

Cheapest in the price check – but AI recommends GodEl

GodEl ranks first with both Claude and GPT when Swedish households ask for advice on an electricity contract. Cheap Energy had the lowest displayed price in all four price checks, but ranks third with Claude and seventh with GPT. That is the finding of Pickd, BrandValuator's measurement of which brands AI models recommend.

More and more people ask an AI before switching electricity contracts. Pickd measures what the AI says. On 22 October 2026, Claude Sonnet 5.5 from Anthropic and GPT-6 Luna from OpenAI each answered 675 prompts about nine Swedish electricity retailers, for households looking for a contract with a variable monthly price.

Three findings

- **The same winner for both.** GodEl tops both Claude's and GPT's list. Bixia is second with Claude and third with GPT.
- **The lowest price was not enough.** In four Elpriskollen searches on the same day, Cheap Energy had the lowest displayed price of the nine retailers. It still ranks third with Claude and seventh with GPT. Several answers express uncertainty about the company's current prices and terms, but the measurement does not show that this is the reason.
- **Size brings no advantage.** Fortum, Vattenfall and E.ON, the three largest retailers by number of customers, rank seventh to ninth with Claude. With GPT, Fortum is fourth, while Vattenfall and E.ON take the last two places.

What it could mean

The AI models answer from what they know about the brands, not from today's prices. For retailers, a low price is not enough if the AI does not know about it or does not trust the terms. Skellefteå Kraft ranks second with GPT but did not appear in any of the four price lists. For consumers, an AI recommendation is not a price comparison.

How the measurement works

Each AI model rated every retailer from 0 to 10 for how likely it is to recommend it, in fresh conversations with no memory and no web search. The questions covered six households, from young singles in apartments to a family in a house with electric heating, in three settings. The ranking uses the setting where the buyer describes their household in the question, weighted by household type. The price check was made in Elpriskollen on 22 October for four combinations of postcode and annual use. It is indicative and does not cover every contract term, network charges or future prices. The measurement describes what the AI models say, not which contract anyone should choose.

About Pickd and BrandValuator

Pickd™ is a recurring measurement of which brands AI models recommend. The ranking is free to share; the full report for each category is sold as a subscription. Pickd is powered by BrandValuator, a tool for transparent brand valuation aligned with ISO 10668 and ISO 20671. Pickd is independent and not affiliated with Anthropic, OpenAI, Elpriskollen or the retailers ranked.

Pickd: brandvaluator.se/pickd

The October edition with ranking, sample report and images:

brandvaluator.se/pickd/se/electricity/2026-10

Press contact: Alexander Todoran, info@brandvaluator.se

The ranking

Rank 1–9, October 2026

RETAILER	CLAUDE	GPT
GodEl	1	1
Bixia	2	3
Cheap Energy	3	7
Skellefteå Kraft	4	2
Jämtkraft	5	5
Göteborg Energi	6	6
Fortum	7	4
E.ON	8	9
Vattenfall	9	8

Claude Sonnet 5.5 and GPT-6 Luna, 22 October 2026. Ranking in the setting where the buyer describes their household.