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## Switching Industry Satisfaction Survey – Wave 1

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Report prepared for:

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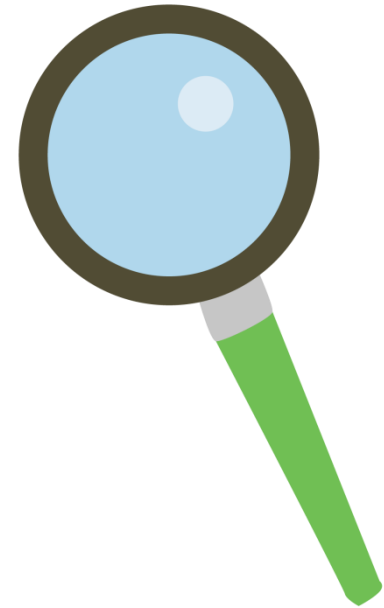
# 1. Research context, objectives and methodology

# Research context & objectives

## Background

DCC is a key delivery partner in an energy industry-wide transformation programme to centralise Energy Registration Systems and facilitate the introduction of reliable next-day switching arrangements for consumers.

The Ofgem-led Switching Programme will deliver a complete overhaul of industry codes, processes, practices and systems to deliver a better consumer experience, facilitate market competition and realise significant quality and efficiency benefits for energy suppliers and network operator.



Stakeholder engagement at the correct time and in the right manner is an important tool for the successful delivery of the Switching Programme

**Objectives for this industry research are therefore...**

**...to assess DCC's engagement, based on feedback from participants in the Switching Programme**



# Methodology

An online approach has been chosen for this research as email is the main mode of communication between DCC and those involved in the Switching Programme



- **Wave 1 fieldwork took place between 27<sup>th</sup> June and 7<sup>th</sup> July 2018**



- Survey invitations and subsequent reminder emails were sent out to 173 contacts provided by DCC and 35-40 further contacts received survey invitations from Ofgem (all invitees are individuals involved in the Switching Programme)



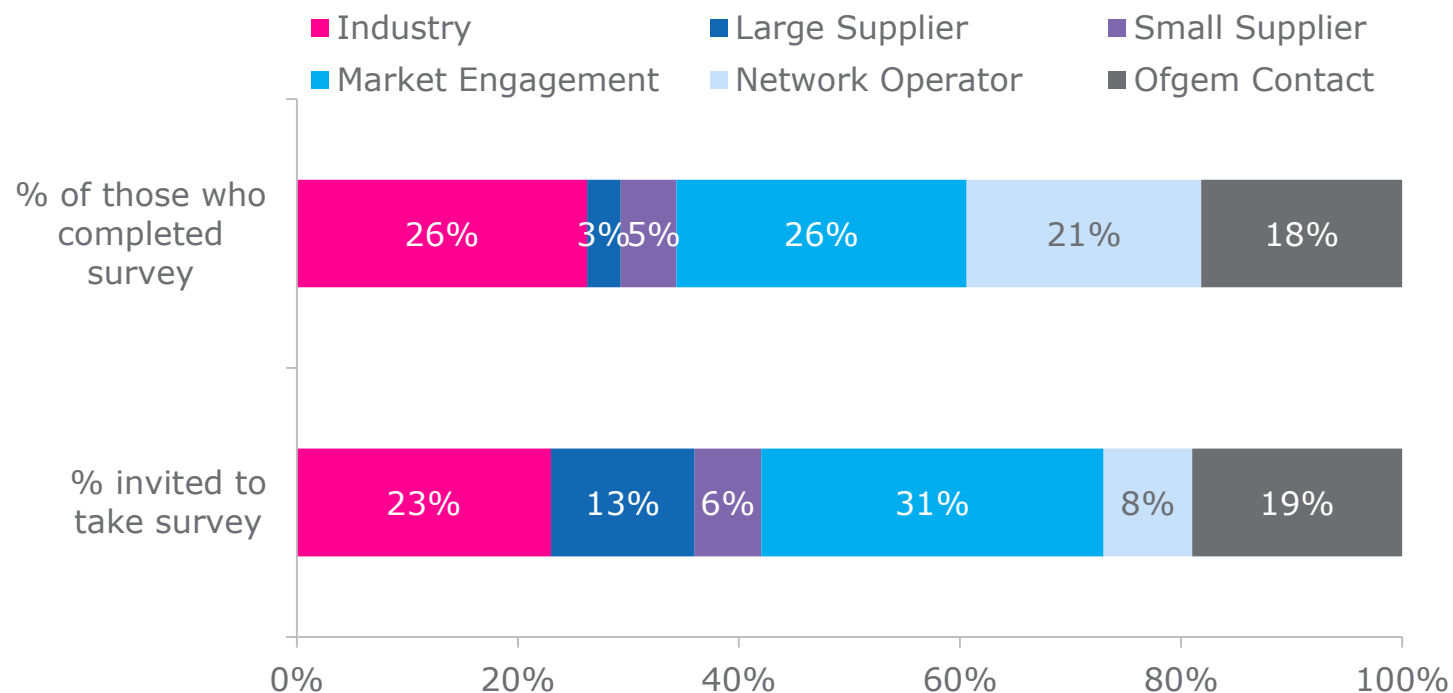
- A total of 38 completed surveys were achieved
- This represents a response rate of around 17%\*

**The research is due to be repeated in 6 months and 12 months' time in order to track significant shifts over time (waves 2 & 3)**



# Proportion of survey respondents by company type\*\*

A spread of company types were invited to participate in the Wave 1 survey, and responses were collected from representatives of each company type



\*Assumes Ofgem sent survey to 40 contacts

\*\* Company type as defined by DCC



# Reporting notes

## Robustness of base

Note that the base for this research is small and results should therefore be treated as *indicative* rather than robust.

