



# Insights Report

Customers with additional support needs



**power ni**

Part of Energia Group

# Introduction

Ensuring we treat all our customers with fairness and compassion is at the heart of what we do, particularly for those customers who find themselves in vulnerable circumstances. This research report explores complaints raised by customers on our Customer Care Register, to better understand their concerns, assess the effectiveness of our current processes, and identify opportunities for improvement. By keeping these customers at the centre of our service approach, we aim to deliver an accessible, respectful, and responsive experience for those who need our support most.

## Overall Statistics



**516,700**

**Residential Customers**



**36,656**

**Commercial Customers**

**68%**  
Agreed

“ Power NI is a company I feel I can trust. ”

“ Power NI is a company that supports local communities. ”

**54%**  
Agreed



# 51%

of people surveyed believe that Power NI is a caring community supplier



Rated 'Great' on  
 Trustpilot



**4.3 stars**

# 69%

of people surveyed chose Power NI as Northern Ireland's most trusted electricity supplier



# 12,055

on Medical Care Register

(As of 12 January 2026)



# 20,605

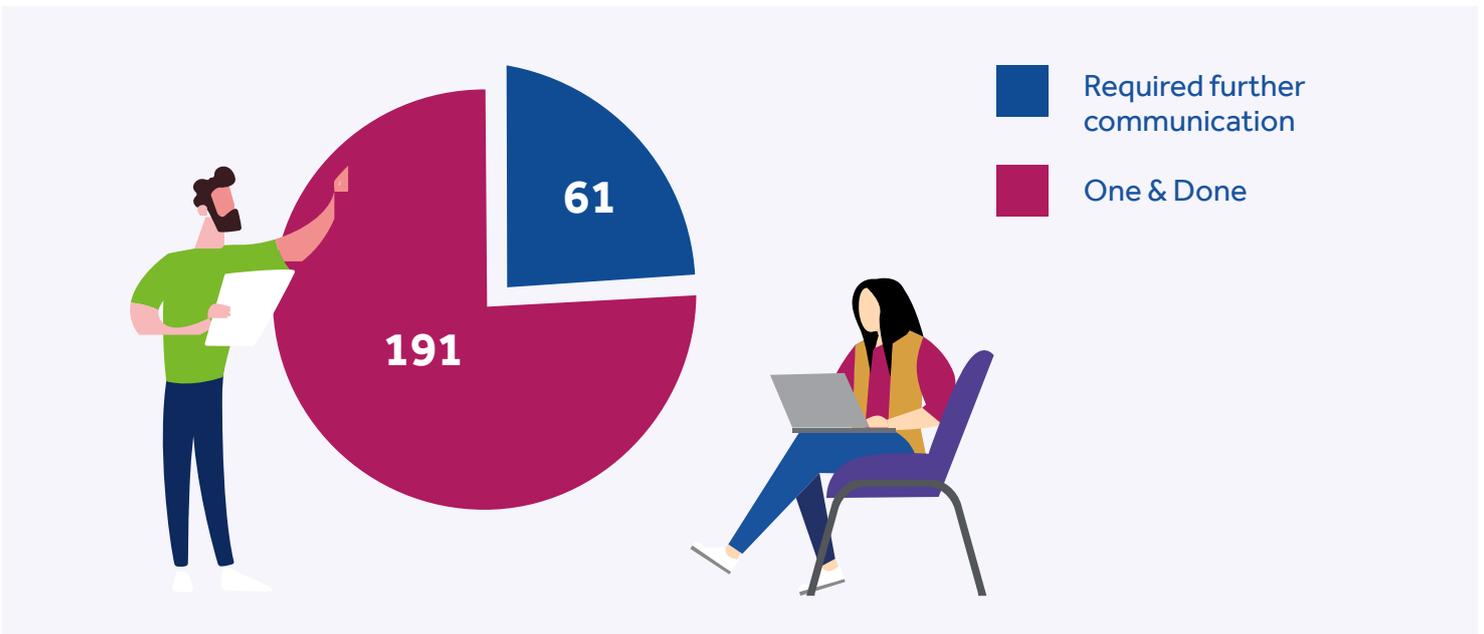
on Customer Care register

(As of 12 January 2026)

