

Developments in the Overall Customer Satisfaction league: April 2022

By Professor Stephen Littlechild

Friday saw the publication of the latest energy supplier ratings by Citizens Advice (based on data for Q421). Media reports claimed the worst customer service since 2017, driven by rising call waiting times, and highlighted a 19% fall in the lowest score since the previous quarter. However, the fall in average score was rather lower, at about 4%. And against the significant increases in complaints at Utilita, Outfox and Boost, there were small but worthwhile improvements in customer service, including at So and Bulb (easier to contact) and at British Gas (clearer bills).

Meanwhile, for the 14 energy suppliers in the Overall Customer Satisfaction league, Trustpilot recorded 2 small increases in TrustScores over the last two months, 6 small decreases, and 6 non-movers.

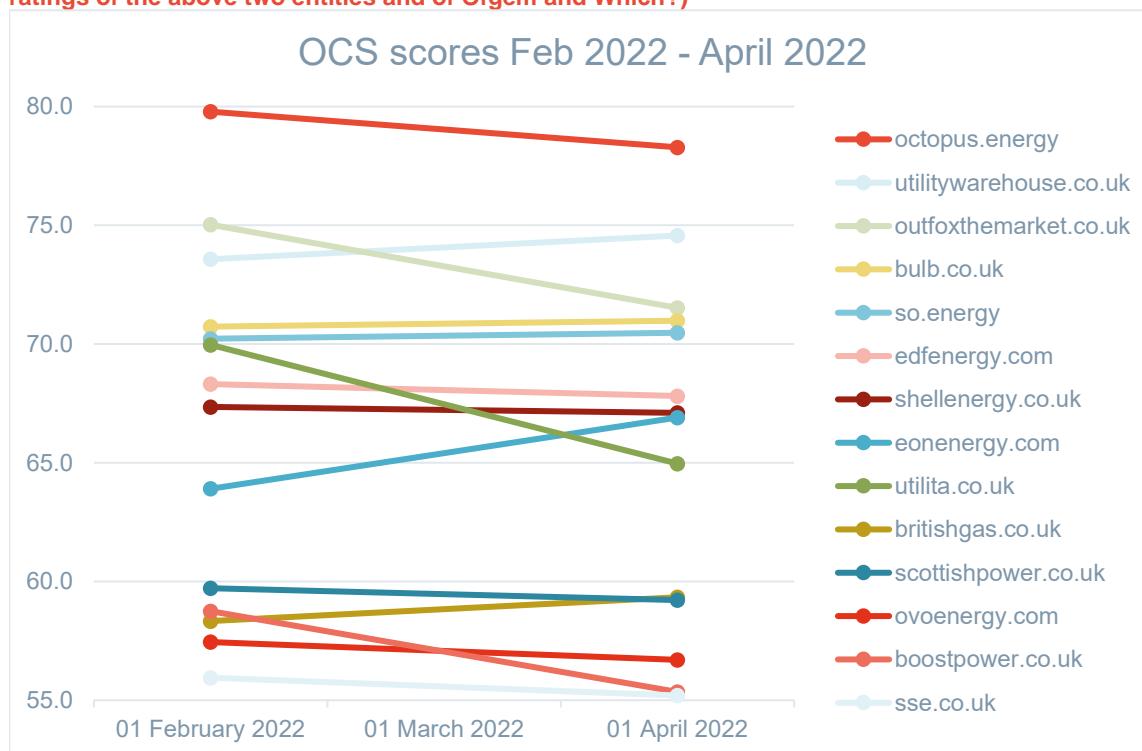
Octopus Energy is still way out in front at 78%, despite a reduced ability to contact the supplier. Utility Warehouse rises to second place at 75%, aided by clearer bills, Outfox falls to third place because of increased complaints. Bulb and So retain their positions, with higher Citizens Advice ratings offset by lower TrustScores.

EDF Energy and Shell retain their positions at the top of the middle group of suppliers at around 67%. E.ON UK rises to join them, but Utilita plummets to 65%, both on the back of the latest Citizens Advice ratings.

Clearer bills send British Gas just above Scottish Power at 59% at the top of the bottom group of suppliers. Three Ovo group suppliers fill the bottom three positions, down to 59%, all rated lower by Citizens Advice, especially Boost with more complaints and more difficult to contact.

Another half-dozen smaller suppliers are rated by Citizens Advice – M&S Energy & Affect near the top, Cooperative and E around the middle, and Good Energy and Ecotricity around the bottom. Unfortunately, Which? does not rate them so they do not currently appear in the OCS league. Nonetheless, the league seems to give a good indication of the overall performance of the leading UK energy suppliers, a performance that has generally been consistent over time.

Figures 1 shows what this means for the Overall Customer Satisfaction league (where the scores are an average of the ratings of the above two entities and of Ofgem and Which?)



Source: Professor Stephen Littlechild