Each slide throughout therefore has a 'Caution: low base size' label

Once data is collected for Waves 2 and 3, data that is statistically significant different from wave to wave will be flagged as such. Calculations for statistical significance take base sizes into account

## Identifying respondents

Only 9 of the 38 respondents agreed "**I am happy for my responses to be attributed to me**"; the remainder chose to remain anonymous.

Under Market Research Society rules, DJS cannot provide details of those who gave permission to be identified, if it may enable any other participant to be identified by default. We have therefore labelled any anonymous quote by the relevant "company type" (see previous page)



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## 2. Executive summary





# Executive summary

- This is the first wave of industry satisfaction research regarding DCC within the Switching Programme; therefore the figures collected here act as a “baseline”, the movement of which will be tracked over the following two waves
- Responses to an email survey were collected from 38 of approximately 210 industry contacts, compiled by DCC and Ofgem
- Feedback given in this wave indicates stakeholders are broadly positive about DCC’s industry interactions within the Switching Programme, with the majority agreeing with statements such as the content of forums / webinars “is relevant to me”, sessions are about the right frequency, and it is clear how to provide feedback to DCC
- Regarding communications from DCC about the Switching Programme, again feedback is generally positive, with the majority of respondents seeing these as transparent and clear before, and at, industry events
- DCC’s response to feedback garnered more neutral scores, and some more negative scores, indicating there is room for improvement in this area
- In terms of overall satisfaction with DCC’s openness and engagement with industry, views are mixed, with similar proportions stating satisfaction and dissatisfaction, or simply being neutral about this within the Switching Programme

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## 3. DCC events

Participation in and views on  
elements of the Switching  
Programme

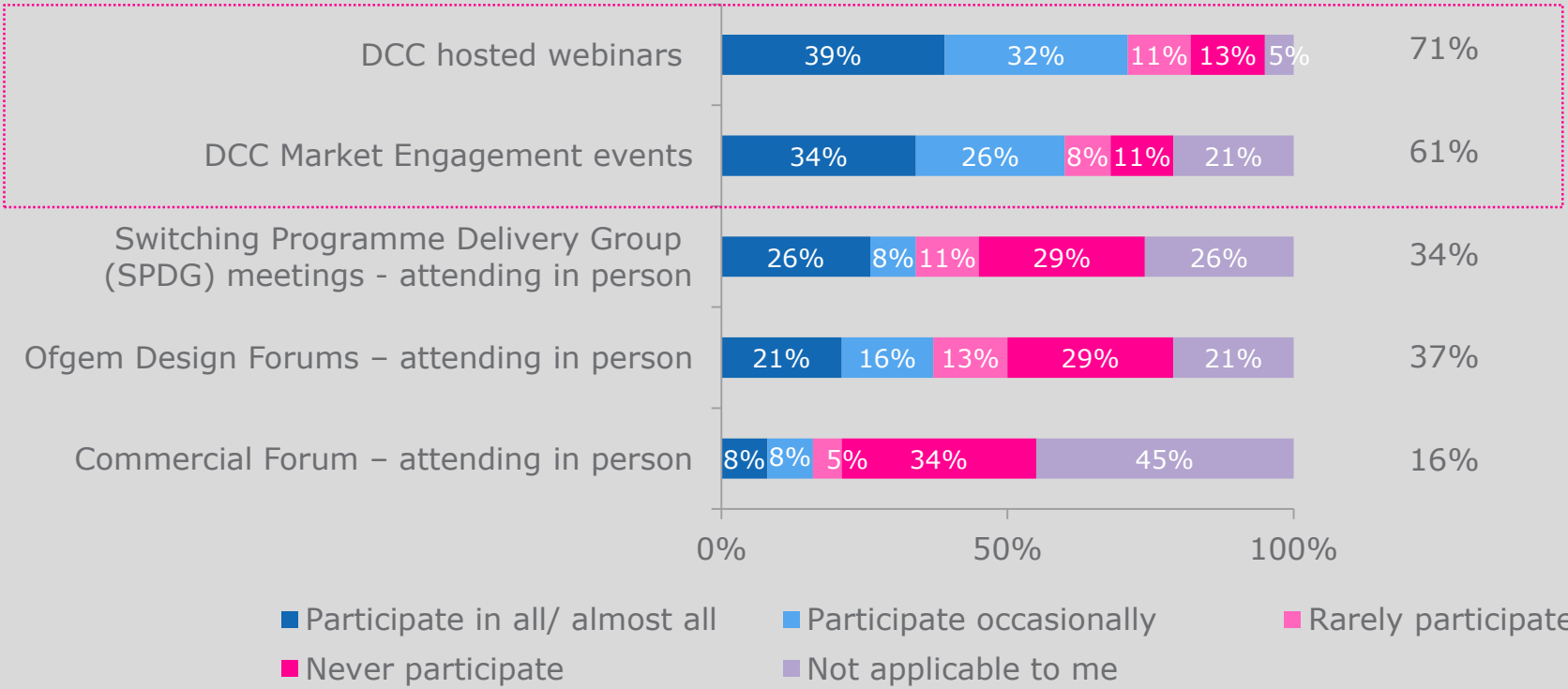




# Frequency of participating in events

The majority of those responding to the survey participate at least occasionally in DCC-hosted webinars and/ or Market Engagement events. Few had attended a Commercial Forum in person

