MEDIA RELEASE
For immediate release 14 August 2017

Hard work pays off as Contact Energy wins hearts and minds

Relentless focus on customer experience is giving Contact Energy an edge as more customers chose to remain with, or join, the company.

In a hugely competitive industry, retaining current and winning new customers is hard fought. But Contact is succeeding:

- customer numbers for the year across electricity, natural gas and LPG rose for the second successive year, from 562,500 to 567,000, in an extremely competitive market
- more customers are advocating for Contact, with our Net Promoter Score now at +14, up a staggering 17 points and continuing a two-year upward trend from -3 in 2016, and -8 in 2015
- more customers are choosing to stay with Contact, as we again recorded a level of customer switching below that of the overall market
- customer complaint levels continue to fall – with Contact now accounting for just 14% of the market's deadlocked complaints, well below our market share.

Chief Customer Officer, Vena Crawley said: "This success has been achieved off the back of a refreshed range of product and services, a new digital experience, through the hard work of our team who assist customers, and by using the feedback that customers give us every day to guide our improvement efforts."

Of special note is the success of the AA Smartfuel rewards programme.

"The introduction of AA Smartfuel rewards for our customers in April has been a great success story," said Crawley. "Over 50,000 of our customers have signed up, benefiting from a total of over half-a-million dollars' worth of savings in the four months since launch, putting money back into their pockets."

"Feedback on the rewards has been overwhelmingly positive and our customers are able to choose energy plans that offer between 10 cents and 50 cents per litre off a fuel purchase of up to 50 litres every month, regardless of the level of monthly energy spend."

For media enquiries:
Catherine Thompson, General Manager External Relations and General Counsel 027 439 9676