



Dear customer,

**Building Trust: SSE's proposals to build customers' trust in energy supply**

*'In a period of rising energy prices, energy suppliers have to transform the way they deal with consumers.'* Ofgem, June 2011

As we approach winter there is no doubt that the cost of gas and electricity is one of the most pressing issues affecting households.

Alongside rising costs, customers have told us about the poor levels of customer service they receive from their energy suppliers. SSE is independently recognised as the best for customer service among the leading energy suppliers, but we have got things wrong too often. I apologise for this. At SSE we take our responsibility to our customers very seriously and as a valued customer you deserve continually improving service.

**Stepping up to the mark for our customers**

I strongly believe that it is up to energy companies to build the trust of their customers. SSE has begun to try and build your trust in us by:

- ending all commission-based doorstep sales, an outdated approach to customer service;
- freezing our prices until next summer giving you some assurance as winter approaches, the only supplier to do this for all our customers;
- publishing all our customer complaints data so you can make an informed choice about our customer service.

Now we want to go further and give you the best possible customer service. We have therefore developed ten proposals to improve your experience with SSE. The ten proposals, outlined in the accompanying document: 'Building Trust: SSE's proposals to build customers' trust in energy supply' are designed to:

- simplify tariff choices;
- improve transparency;
- ensure better customer service;
- and ensure fair deals for all customers.

We are aware that we can't win back every customer's trust overnight, but we have identified ten changes which we believe represent a good start.

We want your views on these proposals and what else you believe we can do.

So let us know what you think by visiting [www.sse.com/buildingtrust](http://www.sse.com/buildingtrust) and share your views.

We look forward to hearing from you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ian Marchant', written in a cursive style.

Ian Marchant  
Chief Executive, SSE