

Annual Complaints Report 2025

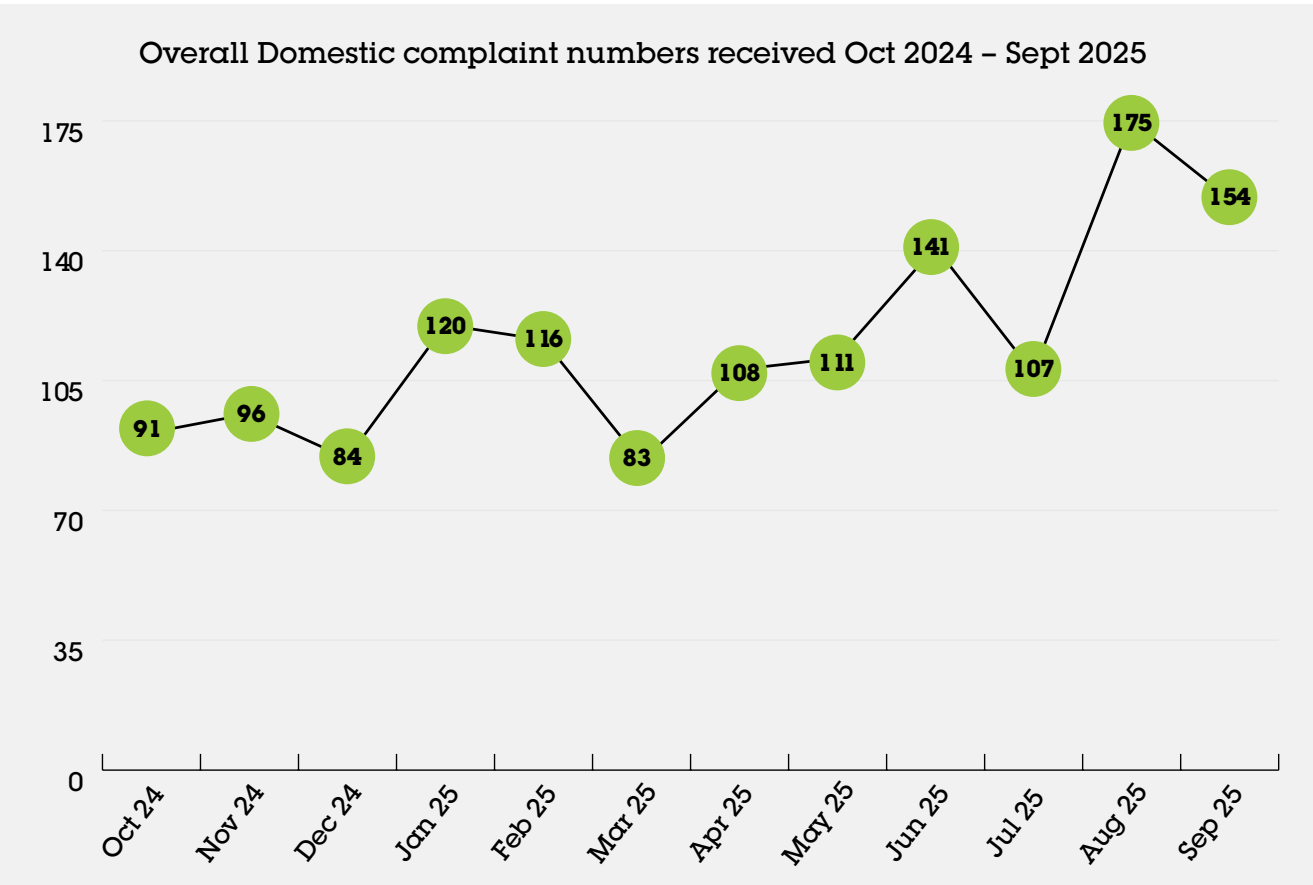
Every year we publish a Complaints Report, where we look at the number of complaints we received across the year (from October to September), why we received them, and what we can do to improve our performance.

