

2024 Annual Complaints Report

Every year we publish a Complaints Report, where we look at the number of complaints we received across the year (from October to September), why we received them, and what we can do to improve our performance.

Our Customer Service and Complaints Teams are committed to achieving optimal results for our customers, particularly considering the recent years marked by uncertainty and the effects of the ongoing cost-of-living crisis in Britain. Ecotricity recognises the significance of addressing issues promptly and efficiently when they arise.

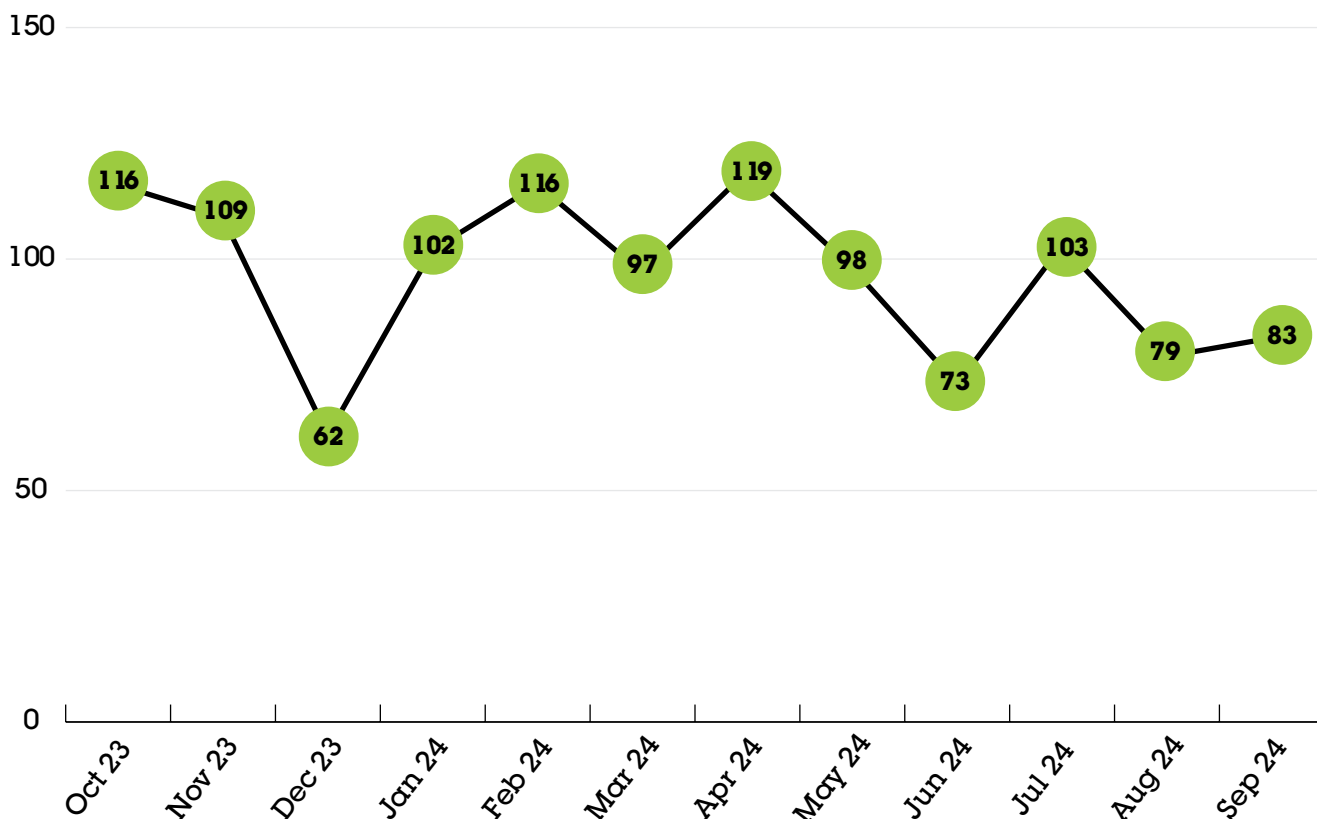
Our results this year

Between 1st October 2023 and 30th September 2024, we received 1,379 complaints across residential (1157) and microbusiness accounts (222).

In October 2023 80.2 residential customers per 100,000 accounts raised a complaint. In September 2024 this statistic has reduced to 58 residential customers per 100,000 bringing a complaint to us.

This reflects the commitment to our customers ensuring their experience with us throughout their customer journey is as smooth as possible.

Overall complaint numbers received Oct 2023 – Sept 2024



We acknowledge that issues may arise, and when they do, we take great pride in resolving them promptly, always prioritising the unique needs of our customers.

Our Complaints process can be found on our website here [Make a complaint | Ecotricity](#)

Ecotricity has been a signatory of the Energy UK Vulnerability Commitment since 2021. We recognise the significance of accessibility and collaboration in serving our customers, as highlighted in the recent 2024 Energy UK Vulnerability 'Good Practice Guide' report [2024 Vulnerability Commitment Good Practice Guide - Energy UK](#)

There are three overarching vulnerability principles for suppliers:

- **Accessibility** to communications, information, and support
- **Collaboration** with consumer groups and experts to improve outcomes.
- **Innovation** and continuous improvement in the support of customers in vulnerable circumstances

In 2024 All 13 signatories were also challenged individually over their delivery and support on three specific areas:

- **How do signatories define customers who are considered most vulnerable?**
- **How do signatories ensure all customers are genuinely offered an affordable repayment plan? How is this communicated to staff and members?**
- **How do signatories ensure that customers with pre-payment meters do not have vulnerabilities you are not aware of over the long term?**

