

Case Study

energyTEAM

Sector: Energy procurement, management and policy
Market: Medium and large commercial users of energy



Background

From its inception over 30 years ago, the company had been known as Team Analysis. The business was founded on its expertise in providing energy procurement services.

Objectives

Having expanded its capability to include full energy management services, the decision was taken to engage a marketing agency to assist drive incremental growth, through increased awareness generally and the development of a full sales-support programme.

Solution

SHERE initiated its **SHERE Plan** process, beginning with a Workshop, conducted with the principle stakeholders of Team Analysis.

The objectives defined through SHERE's **SHERE Plan** process were:

- Re-branding to position the business as multi-service, forward looking, modern
- Deliver marketing actions to communicate the new proposition to existing customers and prospect groups
- Raise the profile of the business in the market generally through a PR programme
- Develop sales tools

Results

Through the wide range of initiatives, including a new website, customer surveys, trade PR, direct marketing and the overall communication of the new proposition, significant and very positive feedback across the business has been achieved. Turnover, in the energy management side of the operation, has increased. Brand recognition has risen and client retention has improved.



Building Our Brand

Electricity Gas Energy Services Business Services Telephony Water

Our Mission

- To secure the optimum energy contracts on behalf of our clients.
- To provide the best possible advice on all our clients energy needs.
- To build the best in the industry.

Communicating The Brand

The brand is much larger than any single service or product. It is the company's promise – kept through its people and performance. It is the lasting impression and the value of the total customer experience.

A very important part of how the brand experience is remembered is through visual association. To ensure the market can easily recall and understand what we are selling our proposition requires that we establish a distinct brand in the marketplace.

Building the brand means communicating with one look and one identity. Every interaction with the market plays a small but important part. If any element is inconsistent, although the effect will be imperceptible on its own, it will undermine the whole and lessen the long-term return on the investment we make in our marketing and sales efforts.

In this document we set out the key elements of the identity that must not be changed.

Documents & Email

The typeface we use for all documents and email is 'Arial'.
 Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890
 Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

We have a unique way of typing our brand name: energyTEAM

On your computer, set this up as 'Auto Text' as follows:

- Type as follows: energyTEAM
- Highlight this with the mouse cursor
- On the top toolbar select the 'Tools' pull-down menu and then 'AutoCorrect Options'
- Click on the 'AutoText' tab
- Click 'Add' - This has now added it into 'AutoText'
- When in WORD - Select 'Customer' from the 'Tools' pull-down menu. Then select the 'ToolsBar' tab and place a tick in the box alongside 'AutoText' - This will add the AutoText menu to the toolbar at the top of your screen. Then select the 'Customer' tab, and click on 'AutoText' in the left-hand column and click on it. Scroll down to energyTEAM in the right-hand column, left-click on it, then holding down the left-hand mouse key drag to the new AutoText toolbar and drag left to get. From then, whenever you want energyTEAM to appear in a document, simply click on it in the toolbar.

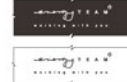
Logotype

This is the energyTEAM corporate logotype. It must only be reproduced in the colours specified, and none of the elements may be moved, altered or added in any way. Always reproduce from a master digital file (A4) file is available for PC use in certain circumstances the log can be used without the drop line.



Logotype variations

In situations where printing restrictions do not allow the logotype to be reproduced in the corporate colours, such as newspapers, the one colour version (black) in positive or negative, as shown, must be used instead.



Letterhead



Colour Palette

Palette 021	CMYK	M 57% Y 61% K 13.5%	RGB	R 225 G 32 B 0
Palette 362	CMYK	C 38% Y 100% K 13.5%	RGB	R 42 G 151 B 40

WORD Document Template

A template similar to the letterhead has been provided for PC use. On an open or change the Header or Footer in any way.

Powerpoint

In the use of PowerPOINT, use the pre-established Template slides to create new slides. Avoid cutting and pasting from other documents and re-use the settings that are already set in the template.



energyTEAM is an energy specialist that has been assisting thousands of clients since 1976. We operate as independent energy brokers. We have unrivalled ability to negotiate the optimum energy contracts on behalf of our clients – at no charge!

