**Interview 7**

*Viola*

General info

1. He lives in Bergamo in the Lombardy region and his location does not influence his energy usage.
2. He is a clerk and works in the Renewable energy business.
3. He works physically in the office. So, he spends less time at home. Only in the evening times. 55-64 is his age group.

Infos about his energy consumption:

-He did not choose his current energy provider, it was given by the govt. He was listed as ex-govt supplied because he didn't choose the free market. The govt auctioned and assigned them a service provider that won the auction. (HERA COMM)

-He spends 20-30 euro per month, so he doesn't care about it. It is little money to him.

-His decision-making process has never changed.

-He had no option to choose the company. If he didn't make a choice then he would still be sold to this private company. But also, it had to offer convenient pricing, the company that wins the auction has to offer the best price.

-He is not a big energy consumer.

-He has never switched his energy plan because he has a basic plan which is very cheap at a subsidized price set by govt agency (mercato di majority) for poor people.

Since 1996 he had contract with the govt company, about six months ago the govt sold him to HERA COMM

-No additional services. The bill is sent via email, and the bank pays so he doesn’t manage any payment which is convenient for him.

-He has never faced any challenge with HERA COMM.

-He has no interest in customized energy plans. He is not even interested in monitoring or regulating his energy consumption. He thinks it will be more expensive for him to monitor than pay.

-One adult lives in his household.

-He uses light, iron, and an oven. Washing machine, radio,Tv, hair,dry, vacuum cleaner.

-He also uses a heating system & cooking that uses gas, from EON. It's more expensive than electricity, especially during winter. But still, he does not monitor or regulate energy consumption by these appliances.

-Heating system is energy intensive only.

-He lives in an apartment.

-He uses energy the mostly in the evening and after 20:00

-He does not monitor his energy consumption.

-He receives the bill by email. He even has no idea if the service providers have digital tools. But he is also too lazy to use the tool.

-He is not interested in any digital tool to monitor energy consumption.

-He has no idea what energy source they use. It's not his business; he's not interested in knowing.

-He doesn't know if they use renewable energy,but he supposes that there's a law that implores them to use a certain percentage of renewable energy.

-The only digital feature the service providers offer to him is an email.

**CONJOINT**

Compare three contracts (Octopus Energy, Sorgenia and Enel) and choose the one you think it’s the best based on the price: Sorgenia, Enel, Octopus

He is not interested in their additional services.

**POSITIONING**

Rank-preference: Sorgenia- clear communication, Enel-also communication, Octopus- it's not appropriate ( does not seem serious:) as an energy provider.