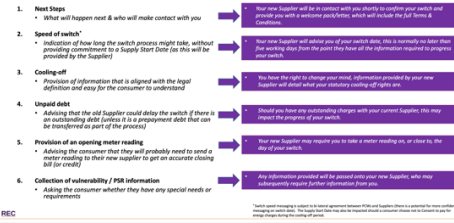


Forum Products

PCW/Supplier Forum
30 November 2021

Forum Products

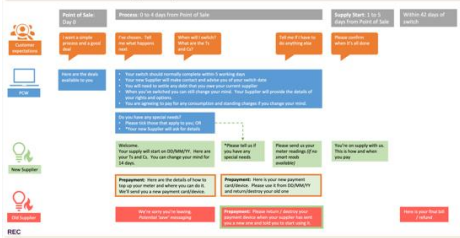
Consumer Messaging Principles at point of sale



1 - Messaging principles

- This summarises the content of consumer messages that should be provided at the point of sale. These can be regarded as the standard requirements or minimum expectations.
- It is not prescriptive of wording or tone, which will be informed by differing brand approaches.

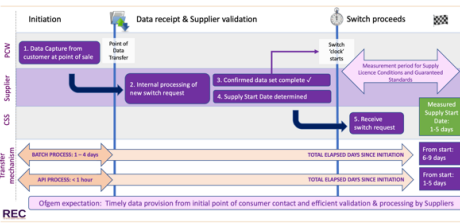
Consumer Journey perspective



2 - Customer journey

- This represents a simplified view of customer expectations of the switching journey, how they should be met, and by whom.
- The typical timeline is indicated along with the additional messaging that will be required for customers with traditional prepayment meters.

Process map and timings: Why data transfer processes will become more important



3 - Process map and timings

- This diagram is designed to show, at high level, how the speed of data transfer from PCW to Supplier can impact the customer experience, without affecting Supplier compliance with Licence obligations.
- It is intended to highlight the role of API technology in meeting the Ofgem expectation for speed of switch to be consistent across sales channels.

Consumer Messaging Principles at point of sale

1. Next Steps

- *What will happen next & who will make contact with you*



• *Your new Supplier will be in contact with you shortly to confirm your switch and provide you with a welcome pack/letter, which will include the full Terms & Conditions.*

2. Speed of switch*

- *Indication of how long the switch process might take, without providing commitment to a Supply Start Date (as this will be provided by the Supplier)*



• *Your new Supplier will advise you of your switch date, this is normally no later than five working days from the point they have all the information required to progress your switch.*

3. Cooling-off

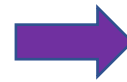
- *Provision of information that is aligned with the legal definition and easy for the consumer to understand*



• *You have the right to change your mind, information provided by your new Supplier will detail what your statutory cooling-off rights are.*

4. Unpaid debt

- *Advising that the old Supplier could delay the switch if there is an outstanding debt (unless it is a prepayment debt that can be transferred as part of the process)*



• *Should you have any outstanding charges with your current Supplier, this may impact the progress of your switch.*

5. Provision of an opening meter reading

- *Advising the consumer that they will probably need to send a meter reading to their new supplier to get an accurate closing bill (or credit)*



• *Your new Supplier may require you to take a meter reading on, or close to, the day of your switch.*

6. Collection of vulnerability / PSR information

- *Asking the consumer whether they have any special needs or requirements*



• *Any information provided will be passed onto your new Supplier, who may subsequently require further information from you.*

* Switch speed messaging is subject to bi-lateral agreement between PCWs and Suppliers (there is a potential for more confident messaging on switch date). The Supply Start Date may also be impacted should a consumer choose not to Consent to pay for energy charges during the cooling-off period.

Consumer Journey perspective



Customer expectations



PCW



New Supplier



Old Supplier

Point of Sale: Day 0

I want a simple process and a good deal

Here are the deals available to you

Process: 0 to 4 days from Point of Sale

I've chosen. Tell me what happens next

When will I switch? What are the Ts and Cs?

Tell me if I have to do anything else

Supply Start: 1 to 5 days from Point of Sale

Please confirm when it's all done

Within 42 days of switch

- Your switch should normally complete within 5 working days
- Your new Supplier will make contact and advise you of your switch date
- You will need to settle any debt that you owe your current supplier
- When you've switched you can still change your mind. Your Supplier will provide the details of your rights and options.
- You are agreeing to pay for any consumption and standing charges if you change your mind.

Do you have any special needs?

- Please tick those that apply to you; OR
- *Your new Supplier will ask for details

*Please tell us if you have any special needs

Please send us your meter readings (if no smart reads available)

Welcome. Your supply will start on DD/MM/YY. Here are your Ts and Cs. You can change your mind for 14 days.

You're on supply with us. This is how and when you pay

Prepayment: Here are the details of how to top up your meter and where you can do it. We'll send you a new payment card/device.

Prepayment: Here is your new payment card/device. Please use it from DD/MM/YY and return/destroy your old one

We're sorry you're leaving. Potential 'save' messaging

Prepayment: Please return / destroy your payment device when your supplier has sent you a new one and told you to start using it.

Here is your final bill / refund

Process map and timings:

Why data transfer processes will become more important

