

What does AI think of UK energy suppliers?

How Google, ChatGPT and Claude describe and recommend the suppliers serving UK households.

Which suppliers stand out, what earns praise or criticism, and where the opportunities lie.

People in the UK are using AI more

GEO means understanding and improving how your brand appears in AI-generated answers.

#2

ChatGPT's rank among search services, behind Google, according to Ofcom in 2025.

+156%

Year-on-year growth in ChatGPT's UK web visits, August 2025 vs August 2024.
Claude grew 138% over the same period.

Supplier comparisons now happen in AI

The questions in this study cover switching, service and household energy needs. Visibility data shows which suppliers feature and how AI describes them.

Answers can shape the shortlist

Ofcom describes a shift from pages of links to AI-generated answers. A supplier's reputation can reach a prospective customer before its own website does.

The next 12–18 months: our outlook

We expect AI to play a larger role in comparing suppliers and tariffs. Clear product information and credible service evidence will become more important to how suppliers appear.

Source: [Ofcom, Online Nation 2025, p.30](#). Ranking based on UK web traffic. Growth compares August 2025 with August 2024.

The 12–18 month outlook is Omniscan AI's assessment.

Octopus leads, but smaller suppliers also earn praise

Octopus Energy is the most visible supplier, appearing in 83% of answers. **British Gas** follows at 64% and **E.ON** at 59%. Octopus leads recommendations for customer service, electric vehicles and switching, and is the top choice in every answer about smart meters, heat pumps and solar panels.

100Green and **Ecotricity** have the highest positive share among the suppliers shown. All their mentions are positive, compared with 97% for **Octopus Energy**. Their reach is smaller: they appear in 35% and 29% of answers respectively. **Good Energy** leads the question about the greenest supplier.

Service evidence should be the first campaign priority. **Citizens Advice** is cited in 42% of answers, with **Ofgem** and **Which?** each at 37%. **British Gas** and **ScottishPower** attract substantial criticism on complaints. Suppliers should address the evidence in these sources and make improvements easy for reviewers to assess.

The questions we asked

Covering supplier choice, customer service, affordability and greener energy.

01 Which UK energy supplier has the best customer service?

03 Which UK energy suppliers get the most complaints?

05 Which energy supplier is best for a smart meter, heat pump or solar panels?

07 Which UK energy supplier is best for electric car owners?

09 Which UK energy suppliers have the most accurate billing?

02 Which energy supplier is cheapest right now, and should I fix my tariff?

04 Which UK energy supplier is the greenest?

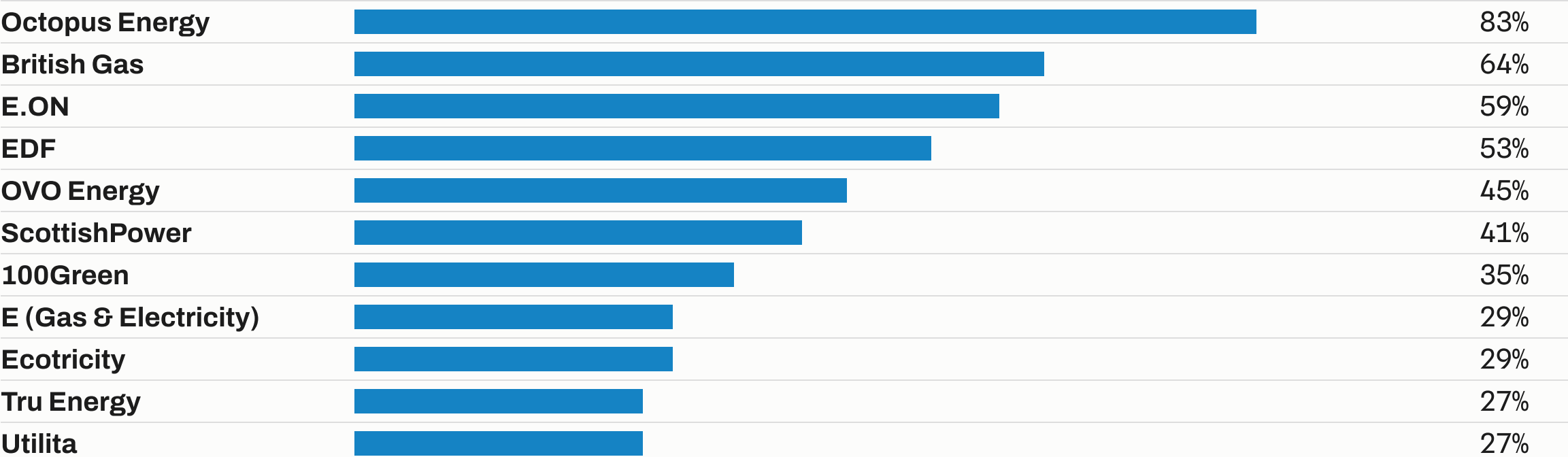
06 Which energy supplier is best if you are on a prepayment meter or struggling to pay?

