



Smart Energy, Sustainable Future

Consumer Satisfaction Survey (“CSS”) Results

Based on responses from residential consumers
who switched to an electricity retailer
from June 2020 to November 2020¹ and
residential consumers who renewed with their retailer
from July 2020 to December 2020²

¹ Based on about 1,200 responses received

² Based on about 1,300 responses received

Key Findings

1. Consumers remain highly satisfied with retailers' service: 96% before signing up / contract renewal and 93% after.
2. Almost all respondents (96%) found the process of switching to a retailer or renewing with their retailer easy.
3. Almost all respondents (95%) indicated that their retailer presented its offer(s) accurately.
4. Most respondents (96%) indicated that they had sufficient time to consider their retailer's offer or had signed up online and hence were not subject to time pressure.
5. Nine in 10 respondents compared price plans across different retailers before making a switch. For those who renewed with their retailer, only six in 10 did so. Most respondents used price comparison websites to make comparisons across price plans.
6. Fewer respondents had signed up with retailers at roadshows (7% compared to 30% previously surveyed).

Overall Switching Process

- The majority of respondents (96%) continue to find the switching process easy.
- 9 in 10 respondents compared offers across different retailers. Among those who had done so, most of them (73%) relied on price comparison websites. Compared with the previous two surveys, there continues to be a decrease in the proportion of consumers who talked to retailers at physical touchpoints (e.g. roadshows) to get more information. This could be due to the restrictions implemented by the Government since April 2020 to curb the spread of COVID-19, which prohibit retailers from conducting most physical retailing activities.

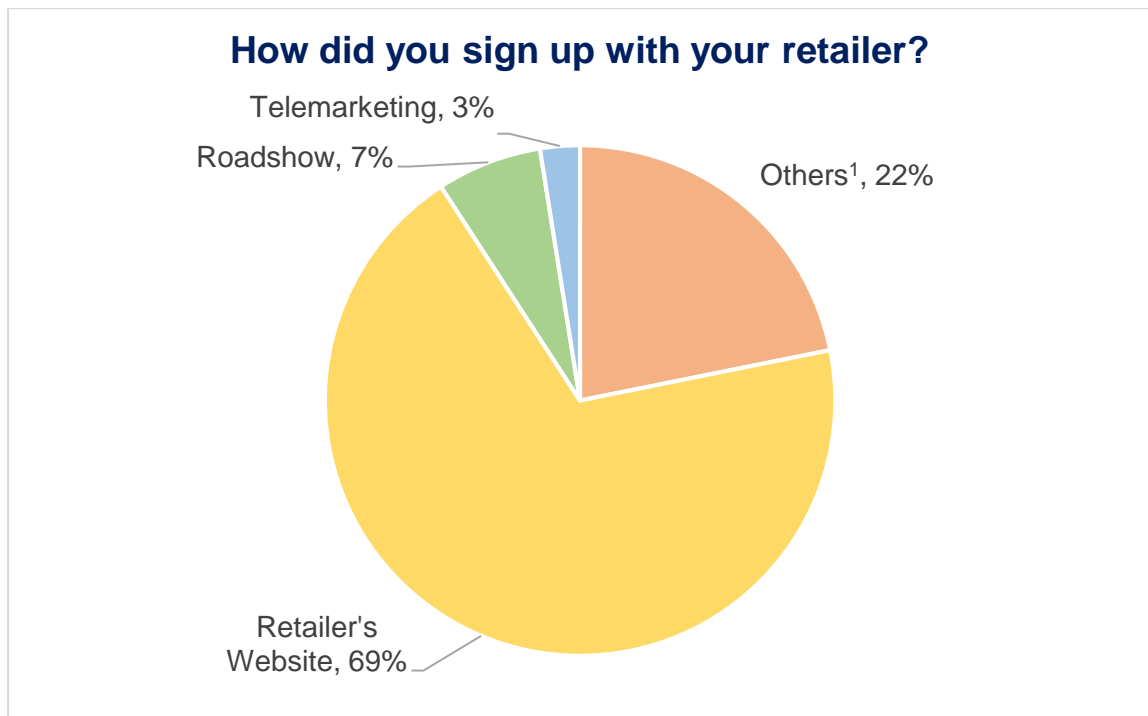


- Respondents mostly signed up with their retailer due to attractive price plans (82%).



