

Energia bill notification emails

Lots of people say they find energy bills confusing. To help budget and ensure we are getting the best deal, we all need to understand our energy bills.

One of the reasons billing information is often so difficult to understand is information overload. Confusing additional information can distract the reader from what they really need to know.

Energia, one of Ireland's largest energy providers, have created Plain Numbers Certified bill notification emails that keep it simple. Information is stripped back to what the customer really needs to know and the numbers within this are presented clearly.

This simplicity exemplifies the Plain Numbers Approach, demonstrating that often less is more when it comes to numbers.

There are four versions of the email which have all achieved Plain Numbers Certification. Two of them are shown here.



Jo Hustoft
Plain Numbers Partnerships
Manager for Energia

We know that energy bills can cause people confusion, but we also know that the information they contain is critical for household budgets all over the UK and Ireland.

Energia and Power NI have recognised that there is always more that can be done to support customer understanding. Their update emails are just one of several sets of communications the team have been improving, meaning more customers can understand what's happening with their energy accounts.



Partnering with Plain Numbers showcases Energia Group's dedication to enhancing energy bill accessibility, empowering customers to manage usage and make informed choices.

The certification of our bill notification emails demonstrates our commitment to clear, accessible communication, fostering control for customers over energy consumption.



Una Craven
Customer Communications Manager, Energia

The Plain Numbers Approach in action



Numbers themselves

The emails contain as few numbers as possible in the top layer whilst still meeting the customer's needs. The cost and relevant dates are the only numbers featured. The amount being paid is the most relevant information for the customer, so this is in the first line.



Numbers in context

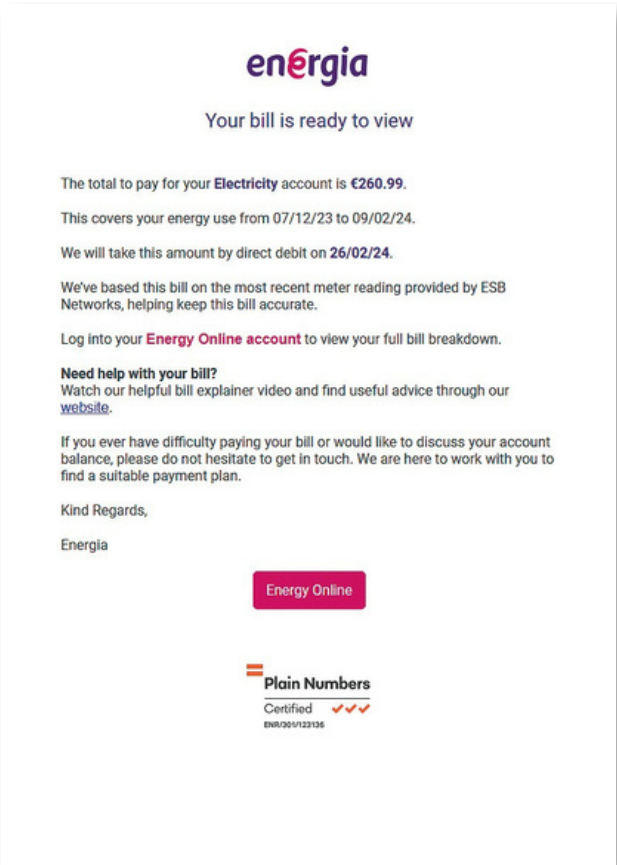
A strong sense of narrative is used to give the customer a clear story to follow. The language is humanised and jargon-free.



How we think

A layered approach is used to provide extra information. Full breakdowns are left out from these emails and customers are directed to their online account if they are interested.

Certified Direct Debit version



Certified Non-Direct Debit version

