**Interview 10**

*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 consiumed 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.