



*Smart Energy, Sustainable Future*

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

Based on responses<sup>1</sup> from residential consumers  
who switched to an electricity retailer  
between November 2018 to February 2019

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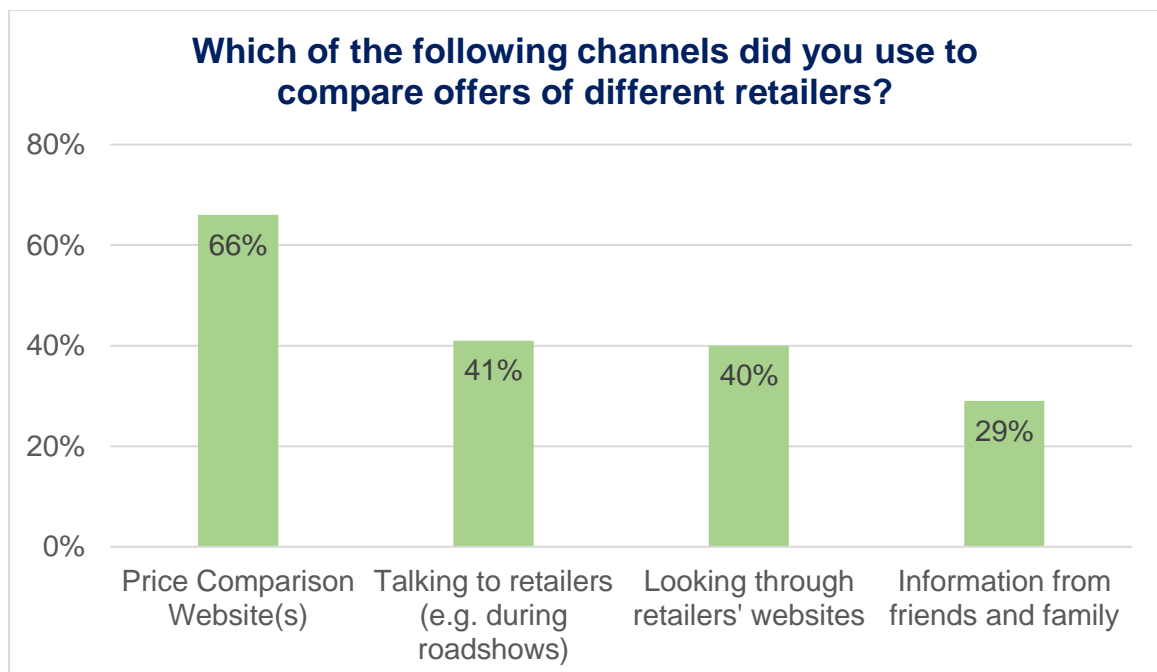
<sup>1</sup> Based on more than 10,000 responses received