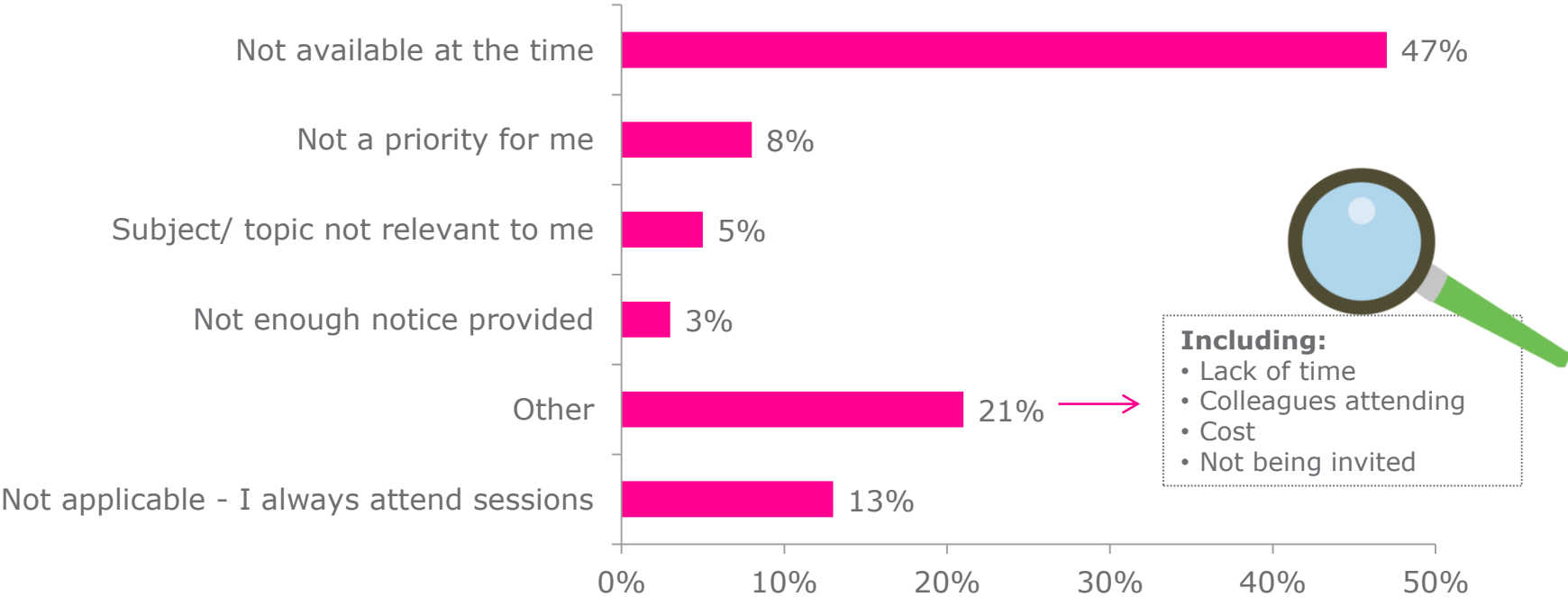
Participate in all/ occasionally





# Reasons for lack of participation

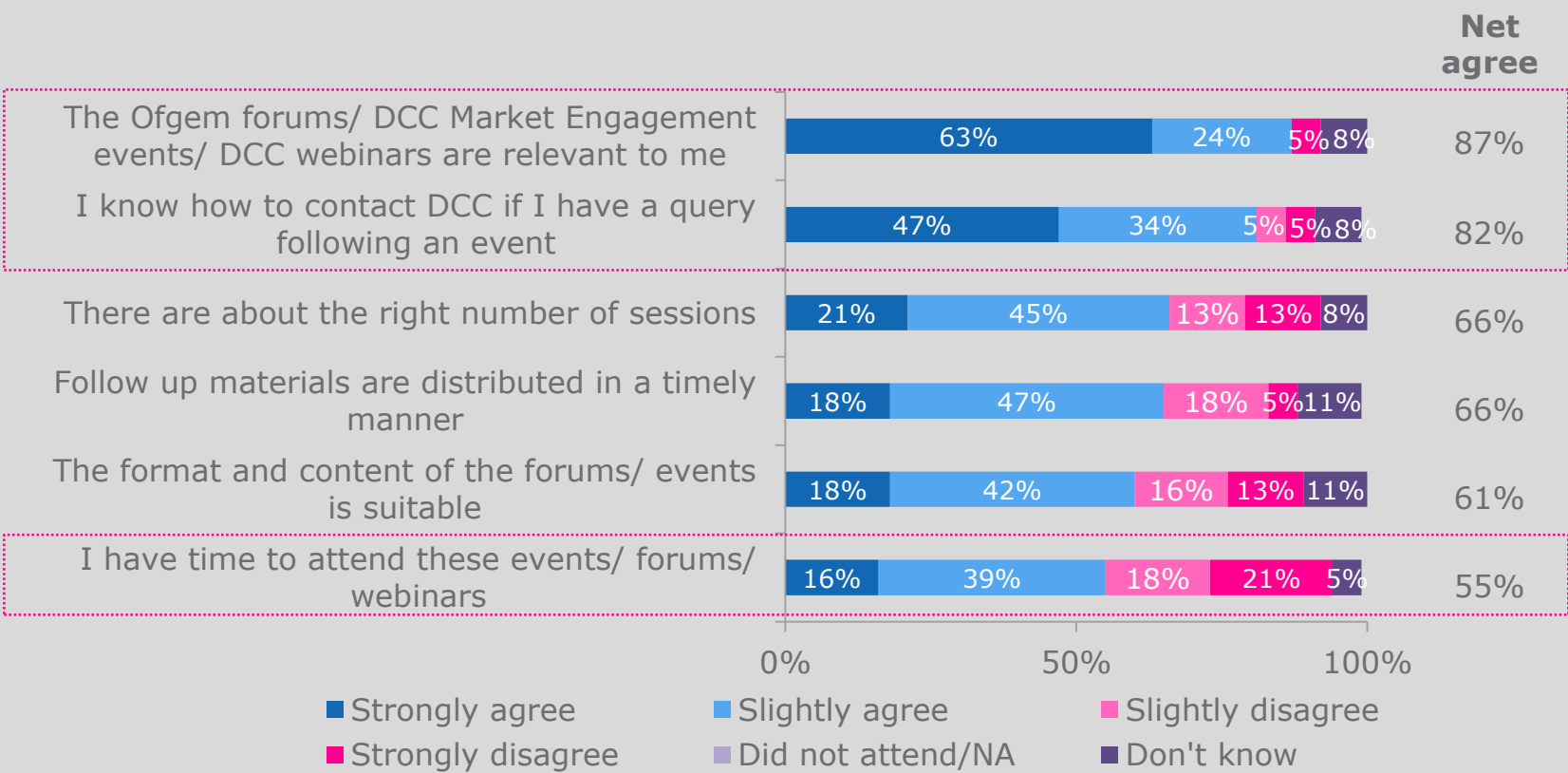
For nearly half of all respondents, lack of participation is due to being unavailable at the time of the event





