

## Developments in the OCS league Q4 2024

Professor Stephen Littlechild

Ofgem and Citizens Advice have now reported their energy supplier valuations for fourth quarter 2024. As usual, they lead to some revised rankings in the Overall Customer Service (OCS) league.

Good news is a slight improvement in the Ofgem ratings, with the average score increasing from 67 to 69 (All scores are converted here to a percentage). Top scorers are E with 90 and Outfox the Market with 87. Major improvements for Octopus Energy, up from 55 to 72, along with its White Label Cooperative Energy. Lowest scorers are Ovo Energy 55 and So Energy 54. Utilita is down 8 points to 68.

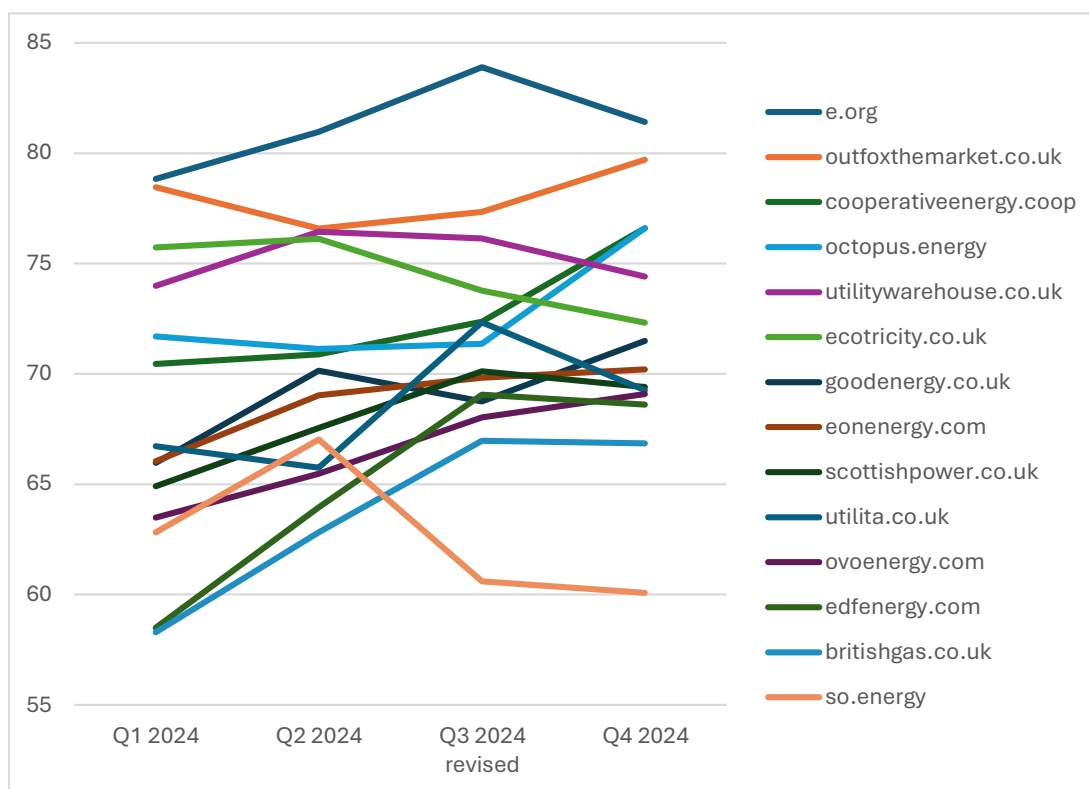
There is not a lot of change in the Citizens Advice scores. The average score is very slightly down, from 64 to 63, but the median score is up 66 to 67. Again, good news in that Citizens Advice scores have not been this high since 2020.

Top scorers here are Utility Warehouse 76 then Good Energy, Outfox, Ovo and Scottish Power all on 72. The main upward mover is Good Energy up 8 points. At the bottom are EDF on 54, then So Energy and Utilita on 50. Main downward movers are E and Ecotricity, both down 8 points.

As usual, Trustpilot scores show relatively little movement from one quarter to the next, with the average remaining high at 90. Octopus Energy with Cooperative Energy and Good Energy still sit at the top with 96, closely followed by EDF Energy 94 and Outfox up from 92 to 94. At the bottom BG and So Energy are both on 84, a relatively high score in most other contexts. Utility Warehouse is slightly down 88 to 86.

We usually also note any significant increases in number of customer reviews on Trustpilot. As always, Octopus shows the highest increase, up 20% on the previous quarter. Next are Cooperative Energy, Scottish

**Figure 1: Overall Customer Service Scores Q1 to Q4 2024**



Power and E.ON Next, all up 10%. None of these apparent marketing pushes resulted in increases in TrustScores.

Figure 1 shows what this means for the OCS over the four quarters of 2024. E is still top of the league, but only just. It has fallen back from 84 to 81, while Outfox has surged up from 77 to 80. Striking too are the rises of Octopus Energy and Cooperative Energy from 71 and 72, respectively, to 77. These four suppliers are now in the lead.

They have overtaken two former challengers: Utility Warehouse down 76 to 74 and Ecotricity down 74 to 72.

Then a cluster of suppliers in the middle of the pack: Good Energy up from 69 to 71.5, E.ON nearly level at 70, Scottish Power down marginally 70 to 69, Utilita down a little more steeply from 72 to 69, Ovo up slightly from 68 to 69, and EDF Energy staying at 69.

British Gas at 67 remains a little off an admittedly tough pace. Finally, So Energy is still some way in the rear, slipping slightly from 61 to 60.

We have remarked before that the number of suppliers in the OCS league, now at 14, is the lowest ever since the league was first assembled and calculated in May 2018, nearly seven years ago. But it is also worth pointing out is that the overall average score over four quarters is higher now than it has ever been. That overall average started around 62 in 2017, rose to 69 in 2020, then fell to 64.5 in early 2023. But in 2024 it achieved an unparalleled 71. Particular suppliers may score poorly on particular metrics, but the overall level of customer service, as judged by four quite different and independent metrics, seems better than ever before.