## **Key Findings**

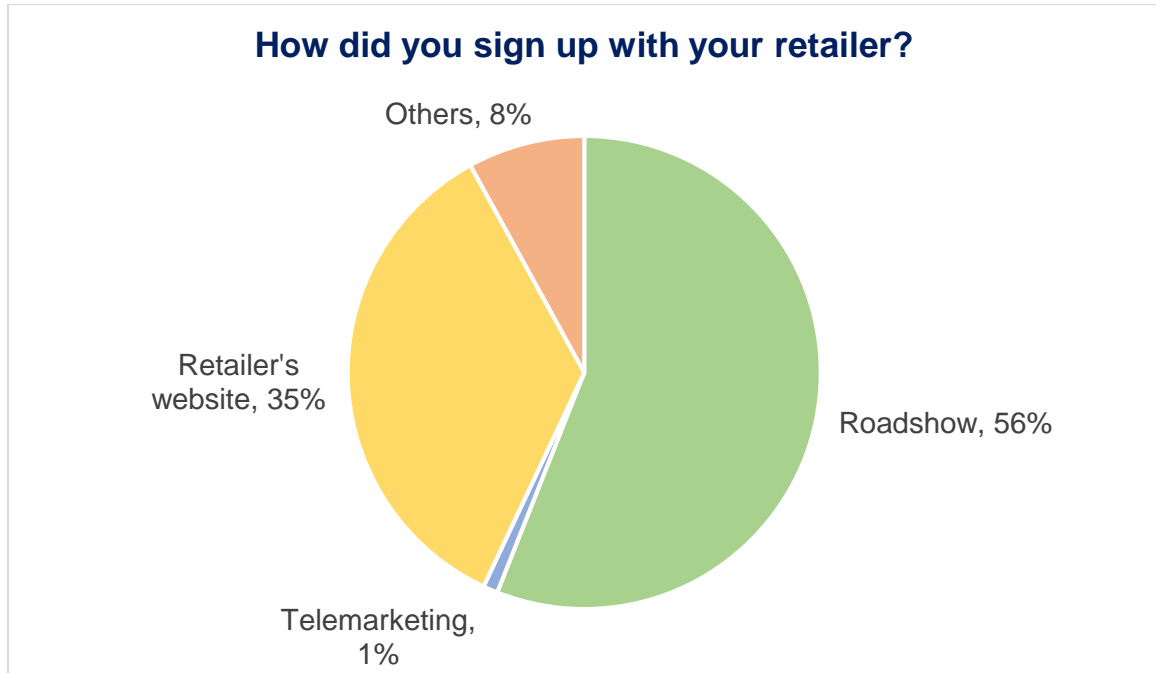
1. The majority of respondents (85%) were satisfied with the level of service provided by their chosen retailer.
2. Almost all respondents (98%) found the process of switching to a retailer easy.
3. Almost all respondents (94%) indicated that their retailer presented its offer(s) accurately.
4. Most respondents (95%) 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 decision. Most respondents used price comparison websites (66%) to shop for their price plan.
6. More than half of respondents (56%) signed up with retailers at roadshows.

## **Overall Switching Process**

- The majority of respondents (98%) found the switching process easy.
- Nine in 10 respondents compared offers across different retailers. Among those who have done so, most of them (66%) used price comparison websites to do their comparisons.



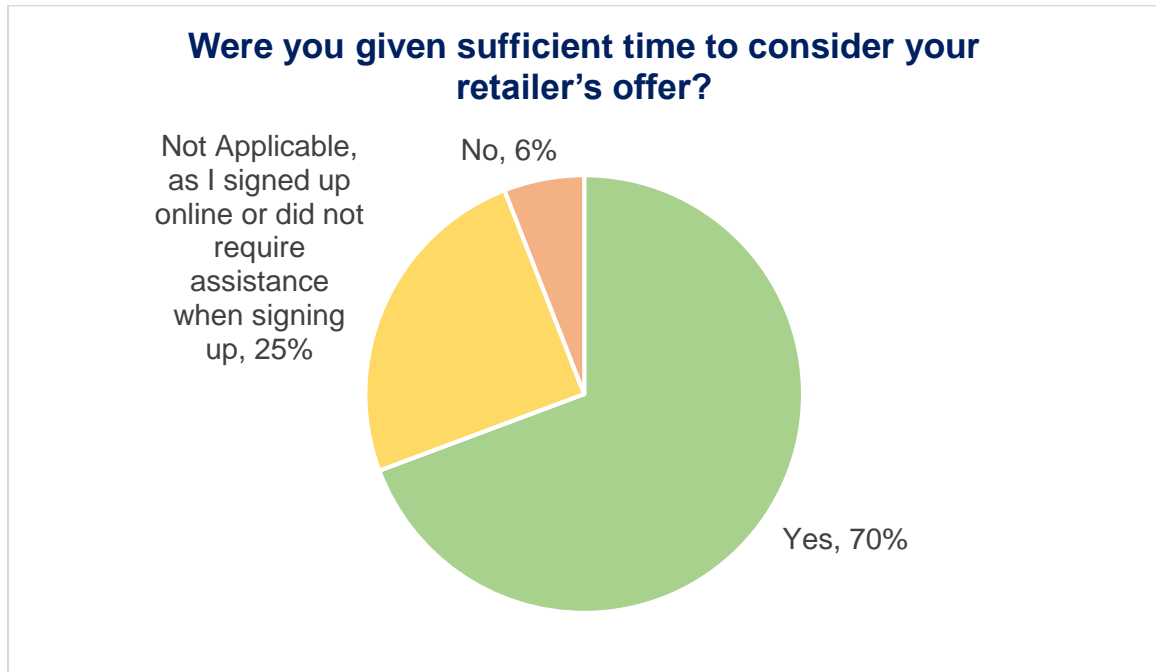
- While most respondents did their price comparisons online, the majority of them signed up with their retailer at a roadshow.



