SSE is continually striving to offer our customers the best deal possible. As part of this process it has been identified that SSE’s customer base could be increased by offering competitive discounts based on a number of factors.

The existing solution implements several discount rules already but does not work properly and we do not know why. Our Marketing team have also asked us to implement an additional discount opportunity.

**Current Behaviour**

**Long Service Discount**

Offering a discount based on how long a customer has been at SSE:

* 3 years plus – 1%
* 2 – 3 years – 0.5%
* 1 – 2 years – 0.25%

**Big Spender Discount**

Offering a discount based on yearly spend

* Spend £5000+ per year – 2%
* Spend between £2000 - £5000 per year – 1%
* Spend between £1000 - £2000 per year – 0.5%
* Spend over £500 per year – 0.25%

**Package Discounts**

Offering discounts to push dual fuel & high speed broadband

* Dual fuel customers get 5% discount on basic broadband
* Dual fuel customers who take high speed broadband get a 10% discount
* Electricity only or gas only customers get a 5% discount when taking high speed broadband

**New Requirement**

Identifying customers as Gold, Silver or Bronze

* Gold customers have been with SSE 3+ years
* Silver customers have been with SSE 2-3 years
* Bronze customers have been with SSE for 1-2 years
* Gold customers who spend more than £1000 per year get 2%
* Silver customers who spend more than £2000 per year get 2%
* Bronze customers who spend more than £3000 per year get 1%

Our customers can switch to a new tariff. These tariffs are delivered via the Tariff Service which provides available tariffs based on previous information and applies discounts at source.

Customers did not realise that they were getting the discounts calculated above so this information must be displayed on the screen when they choose tariffs.

The page must also have the terms and conditions in an accordion shown at the bottom of the page.

The UX team have provided screenshots with how this should look on Mobile and Desktop and these are attached.

**Fonts available**

* MuseoSansRounded-700
* MuseoSansRounded-500
* MuseoSansRounded-300

**Colours**

* Primary Blue: #004687
* Secondary Blue: #6DACDD
* Tertiary Grey: #f5f5f5
* Gradient: #180C39 => #5a92d6

**Accordion Text**

+/- Important Information

What you need to know before you apply

We rely on a mobile phone or wireless signal to get your smart meter readings. If these fail, your bills will be estimated.

We’ll send your Welcome pack by email. This includes your confirmation of contract, tariff information, terms and conditions and cancellation form.

If we're taking over the supply of energy from another supplier, you agree to your current supplier transferring the right for us to collect any debt you owe them (in the event we're obliged to).

***NB: The Sign Up Now buttons can be left as an html button***