# Views on events within the switching programme

There is a good level of agreement that Ofgem forums and DCC events are relevant. High proportions of respondents also agree that they know how to contact DCC with any queries. Some respondents do not feel that they have time to attend events / forums





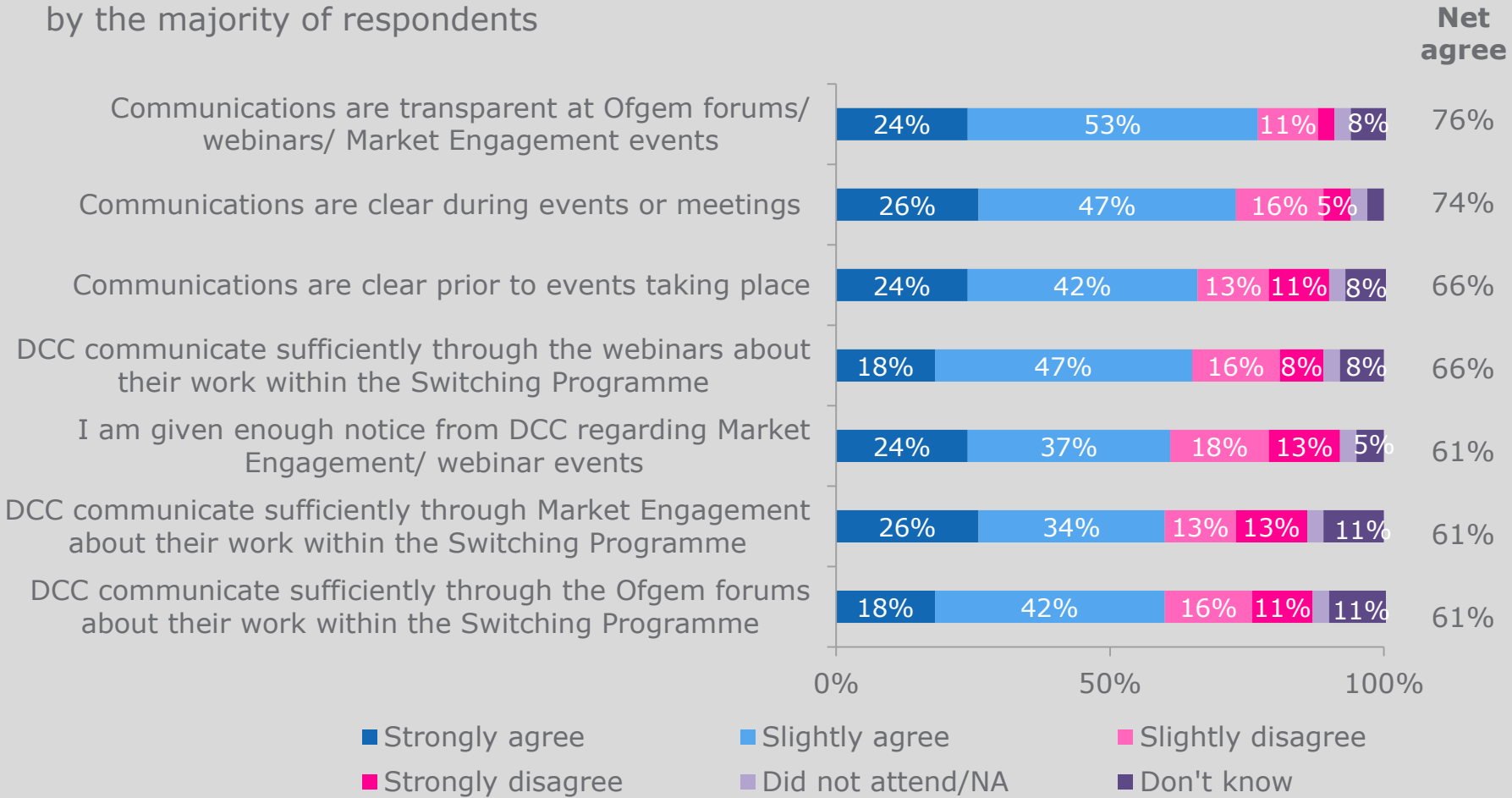
## 4. Communications

Views on communications from DCC and communications method preferences



# Views on communications from DCC regarding the Switching Programme

Communications are deemed to be transparent and clear, both prior to and at events, by the majority of respondents