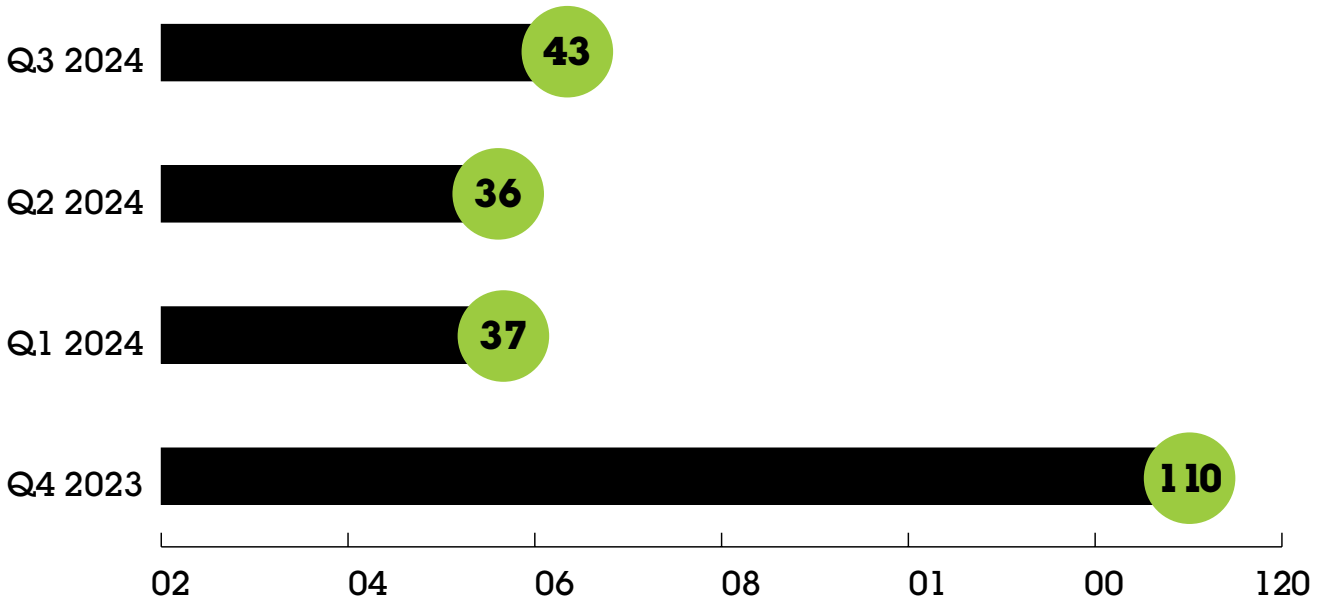
We consistently revisit all these areas in our daily operations to ensure that we uphold our commitments and delivery to our customer in vulnerable circumstances.

What we're doing

- A flexible approach to affordability, delivering proactive support with income & expenditure checks.
- Improved customer centric tone to communications
- Vulnerability modules/training and online support hub, which has resources to help frontline staff identify vulnerable customers as well as provide tailored support based on their needs.
- Internal vulnerability panel to collaborate across the business on improvements in service for customers in vulnerable circumstances.
- Continued investment in our systems and processes to drive better outcomes for our customers.
- An intuitive user-friendly interface is being launched, which will allow our customers to easily self-serve throughout their customer journey.

- Better insight has been embedded to support real time resourcing across our departments, resulting in faster response times to customer contacts, our average monthly response times across the year have been:

Total seconds to answer



- Our opening hours have been extended to support the broader need of our customers. We're now open between Monday to Friday 9am-7pm and Saturday and Sunday 9am-5pm.

We pride ourselves on our ongoing collaboration and innovation with organisations such as Citizens Advice, the Extra Help Unit, and other advocates for consumers and have consistently aimed at providing the highest quality service for our clients. This commitment has been evidenced in 2024 by our achievement of the top position in the Citizens Advice Star Rating performance #1 for the last two quarters (March – October 2024).

The relationship with our Energy Ombudsman is continually strengthening, emphasizing our commitment to customer needs, expediting results, and implementing more efficient methods, all of which contribute to improved outcomes for our customer.

Period	Complaints received	Received per 100k accounts	Complaints resolved	Resolved per 100k accounts	Resolved same or next working day	Resolved within 8 weeks
Q3 2024	265	184	267	185	5%	94%
Q2 2024	343	227	336	229	12%	92%
Q1 2024	315	223	399	283	7%	91%
Q4 2023	230	199	213	149	7%	96%
Q3 2023	284	196	217	149	11%	96%

What we've already done

We have made significant progress in enhancing our approach to customer service and the management of complaints. To date, we have:

- Reviewed and streamlined the complaints process, enabling us to tackle complaints quicker.
- Restructured our team, meaning everyone is fully trained to handle every type of complaint from start to finish.
- Made our expression of dissatisfaction and complaints training mandatory for all our staff on an annual basis.
- Introduced improved management information for our telephony and non-telephony communications with our customers, to help us with more effective forecasting and planning.
- Ongoing monthly calls with our Ombudsman relationship manager. Providing us with an impartial outside view of any areas that need addressing.
- Additional trained team managers and complaints handlers for extremely vulnerable customer situations.
- Carried out regular refresher training on vulnerability.
- Including additional signposting to be used to support customers where needed to ensure individuals needs are at the forefront of all service activities.

Ecotricity is dedicated to ongoing enhancement and is committed to learning from our errors. We understand that issues may arise, but with our team of Energy specialists, we are confident in our ability to resolve them.

You can call on **01453 761482**. We're here **Monday to Friday 9am-7pm and Saturday and Sunday 9am-5pm**