



*Smart Energy, Sustainable Future*

# **Consumer Satisfaction Survey (“CSS”) Results**

Based on responses from residential consumers  
who switched to an electricity retailer  
from November 2019 to May 2020<sup>1</sup> and  
residential consumers who renewed with their retailer  
from January to June 2020<sup>2</sup>

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<sup>1</sup> Based on about 5,700 responses received

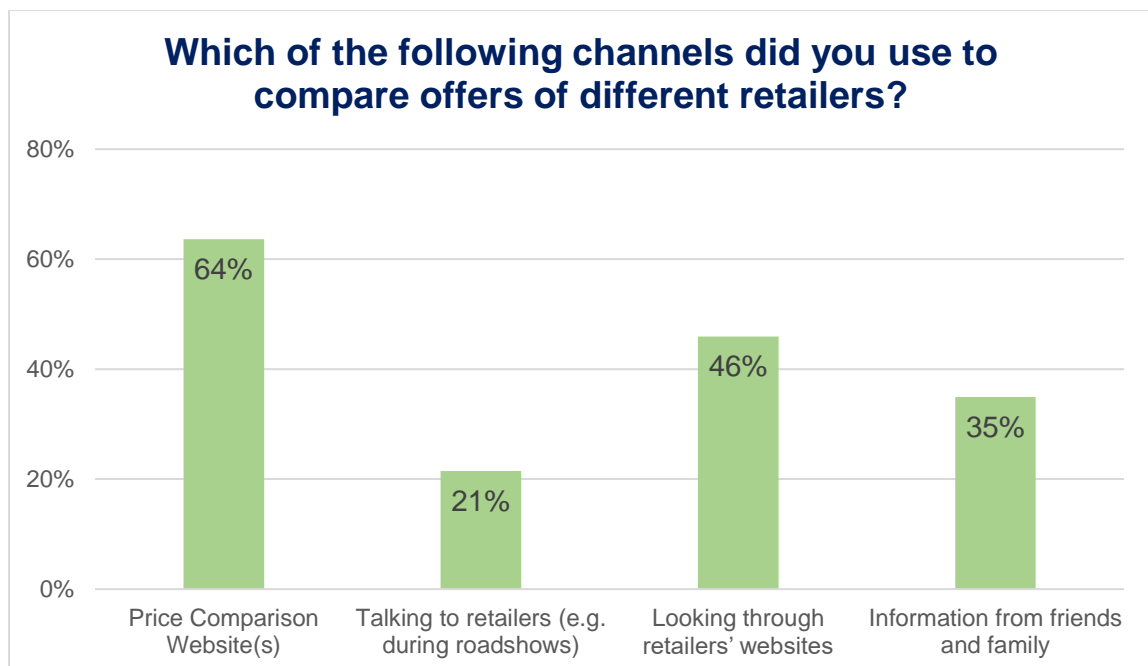
<sup>2</sup> Based on about 1,600 responses received

## **Key Findings**

1. There continues to be a high level of satisfaction with retailers' service: 97% before signing up / contract renewal and 91% after.
2. Almost all respondents (97%) found the process of switching to a retailer or renewing with their retailer easy.
3. Almost all respondents (96%) 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 1 in 2 did so. Most respondents used price comparison websites (64%) to make comparisons across price plans.
6. Fewer respondents had signed up with retailers at roadshows (30% compared to 46% previously surveyed).

## **Overall Switching Process**

- The majority of respondents (97%) 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 (64%) used price comparison websites to compare. Compared with the previous survey, there is a decrease in the proportion of consumers who talked to retailers at physical touchpoints (e.g. roadshows) to find out more information. This could be due to the restrictions implemented by the Government since April 2020 to curb the spread of COVID-19, which prohibits retailers from conducting most physical retailing activities.