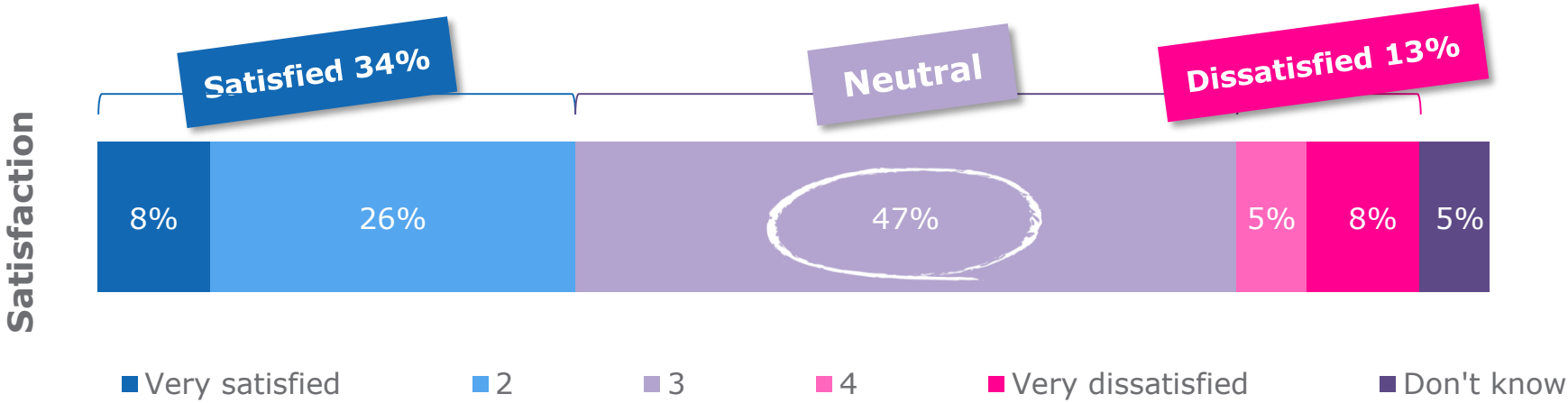


Note: Where % figures are 3% or below, data labels are not shown  
 Q04. Now thinking of overall communication from DCC regarding the Switching Programme through the relevant forum and/or events, to what extent do you agree with each of the following statements:... Base: all respondents (38)



# Overall satisfaction with communications

When asked about satisfaction with communications overall, nearly half remain neutral, giving a score of 3 out of 5. A third state that they are satisfied with the communications



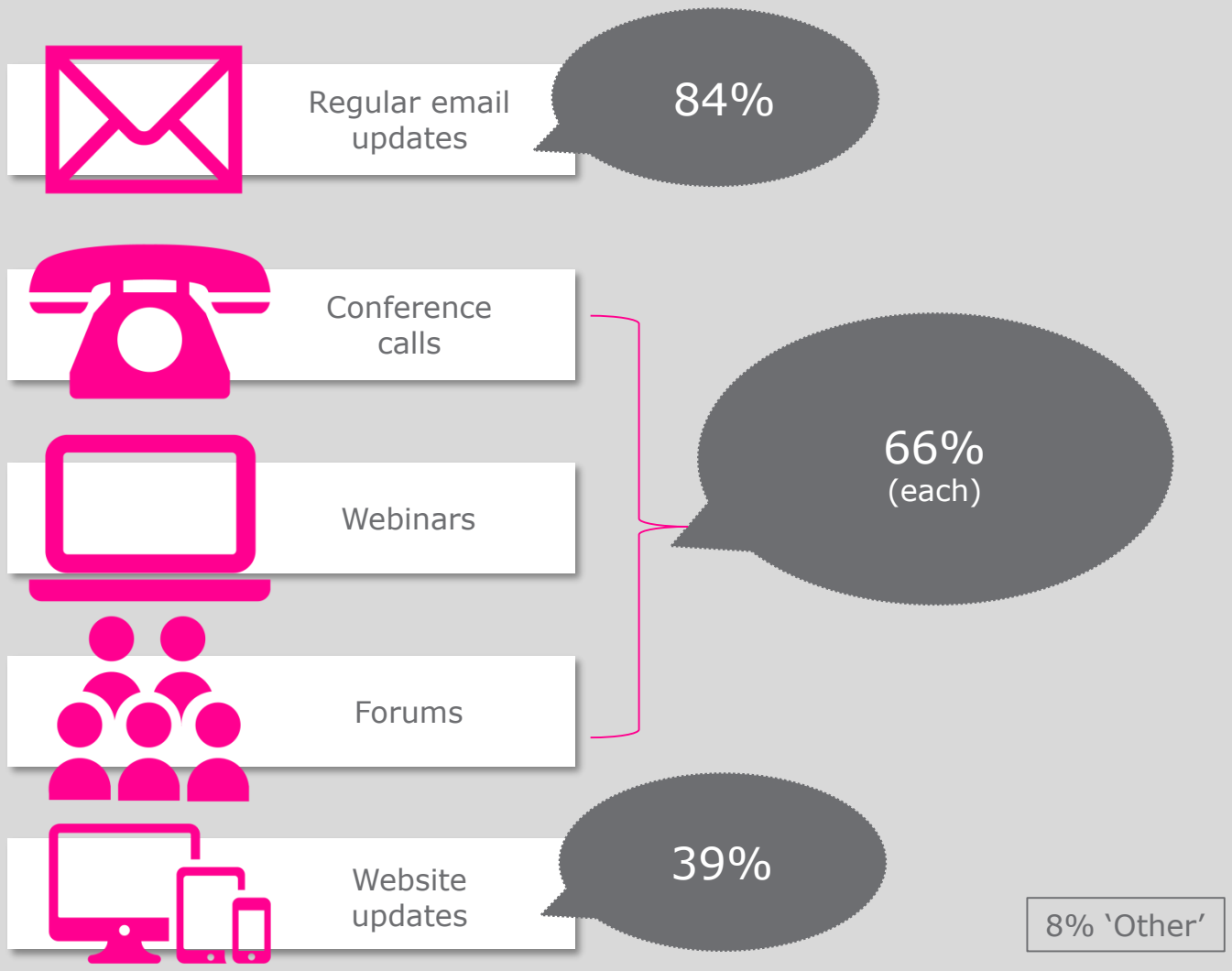
Q08. Finally, please rate your levels of satisfaction with DCC, specifically with reference to the Switching Programme events, webinars or meetings you have attended. So firstly for communications from DCC regarding the Switching Programme... Base: all respondents (38)





