



Energy comparison into Currys PC world 2017

Background

Dixons Carphone recent acquisition of energy comparison tool website is the new proposition to integrate into the Currys PC world brand. The challenge for this project is to create awareness for the new brand and integrate into the Currys PC world customer journey.

Objective

- Drive awareness of Energy saver brand into Currys PC world
- Integrate new energy saver journey into Currys PC world

Customer profiles for energy comparison



Savvy switchers

- I am after the best deal in the market. I'll switch with you if you can ensure that I am getting the best deal in the market
- Earn additional discounts on household appliances you are looking for if you switch with us



Sleepers: would-be switchers

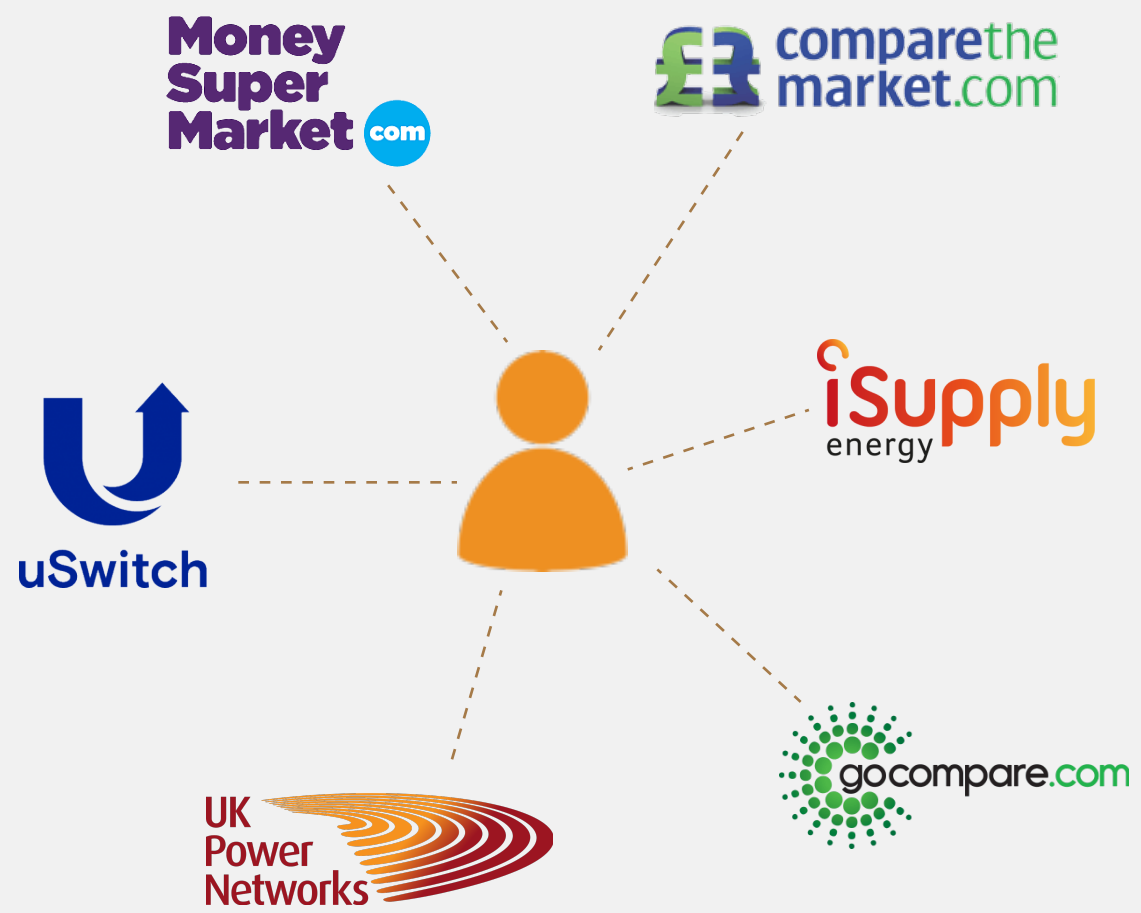
- I do not understand the difference between 1000s of deals and 50+ suppliers
- Make it as easy and seamless for me to be on the best deal as possible
- I do not feel confident switching some handholding would be great
- Energy experts that can help and consult
- We will take out the switching hassle for you and will take care of the whole switching process



Lazy Sleepers

- I think I am on a good deal, although I am not
- I do not know if I can switch, so have not thought about it
- We only offer switching to trusted suppliers
- Plus earn valuable discounts on top of your savings if you want to switch

