

ELECTRICITY CONTRACTS · SWEDEN · OCTOBER 2026

Which electricity retailers do AI models recommend — and why?

The monthly Pickd report for brand owners and agencies: the full ranking from Claude and GPT, how each retailer compares with a dated price check, and a page per brand on what the AI says about it.

2

AI models measured

9

retailers ranked

675

prompts per model

Real ranking, illustrative detail. Pages 2–3 show the actual October ranking as ranks only. Pages 4–5 use fictional brands and figures to show the format of the subscriber report. They are not a measurement of any real retailer.

1 · SUMMARY

GodEl first for both models. The cheapest came third and seventh.

GodEl tops the ranking for both Claude and GPT. Cheap Energy had the lowest displayed price in all four price checks, but ranks third with Claude and seventh with GPT.

01

Both models pick the same winner
GodEl is first for Claude and for GPT when the buyer describes their household.

02

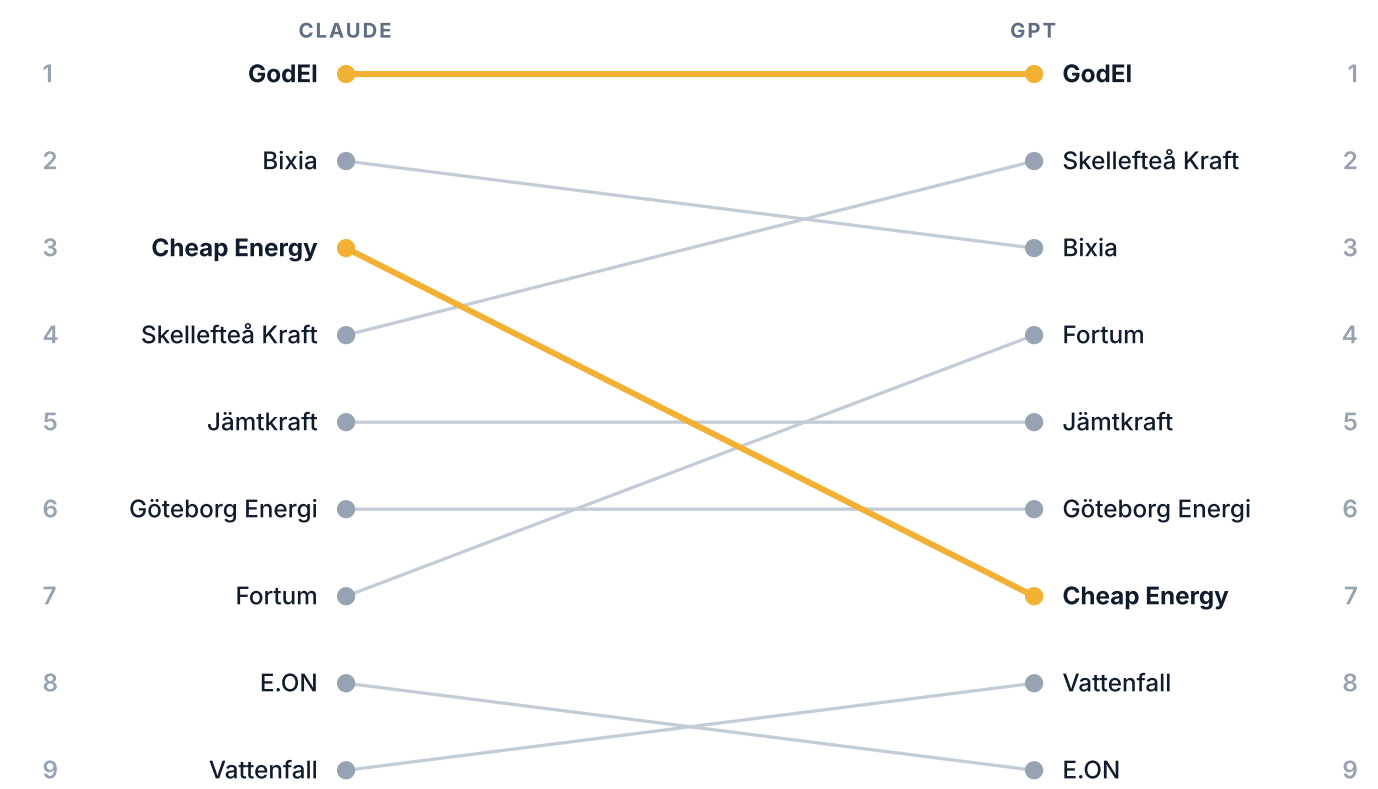
The lowest price is not the top pick
Cheap Energy had the lowest displayed price in all four Elpriskollen searches on 22 October. The AI models still put it third and seventh.

03

Size brings no advantage
Fortum, Vattenfall and E.ON, the three largest by customers, rank seventh to ninth with Claude.