08 How do I complain about my energy supplier, and which are worst at fixing problems?

10 Should I switch energy supplier, and who is best to switch to?

Octopus has the broadest presence

Share of all answers mentioning each supplier. The most-mentioned suppliers are shown.

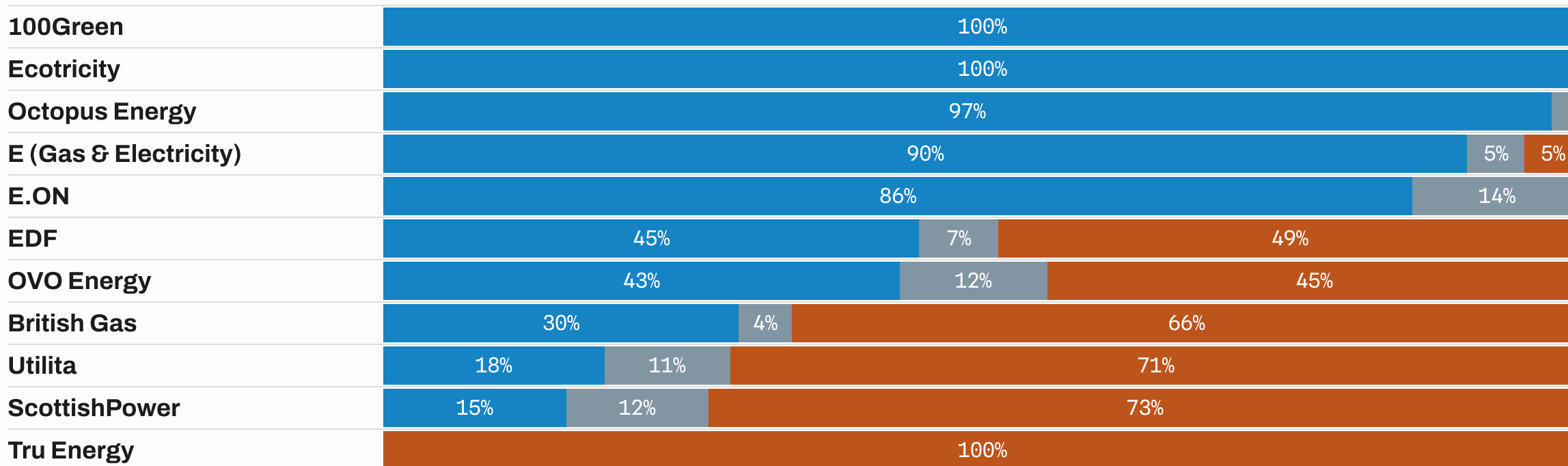


British Gas ranks second for visibility, but much of its coverage is critical. E.ON includes mentions of E.ON Next.

100Green and Ecotricity have the highest positive share

Share of each supplier's own mentions that are positive, neutral or negative. Ranked by positive share.

