



'Solar Energy'

Understanding the Purchase Journey



THE ISSUE

A major energy retailer needed to understand consumers' thoughts, feelings and behaviour when it comes to buying and installing solar energy, and to explore reactions to specific features / packages that they offered, and how best to communicate these.



WHAT WE DID

In order to understand the broad experience and how the client's offer might fit into this, we immersed ourselves in the purchase journey.

First we spoke to recent buyers to map the typical journey, and then focused on those still on that journey to understand reactions to and the impact of claims / offers / ads.



OUTCOME

Switch from 'one size fits all' offer-based communications.

Client was able to adjust its offers / messaging to better suit the customers' needs at each stage of the journey.

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