

Monday, 25 November 2019

## Powershop's high satisfaction rating means customers less likely to switch power provider

**New Roy Morgan customer satisfaction data shows Powershop as the winner of the Electricity Provider of the Month Award for October 2019, with a customer satisfaction rating of 80%. Its leading rating means Powershop's customers are less likely to switch to a competitor.**

The [Roy Morgan Electricity Provider Customer Satisfaction Report](#) shows Powershop's leading customer satisfaction rating of 80% was ahead of Momentum Energy (73%), Red Energy (73%), Lumo Energy (69%) and Alinta Energy (69%).

These customer satisfaction ratings have been drawn from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with over 1,000 Australians each week in their homes.

Roy Morgan CEO Michele Levine says Powershop's satisfaction rating is a strong result, given the ongoing political and media attention surrounding electricity providers.

*"Energy policy has been a hot-button issue within Australia for many years, and the cost of electricity has played a major role in the broader national conversation. Power prices have become a uniquely Australian political issue, and we can expect that to continue for some time.*

*"In order to achieve high levels of customer satisfaction, electricity providers are required to deliver exceptional services, as well as overcome the negative perceptions which often surround the industry,"* Ms. Levine said.

Grouping electricity customers into 'satisfied' and 'dissatisfied' shows clear differences in the likelihood of them switching providers. A much larger proportion of dissatisfied customers (24%) said they were likely to switch providers compared with satisfied customers (7.5%), while more of the satisfied customers (73%) said they were unlikely to switch than dissatisfied customers (58.3%).

*"The Australian government has recently introduced new regulations to the energy industry in an effort to make it easier for consumers to compare the power prices of different providers, and therefore seek out the best deals. Our data confirms that while there'll always be a proportion of consumers more proactive about seeking better deals for themselves, the satisfaction levels of consumers do play a role in their decision to switch providers. By having dissatisfied customers, electricity providers expose themselves to the risk of losing customers to competitors,"* Ms. Levine said.

### Roy Morgan Customer Satisfaction Awards

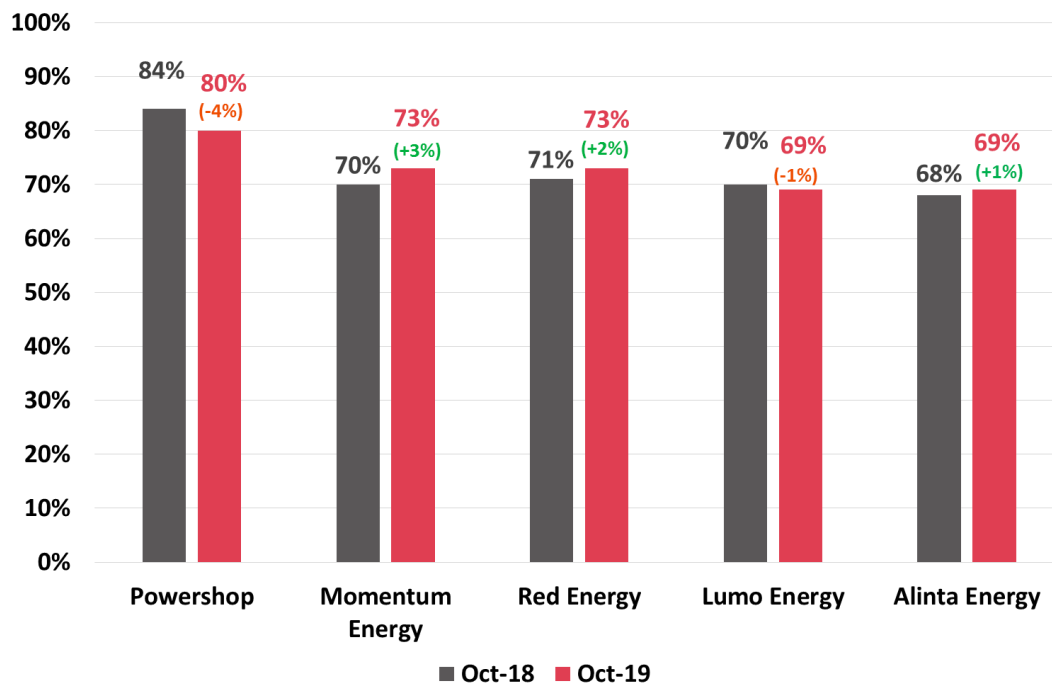
While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including customer satisfaction, engagement, loyalty, advocacy and NPS® (Net Promoter Score) across a wide range of industries and brands. This data can be analysed by month for your brand, and importantly, your competitive set.