■ Positive ■ Neutral ■ Negative



Tru Energy has the highest negative share at 100%, followed by ScottishPower at 73% and Utilita at 71%, among the suppliers shown.

Octopus leads most recommendation questions

The supplier most often singled out as the best option in each question's answers.

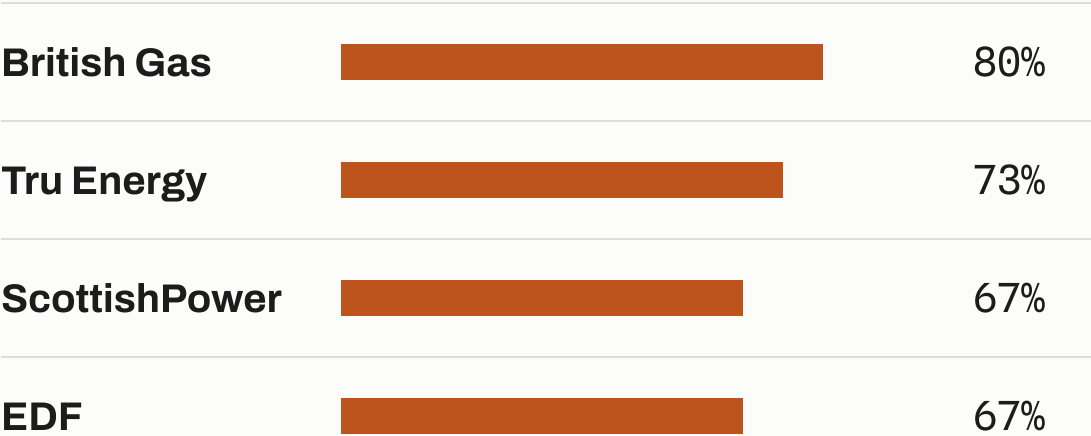
Customer need	Leading supplier	Share naming it as the best option	
Customer service	Octopus Energy		80%
Price & fixed tariffs	Fuse Energy		20%
Greenest supplier	Good Energy		50%
Smart meter, heat pump & solar	Octopus Energy		100%
Prepayment & payment support	Octopus Energy		47%
Electric vehicles	Octopus Energy		73%
Accurate billing	Octopus Energy		29%
Switching supplier	Octopus Energy		53%

Price and billing have less agreement: Fuse Energy is the top choice in 20% of price answers, and Octopus in 29% of billing answers.

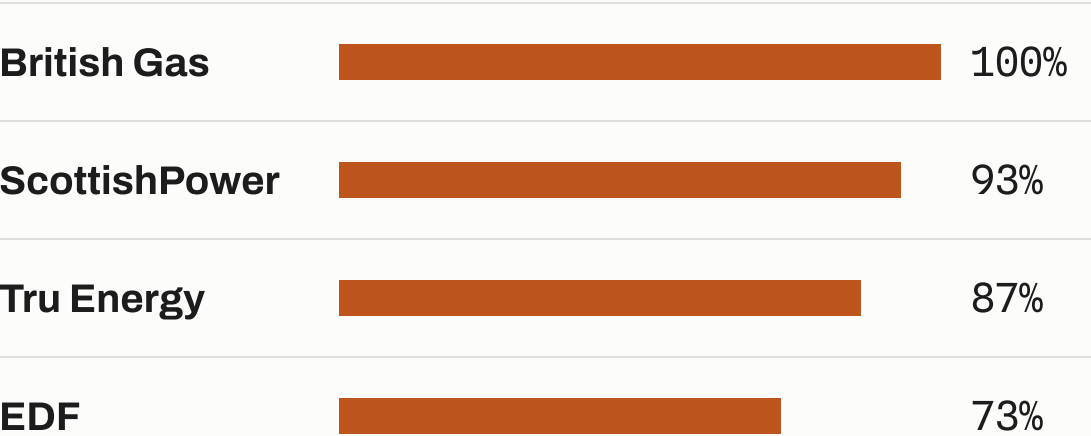
British Gas attracts the most criticism on complaints

Share of answers to each question describing the supplier negatively.

