

# Beyond price: What Australian businesses are looking for from their energy retailer

PwC surveyed 163\* businesses and organisations to understand their experience and value drivers with energy retailers

On average, businesses are willing to pay a premium for a top level service offering^

**\$1-3**  
/MWh

## Contribution to a service premium

Billing performance

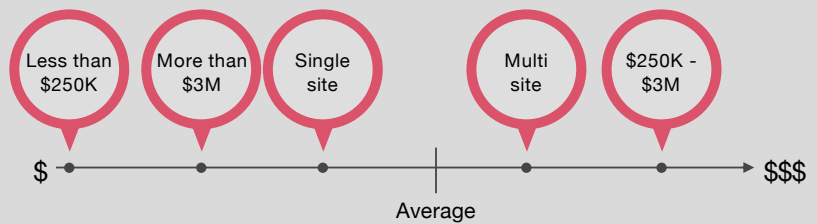
Customer Service

Onboarding  
Portal Access

Site roll-in roll-out  
Flexible T&C

### 'Other' attributes:

While price is the most important attribute when procuring energy, larger businesses with **multiple sites** and **annual spend between \$250K and \$3M** are willing to pay a slightly higher premium for higher levels of service and product features compared to the other segments



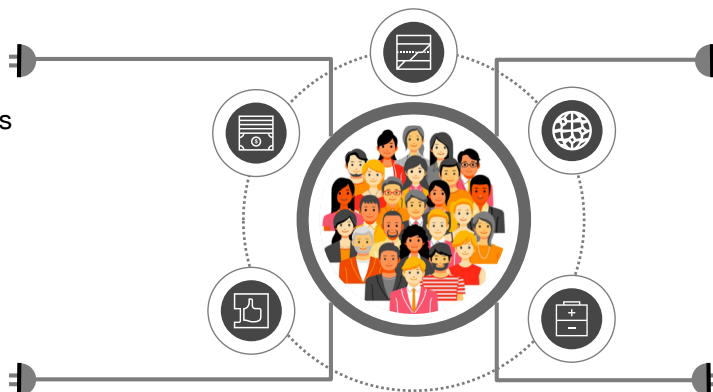
## What matters to customers is:

### Billing

performance is most important to customers outside of price when choosing retailers

**43%**

Say their current billing experience is below what they would expect from a top retailer



**41%**

of customers left their previous retailer for reasons other than price, such as

Better customer service

Better product offering

Recommendation by a broker

**80%**

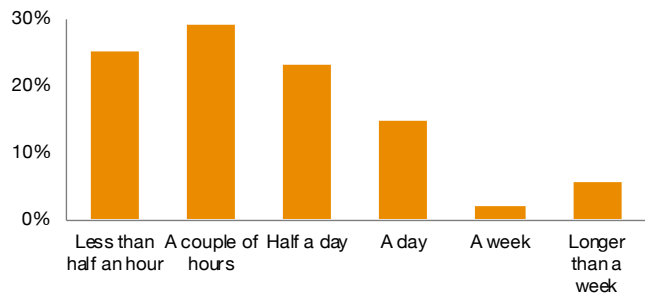
Of businesses agree that reliable and timely processes from retailers generate operational efficiencies



Almost **20%** of customers surveyed had experienced moderate or significant issues with their current electricity retailer.

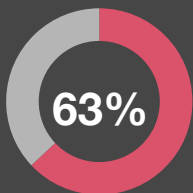
**93%** of customers who had experienced an issue, have spent up to a day each month resolving these issues.

### Time spent by businesses each month to resolve energy issues

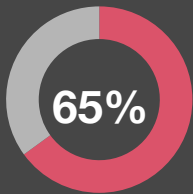


### Of those who have moderate or significant issues in the following areas...

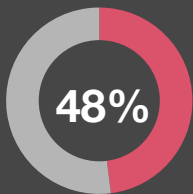
% that spend **half a day or more** investigating and resolving issues



**Billing (per month)**



**Onboarding**



**Site roll-in / roll-out**

### Personalised customer service matters:

**52%**



Contact their **retailer account manager** for issue resolution

**78%**



Expect to have **access to a retailer account manager** via direct number

### Customer portal:

**41%**



Of respondents accessed their energy data on a **monthly basis**

**43%**



Businesses who used a retailer portal were able to obtain required data in **43% less time** compared to those who did not.

### Customer Satisfaction<sup>1</sup>



<sup>1</sup> Utility Market Intelligence (UMI) survey of large customers of major electricity retailers by research company NTF Group, 2014 - 2018

When selecting a retailer, the most significant attributes impacting customer preference were:

- Billing attributes (including timeliness and accuracy)
- Customer service levels
- Flexible terms and conditions
- Customer portal access

ERM Power has consistently scored higher than other energy retailers on customer satisfaction ratings for large business customers.<sup>1</sup>

### Disclaimers

<sup>1</sup>This research was commissioned on behalf of ERM Power and conducted in May 2019.

<sup>2</sup>The insights were based on a random sample of 163 Commercial and Industrial customers in the Australian National Electricity Market and may not necessarily apply to all business customer situations.

<sup>3</sup>The estimated willingness to pay represent additional price respondents were willing to pay to go from an average market offering to the highest service level available in the market. Ranges were informed by qualitative research with business stakeholder and intermediaries (energy brokers, consultants etc.).