

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. At the top, there's a header with the logo and a search bar. Below the header, there's a section for 'Omat tiedot' (My data) where users can input their address, floor area, number of residents, and heating type. A box on the left shows the estimated annual electricity consumption as 3308 kWh. Below this, there's a section for 'Tarjoukset (335)' (Offers) with filters for contract type, product type, and energy source. The offers are listed in a table with columns for price per kWh, contract details, and a button to view the offer. The first offer shows a price of 198€ / v and a button to 'Tutustu / Tee sopimus' (Learn more / Make a contract).

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- 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



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- Two thorough prestudies
 - 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

Brand and features



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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