Most complaints



Problems left unresolved



British Gas receives negative descriptions in every answer about unresolved problems. ScottishPower follows at 93%.

Octopus leads across all three AI platforms

Share of each AI platform’s answers mentioning each supplier.

Supplier	ChatGPT		Claude		Google	
Octopus Energy		80%		100%		67%
British Gas		46%		86%		58%
E.ON		50%		82%		44%
EDF		44%		62%		53%
OVO Energy		40%		72%		21%
ScottishPower		38%		58%		26%
100Green		26%		58%		19%
E (Gas & Electricity)		14%		46%		28%
Ecotricity		12%		66%		7%

Ecotricity has a much larger presence on Claude (66%) than on ChatGPT (12%) or Google (7%).

Consumer advice and supplier ratings lead the sources

Share of all answers citing each website, with the types of content appearing in the citations.

Citizens Advice Supplier ratings & consumer guidance		42%
Ofgem Regulatory data & consumer guidance		37%
Which? Supplier surveys, reviews & guides		37%
MoneySavingExpert Tariff comparisons & money-saving advice		27%
Uswitch Supplier comparisons & energy guides		24%
Octopus Energy Supplier's own website		17%
MoneySuperMarket Tariff comparisons & energy guides		15%
SwitchPilot Supplier rankings & tariff guides		13%

Citizens Advice leads at 42%. Ofgem and Which? are joint second at 37%. The recurring material includes ratings, guidance and comparison pages.

Service ratings travel beyond the original publication

Share of all answers citing these recurring pages. Click a title to view the source.

CITIZENS ADVICE

Supplier service ratings announcement

17%

CITIZENS ADVICE

Customer service comparison table

13%

WHICH?

Energy supplier survey results

12%

The Citizens Advice citations include its own ratings announcements and comparison tool. Which? contributes survey results and reviews.

The leading source changes with the customer’s need

Most-cited websites for each question. Tied sources share the same percentage.

Question subject	Most-cited source	Share of answers on this subject	
Price & fixed tariffs	MoneySavingExpert		80%
Greenest supplier	Good Energy Selectra		64% each
Smart meter, heat pump & solar	MoneySuperMarket		53%
Electric vehicles	Octopus Energy		47%
Switching supplier	MoneySavingExpert Ofgem Uswitch Which?		60% each

Tariff comparisons lead on price, while Octopus’s own website leads for electric vehicles. Switching draws equally on several sources.

Citizens Advice leads on support and billing

Most-cited websites for each question. Tied sources share the same percentage.

Question subject	Most-cited source	Share of answers on this subject	
Customer service	Which?		100%
Most complaints	Citizens Advice ClearScore		67% each
Prepayment & payment support	Citizens Advice		80%
Resolving problems	Citizens Advice		93%
Accurate billing	Citizens Advice		86%

Which? is cited in every customer-service answer. Citizens Advice leads or shares the lead across the other service and support questions.

Service evidence should lead the campaign plan

01 Prioritise the channels AI already cites

Focus service campaigns on the evidence used by Citizens Advice and Which?, and the comparisons on MoneySavingExpert and Uswitch. Track the cited pages, correct factual errors and give reviewers dated evidence of improvements.

02 Make service improvements measurable

Publish billing accuracy, complaint resolution times and support outcomes with clear dates. Explain what changed after poor ratings. Use this evidence in communications rather than broad claims about better service.

03 Build clearer pages for specific customer needs

Show tariff eligibility and costs for EVs, heat pumps and solar, plus accessible prepayment support. Track whether these pages earn citations and whether positive coverage improves for the relevant questions.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

Media monitoring & competitor tracking

Reputation benchmarking & insights

Social listening

AI visibility & reputation

Stakeholder mapping

Future issues forecasting

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