Notes: 1. Examples of those categorised under “Others” include options for carbon neutral/green energy, same billing arrangement under SP Group, availability of hardcopy bills, short contract periods, good customer feedback and impression of good reliability for retailers with generation arms.

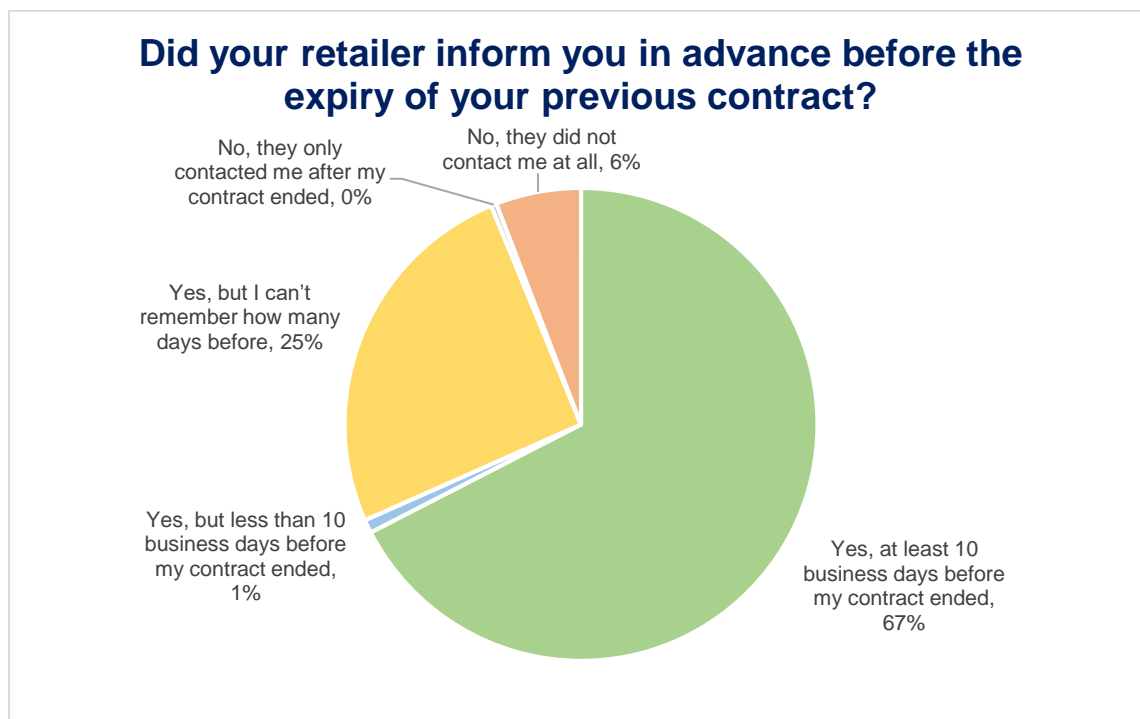
- Compared with the previous two surveys, there continues to be a decline in the proportion of respondents who signed up with their retailers at a roadshow (7%). The majority (69%) are now signing up with their retailer online.