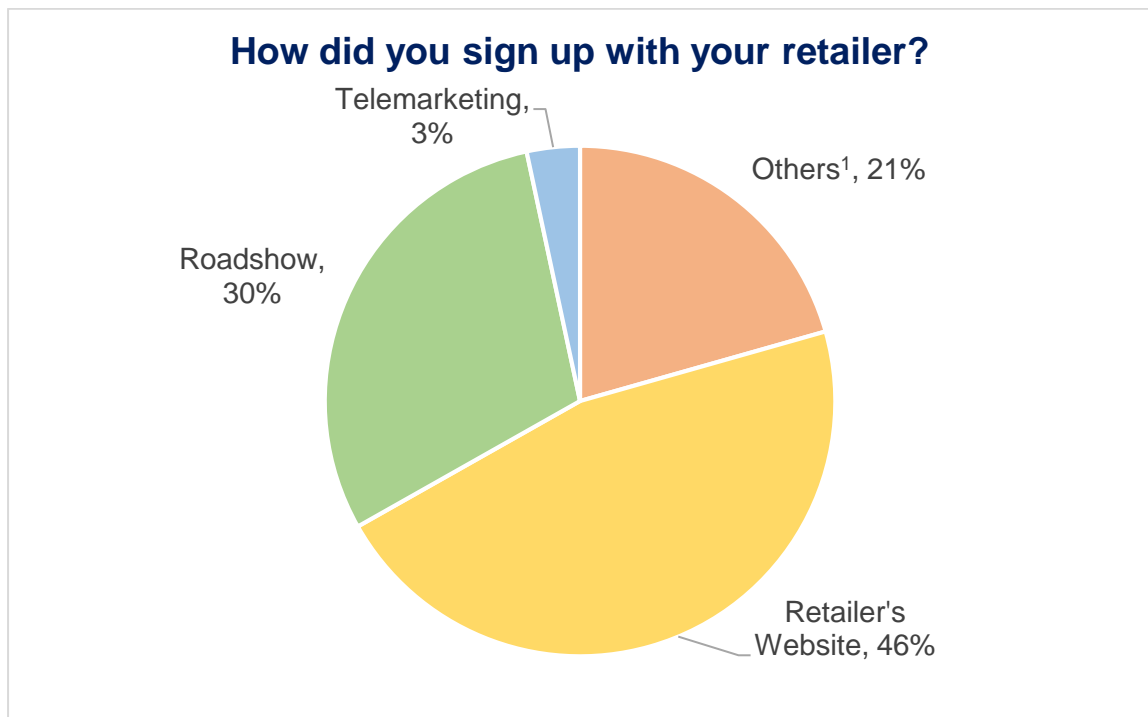


- Respondents mostly signed up with their retailer due to attractive price plans (78%).



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.

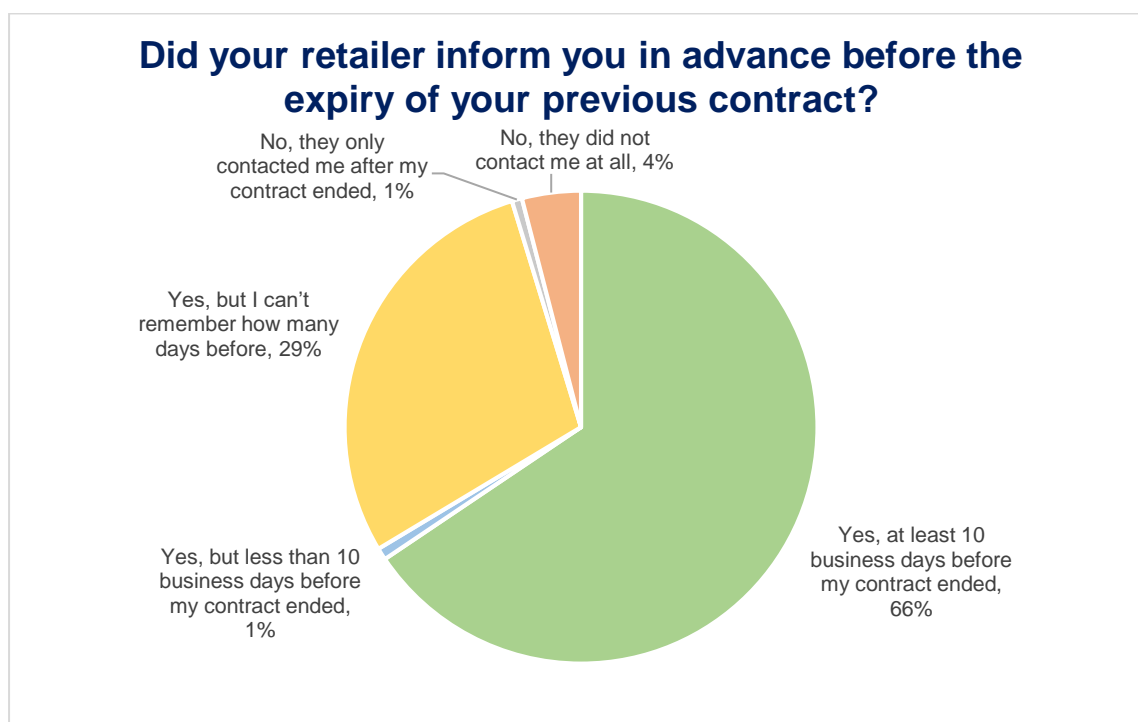
- In the previous survey, most respondents signed up with their retailer at a roadshow (46%). This has reduced to 30% most likely due to the effect of the COVID-19 restrictions. Most consumers (46%) are now signing up with their retailer online.



