

# GRI: PRODUCT RESPONSIBILITY

## PRODUCT AND SERVICE LABELING

**G4- PR5** Results of surveys measuring customer satisfaction.

### Overview

Customer satisfaction has increased in FY 2014 to 70 per cent from 65 per cent in FY 2013.

### Related Material Aspect

[Customer Care](#)

### Related topics

[Customers](#)

### Detailed response

Customer Satisfaction is a direct measure of satisfaction levels of customers who make phone contact with us. We gather the results by contacting a selection of customers who have had a recent experience with our call centre (approximately 500 successful responses per week) and ask them to rate both their overall satisfaction with Origin, as well as their call centre experience on a scale of zero to 10. We aim for a score of eight and above for 65 per cent or more of those surveyed. Ratings given that are eight to 10 (inclusive) out of 10 are classified as customers being satisfied with their call centre experience.

Customer satisfaction has increased in FY 2014 to 70 per cent from 65 per cent in FY 2013. We also capture the reason behind each customer's rating, and use this information to enhance customer service delivery.

## MARKETING COMMUNICATIONS

**G4- PR7** Total number of incidents for non-compliance with regulation and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes.

### Overview

There were a small number of incidents relevant to this indicator, and one matter outstanding as at year end.

### Related Material Aspect

[Customer Care](#)

### Related topics

[Customers](#)

### Detailed response

Origin is required to report to the Australian Energy Regulator and the Essential Services Commission, Victoria on breaches of retail authorisation / licence conditions and regulations. These regulations include marketing requirements.

There were a small number of incidents relevant to this indicator, and one matter outstanding as at the end of financial year.

In one instance, we determined that a third party telemarketer acting on our behalf did not fully or accurately disclose all the details of the energy product. This customer returned to their previous retailer.

In five instances, a third party telemarketer acting on our behalf did not obtain customers' explicit informed consent. These customers returned to their previous retailers.

In September 2013, we withdrew from residential door-to-door sales and also ceased the practice of 'cold calling'.

In September 2013, the ACCC filed proceedings against Origin and one of its third-party service providers Salmat subsidiary Sales Force Australia Pty Ltd, in relation to our door-to-door sales practices. It is alleged that the members of that company's sales force, on a number of occasions, while representing Origin, made false and misleading statements, breached provisions of the Australian Consumer Law, and alleged that there were several instances of unconscionable conduct and 'undue harassment and/or coercion'. Origin takes these allegations seriously and the proceedings are ongoing.

## ACCESS

**G4-DMA** Programs, including those in partnership with government, to improve or maintain access to electricity and customer support services. (Former EU23)

### Overview

By law, we're required to design, implement and maintain a customer hardship program. Approved by the [Australian Energy Regulator](#), and the Essential Services Commission, Victoria, our program is called *Power On* and identifies and responds to customers experiencing financial difficulty. *Power On* offers payment flexibility, financial counseling, energy efficiency awareness and support and general guidance to all participants.

### Related Material Aspect

[Addressing Energy Affordability](#)

### Related topics

[Customers](#)

## PROVISION OF INFORMATION

**G4- DMA** Practices to address language, cultural, low literacy and disability related barriers to accessing and safely using electricity and customer support services. (Former EU24)

### Response

For customers from a non-English speaking background, or those who may have a disability which makes direct contact with Origin more difficult, we provide access to independent trained and accredited translators. For hardship customers we provide access to multilingual financial counseling and energy auditors. We also print interpreter service contact details on bills in seven languages and provide large print and online versions of bills to assist low vision customers.

### Related Material Aspect

[Customer Care](#)

### Related topics

[Customers](#)