



Green Energy (UK) plc case study

Green Energy (UK) plc is an independent supplier of sustainable energy to homes, businesses and organisations.



The challenge

Through talking with their customers, Green Energy discovered that a surprising number had some very common misconceptions about energy use and its impact on bills.

These myths were leading to soaring energy bills, with examples including situations where customers were paying £200 a month because they had left their immersion heater on all day rather than simply reheating it, or £145 each month due to the underfloor heating being left on throughout the day.

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“The regular top-ups in training and monitoring that the Energy Saving Trust puts in place, definitely keep us on our toes. And our customers benefit from the latest and most up-to-date advice. The greenest energy is the stuff our customers don’t use”

Doug Stewart, Green Energy (UK) plc, CEO.

The solution

Green Energy wanted to dispel some of these common myths and help their customers to become more energy efficient, thereby reducing their bills.

To help override customer preconceptions of ‘energy efficiency’, Green Energy worked with the Energy Saving Trust to train their customer service staff putting energy saving advice at the heart of their customer communications.

Now in the sixth year of ‘myth busting’, all Green Energy customer service staff undertake an initial training day by the Energy Saving Trust, followed by top-up training several times a year.

The outcome

As a result of the Energy Saving Trust training, the Green Energy customer service team are able to personalise their energy savings information to ensure their advice is relevant and produces real, positive outcomes for their customers.

If you have a project you would like to discuss, please email business@est.org.uk or alternatively call **020 7222 0101**.

green energy

www.greenenergyuk.com