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5th Citizen's Energy Forum, 13 – 14 November 2012

Panel Discussion: Building a consumer- centred vision of the retail market

# Engaging with our customers

Typically our member companies do:

Telephone/face-to-face customer surveys around 2,000 to 400,000 per year per company

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Online and post-interaction automated customer surveys often around 1,000,000 per year per company

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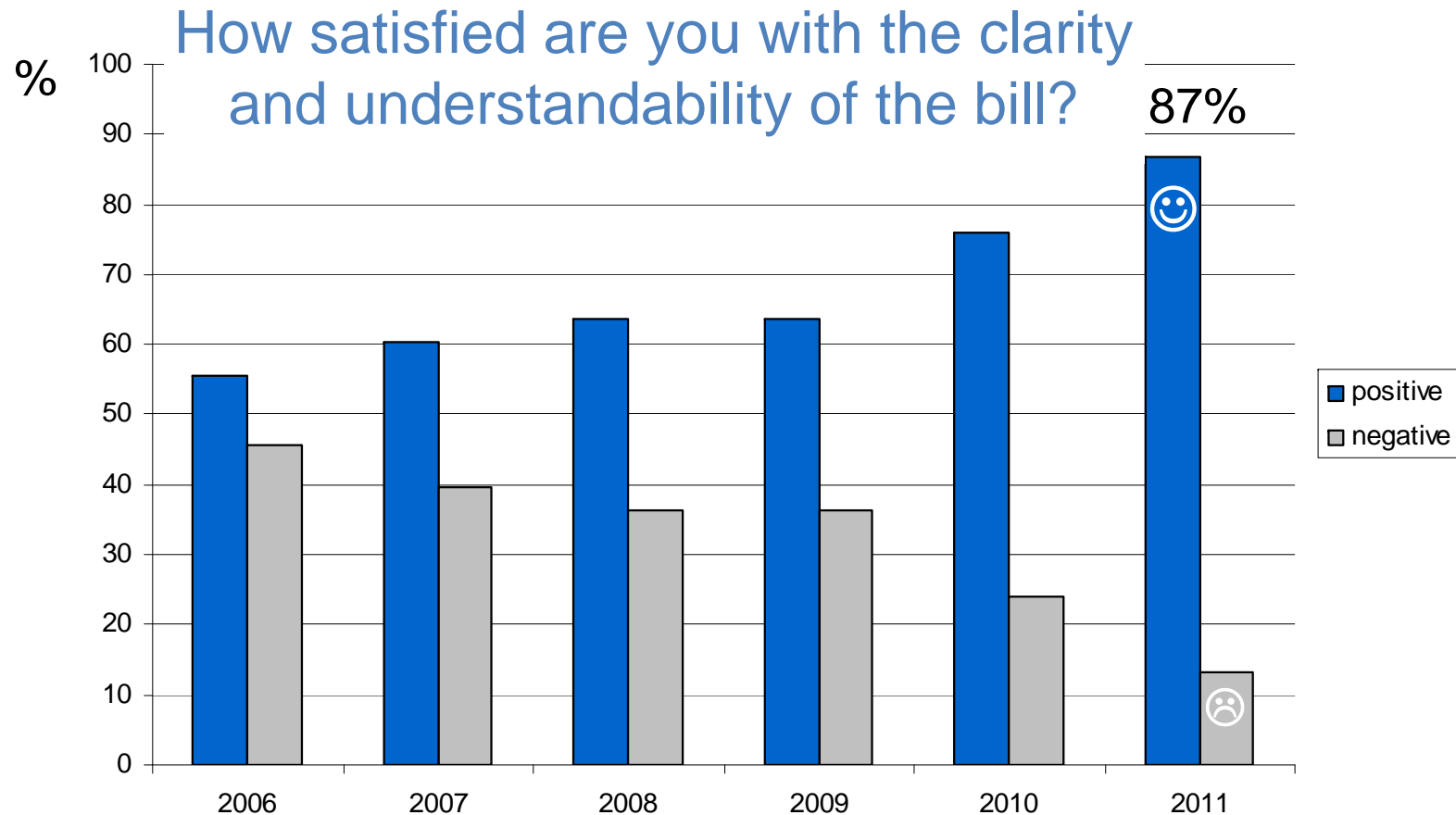
Many more smaller focus, for example:

developing and testing products

root cause complaints workshops

customer council

# Customer satisfaction improving in a maturing market



Results of customer research by an energy supplier in a mature competitive market