# Preferred method of communication

Email updates are preferred by over four fifths; updates via websites are least popular





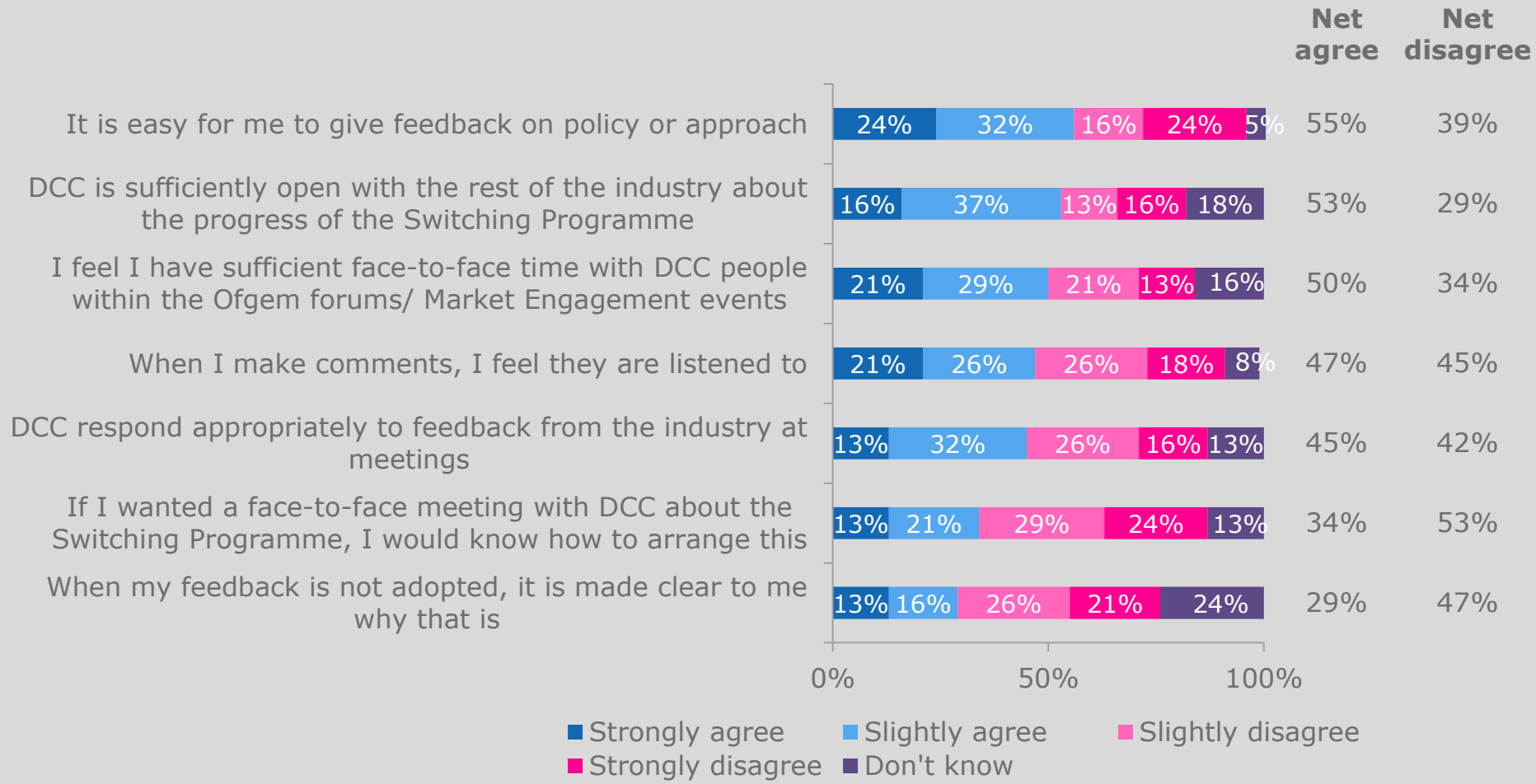
## 5. Views from the industry

How DCC respond to feedback, and openness to industry in general



# Feedback from the industry

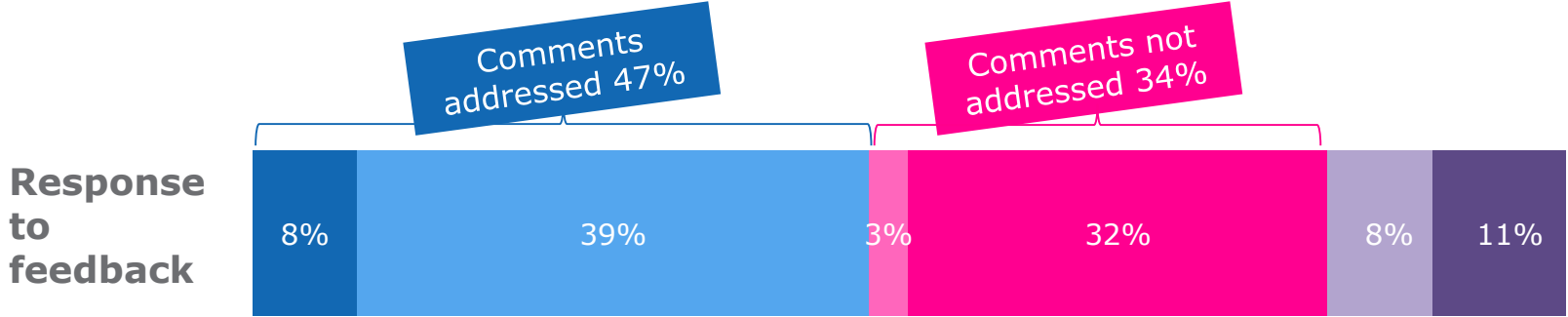
Just over half feel that it's easy to give feedback and that DCC is sufficiently open about the progress of the Switching Programme. There is less positivity regarding appropriate action taken as a result of feedback and, when relevant, openness about why action is not taken





