

Interview questions

General questions about:

- a. Where do you live?(city or region is expected) Does it influence your energy usage?
 - b. What is your current profession or field of work? do you work mostly in person, blended or remote and how this influences your energy usage?
 - c. Which age group do you fall into? (18-24, 25-34, 35-44, 45-54, 55-64, 65+)
1. Walk me through the process of choosing your first energy company?
 - 1.1 Has your decision-making process changed since then? If so, how?
 2. When was the last time you switched your energy plan?
 - 2.1 How did you find your current energy company? Did any friend suggest it to you or did you check online reviews?
 - 2.2 What motivated you to switch plans at that time? Were there any events or changes in your needs?
 3. Considering your actual energy plan, what additional services do you find most valuable from your energy provider? Would you be willing to pay extra fees for these services? Do you face any challenges with your current energy provider? What would you like to see improved?
 4. If you could improve or customize your current energy plan, what changes or features would you like to see?
 - 4.1 Are there any of these features or changes that you feel are essential, compared to those that would just be nice to have?
 5. How many people live in your household, and what appliances or equipment do you typically use that consume energy?
 - 5.1 What energy-intensive appliances do you use most frequently, and how often do you use them? (e.g., air conditioning, heating, etc.)
 6. Could you describe me your home? is it an apartment, a house, or shared accommodation?
 - 6.1 Could you share a bit about your energy usage habits? For instance, do you tend to use more energy at specific times, like in the evenings, or rely heavily on certain appliances?"
 7. Do you actively monitor or manage your energy consumption? if yes:
 - 7.1 what tools/strategies do you use to monitor and manage consumption? If no,
 - 7.2 would you like to have a service that will help you monitor your energy consumption?
 8. What source of energy does your provider use? (take a moment to hear the respondent's answer, even if there's no answer it means that they don't know).
 - 8.1 What proportion do you think that your current provider uses from renewable sources?
 9. What digital features does your energy provider have? (take a moment to hear the respondent's answer, even if there's no answer it means that they don't know or don't care) if they knew about it, ask this follow up:
 - 9.1 Did you know these features before or after the contract? If it was before, did it influence your decision?

Conjoint

Pick 2-3 companies (possibly keeping fixed Octopus energy and changing the others for each interview). Ask the respondent to compare the offer in terms of pricing.

Then show the additional service page and ask them to comment them, then ask:

1. are you willing to pay a bit more to have this service by your energy provider? (for each one they show interest in).

Positioning

Pick 3 options of companies show the respondent the website or a printed option in which the logo and the brand in general is very visible.

1. Rank the following companies in order of “preference” and ask them to tell you based on what they arranged them in that way.

All the interviewees were chosen because:

- 1) They own an energy contract**
- 2) They have different demographical features (age group, family members, location, beliefs etc.)**

Interview 1

Valeria

General info:

- a) she lives in Milan, this affects her energy consumption since there is not much sun and she lives in an apartment, thus heating expenses are lower.
- b) She works in the automotive industry, since she is always at the office, she probably consumes less.
- c) 25-35.

Info about her energy consumption:

-She had her first contract 2 years ago, the only thing that mattered at the time was the price. She collected her average consumption from the previous company and compared the tariffs online. She changed company provider because she was forced by her landlord, previously she was using a2a energy, now pulsee (electricity) and a2a for gas.

-She would like to have flexibility with saving bands. Overall, she is happy with what is provided.

-She lives in a shared apartment with 3 more people (4 in total). They mostly use electricity, the main appliances are the fridge, washing machine, dishwasher, hot water. Regarding gas appliances, heating and stove.

-The apartment has a kitchen, a bathroom and two bedrooms.

-She would like to monitor her energy consumption with an app that helps in real time consumption.

-She is not interested in the source of energy used by her provider.

-Digital services provided by her company are apps and billing through emails, but she is not 100% sure.

Conjoint

Rank for the pricing: Octopus, Sorgenia, Enel. Enel does not have good tariffs, according to her opinion. She is interested in a fixed tariff contract (as at the moment she has a variable tariff contract). She had some issues in understanding the price of Octopus Energy fixed costs.

The additional services she found the most interesting belongs to Enel, Octopus and Sorgenia. She would be willing to pay more to have some appliances provided by Enel (boilers and air conditioning).

Positioning

Rank: Enel, Sorgenia, Octopus based on reputation.

