

# Corner Shop Culture Resonates More Than Price for Super-Savvy Consumers, says Green Energy Provider

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Whilst the recession has created a nation of price hunters as many scramble to save money on products and services, companies with a longer term strategy of retaining and attracting customers should instead look to provide first class customer service, says green energy uk, a provider of sustainable energy (<http://www.greenenergy.uk.com/sustainable-energy>).

It's no surprise that this period of economic uncertainty has borne an army of bargain hunters, but it has also created a more competitive business environment, meaning customers are now looking for better service for their money from the companies they do business with. In fact, even in a negative economy, customer experience is a high priority for the new breed of super-savvy consumers, with 60 per cent often or always paying more for a better experience\* and 59 per cent willing to try a new brand or company for a better service experience\*\*.

Doug Stewart, CEO of green energy uk, said: "Whilst the economic climate remains challenging, we've found the attitude towards 'value for money' has changed. For many consumers, the emphasis seems to have shifted in the direction of value and what value means rather than just selecting the cheapest deal. Many people now view value for money as including the entire service they receive, and most are frustrated with the money-saving approach taken by companies who outsource communication to overseas call centres. People also want a better bang for their buck, so finding new and innovative ways of ensuring they don't start to look elsewhere should be a constant priority for providers of goods and services to consumers. Until now, the recession has meant that price has been one of the key factors for consumers when looking at food, clothes or even electricity prices (<http://www.greenenergy.uk.com/electricity-prices>), as everyone wants to cut costs as much as possible.

"Initiatives such as customer share schemes can make a real difference to the offering – and really make them feel like you're giving something back for their custom, which is a huge step in securing loyalty. In addition, the environment is becoming more of a key factor in everyone's lives, as the issue of climate change increases in prominence, so ways to be greener should be looked into by businesses to use as a USP when selling their services."

Sourcing energy from a variety of renewable sources, green energy uk is a highly-regarded supplier of green electricity in the United Kingdom. Its customer base comprises homes and businesses from around the country who have made the energy switch (<http://www.greenenergy.uk.com/energy-switch>) to cleaner energy.

Doug added: "We're a small company and it's something we're really proud of as it means we're small enough to care about our customers and give them a great service – we find that really matters these days. The friendly, personable 'corner shop' culture is growing and we're glad to be part of it, and, without wanting to sound like an environmentalist, if we can do it alongside trying to make a difference to the planet then why not?"

For further information about green energy uk and to find hints and tips on how to reduce your carbon footprint, visit [www.greenenergy.uk.com](http://www.greenenergy.uk.com).

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\*According to a Customer Experience Impact Report conducted by Harris Group

\*\*According to American Express Global Customer Service barometer