Notes: 1. Examples of those categorised under "Others" include channels offered by the retailers' marketing partners, staff contracts, and group buys

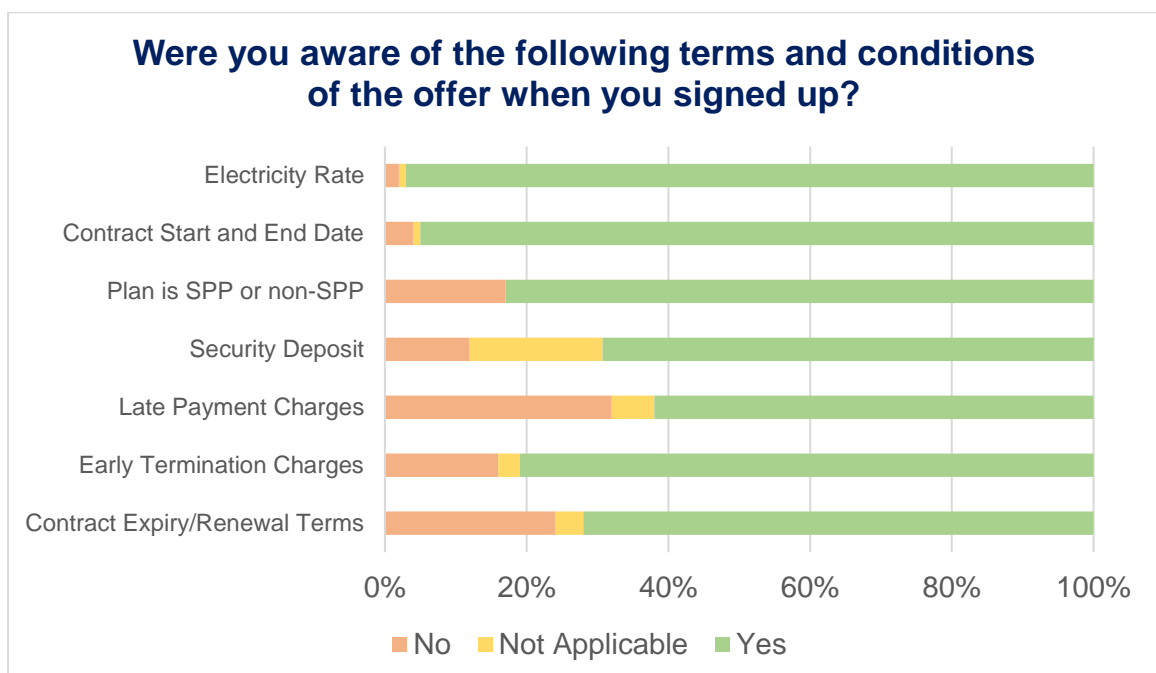
## Requirements for Retailers

- Almost all respondents (94%) indicated that their retailer presented its offer(s) accurately.
- Most respondents (95%) 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.