Interview 2

Valeria

General info:

- a) Lives in Minturno, Lazio. It influences the energy usage because the area is often clouded and there is no sun.
- b) She is a teacher, only works in presence, hence energy consumption is not affected.
- c) Age range: 60s.

Infos about her energy consumption:

-When she chose the first energy company, she checked online different companies, and they picked Enel because it looked the most convenient according to kilowatt costs.

- Last time she changed the energy plan was in May 2024 after 31 years with Enel (that used to have the monopoly of the market). She was obliged by a change of legislation, otherwise she would have not modified anything of their energy plan, she was 100% satisfied.

-Additional services she would like to have: one of Enel's problems is that Saturday is not considered as feast day as Sunday, so energy is expensive exactly as the other days of the week.

-She lives with her husband and some pets. Appliances used: fridge, refrigerator, oven, dishwasher, washing machine, fan.

-She lives in a big house (100mq) on 2 floors.

-She does not monitor her energy consumption except checking the bill and checking the energy meter. She would like to have something easier and more practical to monitor consumption, as energy meters are situated outside of the house and sometimes, they are shared among apartments.

-She does not know if the provider uses renewable energy. She hopes so.

-Digital services she uses Is bills coming through email.

Conjoint:

Compare three contracts (Octopus Energy, Sorgenia and Enel) and choose the one you think it's the best based on the price: not a specific preference, as all the three had good prices. Octopus tariff is a bit tricky to understand.

Positioning:

Rank: Enel, Sorgenia, Octopus, based on reputation and on the fact that she only used Enel (it is the only one she knows).

Interview 3

Viola

General info:

- a) He lives in Massy, a suburb of Paris. It influences his energy usage especially considering whether to buy or rent a big house or a flat. Also sharing a flat to reduce the expense. The energy class in the area which ranges from A-F with A being the best and cheaper compared to other classes.
- b) Civil engineer, works in the construction sector. He works hybrid. He spends more time at home therefore, he uses more electricity but also it depends on how the building is made based on the class A-F and not just how much time he spends at home.
- c) He is in the 25-34 age group

Info about his energy consumption:

1. There are 3 major energy companies in France which made it easy to decide. He also consulted his brother who lived in France, Used google search to find more information, Total Energy.

1.1 no

What was very important was the subscription process and keeping track of the energy usage to be easy and is still very important. The website is user friendly, and he can keep track of his weekly, monthly and yearly energy usage, the amount spent and also there is no need to change because the building energy has not changed also.

1.1. The most important factors that he considered while choosing Total were; easy access to personal page, Being able to keep track of his energy consumption, Reliable technical assistance in case of need, he had an issue and they responded quickly and fixed the issue in very short time, and the monthly price

1.2. No,

2. No, he has been using the same energy provider for 5 years.

He would consider switching the energy plan if the free points are added like price per month, renewable energy added. His current provider uses nuclear energy

3. Total energy. The additional services he finds most valuable are in 1.1 for as long he has those the rest are irrelevant.

He faced a challenge only once and the technical assistance was very positive.

4. He would customize his energy plan features, if he was able to track the energy consumption by the appliances for example if he consumed 25 kW, he should be able to know which appliance had the biggest consumption and what amount ie washing machine consumed 10kw and the rest of the appliances consumed 15 to sum up to 25KW. If it can be specific to the flat it would be helpful to him.

4.1 The above feature would be nice to have. Essential features to him are technical assistance, easy subscriptions and tracking of his energy consumption.

5.2 adults and a baby live in his household. Appliances that are frequently used in his household are light, oven, washing machine, computer, microwave, heating system.

5.1 Heating system consumes energy intensively in his household, he uses it daily especially now in the winter season. With the baby he also uses the washing machine daily for about one hour.

5. He lives in an Apartment.

6.1 He normally keeps the windows close if the air conditioner is on, uses air conditioner a lot during summer. He turns on the AC for a few hours before going to bed and turn it off to avoid running the whole night.

He uses more energy in the morning and less during the night, the heater on for the baby and washing machine in the morning.

7. Yes he monitors his energy consumption. He uses the website to manage and monitor his consumption. He is well aware of how much he spends, keeps track of bill variations, He has a fixed monthly amount . He keeps track of whether he consumed beyond his fixed amount or not and if so by how much. He has to check every 6 months to pay for the extra consumption. He only uses websites .

8. He has no idea which energy Total energy uses.. It would be relevant and interesting for him to know the source of the energy and which country.

