

# **A guide to automatic energy switching – Flipper.**

What is automatic energy switching, how is it changing the way we compare energy suppliers, and myths about energy comparison websites. Our guide to flipping—automatic energy switching—from to start to finish



# **Table of contents**

## **1. Switching energy suppliers**

Automatic energy switching v traditional switching

## **2. Beware: energy comparison site myths**

## **3. Flipper: everything you need to know**

Who we are

How we're different

What is flipping?

How does flipper work? (from start to finish)

# **More people in Britain understand French, than their energy bills.**



The truth is: buying energy is not simple, it's hard. The energy industry is overcomplicated, stiff and, let's face it, a bit boring.

One Google search of the phrase 'compare energy suppliers' throws up hundreds of results: GoCompare, Uswitch, Confused.com to name a few. We call this choice paralysis.

If the thought of switching energy suppliers makes you want to stick your head in a blender (don't do that), this guide is for you.

## **1. What is automatic energy switching?**

Trawling the pages of energy comparison sites to find the best gas and electricity deals is the last thing you want to be doing. There are nearly 80 different energy suppliers on the market, all promising to save you money. It's annoying at best.

**An Automatic energy switching service** searches for the best energy deals and switches you to them automatically. It takes care of the boring stuff like data crunching and paperwork, and you'll never have to compare gas and electric prices again.

### **Automatic energy switching v traditional switching**

Energy comparison sites show you a list of quotes. You have to then choose the best deal - and complete the switch yourself.

Automatic energy switching finds the best deal and switches suppliers for you. There's no list of quotes to understand and compare—you only see the best deal available on the market. That's it!

## 2. Beware: energy comparison site myths

**As much as 10% of your household's annual bill could be going to energy comparison sites when you switch provider through them, rather than on energy.**

If you didn't know that, you're not alone. [Our survey on the subject](#) showed 85% of people don't know how price comparison websites (PCWs) make their money

Gas and electricity PCWs like USwitch, GoCompare and Money Supermarket have sung and danced their way into our lives over the last 20 years. But it's not all cocktails and sombreros.

PCWs claim to be free. But there's no such thing as a free lunch. Energy comparison sites have to spend money maintaining their websites and collecting price information. And to pay for those annoying opera singers to shout at us daily on expensive TV, radio and billboards. It's not cheap.

So how do they make money? Energy suppliers reluctantly pay commission to the PCWs every time they make a switch. An inquiry by the independent Competition and Markets Authority revealed that they are typically paid up to £70 (£35 each for gas and electric) for every customer they switch. That £70 that goes to the fat meerkats and not you.

Commission payments are made whenever you switch gas or electricity via the PCWs. Since they don't charge you to use their services, PCWs have to be commission-driven to stay alive.

PCWs don't have commission agreements with every company, so you don't see all the deals available from every supplier, only those that net them £60+. This means you're getting a raw deal — rather than the best deal.”

Ofgem, the energy industry regulator, does not directly regulate comparison websites.

[So we wrote to them,](#)

## **Here're some common myths about energy—busted!**

**Myth 1. My loyalty is rewarded:** The fact is, the longer you stay with your supplier, the more you miss out. Deals are tailored toward new customers; energy moguls love to sign new people up.

**Myth 2. Fixed tariffs are cheaper:** Calling it a fixed deal gives the illusion that you'll be saving money, when actually it may not be cheaper than the standard variable rate in the short term.

**Myth 3. It's my responsibility to find the best deal.** The idea that it's your responsibility to keep on top of the energy market is crazy. You've got important things to do. You're punished, not rewarded by energy companies for your loyalty.

**Myth 4. Using a comparison site will find me the best deal.** Comparison websites receive commission from suppliers. This means they're not impartial and don't show you the whole market. You're probably missing out on a better deal.

**Myth 5: I get cheaper rates for being a new customer.** Buyer beware! 'New customer' energy plans rollover onto more expensive plans once the contract ends.

We don't take a single penny from energy suppliers, so we don't have any 'favourites'.

We are funded only by our £25 annual membership fee - which means we work for you and only you.