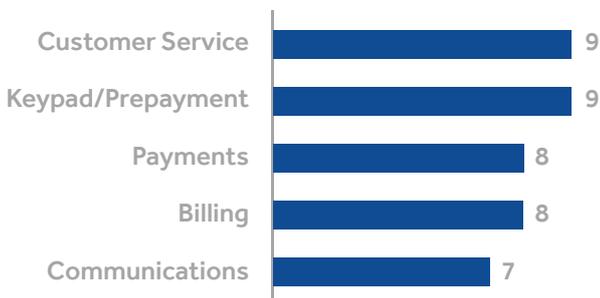
# Complaints

We are dedicated to providing services of the highest standard and ensuring a positive customer experience. Nevertheless, there may be occasions when customers choose to raise a complaint and we need to make changes to improve our services. Details of our 2025 Customer Care Register complaint topics can be viewed below.

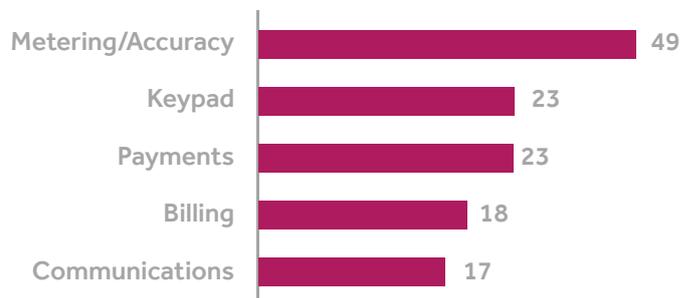
As of 12 January 2026, there are over 20K customers signed up to our Customer Care Register. Below is the breakdown of complaints raised how quickly they were resolved.