8.1. He doesn't know the proportion of renewable energy that his service provider uses , maybe nothing but he's aware that in France the energy source is about 90% nuclear power. Also, France's wind power plan in the ocean is a big sector for offshore facilities. He would be interested in knowing and also it would influence his choice of the energy provider.

9. Total energy has a Website that he uses to keep track of his energy consumption.

Conjoint.

Octopus. He did not know about octopus energy.

Total Energy

Engie

EDF

He's not up to date with their pricing

Positioning.

Rank

1.Total energy

2.Engie

3.EDF

He ranked them according to service delivery and brand strength in France's energy space.

Total energy is focused on electric mobility and ENGIE and EDF are more focused on nuclear power.

Interview 4

Lejda

General Info:

- 1) Lives in Turin and he thinks this doesn't influence his energy usage
- 2) He's an app developer and works everyday in person. He thinks this influences for sure his energy usage
- 3) Age range: 25-34

Infos about his energy consume:

- While choosing his energy company, he compared prices and also the company's reputation. (Eni Plenitude)
- The last time he changed his energy company was last year (September 2023) 'cause he moved in another place. The previous company (chosen by the owner) was Dolomiti Energy but he didn't know it and, since it wasn't a known company, he thought Eni had better offers. Now he has Eni for electricity and Gas with Dolomiti 'cause it was cheaper to leave it like this, cause the cost of changing was pretty high.
- Additional services that he finds most valuable: None. He uses these services for electricity and gas, nothing more. He likes that the bills are paid automatically and he receives a notification when he has to pay
- There's nothing he would like to improve. He suggests an app or a feature on the already existing app in which you can see and get notice of the specific times where you consume more energy (for example: when you turn on the light in a specific time, but maybe you could avoid turning it on)
- There are three people living in the house. The appliances used more in the house are: lights, charging of batteries. The energy-intensive appliances used more are: heating, microwave, oven (not that much).
- He lives in an apartment, with four rooms (kitchen included) and one bathroom. The apartment is on the 4th floor.
- He doesn't really control his energy usage. He consumes more at the evening, tuning on the lights and also leaving the phone to charge all night.
- He doesn't monitor actively his energy consumption. He would like to have a service that helps him monitor his energy consumption but only if it doesn't take too much of his time or energy, but he doesn't think it's an important thing.
- He doesn't know that source of energy his provider uses (he hopes its from renewable sources tho)
- He hopes that his current provider uses at least 80% of renewable energy
- His energy provider offers digital features like: an app mobile, automation of paid bills, his bills come directly through email (also ecological). He knew some features from before like the app and the bills through email, but this didn't influence his decision making.

CONJOINT

Compare three contracts (Octopus Energy, A2A and Argos) and choose the one you think it's the best based on the price: Octopus Energy even tho he thinks they are all very similar.

He thinks most people only want the energy and gas service, without additional services. For

what he needs now (since he's also a student), he doesn't need these services and he wouldn't look at them.

POSITIONING

Pick 3 options of companies (Octopus Energy, A2A and Argos). Show the respondent the website or a printed option in which the logo and the brand in general is very visible. The rank: Argos, A2A, Octopus. Octopus logo and webpage seems too "cheap", an easy work, done approximately.

He didn't know none of these companies, thinks Argos is the most popular one.

Interview 5

Lejda

General Info:

- 1) Lives in Milan and he thinks this doesn't influence his energy usage. It influences it a bit but not that much to say that in another place he would consume much less.
- 2) He works in the regolazione settore energy and works blended. He thinks this influences for sure his energy usage. Working from home doesn't influence positively his energy usage 'cause 100 people in the office consume less than 100 people working from home.
- 3) Age range: 25-34

Infos about his energy consumption:

- When he chose his first energy company, he did it based on how fast and easy was to activate the contract (Iren), not based on the price 'cause he thought that all offers were pretty similar. Also he chose a big company (popularity). Now he knows better how everything works and he would choose differently, more based on the price 'cause the operator doesn't do anything, the product is the same. The only thing you have to consider is the price
- The last time he changed his energy company was last year (September 2023) with a2a and then in April 2024 'cause he activated the offer for the employees (a2a).
- Additional services that he finds most valuable: None.
- There's nothing he would like to improve. His offer excludes all markups from selling companies, there's not a better offer for him.
- He lives alone. The appliances most used in the house are: refrigerator, washing-machine, dishwasher, air conditioning, water heater and burners.
- He lives in a one-bedroom apartment (60mq²)
- He doesn't really control his energy usage, also 'cause he consumes not based on the timing but based on the market. He consumes more at the evening during the week and in the weekend also during the day.
- He doesn't monitor actively his energy consumption. He controls it only when he has to pay the bill. He would like to have a service that helps him monitor his energy consumption but there are a lot of issues in doing that. He would like to know how much each appliance consumes and when.
- He knows that his current provider uses 100% renewable energy.
- His energy provider offers digital features like: an app mobile, automation of paid bills, his bills come directly through email. He knew some features from before like the app and the bills through email, but this didn't influence his decision making.