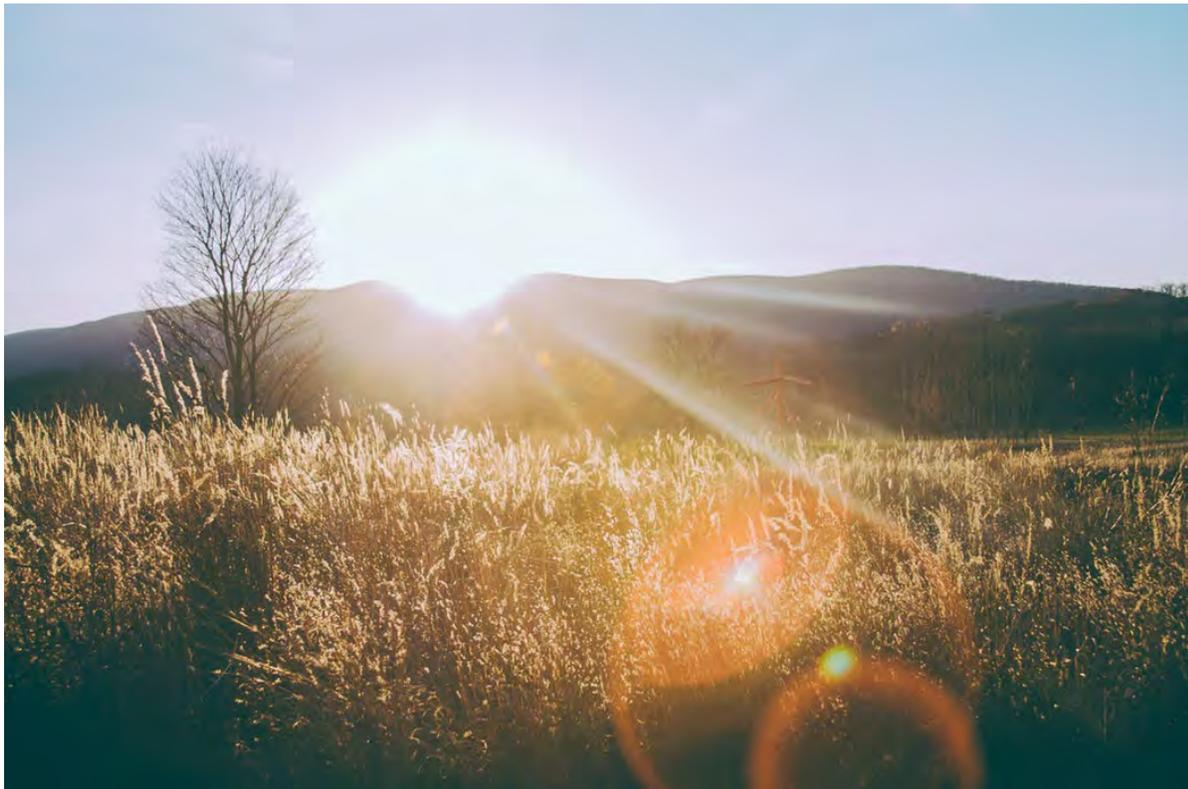
### **3. Flipper: everything you need to know**

#### **Who we are.**

We're not a price comparison website or a conventional switching service. We're an auto-switching service and we're here to make changing energy suppliers easy, not clunky.

With help from our savings algorithm (affectionately named Joules), we're able to do all the boring stuff like crunching your usage data analysis and reading the small print faster than most.

Our algorithm—Joules—finds deals that you'll benefit from sooner and will deliver the the biggest saving in the long term. The faster you can switch to a cheaper tariff, the less time you spend on your current deal and the more you save. Savings are calculated with exit fees included, so you'll always get the best deal.



### **How we're different.**

Comparison websites compare tariff prices - from suppliers who pay. We find you the best deal - from the whole market. Comparison sites don't switch you - you have to do that bit yourself. We'll manage the whole process on your behalf.

Comparison sites take commission - **We don't**. We charge our members an annual fee of £25 to find the best energy deal, continuously... and:

- We won't charge our fee until we've guaranteed you a saving of £50 (including exit fees).
- We continue to check for free until we've found you a deal.
- No upfront fees or hidden nasty bits.

### **Why do you charge an annual fee of £25?**

We need to charge this fee to remain independent. Because we don't take commission from energy suppliers, we can search the whole market for you. Our members save £385 on average which is more than on a PCW. **We're funded by our members so we only work them.**

### **What is flipping?**

**Why switch, when you can flip?** When you change energy suppliers, there's a long and boring process involved. With auto-switching (which we call flipping), you sign up once and are flipped to the best deal, continuously.

- Switching is static, manual and involves you spending time filling out forms.
- Flipping is automated, smart and continuous. No paperwork, no hassle.

## **How does flipper work? (from start to finish)**

**Sign up once**, save money on energy for good. We mean it. Here's how it works:

- You start with your postcode, current supplier and monthly spend and we'll show you an estimated yearly saving (based on Ofgem averages).
- If you like what you see, we'll ask for more details about you (this will take two minutes).
- We then get to work finding you the best deal (most customers get a better deal within 24 hours, and we don't take our fee until we've found you a deal).
- Once we've found a savings of more than £50 - You'll get an email from us about your new deal and how much you will save.

### **The flip begins.**

It takes about five weeks to flip you to a new gas and electricity supplier. We'll keep you in the loop with email notifications and you'll get a supplier welcome pack detailing your T&Cs and tariff information.

Every time we flip you to a new supplier, you'll get 14 days to change your mind. This 'cooling off' period is helpful if you're not sure about the chosen supplier. We want you to be happy with your new deal.

## **Flipper dashboard**

Once signed up, we create a Flipper dashboard account for each member. From the dashboard, you can see your details, pay bills, get supplier information and submit meter readings. You need to remember your password for your flipper dashboard only; we handle everything else.

**Our members save an average of £385 on their energy bills every year. With this money, you could buy:**

- A hot air balloon ride for you and eight of your friends (plus strawberries and champagne)
- Horse riding lessons
- A year's worth of takeaways (only a healthy amount..)
- A weekend in Copenhagen (including flights)
- A luxury pair of shoes

## **To sum up**

Automatic energy switching finds you the best deal regularly without you having to lift a finger. Energy comparison sites only show deals that they receive commission on.

We charge you £25 per year to flip you to the best energy deal, always. And if we can't find you a better deal, we won't charge you. We don't take commission from suppliers. We work for our members to save you time, money and worry—and we're flipping good at it.

**If you're having a 'why didn't we do this before' moment, get in touch!**