Notes: 1. Examples of those categorised under “Others” include channels offered by the retailers’ marketing partners, staff contracts, bundles with telco plans, and referrals by friends/family.
 2. Numbers may not add up precisely due to rounding

Overall Renewal Process

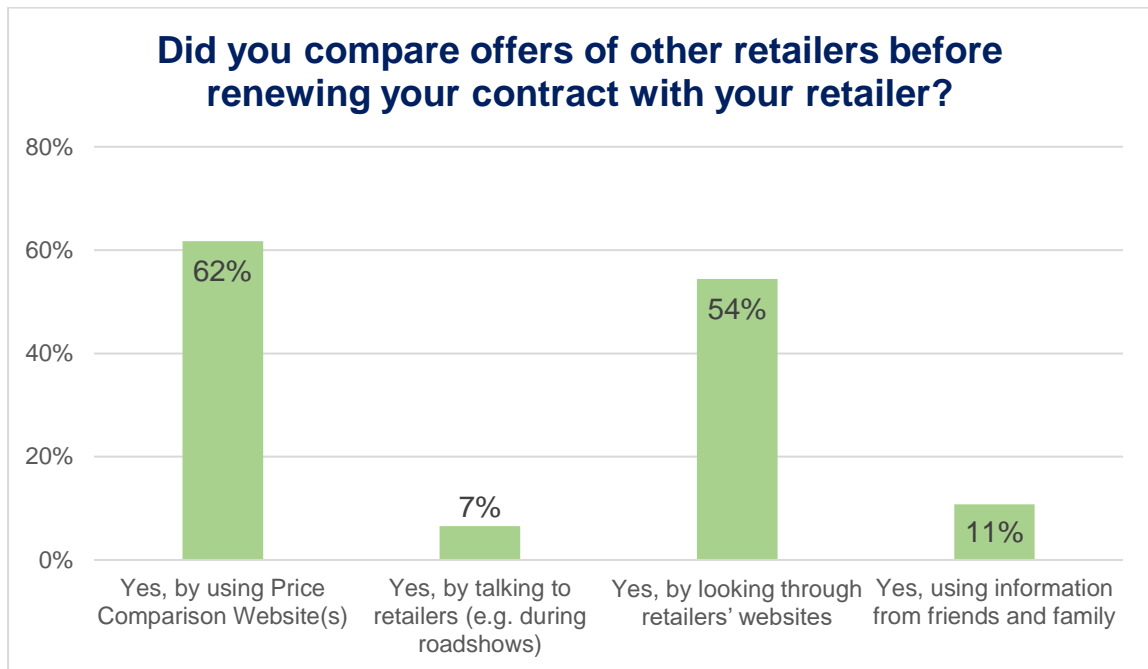
- The majority of respondents (96%) found the renewal process easy.
- Retailers have to inform customers about contract expiry at least 10 business days before the contract ends or when a decision on their next electricity supply arrangement has to be communicated to the retailer (whichever is earlier). Most respondents (94%) remember receiving such notifications from their retailer. EMA encourages consumers to look out for notifications from their retailers towards the end of their contract.



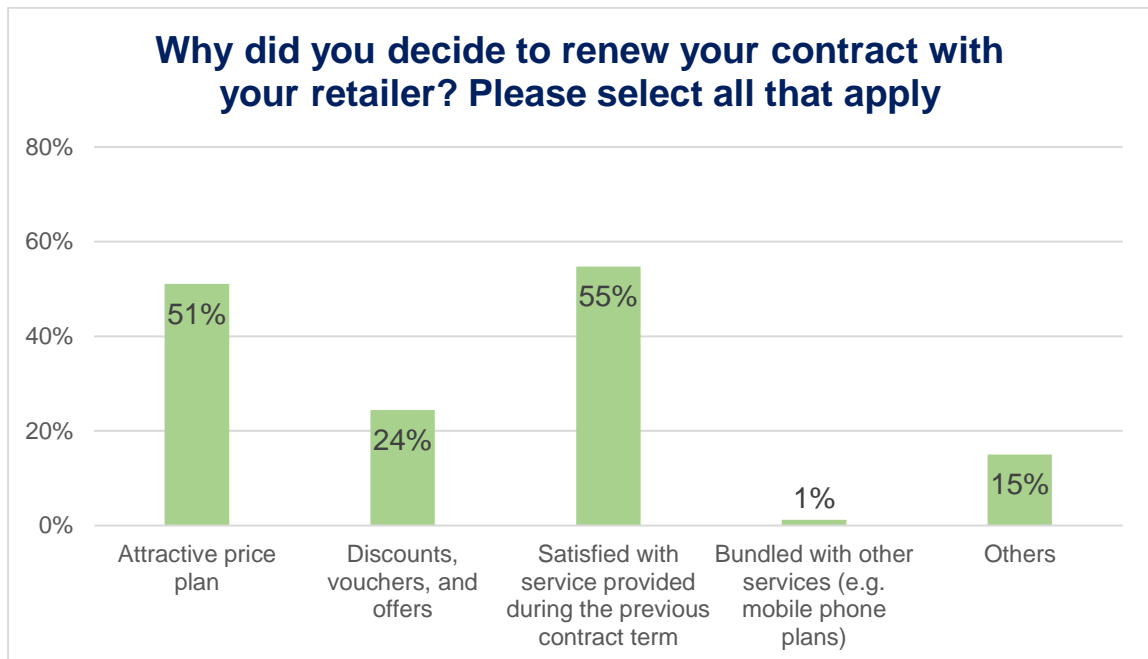
Notes: 1. Numbers may not add up precisely due to rounding