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.

## Overall Renewal Process<sup>3</sup>

- The majority of respondents (97%) found the renewal process easy.
- Retailers have to inform customers of the end of their contract period at least 10 business days before the end of the contract or the date by which a decision on their next electricity supply decision has to be communicated to the retailer (whichever is earlier). While most respondents (95%) remember receiving such notifications from their retailer, all consumers are encouraged to look out for communications from their retailers towards the end of their contract.

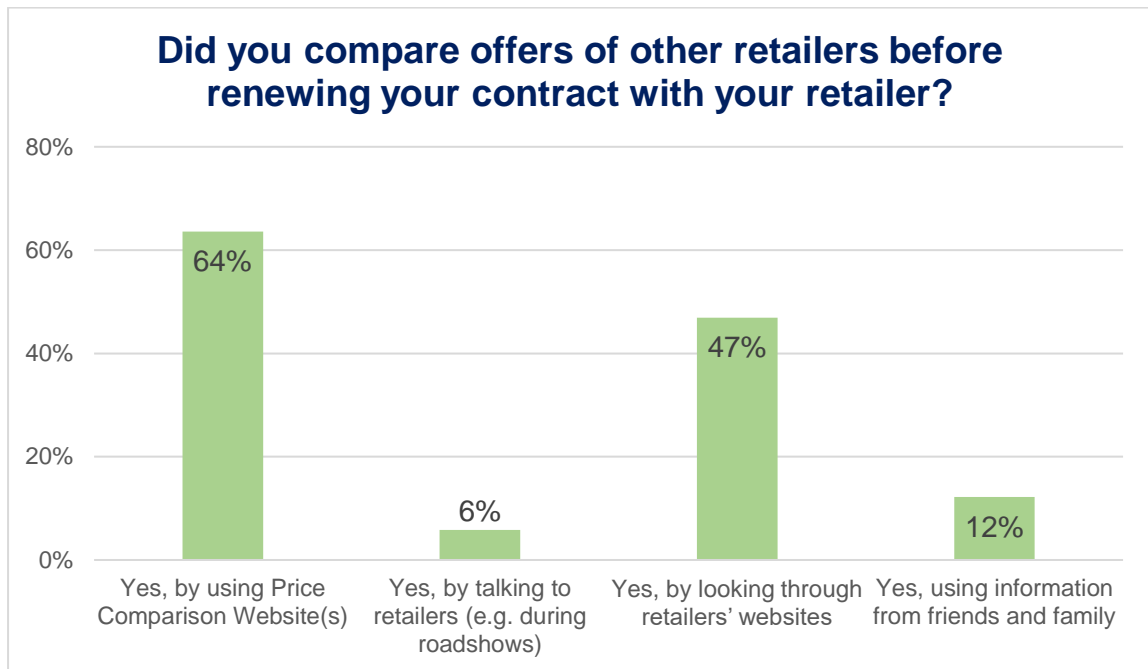


Notes: 1. Numbers may not add up precisely due to rounding

