**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.