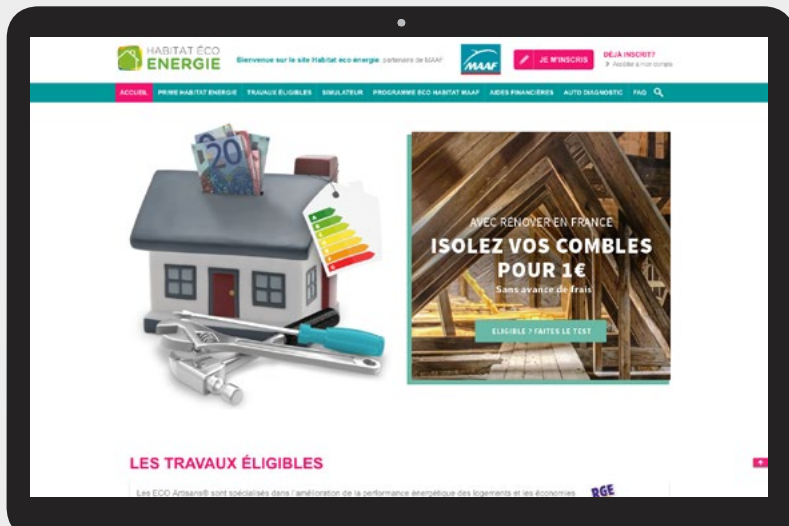




CASE STUDY **ON5 HOME** **INSURANCE SECTOR**



CORPORATION CHALLENGES

- Diversify its offer outside core insurance services
- Prevent house insurance claims
- Launch innovative service offers
- Improve and enlarge the quality of its customer database
- Win competitive advantage

ON5 SOLUTIONS

Finding innovative services and products to engage commercial clients and residential customers in a financially and socially rewarding initiative.

What?

Providing home owners with a user-friendly service that help them act upon renovating their properties. These solutions will allow them to save costs and to live/work more comfortably.

How? Launching a campaign that includes:

- A user-friendly web platform that aggregates all the services and products needed to renovate a property.
- A targeted campaign to inform customers.
- Preferential loans and other financial or services benefits (insurance, discounts on products).

**MAKING ENERGY SAVING
EASY FOR ALL**

www.ee4all-by-on5.co.uk

What did ON5 do:

Created one website (white labelled with company brand) for residential customers. This website offers a complete solution to help property owners decide how to renovate their property – as follows:

- Home Energy Efficiency Assessment (B2C)
- Retrofit work with cost and carbon saving calculations
- Financial plan including options for existing funding solutions
 - Energy Efficiency loans from the bank
 - Other property preferential loans (mortgage .etc)
 - Subsidies (ECO Scheme, suppliers discounts ...)
- Choice of reliable, accredited and local tradespeople
- Bills review and optimisation of energy and other utilities suppliers
- Extra insurance services

ADDITIONAL BUSINESS BENEFITS

- Database with detailed information about customers' lifestyle/home or client/ business property management.
- Accurate calculation of the aggregated positive impact on the environment of the saving generated (in CO₂ and/kWh) by all the customers who acted up renovation work. Extremely useful for the annual CSR report.

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ACCESS
PLATFORM



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