## Escalated Top Drivers



## One & Done Top Drivers



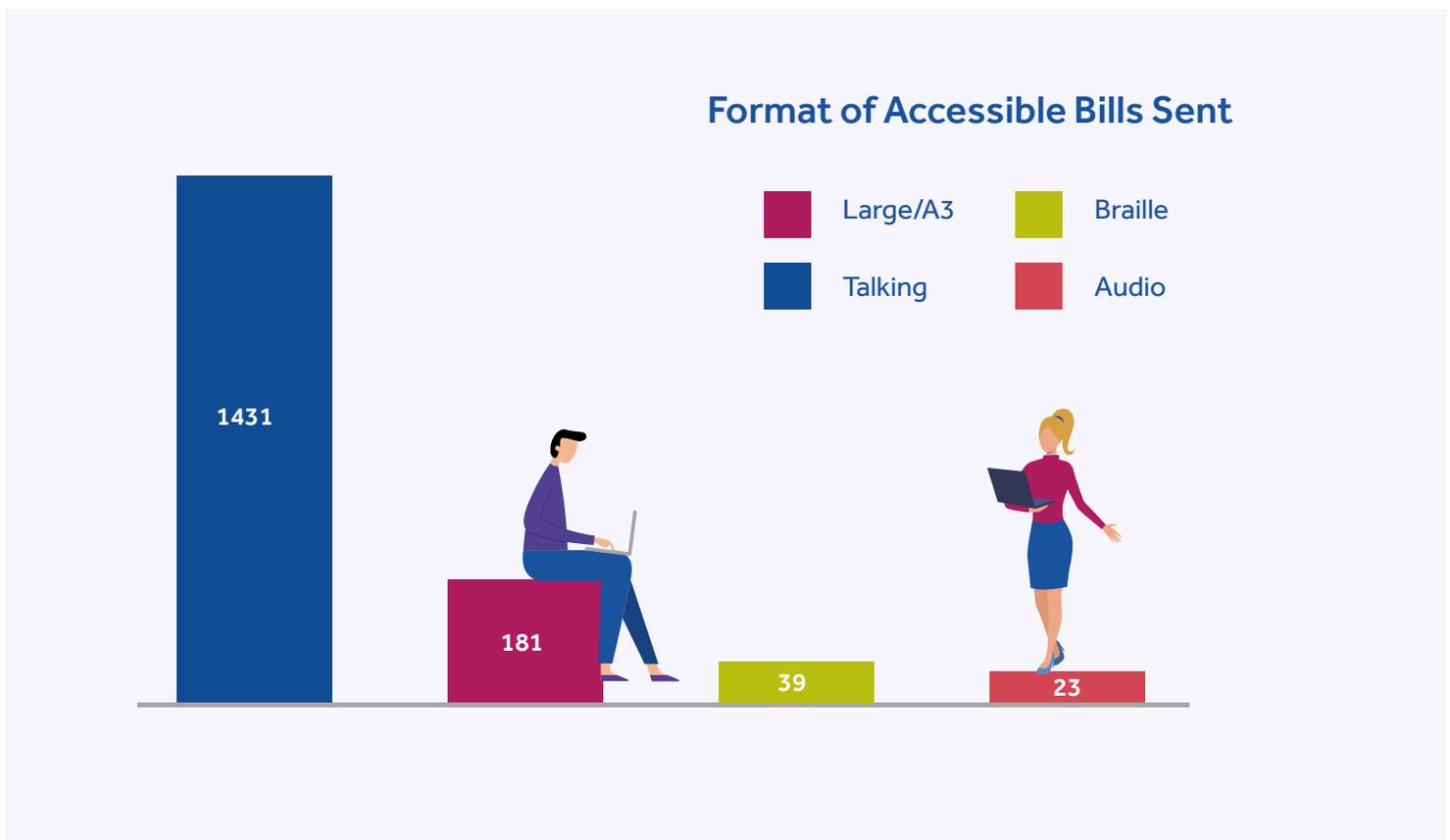
# Vulnerability related statistics

## Vulnerability definition:

*A consumer is deemed vulnerable when their personal characteristics or circumstances reduce their ability to engage effectively and achieve fair outcomes. A vulnerable consumer is significantly less able to protect or represent their interests and significantly more likely to suffer detrimental impacts on their health, wellbeing or finances.*



In the last year we had over 800 hours of vulnerability related training for our staff. This training was a mix of inhouse training and courses delivered by external agencies.



# Here's what our customers are saying...

**“ Your staff member on the phone was very helpful and explained everything to me in a way that I could understand. He treated me the way I would like to think everyone should be treated. Thank you so much. ”**

**“ Power NI staff are very courteous, polite, and efficient. ”**

**“ I phoned in to get a pay-as-you-go account closed and open a Direct Debit account. The call handler was professional and polite, answered all questions quickly, and explained the available discounts. I was really happy with the service. ”**

**“ The customer service agent I spoke to was excellent. She was very helpful, knowledgeable, and empathetic about my situation. She was a lovely lady. ”**



“ Excellent customer service. Patient and very helpful. ”

“ Staff were so good at sorting my problem out. They were also so nice, nothing was a problem to them. ”

“ I made several phone calls, all of which were dealt with in a friendly and helpful manner. ”



“ Ease of contact. Very helpful support. They got straight to the point, were patient, and solved the issues quickly. ”



**We are committed to being as accessible as possible for our customers. We are constantly keeping our accessibility tools and contact method choices under review.**

The Power NI website utilises the latest Reachdeck technology to improve accessibility and the readability of the content. Features include text-to-speech, reading and translation support and is free for everyone to use. For our deaf customers we use the SignVideo platform and use thebigword interpretation service where language is a barrier. Customers can request their bills in alternate formats eg Braille, large print, talking bill and we have staff within our business who are Plain Numbers practitioners and trained in the principles of Plain English.

This report demonstrates our continued commitment to meeting the needs of our customers in vulnerable circumstances. We recognise the importance of identifying and supporting our customers and we remain focused on embedding best practice across all areas of our service delivery. We will continue to review and refine our policies, staff training and operational procedures to ensure we align with regulatory expectations and industry standards. We are fully committed to providing our customers with excellent customer service while understanding that our customers' circumstances are always subject to change, 'life happens', and we need to be ready to offer our support in an empathetic and compassionate way.

# Join the Customer Care Register

We understand that all our customers are different, and some might need our help to make things a bit easier to manage. We also understand that life happens, whether it is a change in your family or financial situation, illness or you just need a bit of support.

We have lots of services available that could help.

**Register today by one of the following easy methods:**

1. Visit [powerni.co.uk/ccr](https://powerni.co.uk/ccr) and complete the form on our website.
2. Speak to one of our energy experts by calling **08000 285 455** (Monday to Friday, 9am to 5pm).



If you have a question and you'd like to get in touch,  
please use any of the following contact methods:

Call us on **08000 285 455**  
(Monday to Friday, 9am to 5pm)

Email us at [home@powerni.co.uk](mailto:home@powerni.co.uk)

Contact us online at  
[www.powerni.co.uk/contact](http://www.powerni.co.uk/contact)



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