CONJOINT

Compare three contracts (Octopus Energy, Sorgenia and Argos) and choose the one you think it's the best based on the price: Argos, Octopus Energy, Sorgenia.

He doesn't think that all these additional services are useful when choosing the energy company. He would have preferred if Octopus offered, like Sorgenia, energy and gas, fiber optics and panel.

Ranking: Sorgenia, Octopus energy, Argos.

POSITIONING

Pick 3 options of companies (Octopus Energy, Sorgenia and Argos). Show the respondent the website or a printed option in which the logo and the brand in general is very visible.

The rank: Octopus Energy, Sorgenia, Argos. Octopus logo seems modern, also he knows Octopus Energy and knows that it is a transparent energy company.

Ranking based on everything: Octopus Energy, Sorgenia, Argos.

Interview 6

Viola

General info:

- 1) He lives in Lodi, Lombardy region. To him energy is a necessity.
- 2) He is a customer experience manager and works in the procurement sector. He works hybrid but mostly remote. He is in the age group of 45-54.
- 3) There is a local company that is known in its locality called A2A. He got to know about it from his neighbor in his previous house. He also used the internet to get more information about the company that helped him to finally decide to sign a contract with them.

Infos about his energy consumption:

-His decision making process changed one time when an agent from Enel convinced him that he would save more by consuming the same quantity of energy with Enel but this did not workout as promised, instead he spent more money for the same quantity of energy consumption. So he decided to go back to A2A.

Two factors are very important to him: low price of energy and the energy provider investing in green energy.

-He switched long time ago about ten years ago. He was motivated to switch the energy plan with the intention to save money. He did not have a need, all the agent did was compare his consumption with A2A and suggests to give him a cheaper price for the same energy consumption that saving was not achieved.

-He uses energy and gas. He doesn't know additional service, he assumes they have green energy but he doesn't have the possibility to use it.

- He has never faced any challenge with A2A.

- To customize his energy plan, the company has to know his energy usage habit, give him the best price which is nice to have.

- One adult lives in his household. Energy consuming appliances in his households are laptop, lamps/bulbs, heater, air conditioner, iron, oven, Intensive energy consumption appliances in his households are: air conditioner during summer, heater, oven.

-He lives in an apartment. He uses the washing machine 1-2 a week, air conditioner in summer. He uses energy during daytime 9am-18pm. He doesn't monitor his energy consumption. He only checks the receipt to know how much the bill is using an app.

-He doesn't need a digital tool to monitor his energy consumption.

-He doesn't know the source of the service A2A uses to provide him with energy. He is also not aware of the proportion of the renewal energy used by the service provider. A2A uses an app to check the bill.

He had no idea that A2A had an app. He received an email informing him about the app after signing the contract.

CONJOINT

Sorgenia – Enel- Octopus

POSITIONING

Sorgenia: good price rate, organised website, coordinated color on the website, image is communicating energy.

Octopus: because he doesn't trust Enel so he would take octopus..

Enel: doesn't trust Enel because of his previous experience he felt deceived and cheated.

Interview 7

Viola

General info

- a) He lives in Bergamo in the Lombardy region and his location does not influence his energy usage.
- b) He is a clerk and works in the Renewable energy business.
- c) He works physically in the office. So, he spends less time at home. Only in the evening times. 55-64 is his age group.

Infos about his energy consumption:

-He did not choose his current energy provider, it was given by the govt. He was listed as ex-govt supplied because he didn't choose the free market. The govt auctioned and assigned them a service provider that won the auction. (HERA COMM)

-He spends 20-30 euro per month, so he doesn't care about it. It is little money to him.

-His decision-making process has never changed.

-He had no option to choose the company. If he didn't make a choice then he would still be sold to this private company. But also, it had to offer convenient pricing, the company that wins the auction has to offer the best price.