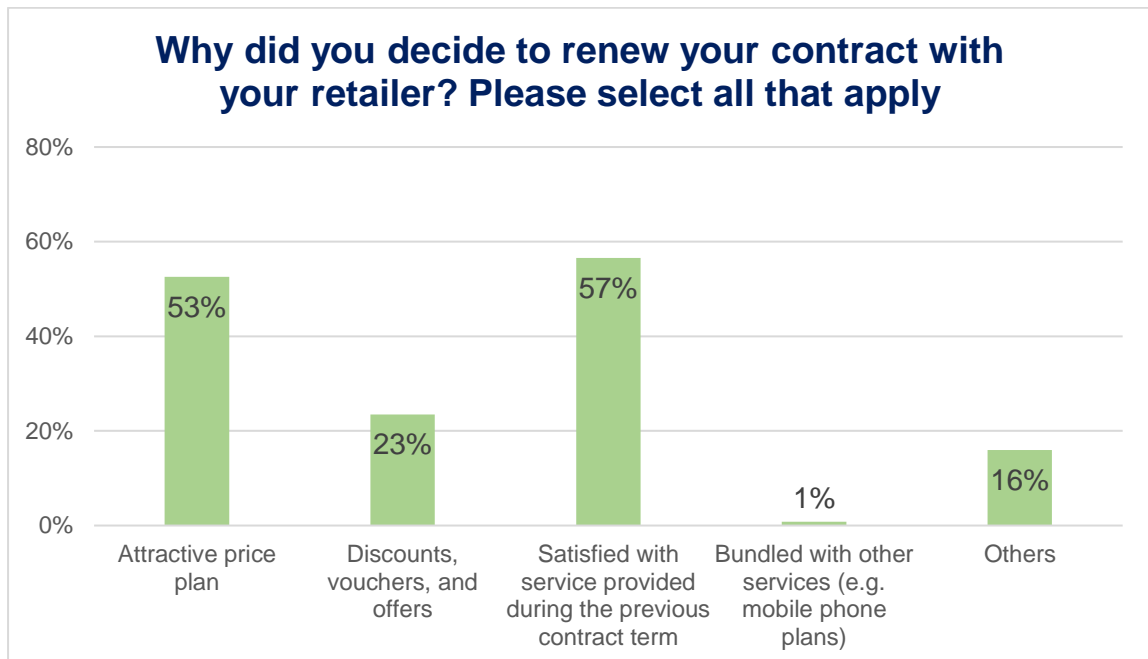
- The most common way of receiving the notification on the end of the contract period was via emails (85%), followed by letters (13%) and SMS (11%).
- The proportion of respondents who allowed their contract to be renewed automatically with their retailer (49%) and those who selected a new plan with their retailer (51%) is roughly the same.

<sup>3</sup> This is a new section in this latest CSS report.

- 1 in 2 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 (64%) used price comparison websites to compare. Consumers are encouraged to study the latest plans on offer before deciding whether to renew their contract with their previous retailer.



