



Smart Energy, Sustainable Future

Consumer Satisfaction Survey (“CSS”) Results

Based on responses¹ from residential consumers
who switched to an electricity retailer
from March 2019 to September 2019

¹ Based on more than 19,000 responses received

Key Findings

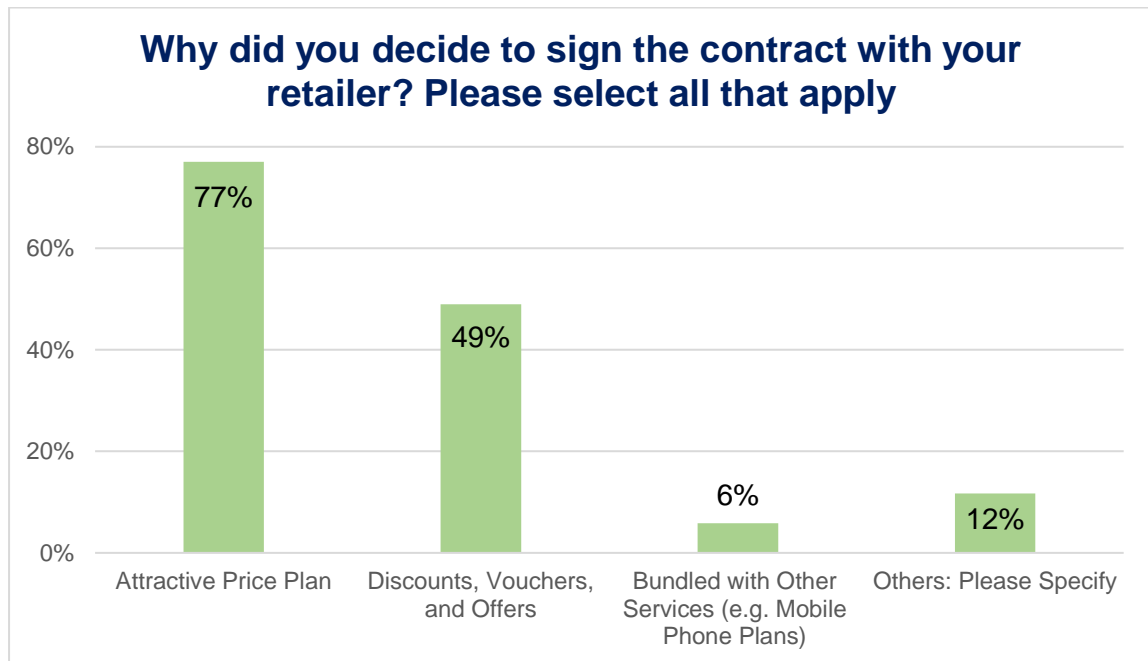
1. The majority of respondents (97%) were satisfied with the level of service provided by their chosen retailer, 5 percentage-points higher than previously surveyed.
2. Almost all respondents (97%) found the process of switching to a retailer easy.
3. Almost all respondents (95%) indicated that their 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 decision. Most respondents used price comparison websites (62%) to shop for their price plan.
6. Most of the respondents (46%) had signed up with retailers at roadshows.

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 (62%) used price comparison websites to do their comparisons. Compared with the previous survey, more consumers are now getting information directly from retailers' websites and from friends and family. This could be due to greater familiarity with the Open Electricity Market as it rolled out to more zones across Singapore.

