

# Sähkövertailu.fi

- Make an electricity contract online
- A comprehensive site that represents 100 % of Finnish electricity offers
- Transparent and neutral
- Very simple to use: Approximation of costs based on the street address only!
  - Household basic data and picture retrieved from Sanoma's Oikotie.fi classified service
  - Approximation of yearly costs of electricity contracts, based on stock exchange data
  - Makes it very simple to use the service and find a suitable offer
- Price is important but...
  - Compare visually, filter, choose yours!
  - Consumer study revealed important aspects

## Consumer focus



The screenshot shows the Sähkövertailu.fi website interface. At the top, there is a header with the site's name and some small text. Below the header, there is a form for entering a street address, with a placeholder 'Täytä osoite' and a button 'Tarkenna osoite'. The main content area displays a list of electricity offers for a street address in Helsinki. Each offer is presented in a row with the following information:

- Price:** 198€ / v
- Offer Type:** 35 € keskimääräistä edullisempi
- Supplier:** Market Takuu 2 vuosi-nopean tilaajan tarjous
- Offer Details:** 100% Härkäkänen, 24 kk, kintta hinta
- Actions:** A blue button labeled 'Tutustu / Tee sopimus ='

Below this row, there are two more similar rows of offer results, each with a different supplier and address detail.

- Focus also heavily on the power companies who pay for the service
  - Get new sales!
  - Save costs and effort!
- New kind of sales and marketing tools for electricity companies
  - Create campaign offers based on geographical area, period of time, source of energy, type of contract etc.
  - Limit sales based on the volume sold (pricing experiments etc.)
  - Stand out: Sales slogans on the comparison list
- Integration to customers' billing systems made easy - save effort!

## Supplier focus



- Two thorough pre-studies
  - Finding out companies' and consumers' needs helped match the service, brand and visualisation to actual needs
- Studies revealed what consumers wanted
  - Comprehensiveness
  - Transparency
  - Ease-of-use
- Innovative and successful marketing campaign on a difficult topic provided the necessary attention



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- Comprehensiveness, transparency and ease-of-use were a success!
- Electricity worth the production of a medium sized energy company sold already within the first month!
- 100 % of Finnish electricity products shown on the site!
- All major Finnish energy companies pay for the service!
  - Very effective pre-sales campaign
  - Companies' customers use 60 % of electrical household energy in Finland
- More than 2 % of Finnish household energy consumers have used the service within the first month!

## Results

The screenshot shows the homepage of Sähkövertailu.fi. At the top, there is a navigation bar with links to Sähkövertailu.fi, Keltainen Pörssi, Hinto.net, Oikotie.fi, Hintaseuranta.fi, Rakentaja.fi, Kuidne Börs, auto24.ee, and auto24.lv. Below the navigation bar, there is a search bar with the placeholder text "Kirjoita osoitteesi tai postinumero". To the right of the search bar is a blue "Hae" button. Below the search bar, there is a message in Finnish: "Osoitteesta käytetään paikallisten tarjousten esittämiseen ja sähkökulutuksen arviointiin". Underneath the search bar, there is a link "Lue lisää palvelusta". The main content area features a section titled "Löydä parhaat sähkösopimukset" with a sub-section "Katso tarjoukset esimerkkiasunnoille". It shows three promotional offers with images and descriptions:

- Kerrostaloyksiö 40m<sup>2</sup>**  
1 asukas, kaukolämpö
- Omakotitalo 180m<sup>2</sup>**  
4 asukasta, sähkölämmitys
- Rivitalokolmio 80m<sup>2</sup>**  
2-3 asukasta, sähkölämmitys

Each offer includes a "Hae tarjous" button. At the bottom of the page, there is a footer with the text "Vertailu Suomen kaikkien sähköyhtiöiden tarjouksia 40 neljän kerrostaloyksikön. Valtava myös ympäristöystävällinen valtioehdot. Katso sähkölämmittäjien onkotilaston sähkösopimusten hintat, tee halutessasi sopimus – ja nauti säästästä!".