

ANONYMISED RESPONSE FROM RESPONDENT B

PAGE 3: Your details

Q1: Title (e.g. Mr, Mrs, Ms, Dr, etc) []

Q2: Forename []

Q3: Surname []

Q4: Email []

Q5: What is your role / profession?

MI Analyst / Financial Services

Q6: Are you representing yourself or an organisation? Yourself

PAGE 4: Publishing your details

Q7: If you are representing yourself rather than an organisation would you be content for us to include your name when we publish your response? Yes

PAGE 5: Your organisation

Q8: What is the organisation's name? *Respondent skipped this question*

Q9: Please could you briefly explain the role of your organisation, including the sectors in which it operates or has most interest? *Respondent skipped this question*

PAGE 6: Theme 1: Consumers' perceptions, use and experience of DCTs

Q10: 1. When and why do consumers use DCTs? To what extent do they trust them?

They are used for most non-tangible purchases where it is easy to lay out different offers and compare how they measure on benefits, cost etc.

For the fact there are different DCT available, they can be more trusted as they are in comparison with each other. Of course, they do receive funds from the companies they are listing so there could be some conflict there (for example, placing certain companies above even the best offer in a 'Promoted' box).

However, you are not being forced to buy any particular opne.

Q11: 2.How do consumers choose which and how many DCTs to use?

I go with the ones that have the biggest range on companies available. By using MoneySavingExpert (MSE), they break down which ones have the best range and also highlight those companies that do not use them (i.e. Direct Line).

I think for others, their advertising (and maybe free small gifts) are also of value.

Q12: 3. What are consumers' expectations of DCTs - for instance in terms of market coverage and the relationships between DCTs and the suppliers they list?

The coverage is very good but there are some insurers that do not use them (i.e. Direct Line) but using MSE covers all bases.

Again, there could be some conflict as the suppliers do reward the DCTs when there are sales.

Q13: 4. What are consumers' experiences of using DCTs? Do they benefit from using them and, if so, how? What works well and what could be improved?

DCTs have been so important and completely opened up the market. Being able to alter and enhance the relevant offers at my convenience and how I want means I can tailor the product for myself.

It's good that all your details are remembered year after year (i.e. home and car insurance) so you can complete it even more quickly the year after.

Improvements for me would be around timely reminders about upcoming end of contract insurance and maybe letting you know that there are companies that do not feature on their website (but that's not in their interests, of course).

PAGE 7: Theme 2: Impact of DCTs on competition between suppliers of the services they compare

Q14: 5. What factors influence suppliers' use and choice of DCTs and why?

I think how popular the DCT is, their positions in the DCT in terms of against other competitors.

Q15: 6. To what extent do DCTs make it easier for suppliers to enter the market, attract more consumers and engage more effectively with them?

I think it makes it much easier - I am now seeing a lot more suppliers in the energy market than ever before - and their actual prices can be some of the best.

Q16: 7. How have DCTs affected competition between suppliers?What impact has this had on the price, quality and range of products offered by suppliers?

I think it has had improvements in price, quality and range as customers can now much more easily compare what they are receiving.

Q17: 8. What are the barriers, if any, to DCTs increasing competition between suppliers, and how can these be overcome?

I think suppliers who are not on DCTs reduce competition. I suppose you could use a bot to enter all of your details into a supplier's website so they could bring up a comparison with the DCT so at least the customer knows that all options are covered.

Q18: 9. In what ways, if any, have DCTs changed suppliers' approach to consumers - for instance in terms of whether they treat consumers who use DCTs differently to those who do not?

I think suppliers now know there are less likely to be 'customers forever' so they have to work harder to keep every one they can.

Of course, my home insurance is cyclical between two companies because after one year they increase their prices, so I move to the other one because they are offering a 'New Customer' price and this goes on year after year.

I wonder how many other people can be bothered with this - and this is probably where most companies make their money.

PAGE 8: Theme 3: Competition between DCTs

Q19: 10. In what ways do DCTs compete with each other -for instance in terms of coverage, the savings consumers can make, the services they provide, their ease of use, transparency and how they protect consumers' data?

I don't know if they do compete very much.

Q20: 11. What factors influence how effectively DCTs can compete - for example, whether they can secure the necessary consumer data, supplier information or other data?

I think they can compete on ease of use of their websites as well as advertising far more strongly how many suppliers they have or working hard to bring in new suppliers who don't use them (i.e. Direct Line).

Q21: 12. If there are barriers to competition between DCTs, how significant are these and how can they be overcome?

I don't think they are too significant because a new DCT could appear to fill the gaps.

Maybe there should be a DCT for DCTs...

PAGE 9: Theme 4: The regulatory environment

Q22: 13. Are there any areas of regulation or self-regulation applying to DCTs that lack clarity, certainty, consistency, or enforcement?

No, I don't think so.

Q23: 14. Do there appear to be any areas where DCTs may not be meeting competition or consumer protection requirements?

More transparency over how much money is made by a DCT for a customer purchasing a supplier's product.

Q24: 15. Do any aspects of regulatory approaches to DCTs need to change and, if so, why?

No.

PAGE 10: Future developments, other comments and further contact

Q25: 16. Finally and in relation to all of the issues above, what likely developments over the next three years should we take into account and why?

You need to make it easier for mobile and tablet devices to use them, tell the DCTs to remind customers of the price they paid last year and help to move all suppliers onto a least one.

Maybe some standardisation of supplier's costs to DCTs as well.

Q26: Do you have any other comments you would like to add?

No.

Q27: Would you be willing for us to contact you to discuss your response?

Yes
