



MAKING ENERGY SAVING EASY FOR ALL

www.ee4all-by-on5.co.uk

CASE STUDY ON5 HOME & ON5 BIZ DIY

CORPORATION CHALLENGES

- Increase sales revenue and commercial margins in retail shops
- Gain competitive advantage by offering new services to customers
- Improve customers' loyalty
- Train employees in shops to improve relationship with customers
- Give credibility and visibility to the company's commitment to sustainability

ON5 SOLUTIONS

What? Providing:

- A digital tool along with training to DIY shops customer relationships managers so that they can advise customers. Customer relationships managers recommend consumers products that will contribute to reducing their energy bills.
- A user-friendly solution for home and SME property owners to actually act upon renovating their properties. The products and services offered allow them to save costs and live/work more comfortably.

Benefits for consumers: They can benefit from subsidised schemes if they buy products that reduce their home carbon footprint.

Benefits for retail shops: They generate additional revenues by recommending home renovation work to installers (i.e sharing commercial margins with installers).

How? Launching a campaign with:

- 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).

What did ON5 do:

Created 2 dedicated web platforms, white labelled with company branding.

1. One Intranet portal for shop managers that allows them to help their customers with:

- Booking appointments
- Listing relevant recommendations
- Providing online energy efficiency diagnostics
- Making Retrofit work recommendations
- Products Recommendations
- Financials, including options for existing funding solutions
 - Energy Efficiency loans from the bank
 - Other property preferential loans (mortgage .etc)
 - Subsidies (ECO Scheme, suppliers discounts ...)
- Lists and directory of ON5 accredited local installers

2. One DIY shop for customers helping them to:

- Book appointments on line with an Energy Efficiency professional from the DIY Shop
- On-line diagnostic of their home Energy Performance Certificate (EPC)
- Qualified advice on home retrofit solutions
- Financial solutions:
 - Suggestions of existing financial plans
 - Preferential loans from the DIY shop
 - Other bank preferential loans
- Choice of reliable, accredited and local tradespeople
- Bills review and optimisation of energy and other utilities suppliers

RESULTS

- **35** Castorama stores deployed the offering
- **70** managers were trained
- Their client database has grown significantly

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ACCESS
PLATFORM



ON5
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