-He is not a big energy consumer.

-He has never switched his energy plan because he has a basic plan which is very cheap at a subsidized price set by govt agency (mercato di majority) for poor people.

Since 1996 he had contract with the govt company, about six months ago the govt sold him to HERA COMM

-No additional services. The bill is sent via email, and the bank pays so he doesn't manage any payment which is convenient for him.

-He has never faced any challenge with HERA COMM.

-He has no interest in customized energy plans. He is not even interested in monitoring or regulating his energy consumption. He thinks it will be more expensive for him to monitor than pay.

-One adult lives in his household.

-He uses light, iron, and an oven. Washing machine, radio,Tv, hair,dry, vacuum cleaner.

-He also uses a heating system & cooking that uses gas, from EON. It's more expensive than electricity, especially during winter. But still, he does not monitor or regulate energy consumption by these appliances.

-Heating system is energy intensive only.

-He lives in an apartment.

-He uses energy the mostly in the evening and after 20:00

-He does not monitor his energy consumption.

-He receives the bill by email. He even has no idea if the service providers have digital tools. But he is also too lazy to use the tool.

- He is not interested in any digital tool to monitor energy consumption.
- He has no idea what energy source they use. It's not his business; he's not interested in knowing.
- He doesn't know if they use renewable energy, but he supposes that there's a law that implores them to use a certain percentage of renewable energy.
- The only digital feature the service providers offer to him is an email.

CONJOINT

Compare three contracts (Octopus Energy, Sorgenia and Enel) and choose the one you think it's the best based on the price: Sorgenia, Enel, Octopus
He is not interested in their additional services.

POSITIONING

Rank-preference: Sorgenia- clear communication, Enel-also communication, Octopus- it's not appropriate (does not seem serious:) as an energy provider.

Interview 8

Valeria

General info:

- a) She lives in Rome and she thinks the location does not affect her energy consumption.
- b) She is a public employee, she works both remotely and in presence, but she did not really estimate how much this influences her bill.
- c) Age group: 35-44.

Info about her energy consumption:

-She chose her first energy company by transferring the contract from the old owner of the house to her name. She checked the average consumption and the price and she felt like it was a good offer. She just picked based on reputation and popularity. The old owner of the house she is living in used to rely on CEA and she liked the prices, so she continued with that company. The company is a public corporation that provides electricity service in Rome, and it is pretty well known in the area.

-She changed energy plan last year because the tariffs increased (she had the variable one) because of the Ukrainian war. She stayed with the same company but changed the energy plan to a fixed one.

-She is not interested in any additional service.

-If she could have an ideal energy plan, she would have to have more renewable energy, even though it is not essential, but only nice-to-have.

-She lives with her boyfriend, they mostly use heating and air conditioning, plus normal house devices such as dishwasher, fridge and washing machine. Her house is an apartment. She mostly consumes energy during the day (7-21).

-She does not monitor her energy consumption (expect for the bill she gets every two months); she would like to monitor it by having an app.

-She knows that her provider uses renewable energy, she has looked for this information in the bill while she was checking the information about the energy company.

-She does not if the provider actually offers digital services, she did not get informed about it before signing the contract.

Conjoint

Sorgenia, Enel, Octopus is her ranking based on the tariff offered by the companies.

Enel, Sorgenia, Octopus for additional services she may be interested in.

Positioning

Enel, Sorgenia, Octopus based on their logo and main pages and popularity.

Interview 9

Carlos

General Questions:

- a. She lives in Madrid, a city with cold winters and very warm summers, especially in the month of August. This influences her consumption a lot especially since the apartment where she lives has underfloor heating by using gas, making energy consumption skyrocket in the months of December and January.
- b. She works as a trader in the financial sector and works mostly from home, even though she also has an office where other people work as well. Since now she is working from home on Fridays, she has seen that the energy bill in her office has been reduced while the one in her household has considerably increased. This is because her normal work schedule runs throughout most of the day and sometimes extends into the night depending on international markets. This has an impactful effect on her energy consumption due to her daily use of monitors and computers.
- c. She belongs to the age group between 45-54. Her first energy company was Iberdrola. This was due to Iberdrola already being the energy company used by the previous owners and the only thing she did was change the billing information. She never really did any research or market study since she has never understood how energy bills are computed or how megawatts work.

