

# THE PRICE OF GETTING COMPLAINTS WRONG IN UTILITIES

Most customers will have little contact with their utilities provider, unless they are making a purchase, switching providers or experiencing an unexpected service issue.

In cases where the unexpected does happen, enquiries can quickly turn into complaints. And if that resulting complaint is handled poorly, the dissatisfied customer may switch away or vent their frustrations in a more damaging way.

HUNTSWOOD RESEARCH RECENTLY REVEALED THE EXTENT OF THE ISSUE:

## FORGET THE DOMINANCE OF “THE BIG 6”

NOW THERE ARE MORE THAN 70 ENERGY PROVIDERS OPERATING IN THE UK

Differentiating your firm through customer service excellence is increasingly important in today's competitive landscape

62%

of utilities customers say they are more likely to switch if they receive bad customer service

51%

of utilities customers say their experience with front-line customer service staff can be a deciding factor in whether or not to switch

44%

of the public believe that staff at their utilities providers don't understand enough to help resolve their issues

WHEN THIS IS COUPLED WITH THE FACT THAT 51%

of customers feel the most important factor in 'good customer service' is having their complaints resolved quickly

AND THAT 65%

of complaints take more than a week to resolve

73%

of customers are not fully satisfied with how their supplier handles a complaint

COMPLAINTS EXCELLENCE IS THE DIFFERENTIATOR THAT SEPARATES THRIVING BUSINESSES AND STRUGGLING COMPETITORS.

## HOW DO YOU COMPARE?

FOR MORE INFORMATION ON HOW TO ACHIEVE COMPLAINTS EXCELLENCE

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