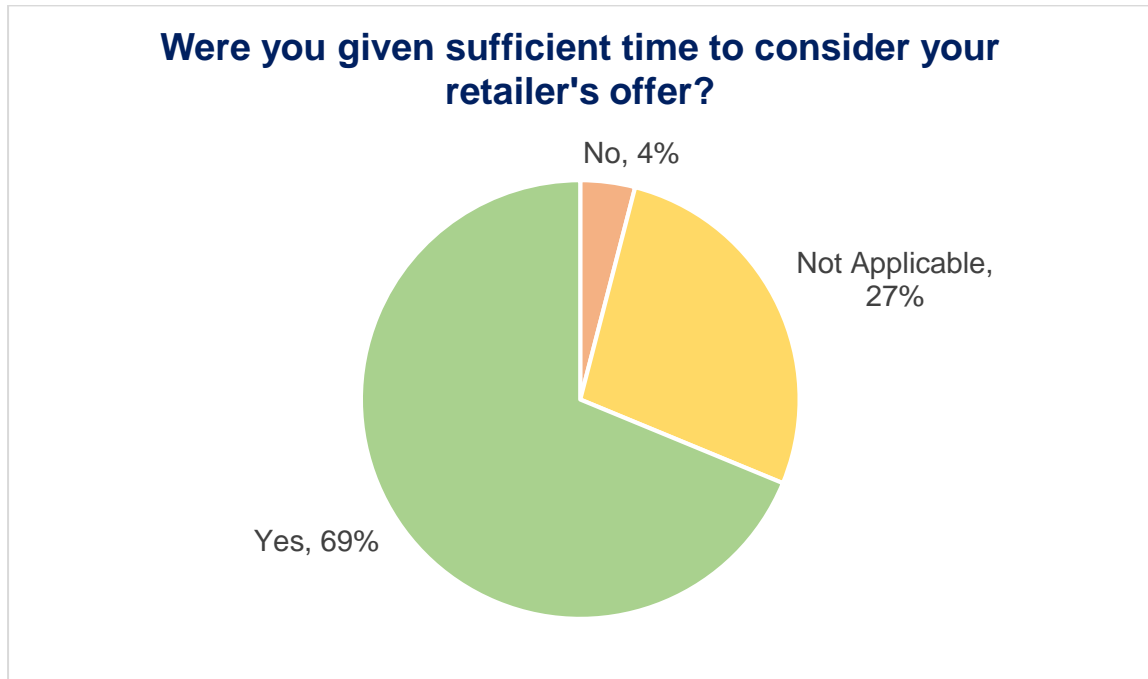
- The two main reasons for respondents renewing with their retailer are attractive price plans (53%) and satisfactory service provided during the previous contract (57%).



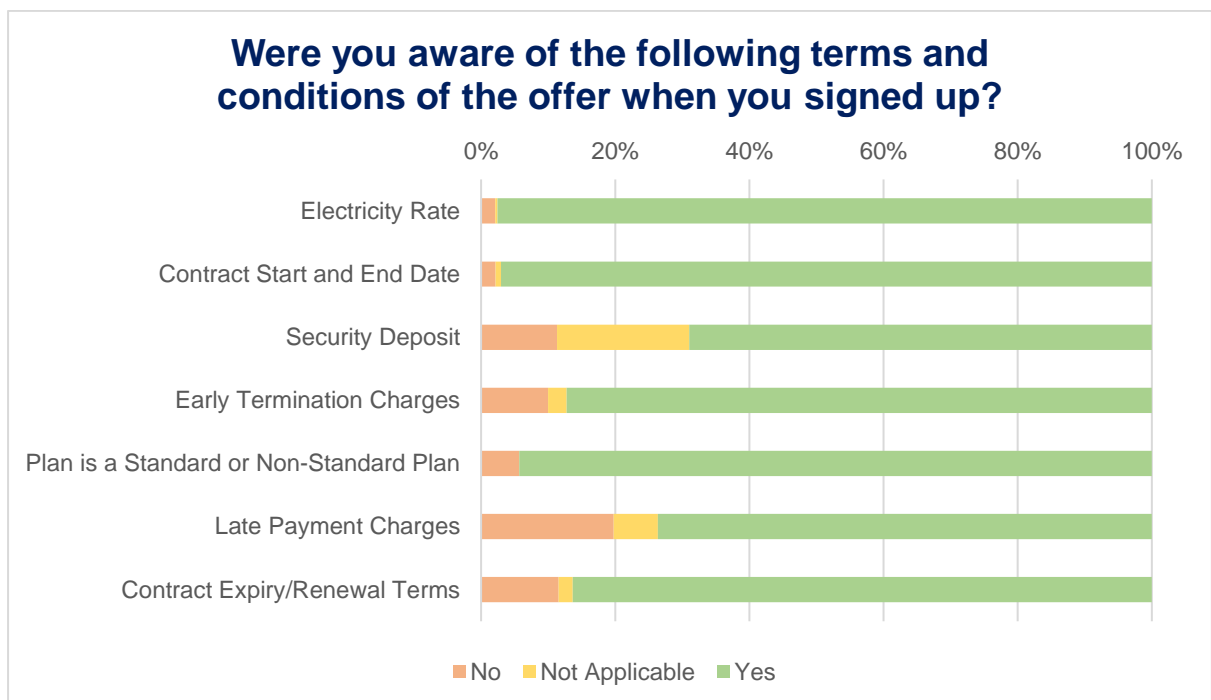
**Notes:** 1. Examples of those categorised under "Others" include convenience of renewing, having getting used to the new retailer, and perception of offers being largely similar across retailers.