Info about her energy consumption:

- 1. She was never too worried about her energy bill until two years ago when gas prices soared due to the Russia-Ukraine war, which severely impacted her energy costs. Because of this she started to take interest in her consumption habits, like her use of the washing machine, and how energy bills work. She also decided to turn off one of her two refrigerators. Not only did she start to look at how or if she should change her usual practices but also if she should change her energy company as Iberdrola's tariffs had started to become a financial burden she could no longer afford.
- 2. Apart from the price, the other important factor for her in this decision was the reputation of the company. Two years ago, she ended up choosing to switch to Endesa, the second largest energy provider in Spain, who offered her a flat rate at a much lower price. She also liked how they talked about the percentage of renewable energy they used, which was higher than the one Iberdrola was using at the time. This has been up to the moment the last time she has decided to change her energy company.
- 3. Since she has never really paid much attention to her energy bills in general she was also never really aware of the additional services provided by her company. She states how she's aware that there are mobile apps nowadays that monitor energy consumption in real time and send out efficiency alarms, something she would really like to have. She thinks all these digital innovations are super useful and could really make a difference in reducing her monthly rate.

- 4. Right now she's living with her two daughters, making three people in total in the household. The household appliances that consume the most energy are the underfloor heating, the washing machine, and the oven. Also her computer and monitors she uses for her job consume an important amount of energy.
- 5. She lives in a 200 square meter apartment. It has a lot of open space as there are very few walls, allowing the heating to spread throughout the house and not stay confined in single spaces. This makes the energy bill more expensive, especially in the winter season, although in general most of the energy is consumed during the evening rather than throughout the day, since the house is mostly empty during the latter.
- 6. As previously mentioned, she didn't actively supervise her energy consumption until a hefty bill arrived and she became more aware of her consumption habits and their effects. She would definitely like to have an app or service that would help give her a better idea of where most of her energy consumption is coming from in real time.
- 7. Based on what she thinks she knows, Endesa uses a mix of energy sources, with around 40% to 50% of these coming from renewables. However, she would like Endesa to improve on this aspect since she knows there are other companies out there with a higher percentage of energy coming from clean and sustainable sources.
- 8. She has received some emails from her company offering services designed to help monitor energy consumption but she hasn't had the time to delve deeper into them.

Conjoint:

- From comparing Octopus Energy with Iberdrola and Endesa, the two largest energy companies in the Spanish market, Octopus Energy to her has the most competitive prices. Pricing to her is a super important attribute when determining what energy company to choose.
- In terms of additional services, she prefers Octopus Energy as well as it also offers personal advising services. This is something she believes is very interesting for adults in her age group, who, for the most part, aren't very used to looking for ways to optimize their energy usage, both in habits of consumption and/or tools for personalizing energy plans with time slots for example. She says that there are so many options for energy plans available that in the end you end up feeling lost, especially her generation, and that an advising service would be super convenient to her like the one Octopus Energy has. She also claims she doesn't mind paying a bit extra if it means her energy is clean and comes from renewable energy sources.
- Overall, after having compared pricing, services, and commitment to clean energy, her position towards Octopus in regards to both Iberdrola and Endesa is very favorable and she's open to the idea of studying changing her energy provider to Octopus Energy in the future.

Positioning: Ranking of Octopus with 3 other companies (Iberdrola, Endesa, Naturgy)

- 1. Octopus Energy: competitive prices, innovative digital tools, wide range of additional services, and strong environmental commitment.
- 2. Iberdrola: Not too pricey, big name/reputation in Spain, reliable for the most part, and good customer service
- 3. Endesa: High prices, needs modernization, lacks innovation and digital tools to compete in the current market
- 4. Naturgy: Inflated prices, lack of services, small percentage of renewable energy, known for the use of unsustainable methods.

Interview 10

Lejda

General Info:

- a) He lives in Lecce and he thinks this influences his energy usage because it's usually more warm there so he needs to keep the air conditioning on for longer.
- b) He works as a data analyst in the IT field. He works mostly from home and he thinks this influences for sure his energy usage. His energy consumption is higher.
- c) Age range: 25-34

Infos about his energy consumption:

