**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.