

9 March 2021

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Electricity Authority
By email: mdvc.guidelines@ea.govt.nz

Consultation paper – consumer care guidelines

Nova Energy believes the Consumer care guidelines (guidelines) have an important role in ensuring that all electricity retailers are aware of the importance of applying high standards of customer care across all sectors of society. Electricity is an important energy source and retailers must engage with customers on a fair and equitable basis.

Given the guidelines focus heavily on process rather than outcomes, Nova supports the guidelines being voluntary, and the Authority monitoring outcomes. The guidelines, in their current form, stand to add significantly greater costs for retailers; without necessarily improving outcomes.

The Authority's focus should be on incentivising retailers to adopt innovative solutions to engaging with customers. Whether the development of a scorecard will help achieve this will depend on what is to be measured. Nova encourages a strong emphasis on results rather than a strict compliance with the processes outlined in the guidelines.

Nova supports the submission prepared by the Electricity Retailers Association (ERANZ). It addresses the aspects of the guidelines that are expected to create significant additional costs for electricity retailers.

Please contact me directly should you seek further discussion on the details of this submission.

Yours sincerely



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