- When he chose his first energy company, he did it based on recommendations and no other factor. He chose Italiangas. If he would choose now, his decision making would be different, now he would choose more wisely. At the time, he thought the price offered by Italiangas was acceptable.
- The last time he changed his energy company was five years ago because he moved to another house.
- Additional services that he finds most valuable: None.
- he would like to improve something in terms of costs and efficiency, but his knowledge is little to nothing for this area so he would like first to get more informed.
- He lives with another person (2 in total). The appliances most used in the house are: refrigerator, oven, air-fryer, hair dryer, 3D printer, washing-machine, air conditioning.
- He lives in a three-room apartment (70mq^2) + a small garden
- He consumes a lot during the day since he works from home, especially for turning on the air conditioning often. While the cooking appliances are used more during the evening because he usually has a more easy and fast lunch
- He doesn't actively monitor his energy consumption but occasionally checks his bill. While he would like a service to help monitor his energy usage, it's not a necessity. His energy company offers an app that allows him to track his consumption and compare it with previous months' usage.
- He doesn't know what source of energy his provider uses.
- His energy provider offers digital features like: an app mobile, consumption trend. He didn't know these features before the contract.

CONJOINT

Compare three contracts (Octopus Energy, Sorgenia and A2A) and choose the one you think it's the best based on the price: Sorgenia, Octopus Energy and A2A.

He likes that Sorgenia offers energy and gas, fiber optics and panel.

Ranking: Sorgenia, Octopus energy, A2A.

POSITIONING

Pick 3 options of companies (Octopus Energy, Sorgenia and A2A). Show the respondent the website or a printed option in which the logo and the brand in general is very visible.

The rank: Sorgenia, A2A, Octopus Energy.

Sorgenia's website seems more trustworthy, especially for the Trustpilot banner and the usage of the color green. Octopus Energy's visuals seem overly childish and playful for an energy company.

Interview 11

Pooya

General info:

Occupation: Student

Age: 33

House: studio/monolocale

Housemates: 0 , she lives alone

The questions for this interview changed, since we mostly tried to infer positioning attributes.

What energy companies do you know?

-Eni, Enel and A2A

How do you rate these?

- I've never had an experience with Eni, last year we had A2A and this year I have A2A for gas and Enel for electricity, Maybe Enel, because its application is much easier for me and it's more complete than A2A.

Do you have any other factors in mind?

- They're not much different pricewise, maybe Enel is a tiny bit more expensive than A2A, but in fact because I changed my house and we used to be 4 people and now I'm on my own, I can't make no comparison, but what I've heard from an Italian is than Enel is a bit more expensive than A2A; and the services that they have does not make a difference to me, simply the user interface with the Enel app is much easier to me.

How did you choose your first energy company and what process did you go through? If you could describe it to me

- from the beginning, as I got the home, I got the previous bills, took them to Enel, the gas was Enel, in the beginning, then I went to one of the Enel offices, showed the bill and said that now I live there and I want to sign over the bills to my name, just that. It was no hassle, they asked for some documents, passport and Permessos, that's all and the process got done; however, my gas thereby hangs a tale which I had to change it to A2A.

I see, what was the story behind that?

- the problem was with the house, since I live in a studio, they said that the gas meter must be outside of the house, from Unareti, meaning that it was not from Enel, it was concerned to the gas [meter] company. They said that the meter must go outside and well they sent specialist multiple times, insisting that the meter must be out, and then the landlord themselves said that I've pursued this, A2A for the initial activation, it's initial activation because in fact the meter is being moved is likely to show up a little sooner than Enel, like one or two days, and since it became very tormenting for me, for almost two months I didn't have gas, we had to change the gas to A2A.

I see. So, you only had experience with these two companies. You didn't have any other company?

- Last year was as well A2A, but another one of the guys used to take care of the bill

Managed it

- I had no idea about it

So, she only collected each one's cuts.

-yes

And this year's choice of the company was up to you or the landlord?

- I was no big a deal, because the earlier tenant ... and the landlord is my neighbour, they said that I get mine from Enel, so Enel was there, and I took that bill and went to Enel, and there, they told this, at first there was the language barrier problem, I don't speak Italian, they didn't speak very well English, despite that the poor person was trying really hard, they said that it's not been registered, and I asked that if I'm to change it to Enel, how would that be possible, and they replied that it would take one month. Then I called my landlord, I said they're saying this, the landlord said no, they're misunderstood you. And the clerk got on the phone and my landlord explained to them and the clerk did it on the spot, the electricity. It was not a choice, I was something that was available and just went and got it done.

Hmmm, so there was this misunderstanding

- they said it's not even active and not registered, but it was simply due to miscommunication.

So, to recap, it was already there and the landlord had it, you said let's get this

-Yes

No other factors were involved.

