

Endorsed Advice Service



Setting the standard for trusted advice

Enabling your staff to deliver trusted, high quality and accurate energy saving advice to your customers



Household Energy Efficiency – Converting to Action

Confidence – trusted advice

Credibility – accurate information

Clarity – easily understood and well delivered

Control – timely advice, especially at trigger points

58% of consumers think that a lot of companies pretend to be green just to charge higher prices.

Consumer Focus, 2009

63% of consumer agree :“I am more likely to believe advice if it is endorsed by an independent expert body like EST”

“Which of the following would you trust to provide you with advice on cutting cost of your energy and going green?”

A specialist green charity or not for profit – 38%

A company selling green products – 8%

Gas supplier – 22%

ICM Omnibus, 2010

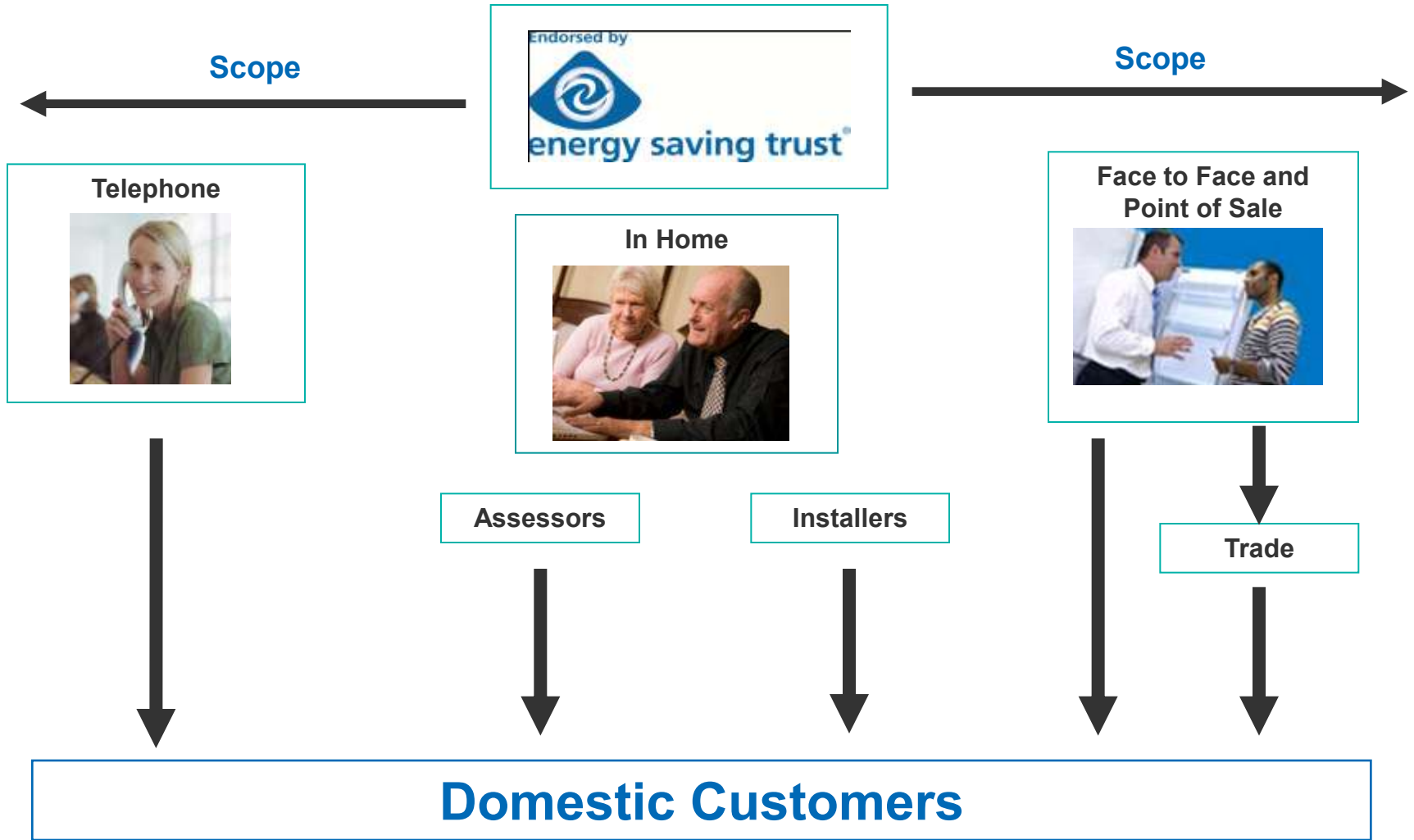


Endorsed Advice Service

About the Service



Scope of Endorsed Advice



Endorsed Advice Service



If required, Training covers knowledge and competencies required to give effective advice



Written and practical tests to ensure advisors meet the Energy



Your organisation can now use our standard in customer facing materials to endorse and support your advice service



Keep your organisation ahead of the game



If required, Continuous professional development support you to develop and maintain, competencies and knowledge



Ensure your advice continues to meet the standard through an ongoing programme of monitoring and feedback



Training – knowledge content

Climate
change

Insulation

Heating
Systems

Heating
Controls

Appliances

Consumer
Electronics

Lighting

Renewables

Grants and
Discounts

Transport

Water

Summary of Benefits



Summary of Benefits

- **Reassurance** of credible, accurate, verified energy saving advice
 - Save customers money and carbon
 - Build trust and confidence
- **Improve customer satisfaction** to aid retention
- Differentiate from the competition and help **acquire new customers**
- **Drive sales** through the opportunity to cross sell products and services
- Develop and **motivate staff**
- **Strengthen** corporate responsibility credentials



Case Studies



Case Study



"We've partnered with the Energy Saving Trust so our customer care team can offer the highest standard of advice on energy efficiency to our customers."

CEO, Good Energy

"The training will be beneficial to my everyday life both in and out of work"

Call centre staff

I am now happy to discuss money savings, costs and installation processes for all types of energy efficiency products and I feel that I can offer our customers a much better service because of it."

Customer Care Advisor

"The CPD programme can be tailored to my staff and integrated with their personal objectives and targets"

Call centre Manager

"When customers call complaining that their meter is faulty I will be able identify the real reason for their high energy consumption and avoid expensive call outs by our engineers"

Senior Collections Team Advisor



For further information please contact

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