

## Service

The goal of the Service award for Energy is to recognise the providers that have consistently delivered the highest quality of service to their customers – those that have provided services and information to actively remove the pressures of making financial decisions.

Our judging criteria are based on the aspects of service which Energy customers told us matter most to them. Using the form below, please provide evidence of the following, including any points of differentiation/USPs:

### Criteria

Submission – please include evidence

Clearly communicates e.g. throughout the switching process, or when fixed tariffs come to an end and customers could be rolled onto a standard variable or default tariffs?

Clearly communicates if a better deal becomes available for customers on a default or standard variable tariff?

Demonstrate how the business responds to all customer complaints and questions quickly and efficiently?

Other services introduced to help make customers lives simple?

## Innovation

The goal of the Innovation award for Energy is to recognise the providers that have innovated to improve the lives of their customers - those that have provided technologies / tools to make using that product simpler, more intuitive and time efficient. This could include product innovation e.g. apps and online experience, tools and tech.

Our judging criteria are based on the aspects of innovation which Energy customers told us matter most to them. Using the form below, please provide evidence of the following, including any points of differentiation/USPs:

### Criteria

Submission – please include evidence

How to you offer a feature and/or service to inform customers when there is a better deal available for them?

Do you offer a smart meter as an incentive to be able to track energy usage and save on energy bills?

Other innovation introduced to help make customers lives simple? E.g. improving the onboarding process to increase the speed of switching tariff.