# Response to feedback given

Just under half feel that their comments have been addressed to some extent; a third feel that their comments have not been addressed

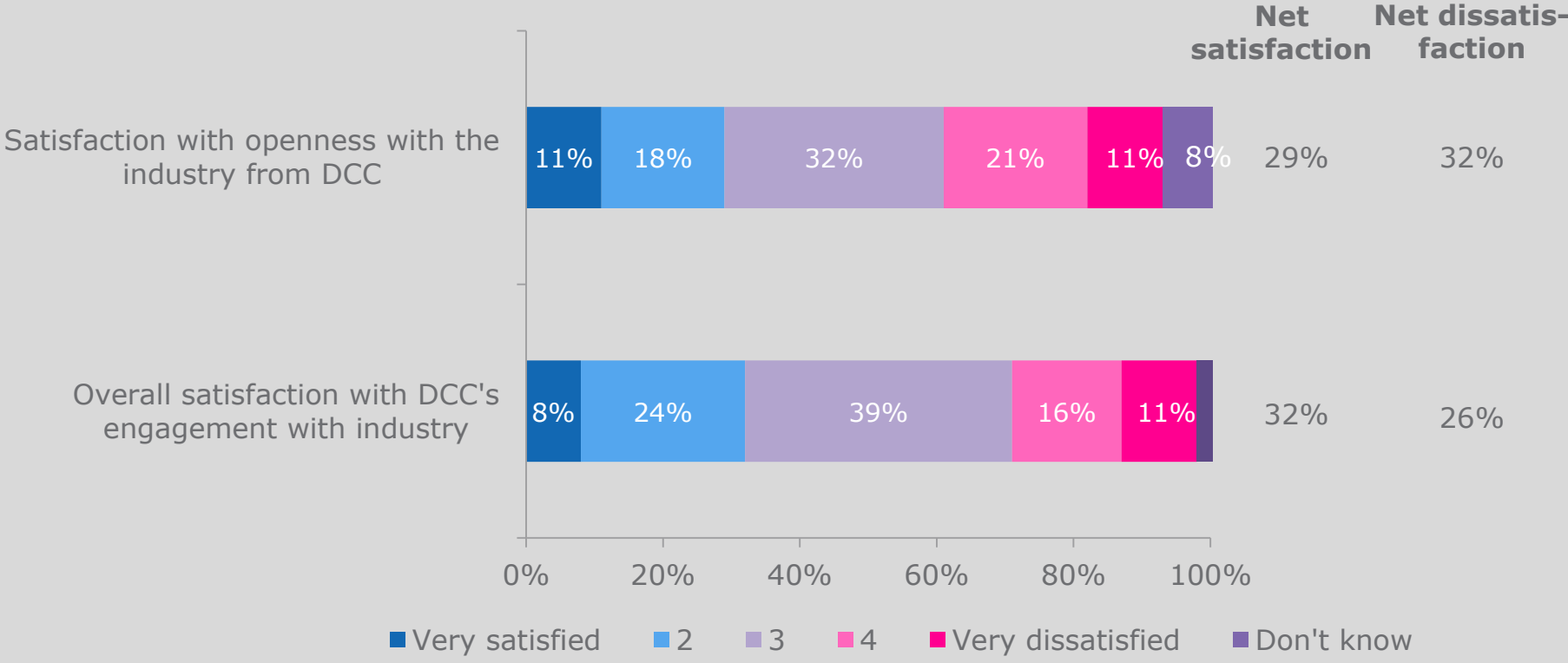


- My comments have been addressed fully
- My comments have been addressed to an extent
- My comments have not been addressed but it has been clearly explained as to why not
- My comments have not been addressed but without explanation as to why not
- Not applicable - have not raised any comments/ concerns
- Don't know

