

Utilita launches monthly £20K customer giveaway

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Leading challenger brand Utilita Energy today announced details of 'Utilita Jackpot' – an exciting new customer draw offering a top prize of £10,000 as part of a £20,000 giveaway every month.

Never before has an energy supplier committed to give back to customers on this scale – and the timing couldn't be better with the festive season just around the corner.

The inaugural winners will be drawn on 9 December – just in time to enjoy a life-changing Christmas treat on the Smart Pay As You Go Energy specialists.

Customers will be automatically entered into the draw with £10,000 and £5,000 cash prizes up for grabs every month, alongside five prizes of free energy for a year – each worth £1,000.

Speaking at today's launch, Utilita CEO, Bill Bullen, said: "We're really pleased to be enhancing our customer benefits package with the introduction of Utilita Jackpot.

"It's about engaging with our customers and giving something back – and who wouldn't want a £10,000 early Christmas present?"

"Most importantly, it rounds off what is now an even more appealing portfolio which includes our Utilita Extra customer rewards programme and innovative tech like POWER UP, which allows customers to borrow credit until they can next top up."

Utilita Jackpot launches as the business continues to expand. In January, Utilita was appointed by Ofgem to take on 31,000 domestic customers from failed supplier Our Power and added a further 35,000 when Eversmart Energy went under just two months ago. It now supplies almost 800,000 customers.

Utilita, which installed the UK's first dual fuel set of smart meters in 2008, is also undertaking a national rollout of its high street energy hubs as it aims to become the only supplier "who can look customers in the eye".

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