

# Q1 2018 ENERGY UPDATE

To: Merseyside Fuel Poverty Conference

From: Sandra Kukreja, Senior Account Manager

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# Contents

- Introduction to energyhelpline
- energyhelpline and its partners
- The current energy market
- Options available to customers
- Collectives and how they work

## Introduction to energyhelpline

- In 2003 energyhelpline (EHL), launched as the industry-leading, independent energy-switching brand, evolving from SwitchAndGive which raised funds for charities through energy switching.
- Since then it has evolved to work closely with partners to provide our services to create a platform for their customers to save money on their energy bills
- It focused on being the UK's most approachable, knowledgeable, comprehensive and effective energy price-comparison service.
- A founding member of Ofgem's Confidence Code, a voluntary code of conduct for energy price comparison websites
- Has the largest call centre for energy switching in the UK

## Introduction to energyhelpline – Brand Values

- Helpful and approachable
- Professional and trustworthy
- Getting customers a great deal

## Introduction to energyhelpline and its partnerships

- Work closely with a huge range of partners providing a variety of solutions to help their customers switch their gas and electricity supplier.
- Have more agreements with energy suppliers than any other company, ensuring that our partners offer the most competitive tariffs available to their customers
- Continuously secure exclusive energy deals with suppliers to benefit our partnerships by offering unique tariffs that cannot be found elsewhere
- Offer our call centre services to our partners so that they can assist customers who are not confident or able to switch online – we tailor our script to suit the partner

## Introduction to energyhelpline and its partnerships

In 2017 we helped over 700,000 households save money on their energy bills (excluding the collective)

The 3 Collective campaigns in 2017 helped a further 200,000 households

## Introduction to energyhelpline and its partnerships

Not all collective switches are done online or for direct debit paying customers:

2-3% are for prepayment meters – the overall % of prepayment meters in the UK is around 10%

9% are for people who want to pay on receipt of a quarterly bill

45% are done over the telephone for EPP and 25% are done across our other partners over the phone

# energyhelpline and its partnerships

Some of our partners.....



**HEALTH SERVICE** discounts



# energyhelpline and its partnerships

Energy suppliers who use our services for pricing and switching



## The current energy market

- Recent news coverage around capping SVT and interest hikes will organically drive more households to review their expenses
- There are approximately 22M domestic gas and 29.5 domestic electricity customers in the UK\*

## The current energy market

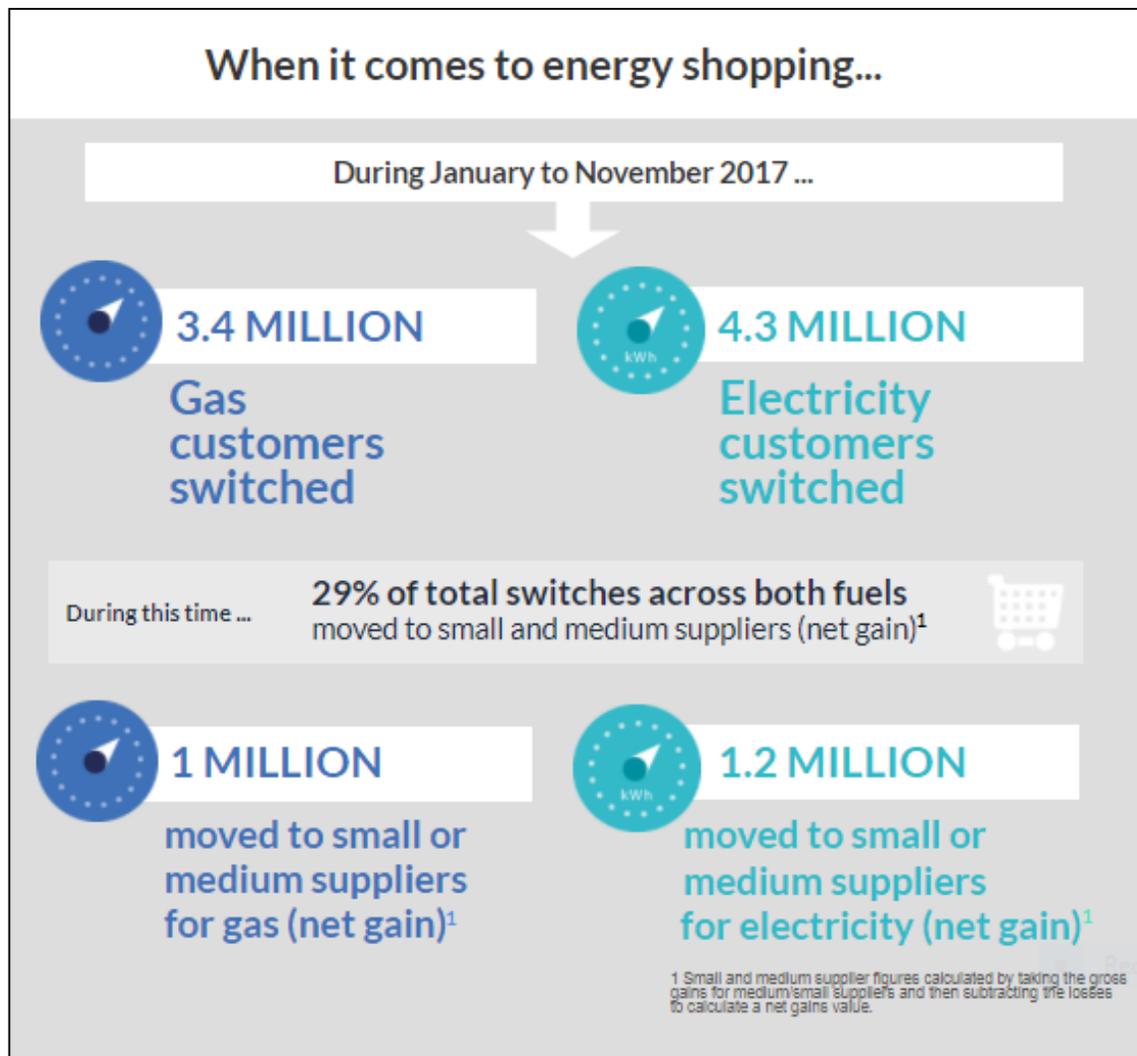
- There are currently approximately 3M customers on prepayment tariffs\*
- There are currently approximately over 19M customers on a standard variable tariff that would benefit from switching supplier\*
- Every year 16% of consumers switch energy supplier, more than in many other sectors, including mobile phones (14%), broadband (9%) and current accounts (3%) \*\*

