

# Consumer Tools

## Energy Saving Trust has the calculations to power your digital energy advice tools

Technology is transforming how businesses engage with customers. A business that embraces digital tools is more likely to increase customer retention and win new customers. Data collected through digital tools provides invaluable consumer insight, allowing businesses to tailor their products, services and customer interactions.

Energy Saving Trust can provide you with the content and calculations for your energy and water saving advice tools. We provide the engine, so you can concentrate on the customer experience.

### How Energy Saving Trust can help

- ✔ Our market leading dynamic calculations engine can power a range of energy and water saving advice digital tools and off-line apps.
- ✔ Our Dynamic Engine generates tailored energy and water saving advice and savings figures from just a handful of customer inputs.
- ✔ The engine aligns with Government approved energy assessment methodology, and combines it with our market leading consumer data and research
- ✔ Savings figures are updated annually to ensure that your customers are always receiving the most up to date, expert, trustworthy information
- ✔ You can design the user experience and interface, safe in the knowledge that the calculations and recommendations are taken care of
- ✔ Tools using the Dynamic Engine can carry the quality assurance of the 'Powered by EST' logo



## Why use Energy Saving Trust?

- ✔ Energy Saving Trust has been providing independent and trusted energy saving advice to consumers for 25 years.
- ✔ Our customer engagement insight is underpinned by research, data and analysis into customer behaviour, attitudes and motivations around energy saving advice and action and includes the latest energy saving facts, figures and content.
- ✔ Energy Saving Trust's customer engagement tools have provided pioneering energy saving advice for energy use in the household. The tools include the **Home Energy Check (HEC)** and the **Water Energy Calculator (WEC)**.
- ✔ We have a wide range of in-house expertise that enables us to deliver an integrated, co-ordinated and consistent approach across your communications, blended with the convenience of access to a flexible menu of service options from Energy Saving Trust.

## Case studies

Read our **Renewable Heat Incentive** case study, and discover how EST has helped other companies.

To discuss more about customer engagement, please contact :

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