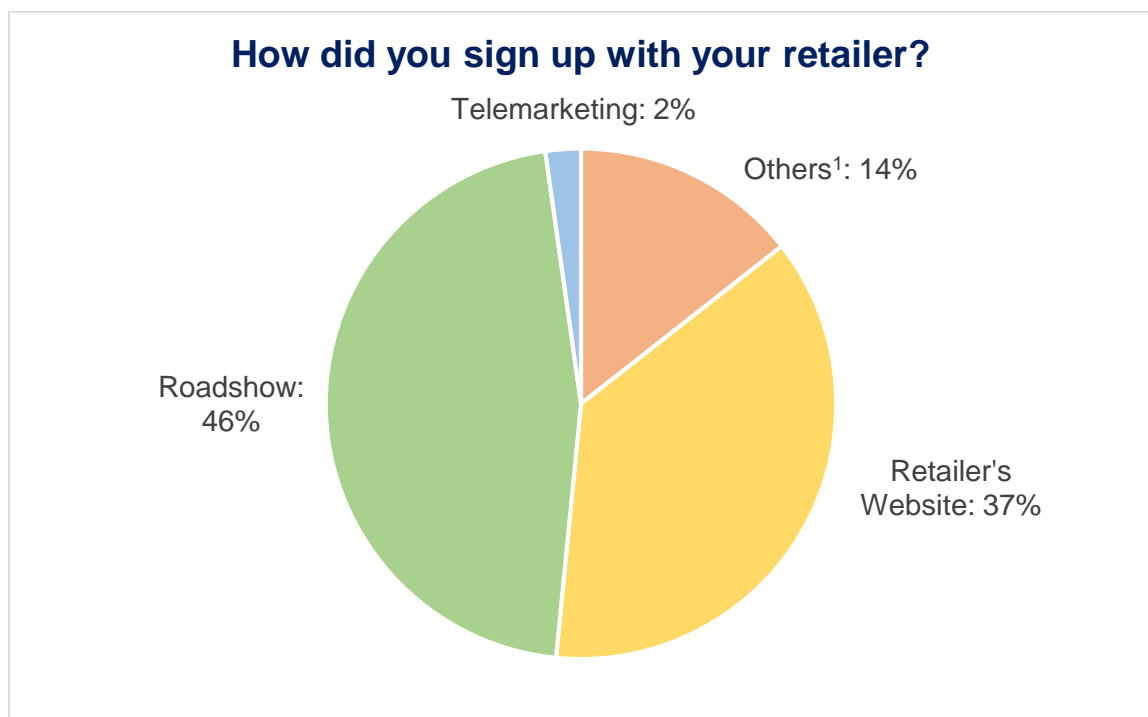


- Consumers mostly signed up with their retailer due to attractive price plans (77%).



Notes: 1. Examples of those categorised under “Others” include options for carbon neutral/green energy, straightforward contract terms, no minimum contract length, and the retailer’s financial background and stability.

- While most respondents did their price comparisons online, most of them signed up with their retailer at a roadshow (46%).



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

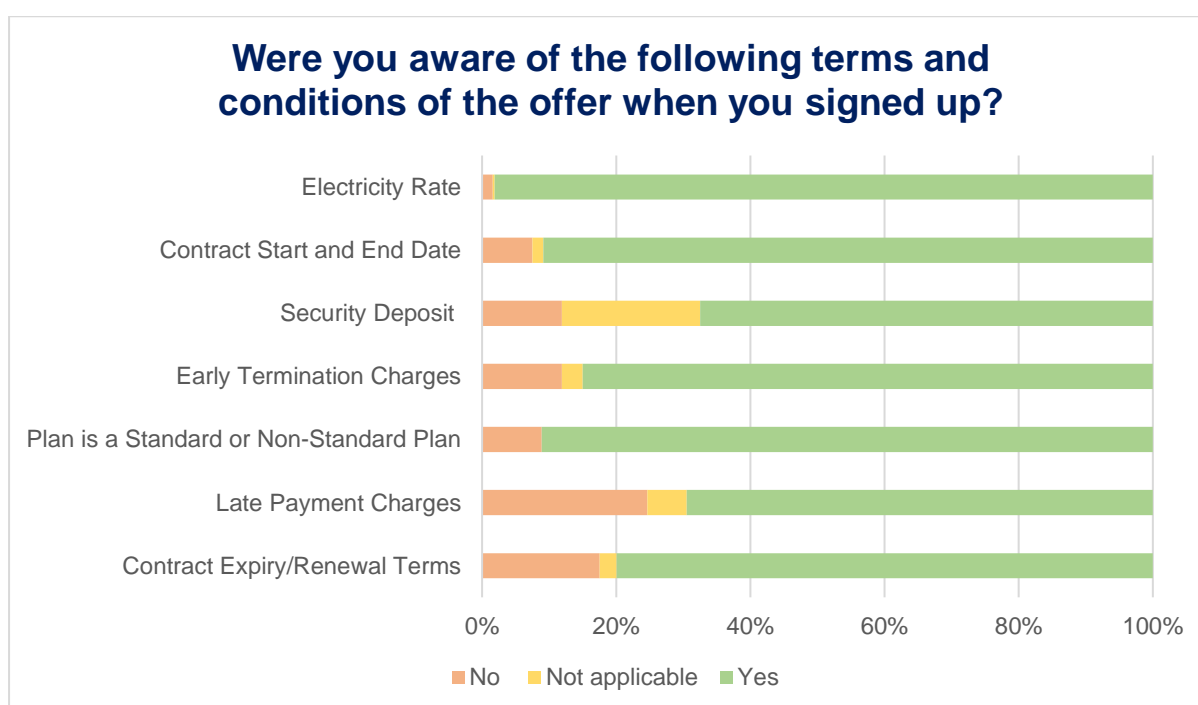
Requirements for Retailers

- 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.