- Consumers mostly received the notification on upcoming contract expiry via emails (80%), followed by SMS (14%) and letters (13%).
- Most respondents (72%) selected a new plan with their existing retailer, while some (28%) allowed their contract to be renewed automatically.

- 6 in 10 respondents who renewed their contract with their retailer compared offers across different retailers, much lower than those who did so before switching retailers (9 in 10). Among those who had done so, most of them (62%) used price comparison websites to compare. EMA encourages consumers to compare the latest plans on offer when deciding whether to renew their contract with their previous retailer.



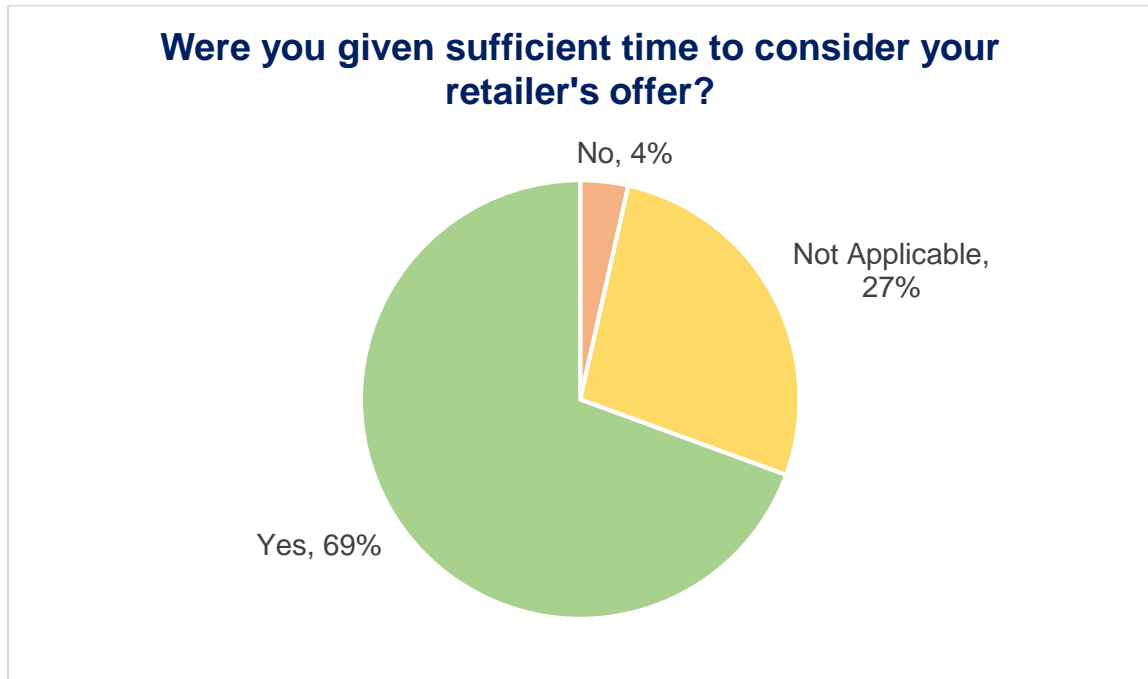
- The two main reasons for respondents renewing with their retailer are attractive price plans (51%) and satisfactory service provided during the previous contract (55%).