-what I've heard from some other Iranian people that Eni is the largest one [author : incorrect], then it's Enel and A2A is smaller, and what friends say was that they don't have that much difference, they seem to have some offers [in an uninterested tone], I don't really know much about it; but they said that Enel and Eni have better offers overall, then I've heard from an Italian that the prices are higher in the same matter for Eni and Enel, but It's not much different if one has a zero ISEE; what they said was different but the conversation was after I registered the bill.

The landlord had no preferences about what you choose.?

- not at all

It was a choice based on convenience.?

-Yes, because when they said that if you want to change the company, it takes about a month, I followed it through

About the gas, what was the previous company?

- at first it was Enel, but then there was the problem with the meter, the technician they sent to activate the meter, said that in a studio the meter shouldn't be inside, it must be outside. It was a problem with Unareti, that prolonged the process, they didn't send the specialist to relocate the meter.

So, when you were with Enel they didn't send the specialist.?

- no, Enel sent the technician. One time their technician came and said the meter should go outside; we said OKAY. He said I'll Inform them so that the specialist do the necessary steps, and I gave my landlord's number, saying please speak to them I don't understand Italian. Another time an Enel technician came and there was the same conversation again with the meter's relocation, we said that you told us that it should go out, take it out please. He said "It's not our job, It's Unareti's job", and we had this redundancy. Then second person that came was the Senior technician, the first one being the junior. To double check that it should go out or not.

[I had another recap there].

-They were kind of twisting the work and ditching. Later I've heard from an Italian that there's this law that the meter should always be outside, I'm surprised how the previous tenant had gas. The relocation had a cost of 600 euro for the landlord from Unareti.

What caused to change the company to A2A?

That change was done by the landlord, they said "I've asked around", it was a time taking process, even the first time the appointment was one week away. They said " when I wanted to get an appointment from Enel [for activation] they said first the meter should go out, then you can request for activation and then it takes a week for us to come, it was more law abiding than A2A, but A2A before the move of the meter, just when they knew than on a specific day Unareti comes, they accepted it, getting us a few days ahead.

So, the activation process was easier.

-Enel was more strict

More time consuming and strict

- yes

Interview 12

Pooya

General info:

profession : student

age : 33

lives in milan

place : studio

number of people : she lives alone

Key Interview Insights:

1. Familiarity with Energy Providers:

- The respondent is aware of three companies: Eni, Enel, and A2A.
- Personal experience was reported only with Enel and A2A (using Enel for electricity and switching to A2A for gas).

2. Service Selection Factors:

○ User Interface & Application:

- Enel's app was highlighted as user-friendly and more complete compared to A2A's offering, influencing the choice for electricity services.

○ Activation Process and Efficiency:

- The initial process with Enel was straightforward for account transfer when moving into a new home.
- However, complications arose with the gas service due to issues related to the meter's placement (inside vs. outside) and the responsibility of Unareti for relocation.
- The lengthy and cumbersome process (with repeated technician visits and miscommunications) led to a change from Enel to A2A for gas, as A2A provided a quicker activation despite being perceived as less strict.

○ Pricing and Offers:

- Although the price differences were noted to be marginal (with Enel slightly more expensive according to hearsay), the decision was primarily driven by convenience and speed rather than cost.

○ Communication & Language Barriers:

- The respondent experienced language difficulties during the sign-up process with Enel. This was overcome with the landlord's assistance, highlighting the importance of clear communication and support.

○ Role of External Influence:

- The landlord played a significant role, particularly for the gas service. The decision to use Enel for electricity was influenced by the existing setup in the property, whereas the gas service switch to A2A was based on the landlord's advice and the comparative efficiency of activation.

3. Additional Observations:

○ The respondent shared informal insights from friends and acquaintances:

- There was a perception that Eni is the largest provider, with Enel and Eni offering better deals (albeit at a slightly higher price), while A2A was seen as smaller but more pragmatic regarding service activation.

○ The overall experience points to convenience, speed, and ease of use as decisive factors, rather than just pricing differentials.

Conclusions & Implications for Survey Design:

This interview underscores several key attributes that should be considered in our survey:

- User Interface Quality: The positive impact of an intuitive app on customer satisfaction.

- Service Activation Efficiency: The significance of a streamlined and prompt activation process.
- Communication and Support: The need for accessible, multilingual customer service.
- External Decision Influences: The role of factors like landlord recommendations in shaping consumer choices.

Incorporating these dimensions into our survey could help us capture a more comprehensive picture of what drives customer preferences in the energy market.