

UK Energy Giant Seeks Regional B2B Market Share in New Markets

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Challenge

The United Kingdom opened up its electricity market in stages from partial deregulation in 1990 to 100% by 1998. In the UK alone there are some nine distribution companies operating 12 authorised distribution areas. Historically suppliers were regionally based reflected in customer share but as markets opened up and the free market was created this has caused both opportunities and challenges for companies with limited local market knowledge and share.

How do you equip an experienced energy sales team who have no local knowledge? How do you track local news and information sources to understand who is growing, expanding, making investments in plant and machinery or is openly expressing their green energy intentions? How do you sift through thousands of potential B2B energy customers to focus on the 50 Corporations you really want to sign in a commercial window which is typically between June and October each year? And last but not least, how do you give a salesperson who has never lived or worked in a geographical region of the UK an intimate knowledge of local sports to break the ice for that water cooler conversation?

Solution

That's where Artesian's Automated Search and Surveillance comes in with the ability to help enable critical regional sales activation projects providing weekly sales intelligence to a small team on the ground consolidating hundreds of local data sources including local papers, chamber of commerce sites and specialist press for critical market and sales triggers which can facilitate that first 'informed introduction'.

