

Management, created to back sustainable companies changing the world for the better. 3 years ago, the management team of Octopus Energy met to discuss growth plans for our fledgling company. We watched *An Inconvenient Sequel* and were inspired to accelerate and expand our mission to make energy greener faster, cheaper, across the globe. Being backed by Generation, co-founded and chaired by Al Gore, enables us to make that dream come true.”

Developments in the Overall Customer Satisfaction (OCS) League

The OCS score is an average of four indicators of customer satisfaction, based on Ofgem complaints data, Which? ratings, Citizens Advice scores, and customers’ own ratings on Trustpilot produced by Stephen Littlechild.

As of end August 2021 there were 19 suppliers in the OCS League. But in recent days two have left the market: Avro, previously a strong third, and middle of the pack Utility Point. Evidently wholesale market movements, rather than lack of customer satisfaction, drove them out.

Last week Citizens Advice issued its scores for Q2 2021. There were notably higher scores for Utilita and Shell, lower scores for Boost and Ovo. There were small changes, too, in TrustScores over the last month, including fractional declines for E.On and E.

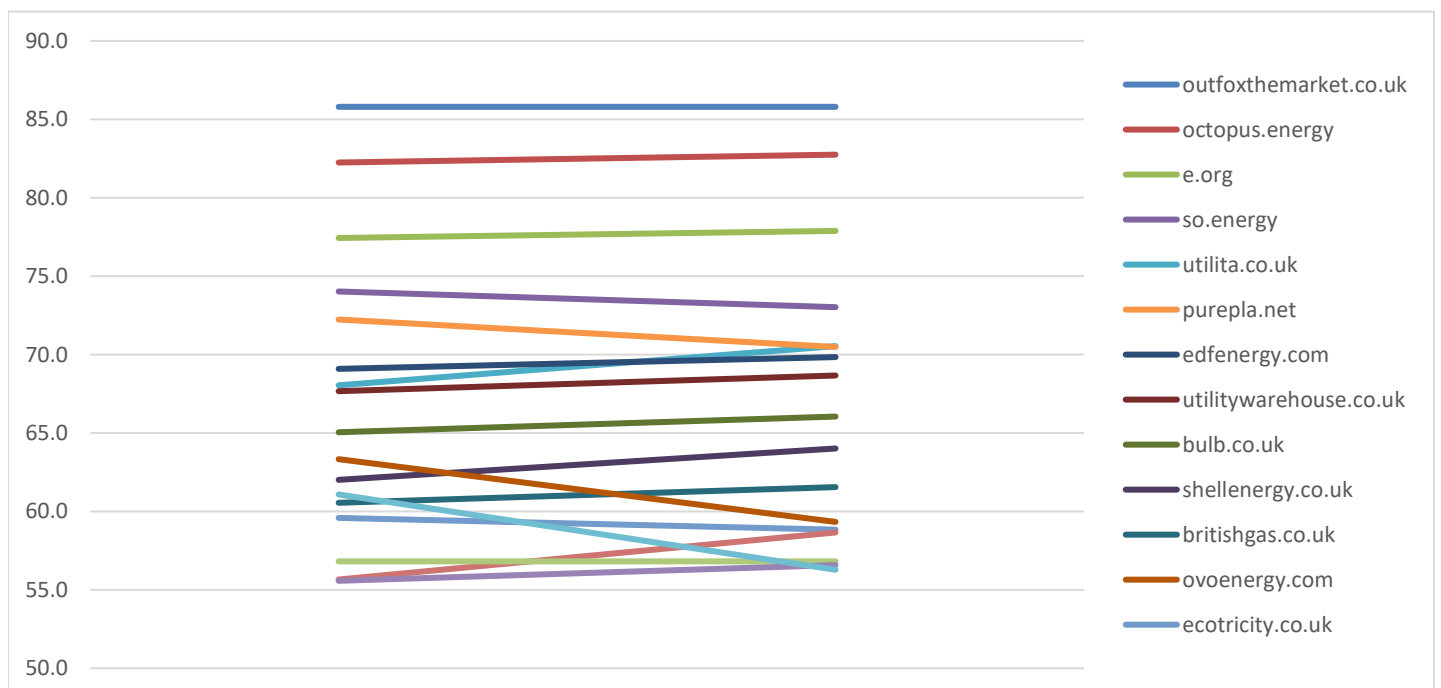
More importantly, E.On has now migrated all its nPower customers, and many of its own customers, to its new E.On Next supplier which uses the Kraken platform. E.On Next has a significantly higher TrustScore at 4.3 than E.On at 3.4. For the first time, an average TrustScore of 3.85 is used here for E.On. Figure 1 shows the changes in OCS scores from end-August to end-September 2021.

Outfox, Octopus, E and So remain somewhat apart out at the top: impressive performances. Utilita rises above EDF and declining Pure Planet to take 5th spot, a major achievement considering that Utilita was at one time a very low scorer.

There follow Utility Warehouse, Bulb in median position, an improving Shell, and British Gas. Then a seriously declining Ovo, slightly falling Ecotricity and a much improved E.On (reflecting the partial transfer of customers to E.On Next). Finally, SSE, Scottish Power and in bottom position Boost, also seriously.

With much reduced price advantages in switching, differences in customer satisfaction seem worthy of more consideration.

Figure 1: Overall Customer Satisfaction scores August - September 2021



Source: Stephen Littlechild