## Requirements for Retailers

- Almost all respondents (96%) 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.

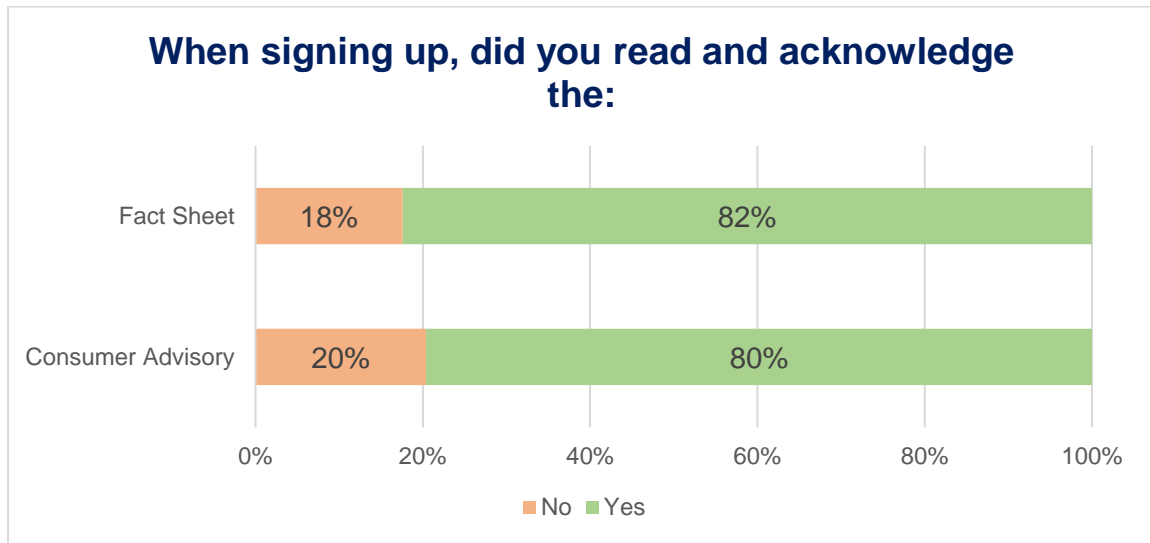


- Respondents continue to be more aware of terms that are applicable to them immediately (e.g. electricity rate, contract period, security deposit). As it is also important for consumers to be aware of other terms such as late payment charges, early termination charges, and contract expiry/renewal terms, consumers are encouraged to read the contractual terms carefully before signing up with their retailer, or 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?"

