**Interview 2**

*Valeria*

General info:

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

Infos about her energy consumpution:

-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 expect 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).