\*Source Ofgem

\*\* Source Energy UK



# The current energy market



# The current energy market

## LIGHTS OUT Future Energy goes bust leaving 10,000 customers in bill limbo

Regulator Ofgem moves to reassure customers their supply won't be cut off

## Energy price cap on pre-payment meters tightened by Ofgem

© 7 August 2017

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## UK energy price cap could come into effect by Christmas 2018, Ofgem says

Energy bills have doubled in Britain over the past decade to an average of about £1,200 a year

Stephen Little | Wednesday 10 January 2018 11:57 GMT | [5 comments](#)



[Click to follow The Independent Online](#)

## Theresa May's energy price cap could last until 2023

PM vows to fix 'broken' market as bill says regulator Ofgem should

#BUSINESS NEWS JANUARY 17, 2018 / 10:20 AM / 8 DAYS AGO

## UK energy price cap laws should be passed by summer - minister



## Options available to customers

Visit a price comparison site

Talk to their existing supplier to try and get a better deal

Join a local community scheme

Join a collective scheme such as the Merseyside Collective Switch

It is very easy to switch and save ££

## Collectives and how they work

### What is a collective?

A scheme where we work with our partners to recruit as many people as possible to register their interest in getting an exclusive deal to switch their energy supply.

By approaching the energy suppliers with the large number of registrants we are able to negotiate low energy tariffs that customers can switch to that they wouldn't be able to get through any other method

### How does it work?

Once we have secured the winning deals on behalf of our partners, they promote it to their customers and encourage them to switch to save money.



## Join the Switch

\* indicates required fields

Title \*

First Name \*

Last Name \*

House number or name \*

Is your home \*

If you have selected housing association please select which

When was the last time you switched your energy tariff? \*

Your electricity



Register by  
13th February  
2018



# SWITCH TOGETHER, SAVE TOGETHER

What could you do with an extra £260\*?

It only takes 2 minutes to join the Merseyside Collective Switch.

We aim to provide members with the cheapest energy tariff on the market.

By switching together, we can all get a better deal.

\*Average saving for those who switched through the Merseyside Collective Switch October 2017.

Join the Switch today!

Call us on: 0800 043 0151 | [www.LCReenergyswitch.co.uk](http://www.LCReenergyswitch.co.uk)



Switch Together, Save Together is delivered by Energy Projects Plus and supported by the Merseyside local authorities.

## Mirror MONEY

Household Energy



SAVE **£236\*** A YEAR

### WOULD YOU LIKE A SPECIAL ENERGY DEAL?

Would you like a special energy deal for your home that saves you lots of money? We are gathering together a big group of Mirror readers and we'll use the power of the collective to get a special rate from suppliers. It's called the Mirror Big Switch and is provided in partnership with comparison firm energyhelpline. Last time, readers saved an average of £236\*.

You can join the group by calling 0800 634 5193 or at [MirrorBigSwitch.com](http://MirrorBigSwitch.com). Joining is free and at no obligation so please do.