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

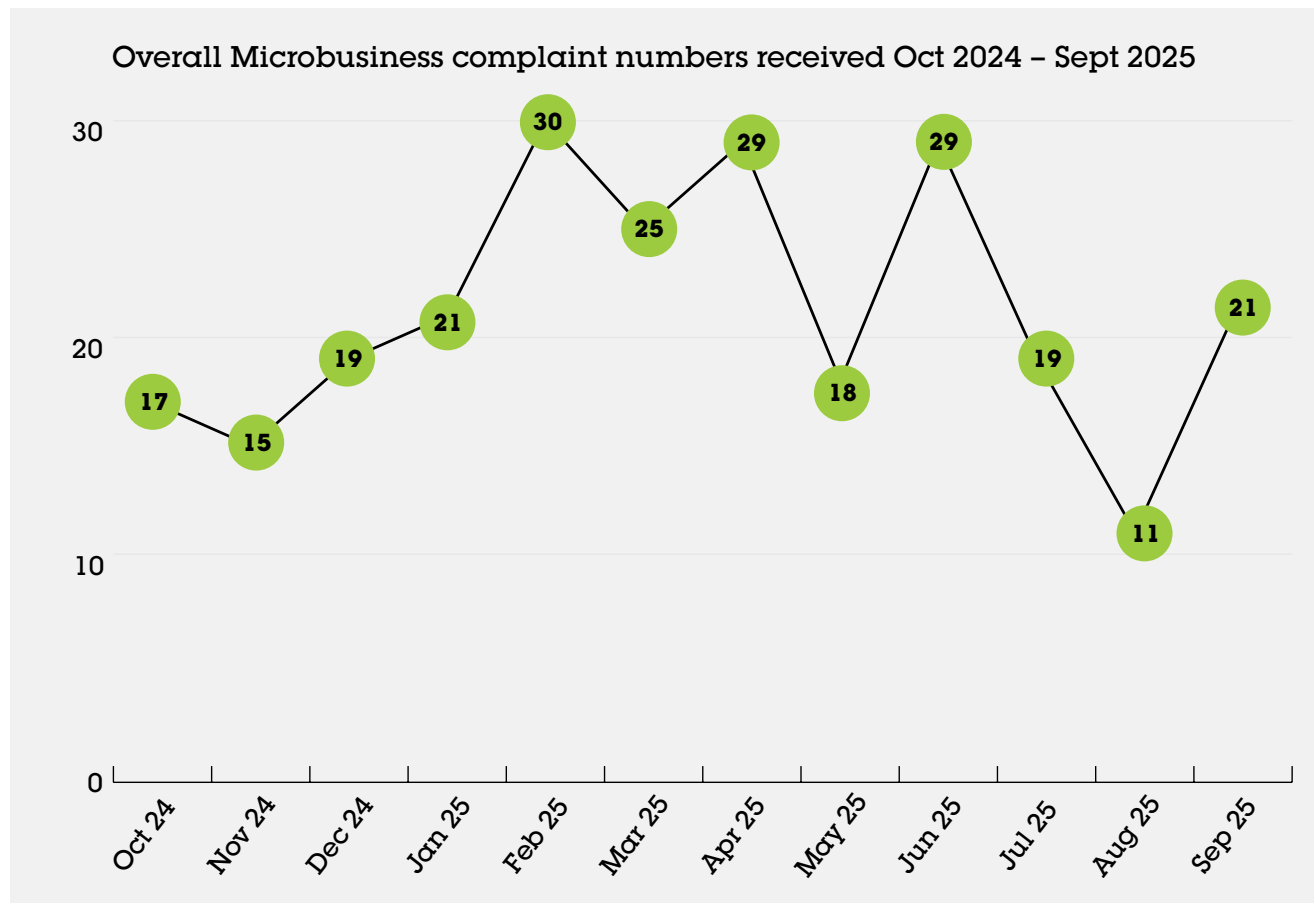
Between 1st October 2024 and 30th September 2025, we received 1376 complaints across residential accounts and 254 across microbusiness accounts.

Breakdown on complaints received in B2C



Complaint numbers rose sharply during Q3'25 following the introduction of our first fixed tariffs back in February 2025. The main driver was the interpretation of the principal terms and conditions of these fixed tariffs and the reluctance to sign up to Smart Meters. These terms and conditions have now been reviewed and improved, and the complaint numbers are dropping off.

Breakdown on complaints received in B2B Microbusiness



What we're doing

As part of our commitment to continuous improvement across the business, we regularly review our complaints process to ensure we're implementing smarter ways of working and there are no barriers for customers to access the relevant support where needed.

As a result, we made changes to our internal process by devolving parts of it across all domestic teams to enable more effective response times. We've supported this by delivering complaint handling workshops and training to all customer facing teams.

Following changes to our opening hours in Spring 2024, we've seen frequent customer contact on weekends and bank holidays which has not only allowed us to provide more comprehensive coverage where needed, it's given us the opportunity to get ahead of the inevitable increase in workloads on a Monday morning.

Regarding the Energy Ombudsman's proposal to reduce the 8-week referral time down to 4 weeks, we've engaged with the DESNZ consultation around this and are making improvements with our own complaints process to support in raising the accessibility of the roots of escalation into the Energy Ombudsman.

The above-mentioned internal process changes have also been carried out to improve complaint handling times to fall in line with the proposed 4 week referral time.

What we've already done

Continue to provide complaint handling support to teams across B2C to empower our people to provide quicker and more robust complaint resolutions.

Introduce regular town halls for all the customer service teams to share data about our complaints, why we received them and future predictions of likely reasons for complaint.

Continuing with additional training on managing complaint cases where vulnerability exists.

Attending the annual SLP at the Energy Ombudsman, sharing best practice from what we learned and communicating important across the business where relevant.