The ranking at a glance

Rank 1–9 · lines connect each retailer's place with Claude and with GPT



FIRST EDITION
This is Pickd's first measurement of electricity contracts. From the next edition, the report shows each retailer's change since last month.

2 · CLAUDE VS GPT VS THE PRICE CHECK

The models agree at the top. Neither follows the price.

Claude and GPT rank the retailers in a similar order (rank correlation 0.73). Their biggest split is Cheap Energy: third with Claude, seventh with GPT. The cheapest displayed offer did not decide either model's ranking.

RETAILER	CLAUDE	GPT	PRICE RANK	LOWEST DISPLAYED PRICE, ÖRE/KWH	CLAUDE VS PRICE
GodEl	1	1	2	132.70	▲ 1
Bixia	2	3	4	138.74	▲ 2
Cheap Energy	3	7	1	123.59	▼ 2
Skellefteå Kraft	4	2	not shown	–	–
Jämtkraft	5	5	3	137.72	▼ 2
Göteborg Energi	6	6	5	139.31	▼ 1
Fortum	7	4	8	142.24	▲ 1
E.ON	8	9	7	140.88	▼ 1
Vattenfall	9	8	6	140.56	▼ 3

How to read it

Ranks 1–9 by average recommendation score when the buyer describes their household. Price rank orders the eight retailers shown in the check, lowest price first. ▲ means the AI ranks the retailer higher than its price rank, ▼ lower.

About the price check

Elpriskollen, 22 October 2026, variable monthly price, postcode 11122 (SE3), 5,000 kWh a year: the lowest displayed offer per retailer. Indicative only, not a full comparison of contracts. Skellefteå Kraft was not shown in any of the four searches; that does not mean it has no offers.

IN THE FULL REPORT

Each retailer's score per model with a 95% interval, the result in all three question settings, and the price check for all four household profiles.

3 · BRAND PAGE · FICTIONAL EXAMPLE

Voltvik

The price challenger the AI is unsure about. Voltvik has the lowest displayed price, but the AI often says it cannot vouch for the current terms, and it sinks once it knows the household.

CLAUDE RANK

4 / 9

GPT RANK

6 / 9

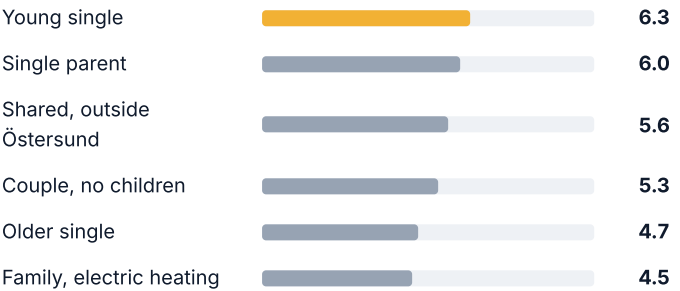
PRICE RANK

1

CLAUDE SCORE

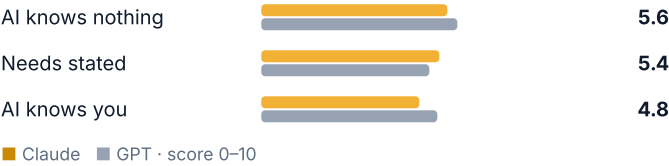
5.4 (5.1–5.7)

Score by household · Claude, 0–10



All households: 5.4

Score by question setting



5.6

AI knows nothing

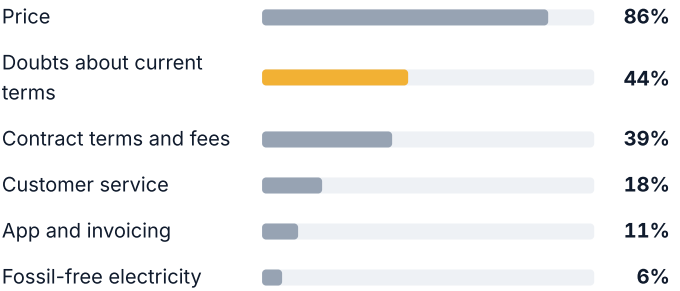
5.4

Needs stated

4.8

AI knows you

What the AI talks about · share of answers



What the AI suggests instead

Ljusa EI	21% of answers
Kvarnby Kraft	16% of answers
Solbacka EI	9% of answers

7/10 · YOUNG SINGLE

"Often among the cheapest on a variable price. Check the monthly fee before you sign."

3/10 · OLDER SINGLE

"I'm not sure about their current terms. A supplier with clear customer service may be the safer choice."

WHAT IT MEANS FOR VOLTVIK

The AI knows Voltvik as cheap but not as safe. Its clearest opening is clear, verifiable terms: doubts about the current offer come up in 44% of answers.

3 · BRAND PAGE · FICTIONAL EXAMPLE

Granhed Energi

Large and well known, but rarely the first choice. When the AI knows nothing about the buyer, familiarity carries Granhed. Once the household is described, price takes over.

