

6 March 2025

Benn Barr
Chief Executive Officer
Australian Energy Market Commission
Level 15, 60 Castlereagh Street
Sydney NSW 2000

Dear Mr Barr,

Improving the ability to switch to a better offer Rule change – Consultation Paper

Origin Energy (Origin) appreciates the opportunity to provide comment on the Australian Energy Market Commission's (AEMC) Improving the ability to switch to a better offer, Rule change consultation paper.

We agree that customers should have the ability to switch to better offers with their existing retailers in an efficient and effective manner. Processes should be streamlined with minimal effort from the customer to switch to the better offer.

We support an approach where retailers develop their own effective mechanisms for customers to switch to the best offer. Retailers are best placed to understand how customers respond to messaging and the systems and processes that will deliver the most cost-effective solutions.

Furthermore, allowing retailers to determine the processes provides the necessary flexibility to tailor options in response to evolving product, service and ongoing needs of customers.

Origin already offers a variety of means to sign up for a better offer with the business. These include:

1. **My Account sign up** – customers can log into their online account and press 'view plan' and then 'change plan' button. The button takes the customer directly to offers that are relevant to their supply address.
2. **Website Sign-Up** - customers can compare plans and sign up directly through our website. Customers need to provide details such as their name, address and contact.
3. **Over the Phone**- Customers can call Origin's sales team to discuss plans and sign up. This is useful for those customers who would like to ask questions about rates, discounts, or specific contract terms.
4. **Hyperlink in energy bills** – if a customer receives their bill electronically, and the customer receives a positive better offer message (ie they could save by switching plans), they are able to click through to view offers on comparison websites.
5. **Through Energy Comparison Websites** - websites like Energy Made Easy allow customers to compare plans from multiple retailers and switch online. This includes switching to another product with the same retailer.
6. **Chat experience** – we are currently rolling out a 'chat experience' to support customers considering plans online. We can provide assistance and guidance to consumers through real time chats with a customer.

Origin has developed system and processes to make these options efficient and effortless as possible for customers. It is to the retailers benefit that customers can easily navigate sign up processes to ensure the customer has a positive customer experience. Negative customer experiences will drive the customer away from the incumbent retailer.

Origin supports its most vulnerable customers through our hardship program. Customers enrolled in this program are offered on our lowest-priced plan. This ensures they receive the best possible rate without the need to search for offers.

If you have any questions regarding this submission, please contact Caroline Brumby in the first instance on (07) 3867 0863 or caroline.brumby@originenergy.com.au.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sean Greenup', written over a light grey rectangular background.

Sean Greenup
Group Manager Regulatory Policy