

Simpler bills, greater  
engagement, more  
switching . . .

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**KEEP IT SIMPLE**

**ENERGY BILLS MADE EASY**

# General Observations

- The UK is the only country in Europe with a smart meter rollout that is led by suppliers
- The UK is among the most competitive retail markets in Europe
- Yet there are still clear challenges with consumer engagement in the energy billing process, which *may* need to be overcome as we move towards more flexible, demand-side energy management
- Though some countries studied have less competitive energy markets, they also appear to have a different political philosophy on the commoditisation of energy in the first place

# Other UK utilities

## Variability of price:

- Mobile phones have competitive offers between companies and within them but offer **clearly** different levels of service
- Mobile phone billing is often the same price per month
- Petrol is competitive between different petrol stations and is priced differently according to different fuel, **rather than customer led tariffs**
- Water billing provides an estimation of cost and water usage ahead of time of billing
- Energy and gas are the only utilities with variable tariffs for the same type and quality of product (i.e. you can't have "better electricity" unless you're adding a premium for renewable sources)

## Time of billing:

- Water bills come twice per year
- Mobile phone bills are monthly
- Petrol billing is ad-hoc according to consumer needs

# YOUR MONTHLY STATEMENT

**DUE DATE: 30TH SEPTEMBER**

Bill holder name  
Address line 1  
Address line 2  
Postcode

**Total bill to pay this month  
(1st August – 31st August):**

**£110**  
£50 from gas, £60 from electricity  
£0 from last month's bill

**Total bill paid last month  
(1st July – 31st July):**

**£105**  
£45 from gas, £60 from electricity  
£0 from last month's bill

**Consumers with similar households in  
your area are spending:**

**£100**  
£45 from gas  
£55 from electricity

## IMPORTANT NUMBERS

**Customer service:**  
07XXX222333  
**Your account number:**  
4375 0243

## EMERGENCY NUMBERS

**Gas leak:** 07XXX222333  
**Power outage:** 07XXX222333  
**Fire:** 999

## ADVICE FOR SAVING ENERGY

**Visit:**  
[www.energysavingtrust.org](http://www.energysavingtrust.org)  
**Call:**  
07XXX222333

## CAN YOU GET A BETTER DEAL?

**Visit:**  
[www.compare\\_energy\\_prices.com](http://www.compare_energy_prices.com)  
**Or call your supplier on:**  
07XXX222333

## Rogers' Diffusion of Innovation Curve



Thank you for listening

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