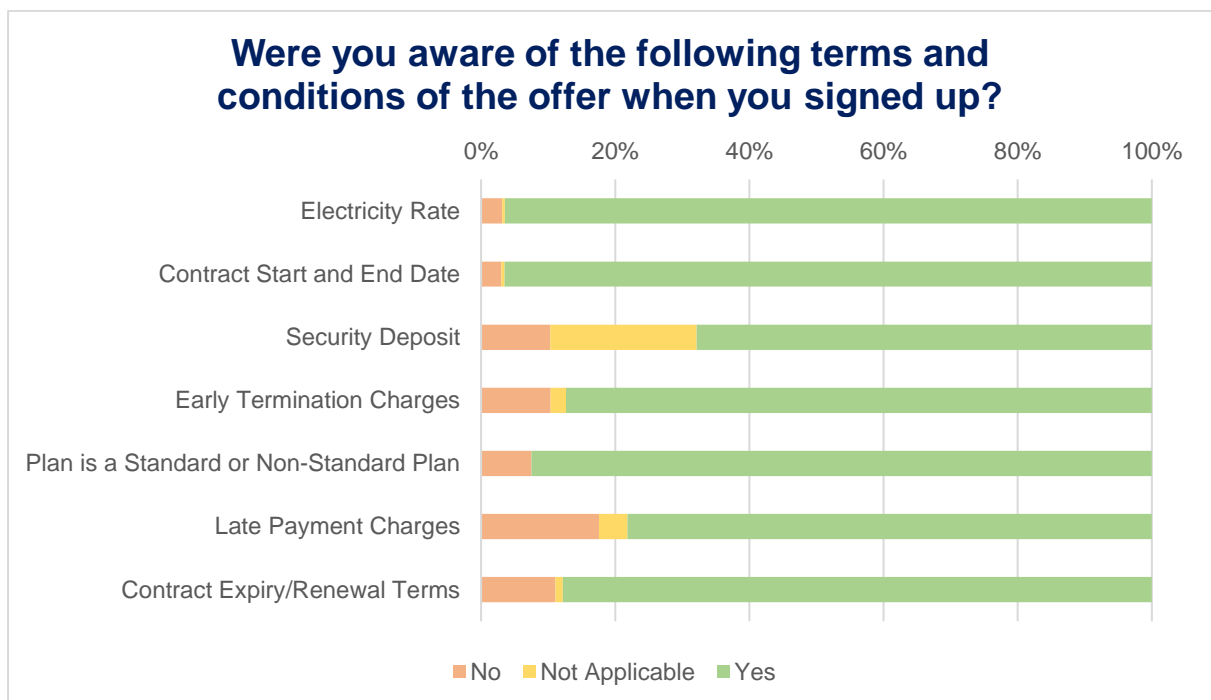
Notes: 1. Examples of those categorised under “Others” include convenience of renewing, having getting used to the new retailer, and perception of offers being largely similar across retailers.

Requirements for Retailers

- Almost all respondents (95%) indicated that their retailer presented its offer(s) accurately.
- Most respondents (96%) indicated that they had sufficient time to consider their retailer's offer or had signed up online and hence were not subject to time pressure.

