

Smart Technology

Energy Saving Trust – making the connection between smart meters and energy saving advice.

Smart technology is radically changing the way consumers engage with energy. As energy saving and consumer insight specialists, the Energy Saving Trust can help you help your customers make the most of the smart revolution.

Energy Saving Trust can provide you with unrivalled insight into consumer behaviours, energy efficiency statistics and actionable advice solutions. Having been at the forefront of energy advice for the public, and in the testing of new technologies, we are perfectly positioned to help your business to capitalise on the massive opportunities that new smart technology represents. Energy Saving Trust will be the first organisation, aside from energy companies, connected to the DCC.

How EST can help

- ✔ Facts, figures, content and digital tools to assist in the provision of tailored energy advice at the time of the smart meter installation

- ✔ Online customer engagement platforms to provide tailored content and advice services to encourage demand reduction and shifting
- ✔ Specialist knowledge of housing stock, socio-economic factors and policy landscape, allowing us to stay fluid and current with our advice provision
- ✔ Intelligence and guidance on energy usage trends, profiles and effective interventions
- ✔ Consultancy and creation of energy advice communication strategies and the provision of content for print, digital and social media
- ✔ We have flexible delivery solutions, ensuring that we can deliver the most effective consumer advice service, connected to smart technology, to suit your business objectives



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.
- ✔ We carry out field trials of new technologies to understand in situ performance and consumer reactions.
- ✔ We have a key understanding of new smart technologies and consumer engagement
- ✔ 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 **Smart Metering Advice Project Case Study**, and discover how Energy Saving Trust has helped other companies.

To discuss more about customer engagement, please contact :

business@est.org.uk