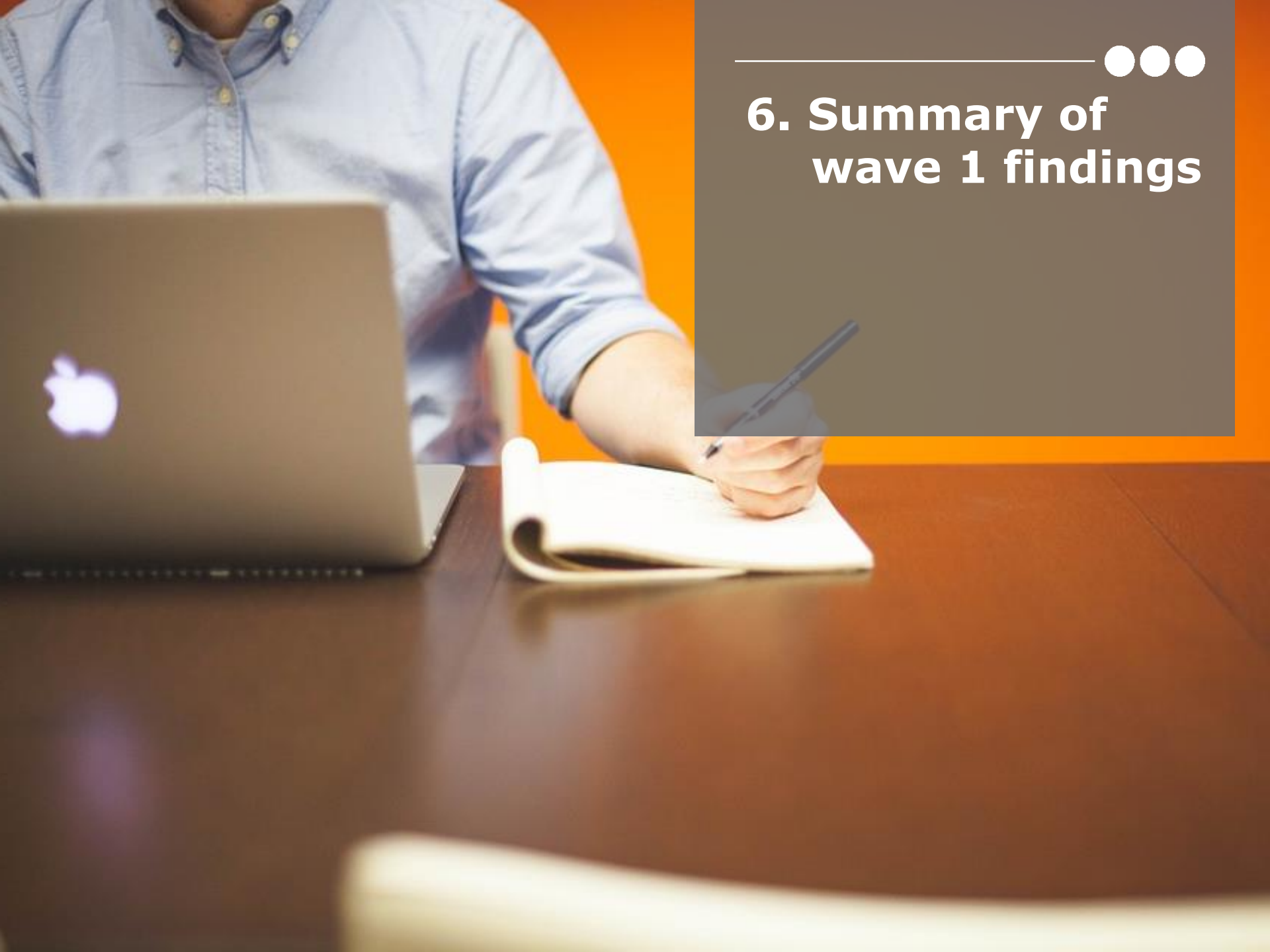


# Openness and engagement with the industry from DCC

In terms of DCC’s openness and engagement with industry, views are mixed, with similar proportions stating satisfaction and dissatisfaction, or simply being neutral about it



Q09 Now thinking of openness with the industry from DCC with regards to the Switching Programme, are you...: / Q10 And finally, could you give an overall satisfaction score to indicate your satisfaction with DCC’s general engagement with industry at this stage of the Switching Programme:... Base: all respondents (38)



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## 6. Summary of wave 1 findings



# Summary

- Feedback given in this wave indicates stakeholders are broadly positive about DCC's industry interactions within the Switching Programme, with the majority agreeing with statements such as:
  - The content of forums / webinars "is relevant to me"
  - Sessions are arranged at about the right frequency
  - It is clear how to provide feedback to DCC
- Regarding communications from DCC about the Switching Programme, again feedback is generally positive, with the majority of respondents giving positive ratings for:
  - Transparency of communications at forums, webinars, ME events
  - Clarity of communications prior to, and during, events or meetings
  - Sufficient communication within webinars about the Switching Programme
- DCC's response to feedback garnered more neutral scores, and some more negative scores, indicating there is room for improvement in this area, particularly through ensuring it is communicated to stakeholders why their feedback has not been adopted / actioned
- In terms of overall satisfaction with DCC's openness and engagement with industry within the Switching Programme, views are mixed, with similar proportions stating satisfaction and dissatisfaction, or simply being neutral about this

# If you have any questions or would like to hear more, contact...

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The logo for djs research, featuring the lowercase letters 'djs' in a dark grey font with a pink dot above the 'j', and the word 'research' in a pink font below it.