



Gemma

Age: 38

Business Size: **Small**

Goal: **Find the Cheapest Price**

Meters: **1x Electric***

Familiar with online journeys & comparison sites: **No**

Comfortable signing e-contracts: **Yes****

Wary of credit checks: **Yes*****

Gemma, 38, from Sheffield is married to Dave and has 2 children. After many years working for other people, she took the plunge 2 years ago and started her own small business, running a hairdressing salon on the outskirts of the city. Dave works full-time, and their total household income is around £50k. They have 2 cars and a mortgage. The kids use the internet a lot, mainly on the family iPad. Gemma has an Android phone and a windows laptop for the business. She tends to grab whatever device is closest when she wants to find something online.

She has just received her energy bill from British Gas which is much higher than she expected. She's also had other bills recently and they all seem to be rising. The salon is busy all morning, but later that day a client cancels their appointment, so she has a spare 30 minutes. She searches for "cheap business energy" on her phone, and while she is not familiar with comparison sites and doesn't know what to expect, she finds our website and decides to see if we can help.

* 100% of UK businesses use electricity, 30% also use gas

** 80% of current voice customers are comfortable signing e-contracts

*** our credit check will be a soft one



James

Age: **29**

Business Size: **Medium**

Goal: **Find a trusted partner to handle his energy bills, even if the price is higher.**

Meters: **4x Electric, 1x Gas***

Familiar with online journeys & comparison sites: **Yes**

Comfortable signing e-contracts: **Yes****

Wary of credit checks: **Yes*****

James, 29, from Southampton owns three off-licenses and has recently opened a new branch. The three existing businesses combined are worth £450,000. The new business that he has acquired is worth £100,000. James had negative experiences buying directly from suppliers in the past and he would be willing to paying a premium for having someone else handle the process for him.

His priority is finding a comparison site he feels he can trust to be on his side and always find him the best energy deals. He would expect a high level of control and transparency over the choices MIC makes, but ultimately, he pays for the convenience and ease of use of our services.

After a friend told him about our DIFY service, he searches for “make it cheaper do it for you” on his phone, reads up on the DIFY service and decides to start the energy comparison journey.

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Aaron

Age: 65

Business Size: **Large**

Goal: **Find the best deal for his organisation with as little effort as possible.**

Meters: **120x Electric, 40x Gas***

Familiar with online journeys & comparison sites: **No**

Comfortable signing e-contracts: **No****

Wary of credit checks: **No*****

Aaron, 65, from London is the Head of Supplier Management at a large fashion retailer with over 100 locations across the UK. His objectives are to:

1. understand the energy market better and get a better grasp of what influences energy prices / how they are constructed
2. negotiate a better deal for his company
3. build a relationship with a comparison site he can trust to help him secure the best deals

Aaron prefers voice interactions and does not go beyond research online.

Because of all these factors, an online journey would not be suitable for him.

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