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## **USWITCH.COM WELCOMES GOVERNMENT PLANS TO EMPOWER CONSUMERS**

The Government's 'Better choices: Better deals' report has been welcomed by uSwitch.com, the independent price comparison and switching service, for the way it aims to empower the millions of consumers missing out on the best deals by not exercising their right to choice.

**Ann Robinson, Director of Consumer Policy at [uSwitch.com](http://uSwitch.com), says:** "The Government has recognised that consumers face a David and Goliath battle to get the best deals and better products and services. But for many, the markets are just too confusing and daunting – consumers need to be confident, empowered and informed if they are to be equipped for the battle. Today's move will hopefully shift the balance of power back in favour of the consumer.

"With salaries failing to keep up with inflation, households are feeling the squeeze. It is therefore more important than ever to help people save money. The Government hopes to do this in a number of ways. As well as getting more information, people will be able to get hold of more personalised data which will help them better understand their spending. This is all about people power. By developing collective buying and feedback and complaints, power will be put back in the hands of the individual.

"We particularly welcome today's proposals for a 'quality mark' as it will give consumers even greater confidence in comparison sites, which have a vital role to play in helping consumers in the market. However, the Government needs to ensure the quality mark is fit for purpose. It shouldn't be too prescriptive or restrictive, but should enable comparison sites to move with the times, so that they can continue to offer a valuable and relevant service to consumers. Issues of trust should also be addressed by opening the lid on businesses' performance and complaints data.

“The only thing that will make the competitive markets work is when consumers start to genuinely behave like consumers.”

**For more information visit [www.uSwitch.com](http://www.uSwitch.com) or call 0800 093 06 07**

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**About us**

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

The service is also available via fax and post. Consumers should fax 020 7233 5933 or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

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