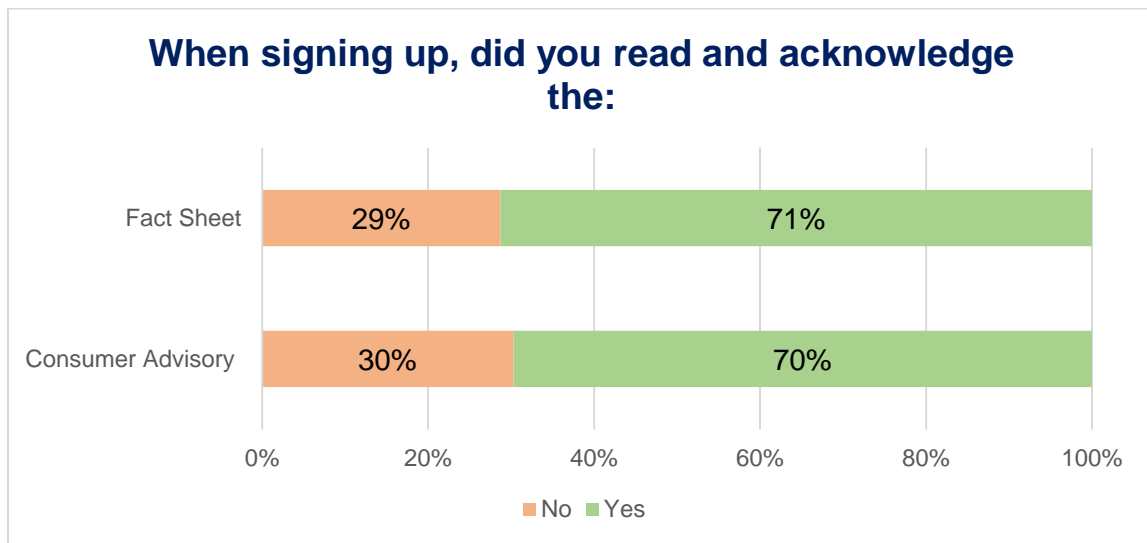
Notes: 1. Numbers may not add up precisely due to rounding

- Respondents continue 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, or to keep a copy for their future reference.



Notes: 1. "I Do Not Remember" choices have been omitted from the above graph

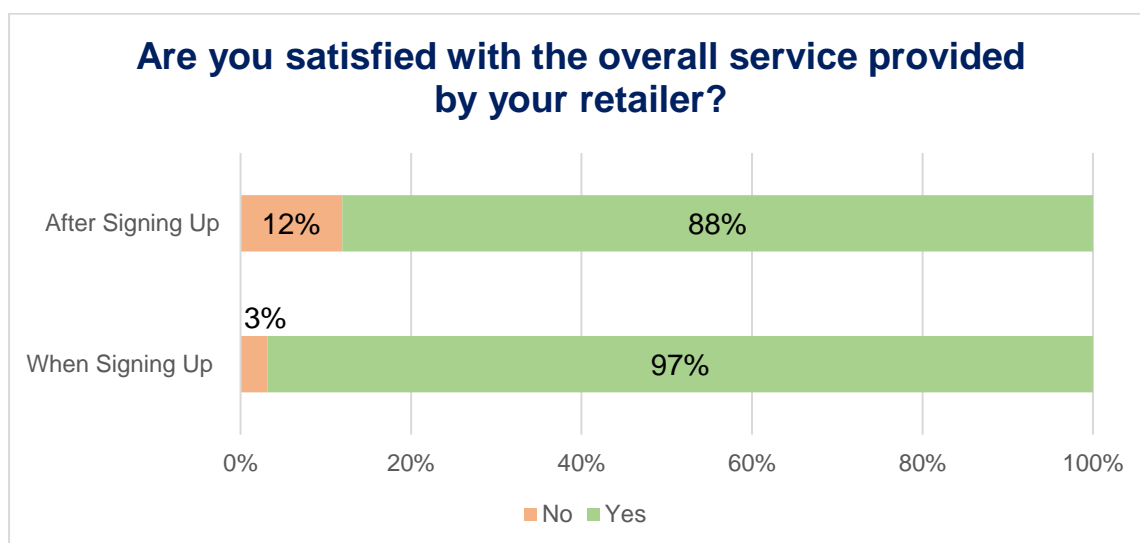
- About 70% of respondents said they read and acknowledged the Consumer Advisory and their price plan's Fact Sheet when signing up with their retailer. Consumers are encouraged to ask their retailers for these two important documents, which contain important information and contractual terms that they should be aware of before signing up.