Switching competition



- Pure play on comparison expert

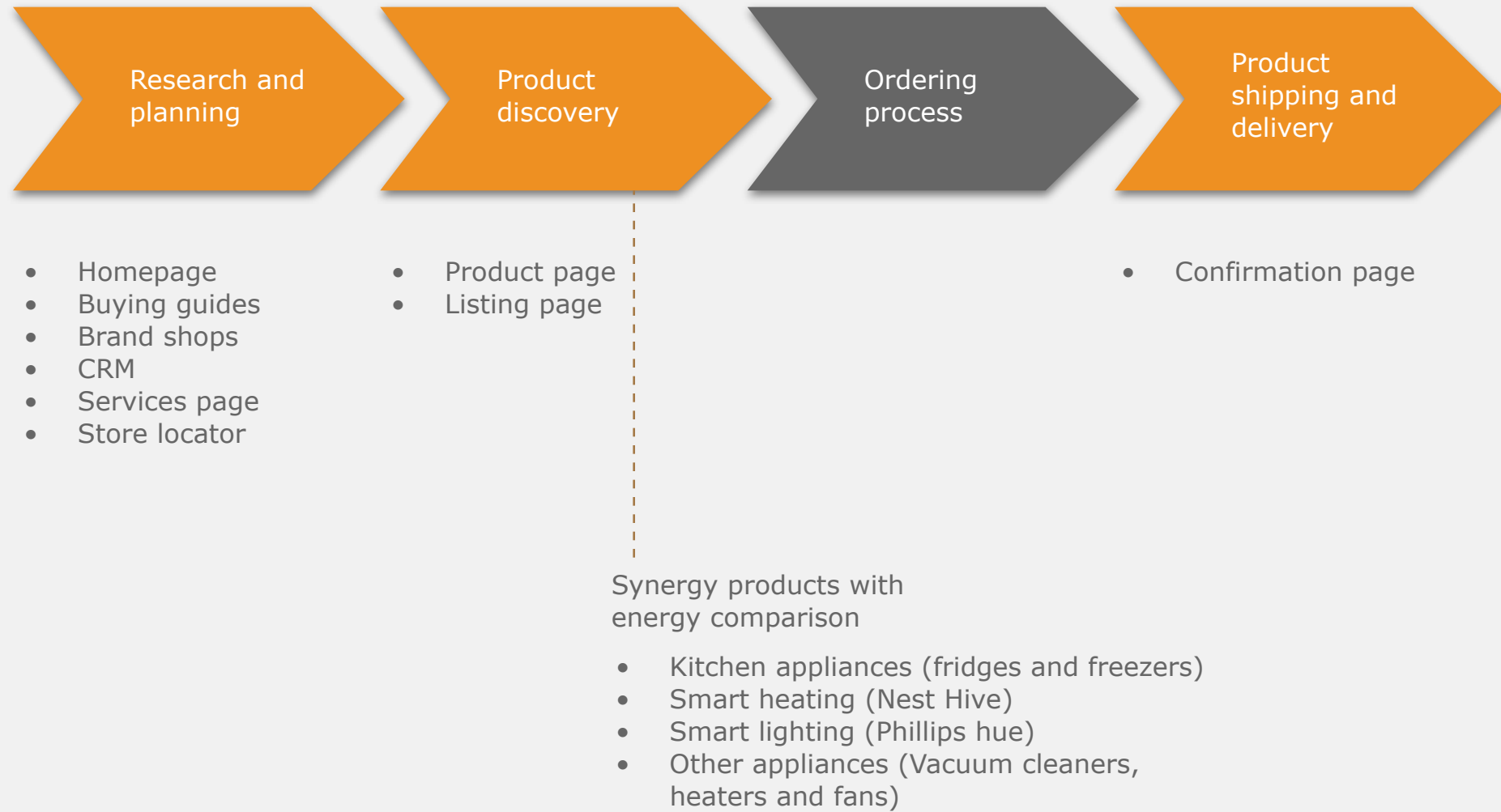


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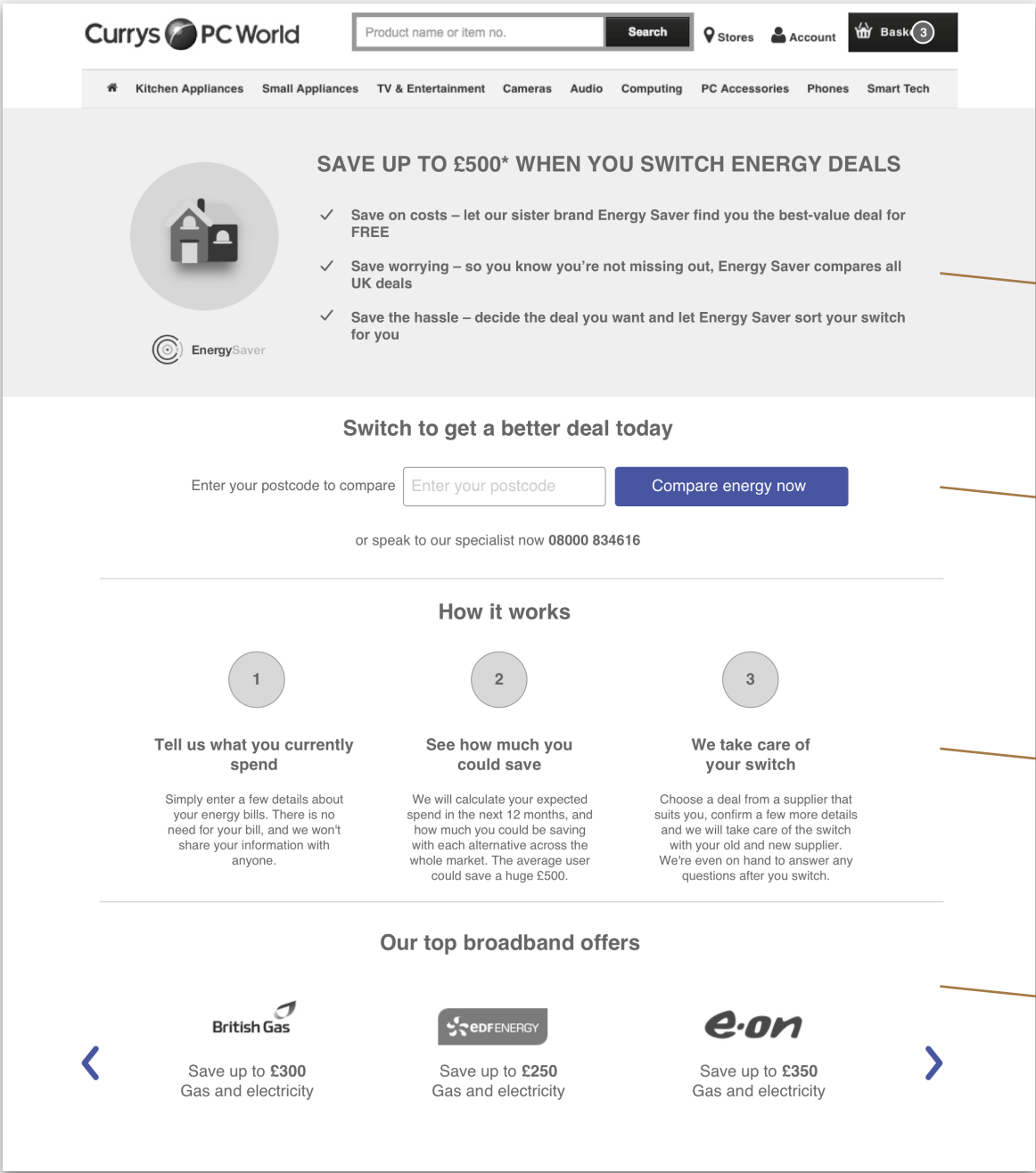
- Expertise in electrical goods
- Expert engineers
- Speak to a advisor instore and online
- Independent advisor

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Energy comparison journey



Energy comparison landing page wireframes



Introduction to switching energy highlighting the benefits to switching

Enter postcode to start the comparison.


The simple steps to switching

Suppliers

Energy comparison synergy product

LG FH4U2VCN2 Washing Machine - White

Product code: 148514



2 year guarantee included

Product features

- Capacity: 9 kg
- Spin speed: 1400 rpm
- Quick wash time: 14 minutes
- Energy rating: A+++

Similar models in this range

Colour:

Silver/Grey

White

Video

A+++

Product fiche

★★★★★ Read 3758 customer reviews

£399.99

Save £200.00

Was £599.99
(from 08/11/2017 to 27/11/2017)

- Own this product for **£20.02 a month** (APR 19.9%) representative
- Compare prices

Add to basket

Save for later

Buy this washing machine and switch enery supplier and £150 Currys PC world voucher [More info](#)

Building the relationship with switching energy and kitchen appliance products.

Switching deal when you purchase a washing machine and switch energy with us you can get gift vouchers from currys

Conclusion

The challenge with this project is to compete in market which is already diluted with companies like Uswitch and compare the market. Currys can offer a new USP to switching as there is natural relationship with energy and some of the products they sell. Currys also offer instore expertise and advice which none of the pure play companies can offer.