



SWITCHED ON FOR 100 DAYS

Nectr reveals what it has discovered about the Australian energy customer

13 May 2020 – Sydney, Australia: 100 days since its official launch into Sydney's Ausgrid network in NSW, the country's newest energy retailer, Nectr reveals what it has learned about Aussies when it comes to buying energy.

Taking feedback from its customers and understanding what Australians, and particularly those in the Ausgrid network, are looking for in an energy provider - Nectr has discovered:

1. We're looking for something easy
2. We're not afraid to switch
3. We want to be heard when it comes to our energy needs
4. We understand the need for a sustainable energy future

"Aussies understand there's already a lot of confusion about where their energy comes from, how to get the best rate and how much they are using. So not surprisingly, our team has discovered that offering transparency and a clear, easy-to-understand outline of their energy usage and how to pay is really important," said Hannah Heath, Chief Strategy Officer, Nectr.

"That's why we're investing in the latest technology to offer simple tools for our customers to manage their energy needs. Plus, our local team is also available to support customers as they make the transition across to Nectr."

Nectr has also committed to ensuring there are no hidden fees or charges, no credit card fees and no exit fees. Customers pay monthly, so that they can better manage their finances around their ongoing connection.

Throw in the current challenging environment, as a result of the outbreak of the COVID-19 pandemic, and most Aussies are spending more time at home and questioning whether being loyal to their current energy provider is offering them any benefit.

This means that more and more, customers are looking for more value from their energy retailer and aren't afraid to switch.

"We pride ourselves on doing things differently and if we can offer a new way of allowing customers taking charge of their energy, then we are here to help make the switch as easy as possible," continued Heath.

One particular lesson learned in the last 100 days has been the uptake and interest in the Nectr Friends Green plan, offering 100% green energy offset. The difference to many other green plans on the market is that instead of being carbon offset, Nectr purchases Renewable Energy Certificates (RECs) and through Nectr's parent company, directly invests in Australian solar, hydro and wind power.

"Not only are we campaigning for a sustainable, renewable energy future, socially aware Aussies are demanding smarter, greener power.



“We look forward to taking what we have learned and implementing ongoing improvements in the services and products we provide to ensure we can meet that demand,” concluded Heath.

For an easy online sign up, customers can simply head to nectr.com.au and get a personalised quote.

ENDS

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