#### How does the Mirror Big Switch work?

- 1 Register by 13 Feb. Free and at no obligation
- 2 Suppliers compete for your business
- 3 Supplier with the best deal wins. We send you the deal
- 4 You can choose to switch and save from 14 Feb

PREVIOUS MIRROR BIG SWITCH SAVERS	
<b>£432</b>	Ren, LEEDS
<b>£315</b>	Peter, LIVERPOOL
<b>£244</b>	Silvia, NOTTS

Call **0800 634 5193** or visit [MirrorBigSwitch.com](http://MirrorBigSwitch.com)

LIVE 5.00PM Monday-Friday 9am-5pm Saturday 10am-5pm  
\* Average saving of £236 achieved during the last Autumn sale of energyhelpline website on 1 Oct - 20th Nov 2017

HEALTH SERVICE discounts    FORWARD TO A FRIEND

All Deals Money Insurance Travel Shopping Mobiles



Has your fixed energy tariff ended?  
You could be overpaying...

Deals coming soon\*

If you took out a fixed rate tariff with your current supplier it may be worth checking to see if this deal has expired and you are back on a standard, and usually much more expensive tariff.

Sign up to the NHS Energy Club now and we'll notify you when our new exclusive cheap energy deals are available.

[Sign up now >](#)



## Collectives and how they work

### The winter collective – Feb 14 to Mar 14, 2018

- 50,000 new registrations & 150,000 old registrations expected to be contacted
- 23 partners expected to participate
- 50,000 – 80,000 gross fuels expected for the main winner supplier before any extension

# How the Winning Tariff will be Displayed

The winning offers will be displayed on a pedestal at the top of the results table above all other tariffs on the market.

This ensures the customer knows how the offer compares against other tariffs and shows that collective winning deals are special.

This presentation improves conversion rates to the winners and provides high quality sales to the energy supplier(s).



**Closes in:**  
**07 07 : 26 : 40**  
days hours mins secs

Got a question or need help?  
**0800 804 7247**  
**01622 84 5460**  
Mon-Fri - 9am - 8pm  
Sat-Sun - 9am - 5pm

1. Current supplier 2. **Compare providers** 3. Switch tariffs 4. Confirm switch

**Save by switching today!**  
Your Personal Projection for your gas & electricity is £1,283 per year.  
[View your current tariff details including unit rates and kWh usage](#)  
 [E-mail me my results](#)  
[Alert me when I can save more](#)

Help and information

- What happens next?
- How does energyhelpline.com make money?
- How the calculator works
- Can I trust energyhelpline.com?
- Price changes and predictions
- Service ratings

Gas & Electricity | Gas only | Electricity only | [Jump to Your full market comparison result](#)

Supplier	Tariff	Key features	Yearly spend	Service Ratings	Savings	
	EHL Collective Fixed 1 Year Paperless Billing <i>Monthly Direct Debit</i>	<ul style="list-style-type: none"><li>• Extended hours 0845 customer service centre</li><li>• Paperless billing</li><li>• Prices fixed for 12 months</li><li>• Cancellation fees apply</li></ul> <p><b>National and Regional Winner 1 Yr Fixed Price</b></p> <p><a href="#">Tariff Details</a></p>	£886	★★★★☆	<b>£397</b> (31%)	<a href="#">I want this tariff</a>
	EHL Collective Fixed 1 Year Paper Billing <i>Monthly Direct Debit</i>	<ul style="list-style-type: none"><li>• Extended hours 0845 customer service centre</li><li>• Paper billing</li><li>• Prices fixed for 12 months</li><li>• Cancellation fees apply</li></ul> <p><b>National and Regional Winner 1 Yr Fixed Price</b></p> <p><a href="#">Tariff Details</a></p>	£896	★★★★☆	<b>£387</b> (30%)	<a href="#">I want this tariff</a>
	Online Fixed Saver December 2017 <i>Monthly Direct Debit</i>	<ul style="list-style-type: none"><li>• Extended hours 0800 customer service centre</li><li>• Prices fixed until 31st December 2017</li><li>• Cancellation fees apply</li><li>• Paperless billing</li></ul> <p><b>National and Regional Winner 2 Yr Fixed Price</b></p> <p><a href="#">Tariff Details</a></p>	£1,107	★★★★☆	<b>£176</b> (14%)	<a href="#">I want this tariff</a>

## Collectives and how they work

The customer is not obliged to buy the exclusive tariff; they can select any offer they prefer

Once the switch has been processed:

- The new energy supplier will do all the work for them – contact the old supplier and organise the switch date.
- All the customer needs to do is provide the meter readings on the switch date to the new supplier
- The wires and pipes that supply their homes are the same.
- They will not experience any loss in service during the process

## Collectives and how they work

### Important dates to remember:

Feb 13, 2018

registration closes at midnight

Feb 14 to Mar 14, 2018

Switching window

## What can you do?

Let your customers know about the collective and encourage them to register

Highlight the fact that the Merseyside Collective Switch is here to enable the community to save money

Educate – if a customer can save £250 a year on their energy bills, show them how to find out

## One Final thought

The average saving for our own collective was **£282 per year** in the autumn 2017

The top 10% of customers during the autumn collective saved up to **£657 per year**

## Our contact information

Sandra Kukreja, Senior Account Manager

E: [Sandra.Kukreja@energyhelpline.com](mailto:Sandra.Kukreja@energyhelpline.com)

T: 020 7960 4493