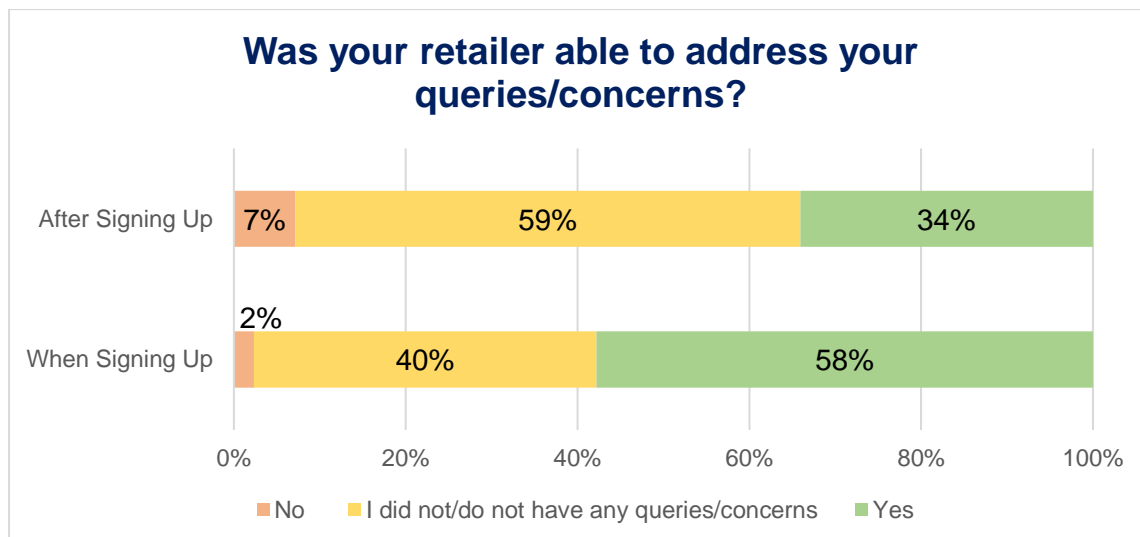
Notes: 1. "I Do Not Remember" choices have been omitted from the above graph

Service Standards

- The majority of respondents (97%) continue to be satisfied with the overall service provided by their retailer. This is an improvement of 5 percentage-points from our previous survey findings.



- About 9 in 10 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 also appears to be more consumers who had no queries for their retailers when signing up (40% compared to 36% observed previously).



Appendix: Questions in the Consumer Satisfaction Survey

1. How did you sign up with your retailer? a. Roadshow b. Telemarketing c. Retailer's Website d. Others: Please specify
2. Was the switching process to buy electricity from a retailer easy? [Yes/No]
3. Which of the following channels did you use to compare offers of different retailers? a. Price Comparison Website(s) b. Talking to retailers (e.g. during roadshows) c. Looking through retailers' websites d. Information from friends and family e. I did not make any comparison
4. Why did you decide to sign the contract with your retailer? Please select all that apply. a. Attractive price plan b. Discounts, vouchers, and offers c. Bundled with other services (e.g. mobile phone plans) d. Others: Please specify
5. Did your retailer present its offer(s) accurately? [Yes/No/I do not remember]
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]
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] a. Electricity Rate b. 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
8. When signing up, did you read and acknowledge the: [Yes/No/I do not remember] a. Consumer Advisory b. Fact Sheet
9. Was your retailer able to address your queries/concerns: [Yes/No/I did not/do not have any queries/concerns] a. When signing up b. 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?