



Switching Made Simple

Introducing the uSwitch app that helps consumers compare, switch and save on their energy, broadband, credit cards and mobile phone deals in seconds

- **The Switching Made Simple app now compares four core home service products, adding credit cards into the successful energy, broadband and mobile phone and SIM switching app**
- **So far the app has saved consumers over £12 million on their bills**
- **Customers can scan their energy bill with our market leading QR code reader**
- **The app has been awarded the “Most Innovative Use of Mobile” and “Chairman’s Award” at the DRUM’s Marketing on Mobile Awards 2017; “Best use of Mobile” at the DRUM Digital Awards Digital Industries 2017; and “Most Effective Financial Services Campaign or Solution” at the Effective Mobile Marketing Awards 2017.**

What is Switching Made Simple?

Switching Made Simple is an app from uSwitch, the price comparison and switching service. It enables consumers to find and access great deals for key utilities: gas, electricity and broadband, credit cards and mobile phone deals. This free app is designed to make bill comparison and switching quicker and easier by allowing consumers to get personalised results and instantly find the best deals whenever and wherever they are.

Who is the app for?

Anyone who is responsible for energy, broadband, credit card or mobile bills - and wants to save money or get a better deal.

How did the app come about?

We knew that when it came to energy switching, for some consumers the process of finding all the tariff and usage information on their bill and entering it into a website was a barrier to switching and saving money. With the launch of QR codes on energy bills we saw an opportunity to create a personal energy comparison assistant and further simplify the energy

switching process. Consumers simply need to scan the QR code on their energy bill with the mobile app, and within seconds personalised switching options - with projected savings - will appear.

The award winning app now gives consumers the power to compare broadband packages, credit cards and SIM-only mobile deals, making the Switching Made Simple app the simple way for consumers to manage their essential home services.

Key facts and figures

- So far the app has helped save consumers over £12 million on their bills
- £369 - average annual saving made by consumers who switch energy using the app
- 4.5/5 rating on Apple's App Store and 4.5/5 rating on Google Play
- +90% positive customer feedback reviews on Google Play and App Store
- Featured as one of the "best new apps" on Apple's App Store (21st May 2015)
- Featured in Google Play's "Manage your Finances" section from February 2017 to present

Customer testimonials

"Very Impressed! Apps that are easy to navigate, use AND achieve an outcome with are very few and far between. The UI and UX for the USwitch app have been VERY well thought out and implemented. Plus I've just saved nearly £300 switching to my new supplier. VERY Happy." – Paul Irvine, Google Play (13 March 2017)

"Just confirmed my switch online for dual fuel supply (after 2 years with same supplier). Came to know about the app. I can see the switch tracker all laid out in simple language the moment I logged in to the app. Takes the stress out of switching!" – Srihari Saddapalli, Google Play (5 March 2017)

"Brilliant and simple design. I switched over in 6 mins and saved £148 per year on my gas and electricity. Fantastic little app." – Adrian McKenzie, Google Play (20 February 2017)

"Was stuck with one company overpaying on my gas & electric for years. Was recommended this app and I have now saved hundreds of pounds by switching using this app. It does it all for you and the most you'll do is take and submit meter readings. I can't recommend it highly enough." – starsounder, iTunes

“Very easy to use and a very convenient way to compare your current energy bills to what you could be saving on an alternative plan. Worth downloading and trying.” – SeanM269, iTunes

Featured in

The Metro, The Daily Mirror, The Sun, Woman & Home, Best, Web User, Money Saving Expert, [Econsultancy](#), [BT.com](#) and [Your Money](#).

Awards

Most innovative use of Mobile - The DRUM Marketing on Mobile Awards 2017

Chairman’s Award - The DRUM Marketing on Mobile Awards 2017

Best use of Mobile - The DRUM Digital awards Digital Industries 2017

Most Effective Financial Services Campaign or Solution - Effective Mobile Marketing Awards 2017

For more information

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