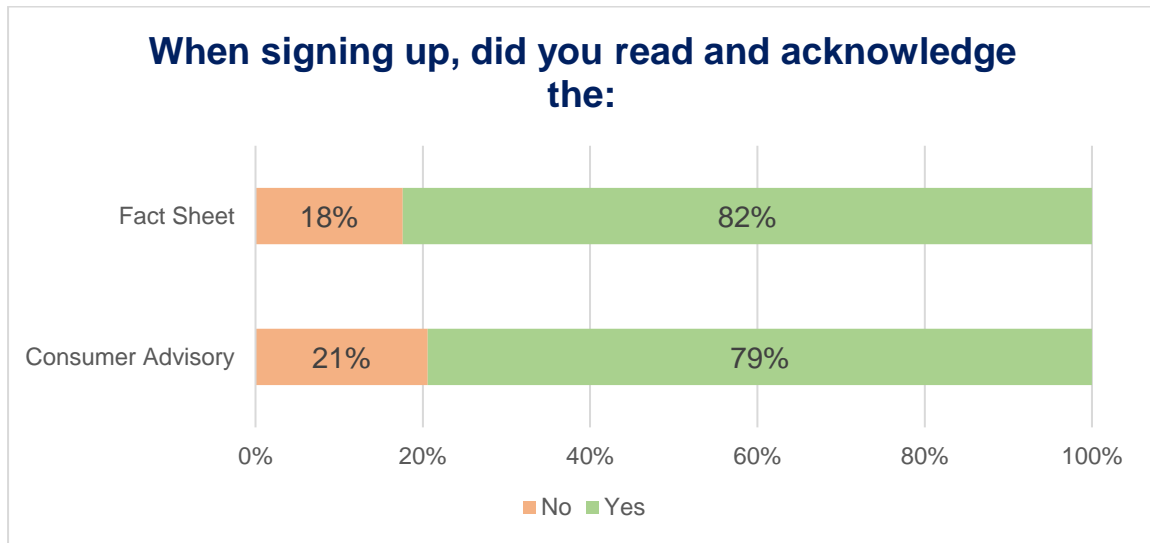


- Respondents continue to be more aware of key terms of the contract (e.g. electricity rate and contract period). Compared to the previous survey, there is a slight reduction in the proportion of respondents who are not aware of the terms. EMA encourages consumers to read the contractual terms and the Fact Sheet carefully before signing up with their retailer, and to keep a copy for their future reference.



Notes: 1. "I Do Not Remember" choices have been omitted from the above graph
 2. For customers who renewed, the question is phrased "Were you aware of the following terms and conditions of the offer when you renewed your contract?"

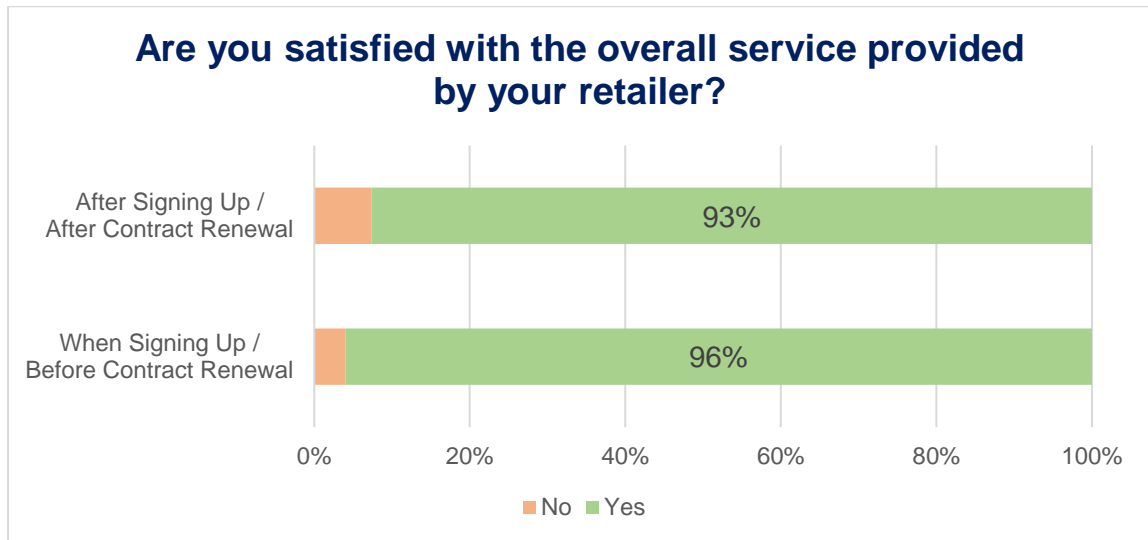
- About 80% of respondents said they read and acknowledged the Consumer Advisory and their price plan's Fact Sheet when signing up or renewing with their retailer. EMA encourages consumers to read these two documents carefully as they contain important information and contractual terms that they should be aware of before signing up or renewing. Consumers are required to acknowledge both documents during contracting.