We also help clients to reduce the amount of energy used. We are accredited to the Carbon Trust, enabling us to complete free energy-saving surveys.

Energy Procurement

Complete Independence
Our remuneration comes from a small brokerage fee (based on consumption, not price) payable by the supplier that successfully secures our clients' business. We deal with all the electricity and 14 of the major gas suppliers. We receive the same level of brokerage fee from all the energy suppliers. We recommend the best deal for our clients – not the highest fee for us!

No Contract is signed between **energyTEAM** and our clients for our no-charge brokerage services. We rely on our ability to provide our clients with the best overall deals. Only when we have written approval do we arrange for a supply contract to be placed.

Monitoring the Market is essential due to the extreme increases and volatility in energy prices experienced over the last two years. Picking the optimum time to place a contract, even if that means 'holding' in a price months ahead of a contract deadline, can result in substantial differences in contract prices.

The graph shown below plots the forward trading prices for electricity. Every week we publish electricity and gas price graphs on our website: www.energyteam.co.uk

Energy Services

Government-Funded Energy Surveys are available to eligible companies, and funded by the climate change levy you pay on your energy. **energyTEAM** conducts energy conservation surveys that will identify measures your company can take to reduce energy consumption. Where applicable, we can help you obtain interest free up to £100k from the Carbon Trust to fund any capital investment required, plus tax-saving incentives.

Climate Change Levy
We can assist companies to achieve rebates in the CCL, where appropriate. For those companies already in a climate change levy agreement we act with compliance; e.g., evidence pack advice, carbon trading etc.

Monitoring & Targeting

To ensure any energy-saving initiatives are effective, it is vital that consumption is monitored and action is taken as appropriate.

energyTEAM can provide accurate information in an easily readable format.

The report on the left plots electricity usage for the month and graphically illustrates changes over the previous year, with percentage variations.

Bill Checking

energyTEAM has a wealth of experience in identifying and correcting invoice queries. We have the software that will calculate from half-hourly data what the invoice should be, enabling us to send a verification invoice before the supplier invoice arrives.

Verification Invoice vs **Actual Invoice**

Customer Contact

We are always available to answer any queries or help resolve any of our clients' energy problems.

Every quarter we e-mail an information bulletin to our clients: **"TeamTALK"**, advising of market changes and other pertinent issues within the energy industry that may affect them.

Don't just take our word for it

We have listed the names of a cross-section of just a few of our better known clients. Despite the fact that our clients are not contractually obligated to use us, well over 90% ask us to re-endorse every year. In addition, we have an unrivalled relationship with the energy suppliers who regularly rate us as one of the top companies in our industry.

Alexminster Carpets	MAN ERF Trucks
Baldimston School	Microsoft
Barclays of Bayside	Monsoon & Accessories
Carlberg UK	Nottingham Forest FC
Carlson Rubber	Pantale
Habitat	Royal & Sun Alliance
Institute of Electrical Engineers	The London Clinic
Isle of Wight Council	Williams Grand Prix Engineering

Your Options

- You could spend time and effort trading the market yourself. *Unlikely to achieve the best prices, time-consuming and with the advent of BETTA, impractical without expensive software.*
- You could use a consultancy that shares in the savings or charges a fee. *Difficult to monitor and can be very costly.*
- You could use Electronic Tendering (also known as Internet Trading). *Prohibitive terms and conditions and unpopular with suppliers – resulting in less competitive quotes.*
- You could outsource the work to **energyTEAM** who will do all the work for you on a brokerage basis, which is increasingly becoming the preferred method of energy procurement in the UK. **NO CHARGE and saves management time.**

Client comment

"Shere began by developing a strategic marketing plan. Shere then led the implementation, through development of our communications programme. The results on the brand development, new marketing materials, web site, public relations and sales tools have been excellent. Engaging Shere to complete a re-branding exercise definitely helped push our business forward."

Brian Rickerby
Joint Managing Director