

AI savings platform Plum launches energy switching capability and it takes 3 minutes

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As you know it's that time of year and energy bills are dominating the news cycle. Surprisingly, the thing no-one seems to be doing much about, is tackling the fact that we still don't switch, and as we know if you haven't switched in the last 12 months you are probably being overcharged.

We can't accept that as the status quo and we don't need an toothless government cap. What we need is smart tech to make it happen and put the power back in the hands of the consumer, and Plum has it.

Here at Plum our mission is to help everyone manage their money and grow their savings. In fact, we are on track to help our users save more than £10 million by the end of the year. Within Plum, our users alone could save roughly half a million if they switch providers.

That's why we are launching a feature to allow people to switch in a matter of minutes (3 to be exact). Users who are identified as likely to be overcharged on bills will be sent a message to let them know. If they opt in, in just 6 clicks users will be switched to a green energy provider and set to enjoy a hefty annual saving. What sets this apart from other switching services is that the user doesn't even have to remember to check their energy tariff or compare providers. No need to 'find the time to shop around' as May stated or be lulled into a false sense of security by an ineffectual cap.

Big 6 beware, hassle free switching is here.

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