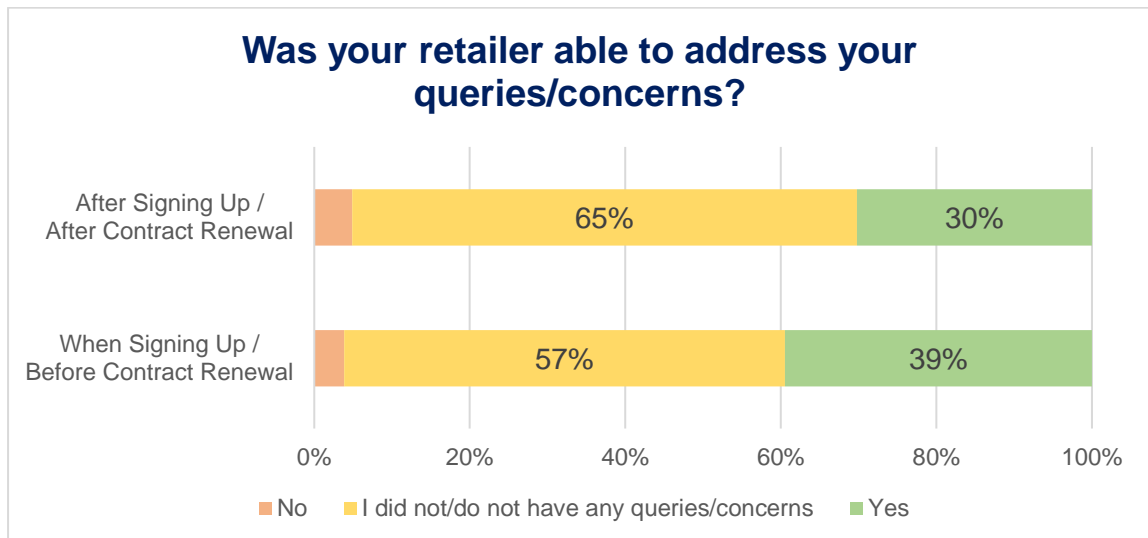
Notes: 1. "I Do Not Remember" choices have been omitted from the above graph
2. For customers who renewed, the question is phrased "When your contract was renewed, did you receive the:"

Service Standards

- The majority of respondents (93%) are satisfied with the service provided by their retailer.



- Almost all respondents felt that their retailers were able to address their queries or had no queries for their retailers. As the current report polled respondents who switched later in the rollout of the Open Electricity Market, there were more respondents with no queries for their retailers when signing up or before renewing their contract (57% compared to 47% observed previously).



Appendix 1: Questions in the Consumer Satisfaction Survey for Consumers Who Switched Retailers

