



CONNECTING WITH
OUR CUSTOMERS
TO UNDERSTAND
AND MANAGE THEIR
ENERGY COSTS

**ENERGY IS
ESSENTIAL TO
EVERYDAY LIFE**

ERAA AFFORDABILITY KEY FINDINGS

RETAILER TRUST

EMBARRASSMENT

HARASSMENT

UNAWARE OF
ASSISTANCE
AVAILABLE

- Reluctance to advise of affordability issues
- Implied pressure from retailers
- Concern about affordability of payments
- Previous unpleasant dealings
- Cost of mobile phone calls
- Agreeing to unaffordable arrangements
- Don't want to open the envelopes with the bill
- Language barriers
- Low fixed incomes
- Unable to discuss face-to-face

**THE BIG PICTURE:
OUR ROADMAP
TO SUCCESS**



**LET'S CHECK IN
ON A POWER ON
SUCCESS STORY**