

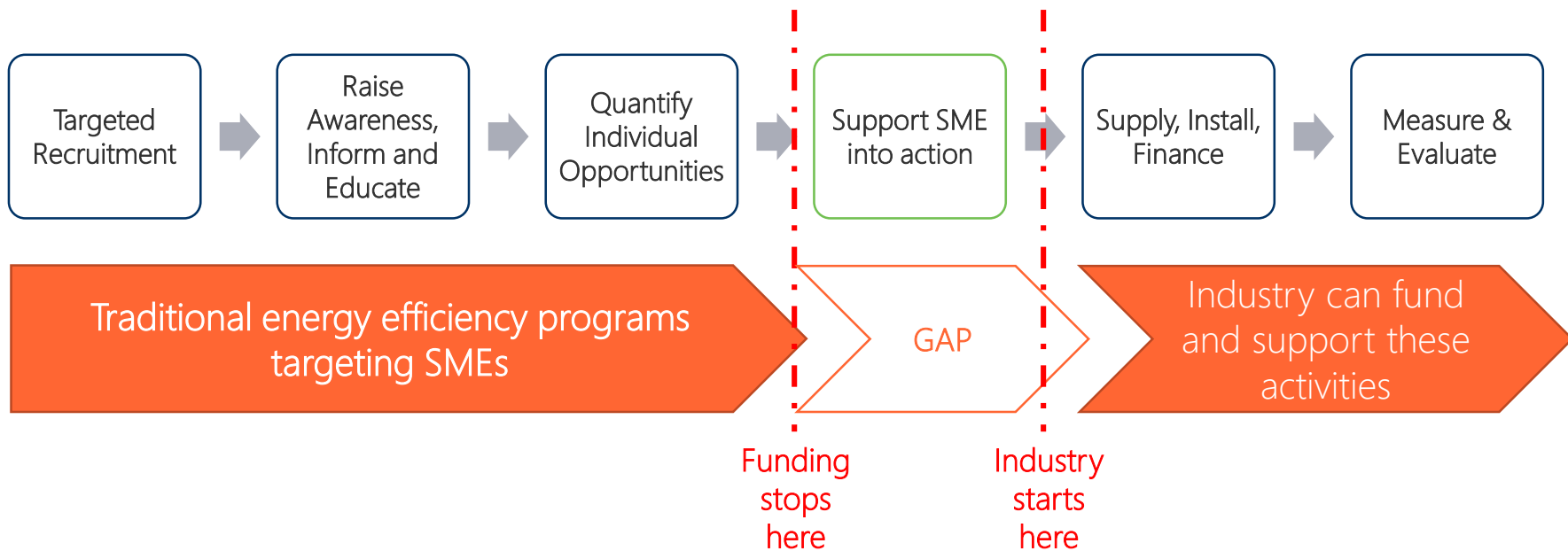


HOW DIFFERENT MUST OUR APPROACH BE FOR SMES AND WHY?

PRESENTED BY: TIM SWINTON

TRADITIONAL APPROACH

ENABLING SME CONSUMER BEHAVIOUR CHANGE



WORKING WITH SMES.

LESSONS LEARNED



Heterogonous Sector

What we know

- No silver bullet solutions
- SMEs are time poor energy consumers
- Difficult sector to achieve scale in
- Higher cost to serve



Integrated Solutions

Moving beyond information

- Integrated solutions
- Energy data creates personalised insight
- Energy efficiency technologies lock-in savings
- Financial options available, but take-up has been poor



Communication

The source of energy is important

- Avoid being overly technical
- Calls to action need to be specific and relevant to the SME
- Cost saving is the main driver for action



Engagement & Support

Trusted partners are essential

- Existing trusted relationships can aid recruitment and on-going engagement
- SMEs need support from a trusted advisor to turn information into action
- Difficult for SME advisors to recommend technology and solution providers



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