CLAUDE RANK

8 / 9

GPT RANK

7 / 9

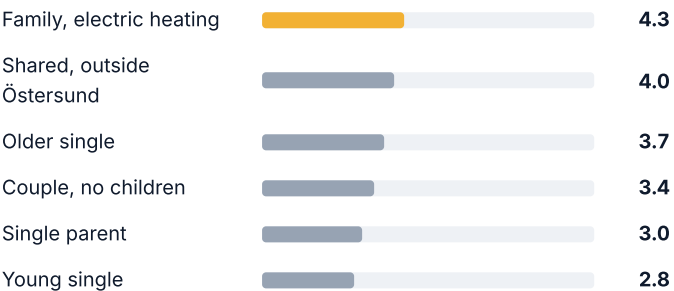
PRICE RANK

6

CLAUDE SCORE

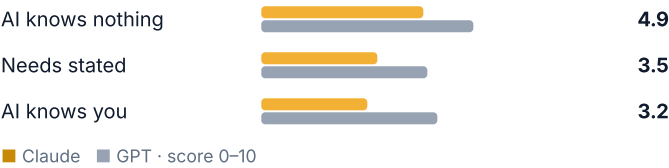
3.5 (3.2–3.8)

Score by household · Claude, 0–10



All households: 3.5

Score by question setting



4.9

AI knows nothing

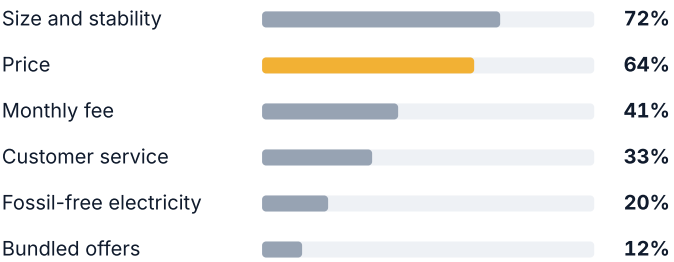
3.5

Needs stated

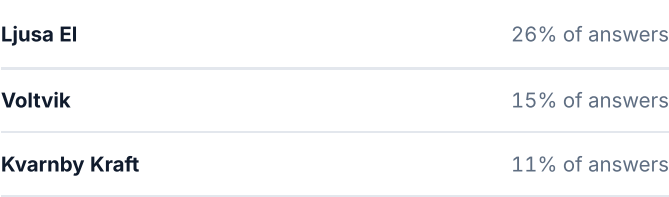
3.2

AI knows you

What the AI talks about · share of answers



What the AI suggests instead



6/10 · FAMILY, ELECTRIC HEATING

"A stable choice with good service, though rarely the cheapest option."

2/10 · SINGLE PARENT

"You will likely pay more here than you need to. Compare monthly fees first."

WHAT IT MEANS FOR GRANHED ENERGI

Granhed loses 1.4 points when the buyer describes their household. Its strongest ground is families with electric heating, where stability counts. Its weakest is small households, where the AI points to cheaper alternatives.

4 · HOW WE MEASURE

The same questions, asked the same way, every month.

Each AI model rates every retailer from 0 to 10 for how likely it is to recommend it for a variable monthly-price electricity contract. Every prompt starts a fresh conversation with no memory and no web search.

Models	Claude Sonnet 5.5 and GPT-6 Luna, via their APIs			
Retailers	Nine, fixed before the run: Bixia, Cheap Energy, E.ON, Fortum, GodEl, Göteborg Energi, Jämtkraft, Skellefteå Kraft, Vattenfall			
Three settings	The AI knows nothing about the buyer · the buyer describes their household in the question · the AI already knows the household. The ranking uses the second setting.			
Six households	Scenario profiles, weighted in the ranking:			
	Young single	Apartment	SE3	2,000 kWh
	Older single	Apartment	SE3	2,000 kWh
	Single parent	Apartment	SE3	5,000 kWh
	Couple, no children at home	Terraced house, no electric heating	SE3	5,000 kWh
	Family with children	Detached house, electric heating	SE3	20,000 kWh
	Shared household outside Östersund	House, no electric heating	SE2	5,000 kWh
Volume	675 prompts per model, five repeats of every question. Measured 22 October 2026.			
Price check	Four dated searches in Elpriskollen on the same day, variable monthly price. Indicative, not a full comparison of contracts.			

The scores describe what AI models say, not what customers buy, and they are not buying advice. Results apply to the model versions and the date of measurement.

What the full report contains

Summary Ranking, biggest moves, key findings	2 pp	Claude vs GPT vs price All retailers, ranks, scores and price check	1 p
A page per retailer Scores, households, settings, what the AI says	9 pp	Method and data appendix All scores with 95% intervals	2 pp

THE RANKING IS FREE · THE REPORT IS A PAID SUBSCRIPTION

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