



AUSTRALIAN
ENERGY
COUNCIL

AEC CUSTOMER SUPPORT PROJECT

ENGAGING WITH THE CONSUMER
ROUNDTABLE: 14 JULY 2020

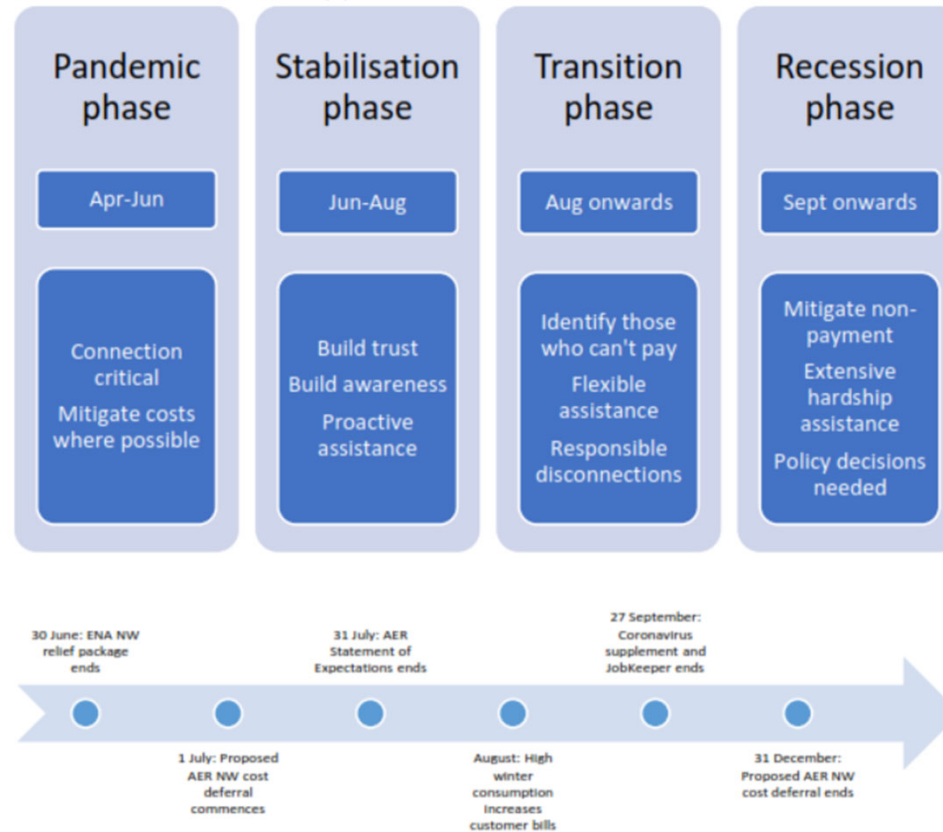
BEN BARNES
GM RETAIL POLICY

Background

- In early May, AEC members obtained authorisation from ACCC to enable discussions between retailers about the need for consistent support for customers impacted by COVID19
- Discussions started from customer lens – seeking to understand support currently available, and any barriers facing retailers in providing effective support
- Support was considered against three key objectives:
 - Maintain connection
 - Minimise debt accumulation
 - Ensure retailers are able to remain viable

High level approach

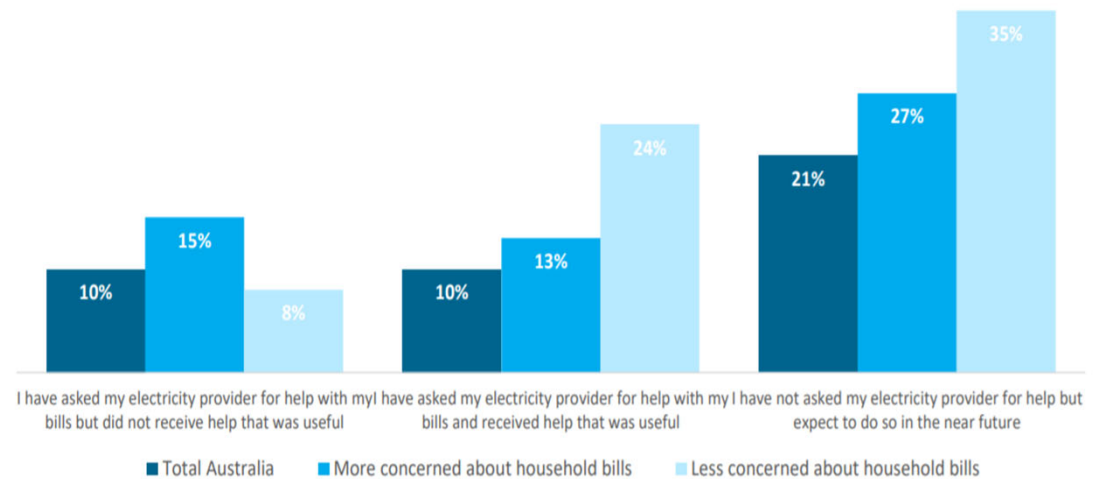
Part D: How should support be delivered, and when?



Next steps

- Consumer education critical
- Engage with advocates and experts to identify opportunities for focused support
- Develop tools to encourage engagement – 27% yet to seek out assistance they need

Expectation for electricity bill assistance (%)



Questions for discussion

- Based on your experiences in recent months, where do you see barriers between retailers and their customers?
- Is there a particular segment that would benefit from additional education about the support that's available?
- What would be beneficial in the short term to increase engagement from those who are yet to seek the help they need?
- Opportunities for collaboration?