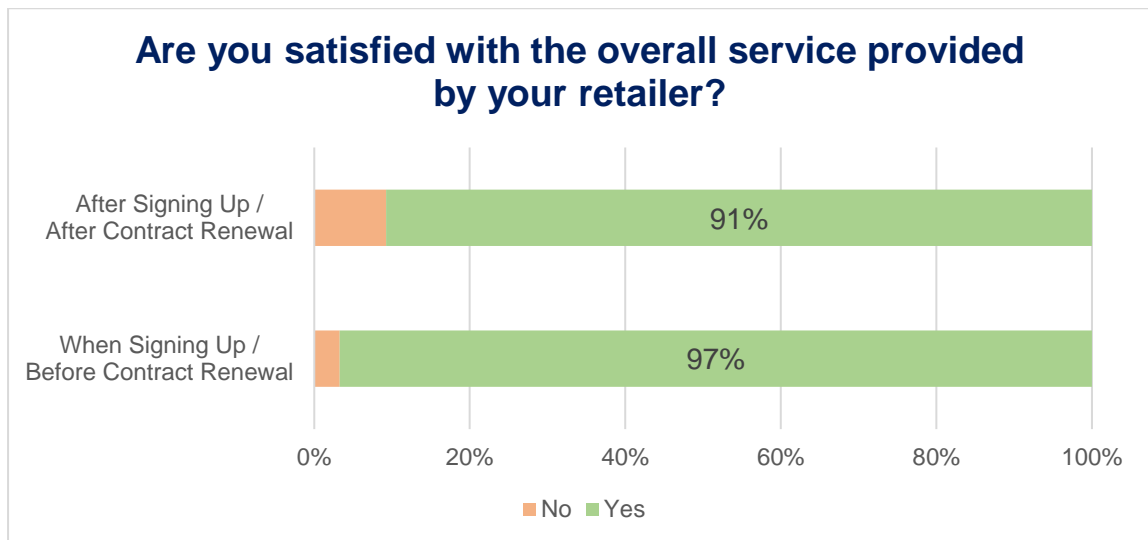
- About 80% of respondents said they read and acknowledged the Consumer Advisory and their price plan's Fact Sheet when signing up or renewing with their retailer. This marks an improvement of about 10%-points from the previous survey. Consumers are encouraged to carefully read these two important documents, which contain important information and contractual terms that they should be aware of before signing up or renewing.



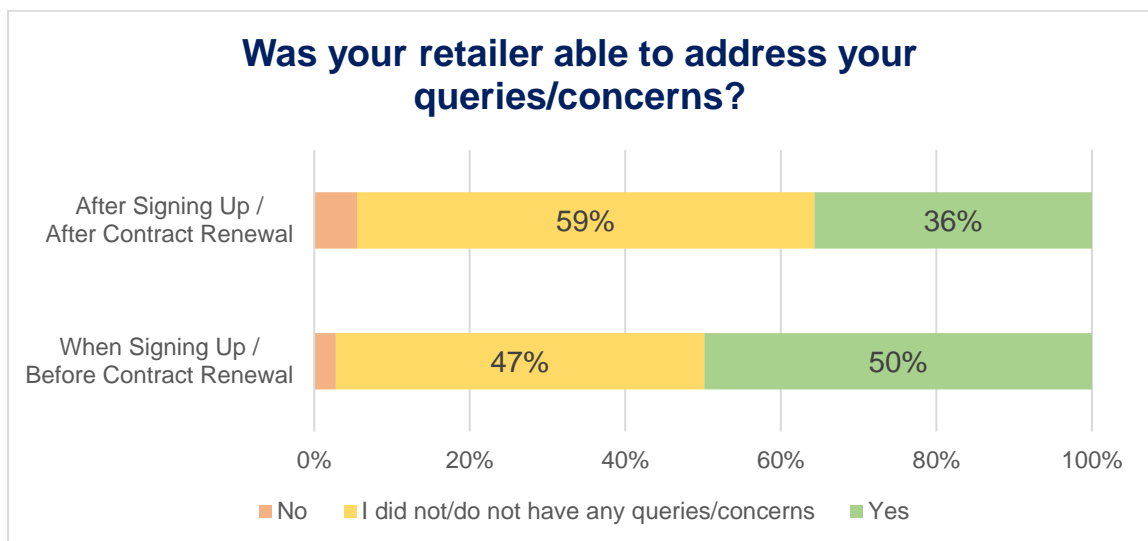
Notes: 1. "I Do Not Remember" choices have been omitted from the above graph  
2. For customers who renewed, the question is phrased "When your contract was renewed, did you receive the:"

## Service Standards

- The majority of respondents (91%) 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 (47% compared to 40% observed previously).





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

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

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

- 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?**