

# Annual Complaints Report

## OVO

### Complaint handling

Between 1 October 2024 and 30 September 2025:

72% of complaints were resolved by the end of the next working day.

93% of complaints were resolved within eight weeks.

7% took a while longer to resolve, to make sure we got things right.

The top three reasons for complaints in this period were:

1. Customer service
2. Payment issues
3. Billing & meter reading issues – smart meter related

### How we're improving

There's always room to do more. That's why we regularly review the feedback we get from customers about how we're doing and where we can do better. Here are some of the areas we've recently heard could be improved, and what we're doing about it.

#### 1. Customer service

Our Customer Service Team is the foundation of our relationship with customers. We want to make every interaction as smooth as possible. Our advisors are there to support our customers when they need it most. When something goes wrong, we must put every effort into avoiding this happening in future.

#### Reasons for complaints

Customer service complaints can happen for a variety of issues, ranging from wait times to the speed and efficiency that our teams solve problems. We know that there will always be situations that are not going well. Our promise is not that we will be perfect, but that when things go wrong, we focus on the customer experience while we work to resolve the matter.

#### What we're doing to make things better

During this reporting period, we made several changes to make it easier to get help. We

introduced new digital assistance options. This included tools that let customers look up information easily, to give people better access to all relevant support. We also improved the information on the OVO Forum.

In 2025, we continued our investment in training our teams to better handle the diverse issues customers get in touch about. We worked to make sure customers are directed to the correct advisor the first time. We also reduced the number of telephone numbers we have as a business, to make things simpler for customers. We continued listening to customers by sending out surveys to get feedback, which helps us improve our service.

All customer feedback is so valuable to us. It means we can keep improving and deliver better, smoother experiences for everyone we serve.

## 2. Payment issues

We want to manage payments with clarity, empathy, and dedicated support, as this is such an important area to get right for customers. We're working to make sure that, when our customers face an issue, we can help resolve it quickly and transparently.

### Reasons for complaints

We've seen payment related complaints from our Pay As You Go customers who were trying to top up their meters. We've also seen payment-related complaints related to the choice of different payment methods and our Direct Debit policy.

### What we're doing to make things better

In 2025, we continued to improve our payment processes, so that customer payments and refunds are handled smoothly and efficiently, and are less likely to cause any problems. For example, we improved the Direct Debit review for new OVO customers, to make sure the setup process is seamless and tailored to their needs. We've also improved our communications for customers requesting additional support and processes that support refunds and Pay As You Go top ups.

91% of Brits are worried about their bills this winter and financial pressures about uncertainty around bills is top of mind. As part of our wider work on improving energy bills for all UK customers, OVO continued to call on the Government to introduce a social tariff. This would offer discounted energy bills to those who need it most, which could lift millions out of fuel poverty.

Since 2022, OVO has provided £190m worth of support to help our customers directly. In 2025, we continued this work by launching our latest Extra Support Package, totalling £56m. The package is available all year round, with extra support over winter to give eligible customers more financial support and free energy efficiency products.

### 3. Billing & Meter reading issues – smart meter related

Smart meters send automatic readings, meaning more accurate bills. We recommend that all our customers have smart meters installed, if they're able to.

#### Reasons for complaints

At the moment, older connectivity networks (2G and 3G) are being retired in the UK. This has meant the first-generation smart meters that rely on these networks can lose their connection. It's an industry-wide issue and impacts all energy suppliers. This is especially problematic for Pay As You Go customers, who may not be able to top up their meter. For customers who pay monthly, loss of connection can stop smart meters sending readings properly.

#### What we're doing to make things better

For customers with a first-generation (SMETS1) smart meter, we are getting in touch to offer a 4G Smart Meter Communications Hub, so that their smart meter keeps working. By giving the smart meter a better and more robust connection, we are aiming to address the root cause of industry-wide connectivity-related issues before they turn into complaints.

We've also made the information about meter readings, energy use, and costs easier to understand, on customers' bills and in our app.

#### We want to hear from you

Your opinion is so valuable to us, whether your experience has been good or bad. Listening to your feedback is the most important thing we can do, if we want to keep improving. Get in touch by emailing [hello@ovoenergy.com](mailto:hello@ovoenergy.com).

#### Further information on complaints

Full details of the complaints procedure can be found on our website [here](#). If you'd like a hard copy, please call us on 0330 303 5063. OVO's complaints procedure is governed by The Gas and Electricity Consumer Complaints Handling Standards Regulations 2008, a copy of which can be found [here](#).