<p>1. How did you sign up with your retailer?</p> <ul style="list-style-type: none">a. Roadshowb. Telemarketingc. Retailer's Websited. Others: Please specify
<p>2. Was the switching process to buy electricity from a retailer easy? [Yes/No]</p>
<p>3. Which of the following channels did you use to compare offers of different retailers?</p> <ul style="list-style-type: none">a. Price Comparison Website(s)b. Talking to retailers (e.g. during roadshows)c. Looking through retailers' websitesd. Information from friends and familye. I did not make any comparison
<p>4. Why did you decide to sign the contract with your retailer? Please select all that apply.</p> <ul style="list-style-type: none">a. Attractive price planb. Discounts, vouchers, and offersc. Bundled with other services (e.g. mobile phone plans)d. Others: Please specify
<p>5. Did your retailer present its offer(s) accurately? [Yes/No/I do not remember]</p>
<p>6. Were you given sufficient time to consider your retailer's offer? [Yes/No/Not applicable, as I signed up online or did not require assistance when signing up]</p>
<p>7. Were you aware of the following terms and conditions of the offer when you signed up? [Yes/No/Not Applicable/I do not remember]</p> <ul style="list-style-type: none">a. Electricity Rateb. Contract Start and End Datec. Security Depositd. Early Termination Chargese. Plan is a Standard or Non-Standard Planf. Late Payment Chargesg. Contract Expiry/Renewal Terms
<p>8. When signing up, did you read and acknowledge the: [Yes/No/I do not remember]</p> <ul style="list-style-type: none">a. Consumer Advisoryb. Fact Sheet
<p>9. Was your retailer able to address your queries/concerns: [Yes/No/I did not/do not have any queries/concerns]</p> <ul style="list-style-type: none">a. When signing upb. After signing up

10. Are you satisfied with the overall service provided by your retailer:
[Yes/No]

- a. When signing up
- b. After signing up

11. Are there any areas for improvement or feedback for your retailer?

Appendix 2: Questions in the Consumer Satisfaction Survey for Consumers Who Renewed Contract with Retailers

<p>1. Did your retailer inform you in advance before the expiry of your previous contract?</p> <ul style="list-style-type: none">a. Yes, at least 10 business days before my contract endedb. Yes, but less than 10 business days before my contract endedc. Yes, but I can't remember how many days befored. No, they only contacted me after my contract endede. No, they did not contact me at all
<p>2. How were you informed of the expiry of your previous contract?</p> <ul style="list-style-type: none">a. Letterb. Emailc. Telephone calld. SMSe. Retailer's mobile applicationf. Others: Please specify
<p>3. How was your electricity contract renewed with your existing retailer after the expiry of your previous contract?</p> <ul style="list-style-type: none">a. My contract was automatically renewedb. I signed a new contract with the same retailerc. I do not remember
<p>4. Was it easy to renew your contract with your retailer? [Yes/No]</p>
<p>5. Did you compare offers of other retailers before renewing your contract with your retailer?</p> <ul style="list-style-type: none">a. Yes, by using Price Comparison Website(s)b. Yes, by talking to retailers (e.g. during roadshows)c. Yes, by looking through retailers' websitesd. Yes, using information from friends and familye. I did not make any comparison
<p>6. Why did you decide to renew your contract with your retailer? Please select all that apply.</p> <ul style="list-style-type: none">a. Attractive price planb. Discounts, vouchers, and offersc. Satisfied with service provided during the previous contract termd. Bundled with other services (e.g. mobile phone plans)e. Others: Please specify
<p>7. Did your retailer present its renewal offer(s) accurately? [Yes/No/I do not remember]</p>
<p>8. Were you given sufficient time to consider your retailer's offer? [Yes/No/Not applicable]</p>
<p>9. Were you aware of the following terms and conditions of the offer when you renewed your contract? [Yes/No/Not Applicable/I do not remember]</p> <ul style="list-style-type: none">a. Electricity Rateb. Contract Start and End Date

- c. Security Deposit
- d. Early Termination Charges
- e. Plan is a Standard or Non-Standard Plan
- f. Late Payment Charges
- g. Contract Expiry/Renewal Terms

10. When your contract was renewed, did you receive the:
[Yes/No/I do not remember]

- a. Consumer Advisory
- b. Fact Sheet

11. Was your retailer able to address your queries/concerns:
[Yes/No/I did not/do not have any queries/concerns]

- a. Before contract renewal
- b. After contract renewal

12. Are you satisfied with the overall service provided by your retailer:
[Yes/No]

- a. Before contract renewal
- b. After contract renewal

13. Are there any areas for improvement or feedback for your retailer?