Check out the new Roy Morgan Customer Satisfaction Dashboard at <https://www.customersatisfactionawards.com>.

Detailed data and analysis are included in the [Roy Morgan Electricity Providers Customer Satisfaction Report](#).

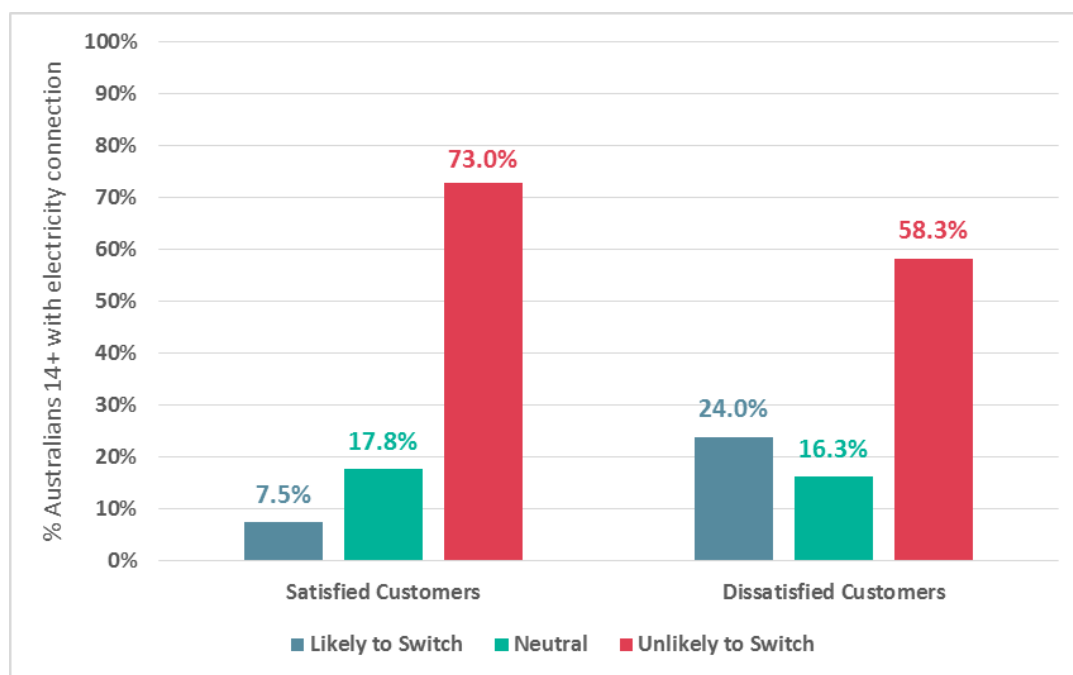
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### Leading electricity provider customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia, November 2017 – October 2018, n = 14,868. November 2018 – October 2019, n = 13,478. **Base:** Australians 14+ who are connected to electricity.

### Likelihood of switching electricity providers based on satisfaction levels



**Source:** Roy Morgan Single Source Australia, November 2018 – October 2019, n= 13,478. **Base:** Australians 14+ who are connected to electricity.

**For further comment or more information about Roy Morgan’s utility data including for electricity and gas consumer data please contact:**

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## About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2