

Utilities Online Survey

Case Study

The Highlights

- 360 degree report of the utility industry use of the web
- Customer opinions collected on-line
- Promoted by direct mail, PR and magazine partnership
- Still being downloaded over 3 years later

The Problem

As the use of the Internet grew our client, a £10m turnover software company, was struggling to find a way to differentiate themselves from their larger competitors. It was clear that the Internet was going to be a vital tool for their customers – the large UK utilities - but what could our client say about it that was new.

The Solution

We identified that utility companies were making more and more use of the web, and that several competitors were releasing reports on what utilities we doing on-line. However none were actually asking ordinary consumers what they thought of utility web sites, or if they would ever use them.

We carried out a web based survey of consumers to gauge consumer attitudes. We also secured a partnership with leading a utility publication to promote the report. The report was mailed in hard-copy to key prospects and opinion-formers, and an on-line PDF version was made available on the client's web site in return for contact details.



The Result

The report clearly established our client as an opinion former in the sector. The report has had a long shelf life, and with a mid-life update, is still being regularly downloaded over 3 years later. For sales staff it has provided an ideal calling card with which to engage customer and demonstrate the client's knowledge of the sector and the issues it faces. The client has also had speaking opportunities at national and international utility conferences as a result.

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