



Monday, 2 December 2019

Simply Energy keeps foot on the gas with fifth straight monthly satisfaction award

The latest Roy Morgan customer satisfaction data shows Simply Energy as the winner of October's Gas Provider of the Month Award, achieving a customer satisfaction rating of 73%. Simply Energy has now claimed a total of six monthly awards in 2019, with Lumo Energy – which has now slipped out of the top five - winning four.

The [Roy Morgan Gas Providers Customer Satisfaction Report](#) reveals that Simply Energy's customer satisfaction rating of 73% was ahead of Elgas (71%), Red Energy (70%), Energy Australia (70%) and Kleenheat Gas (67%).

These customer satisfaction ratings are drawn from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with around 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that although Simply Energy has positioned itself as the leading provider in terms of customer satisfaction, it has a lot of room to improve its ratings and extend its lead.

"Although Lumo Energy started 2019 as the customer satisfaction leader, it was overcome around mid-year by Simply Energy, which has now won the past five monthly awards. In contrast, Lumo Energy has since dropped out of the top five, demonstrating the fluid nature of customer satisfaction, and how quickly it can evaporate.

"While every industry contends with its own specific challenges, and the gas sector is no exception, I think retailers would have far higher expectations than their current satisfaction ratings, which are struggling to get above 70%," Ms. Levine said.

New Roy Morgan data which looks at the likelihood of gas customers to switch providers confirms that a far greater proportion of dissatisfied customers (28.4%) say they are likely to switch providers than satisfied customers do (7.9%), while a greater proportion of satisfied customers (72.1%) are unlikely to switch, compared with dissatisfied customers (50.1%).

"Customer satisfaction is not simply an arbitrary measure of how customers feel towards a business or brand. It has very real implications. In the case of the energy industry, where customers are frequently encouraged to look around for the best deal, lower customer satisfaction levels are likely going to mean fewer customers," Ms. Levine said.

Roy Morgan Customer Satisfaction Awards

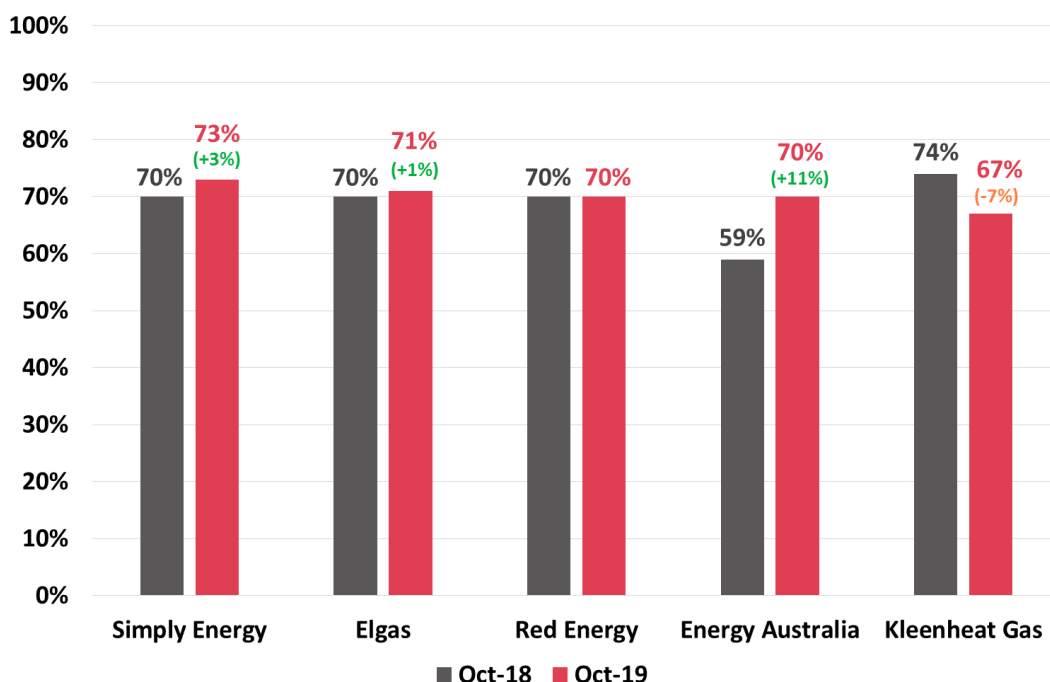
While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including customer satisfaction, engagement, loyalty, advocacy and NPS® (Net Promoter Score) across a wide range of industries and brands. 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 Gas Providers Customer Satisfaction Report](#).

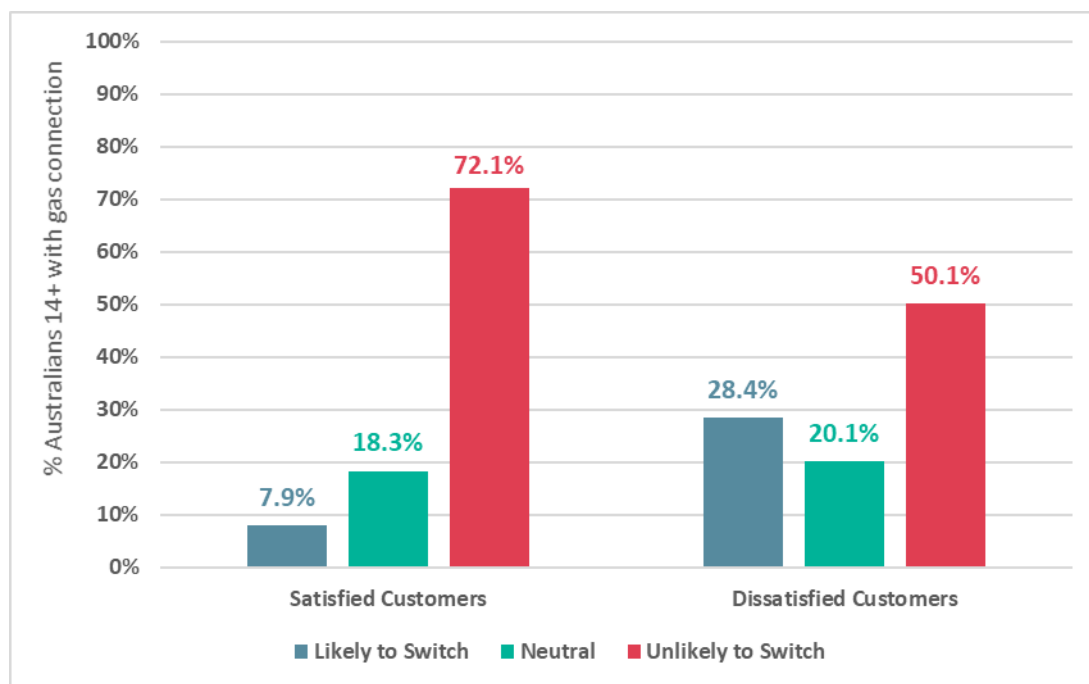
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Leading gas provider customer satisfaction ratings



Source: Roy Morgan Single Source Australia, November 2017 – October 2018, n = 10,004. November 2018 – October 2019, n= 9,093. **Base:** Australians 14+ who are connected to gas.

Likelihood of switching gas providers based on satisfaction levels



Source: Roy Morgan Single Source Australia, November 2018 – October 2019, n= 9,093. **Base:** Australians 14+ who are connected to gas.

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

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

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