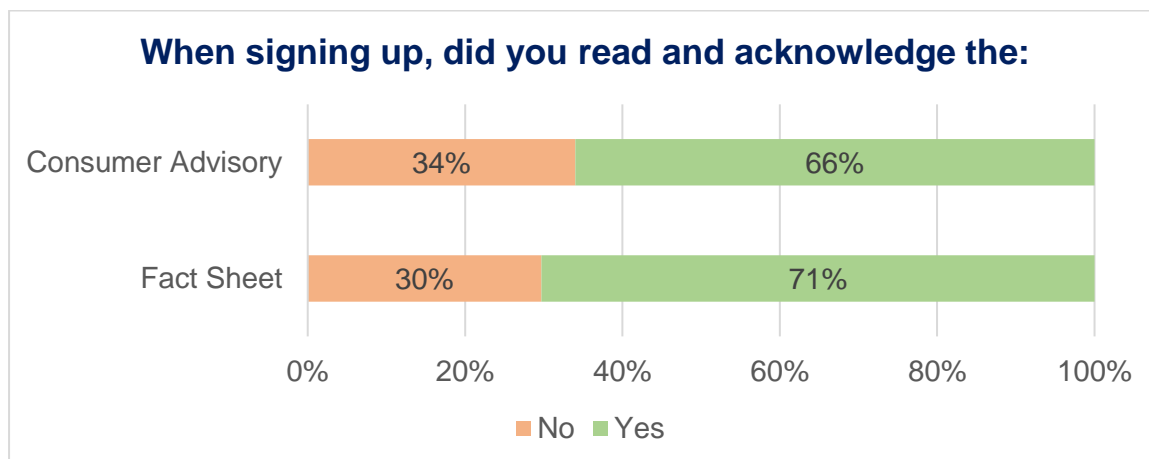
Notes: 1. Numbers may not add up precisely due to rounding

- Respondents appeared to be more aware of information 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 contractual terms (e.g. late payment charges, early termination charges, and contract expiry/renewal terms), consumers are encouraged to read these terms carefully before signing up with their retailer.



Notes: 1. "SPP" refers to Standard Price Plan  
2. Question on SPP allowed only Yes/No responses

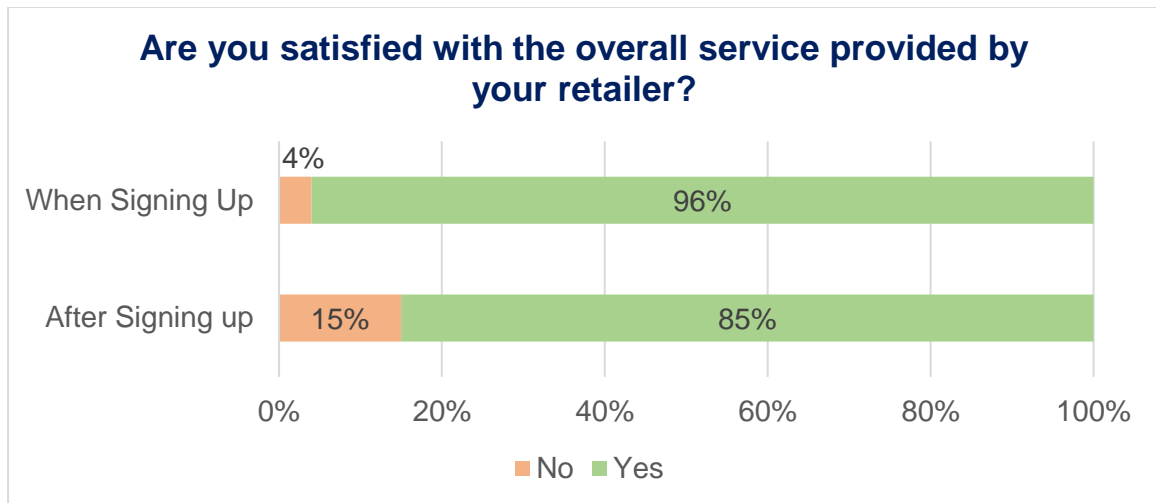
- Slightly more than 3 in 5 respondents said they read and acknowledged the Consumer Advisory and their price plan's Fact Sheet when signing up with their retailer. Consumers are encouraged to ask their retailers for these two important documents, which contain important information and contractual terms that they should be aware of before signing up.



