**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 doesnt 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.