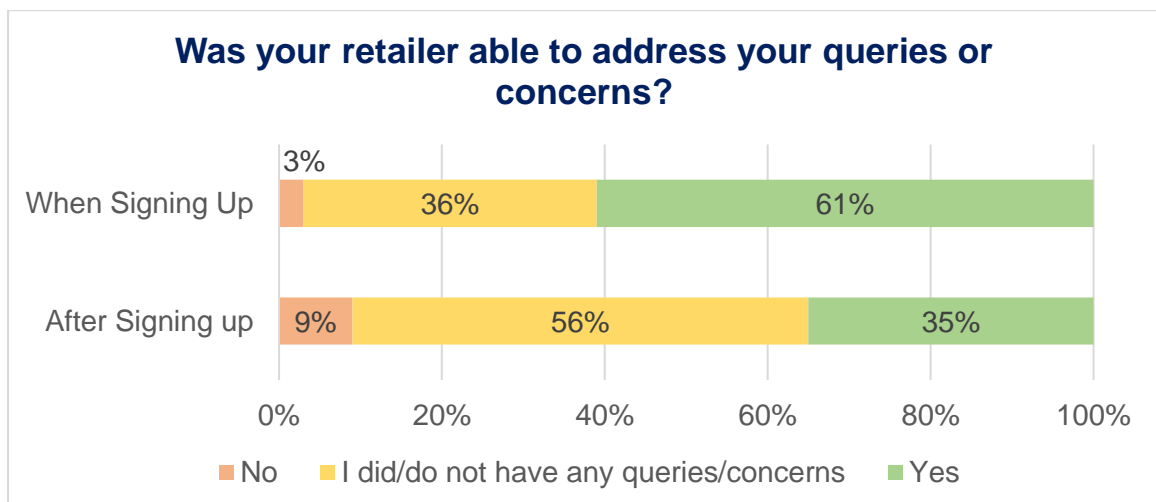
Notes: 1. Numbers may not add up precisely due to rounding

## Service Standards

- The majority (85%) of respondents were satisfied with the overall service provided by their retailer.



- About 9 in 10 respondents felt that their retailers were able to address their queries or had no queries for their retailers.



## **Appendix: Questions in the Consumer Satisfaction Survey**

<p><b>1. Was the switching process to buy electricity from a retailer easy?</b> <b>[Yes/No]</b></p>
<p><b>2. Which of the following channels did you use to compare offers of different retailers?</b> <b>[Checked/Unchecked]</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>3. How did you sign up with your retailer?</b> <b>[Select one only]</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>4. Did your retailer present its offer(s) accurately?</b> <b>[Yes/No]</b></p>
<p><b>5. Were you given sufficient time to consider your retailer's offer?</b> <b>[Yes/No/Not Applicable, as I signed up online or did not require assistance when signing up]</b></p>
<p><b>6. Were you aware of the following terms and conditions of the offer when you signed up?</b> <b>[Yes/No/Not Applicable]</b></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>7. When signing up, did you read and acknowledge the:</b> <b>[Yes/No]</b></p> <ul style="list-style-type: none"><li>a. Consumer Advisory</li><li>b. Fact Sheet</li></ul>
<p><b>8. Was your retailer able to address your queries/concerns:</b> <b>[Yes/No/I did not/do not have any queries/concerns]</b></p> <ul style="list-style-type: none"><li>a. When signing up</li><li>b. After signing up</li></ul>
<p><b>9. Are you satisfied with the overall service provided by your retailer:</b> <b>[Yes/No]</b></p> <ul style="list-style-type: none"><li>a. When signing up</li><li>b. After signing up</li></ul>
<p><b>10. Are there any areas for improvement or feedback for your retailer?</b> <b>[Open ended]</b></p>