

# ACN ENERGY PODCAST SCRIPT

## 22.07.2016

Welcome to today's edition of the ACN energy podcast. I'm your host and Product Trainer, Rachel. Today I'll be sharing with you some handy information on

- How you can help your customers compare energy plans,
- How selling Click Energy has just got easier,
- I'll bust some myths about solar energy,
- Multiple retailer sign up requests, and
- I'll walk you through some scenarios to assist customer sign-up.

### **Comparing energy plans**

With the recent energy price changes on 1 July your customers may be looking to switch their energy service provider to find a better deal.

To help you ask the right questions when comparing your customer's current energy plan with the great offers available via ACN, I'm going to demystify energy plans for you and your customers.

#### Discount offer periods

Some plans in the market have conditional benefit terms, meaning that the discount offer is only valid for a limited time. If your customer is no longer receiving a discount from their energy retailer, they may be ready to look for a retailer where the discounts don't expire.

#### Supply charge discounts

Energy bills have two components, a variable usage charge (depending on how much energy is consumed) and a daily supply charge which is a fixed daily rate. The supply charge is constant through the month and if you have a low-consumption customer, it could account for up to half of their bill. These low-consumption customers will want their energy discounts to apply to the supply charges as well, so when they reduce their energy usage, their entire bill will shrink along with it.

Similarly, if your customer has high energy consumption, you may find that a "usage only" discount will be more beneficial to them. The daily supply charge will be a relatively small fixed cost, so if the majority of the invoice is built on usage, a usage only discount makes sense.

#### Pay-on-time discounts

Most energy plans offer pay on time discounts. It sounds so simple but many customers forget to take advantage of this. The best way to encourage your customer to set and forget this awesome discount is to advise them to set up automatic payments. Both EnergyAustralia and Click Energy offer direct debit as a payment option.

Everyone needs electricity, so help your customers pay less for it!

### **Click Energy - Independent Ratings Review Scores**

Click Energy has always scored well on [ProductReview.com.au](http://ProductReview.com.au) but for the longest time have sat in 2<sup>nd</sup> place.

We are so pleased to announce Click Energy's rating has now gone up to 4.2 and they have taken the top spot!

If you're talking about Click Energy to your customers and want to provide some encouragement, why not show them the product review site as social proof?

### **Click is tops in solar on Canstar**

On top of the [ProductReview.com.au](https://www.productreview.com.au) improvements, Click Energy keeps proving their value - they have received the Canstar award for best retailer in QLD.

Canstar have also recently done a comparison on solar and guess what? Click has come out on top again! You can check it out on the Canstar website.

### **EnergyAustralia - Busting myths about solar energy**

If you'd like to save on energy costs but aren't sure whether you or your customers would benefit from solar power, I'll crack open some popular myths to help clear up the confusion.

#### **1. Myth #1: You need a lot of sun**

While many people believe that solar panels won't work in cool or cloudy conditions, this is just a myth. Solar panels, which rely on UV light, also work on overcast or foggy days – and they're even more efficient when they're cool. Consider that Germany, where there are many cloudy days, is the world's leading residential solar energy producer.

#### **2. Myth #2: Solar panels are ugly**

While solar systems of the past may have been considered bulky and unattractive, solar panel design has come a long way over the years. Thanks to upgrades such as thin and non-reflective solar roofing shingles, there's now solar systems available which are designed to look good – [black, sleek and a discreet design](#) that are easily integrated onto any roof for a beautiful, modern home.

#### **3. Myth #3: They're expensive**

Solar panels aren't just for the wealthy. On the contrary, advances in solar technology production are making solar energy systems more affordable than ever for the average homeowner. In many cases you can buy a solar energy system for your home with [little money down](#), allowing you to reap the benefits of solar immediately while the system pays for itself over time.

#### **4. Myth #4: They require too much maintenance**

Solar panels don't contain moving parts, which means you don't need to do anything special to keep them running. While the general recommendation is to clean your panels once a year, even that's no longer a hard and fast rule. Today's [high performance solar panels](#) can provide high output even when dirty.

## **5. Myth #5: I should wait for solar technology to improve**

Unlike computers and mobile devices, basic solar energy technology has remained relatively stable over the years. Given solar energy's technological stability and affordability, your customers could be forfeiting energy savings by waiting too long. And remember, the solar technology invested in today will continue to work for decades, meaning your customer won't have to upgrade every few years.

Finally, here are a few pro tips on how to get the most out of your energy referrals.

### **Pro tip #1: Multiple retailer sign-up requests**

It's important to remember that your customers can only submit one request to any retailer at a time. Here at ACN we've seen some cases lately where customers are submitting quotes to both Click Energy and EnergyAustralia. When this happens, neither retailer will be able to transfer the sale, as the energy network will automatically withdraw these requests. It's not a great customer experience.

Do your customers a favour – make sure they submit one request per meter. This will help ensure their meter is switched to their preferred retailer as quickly as possible.

### **Pro tip #2: What type of quote does my customer need?**

Customers typically fall into 2 connection categories:

1. Changing retailer (staying at the same address), and
2. Moving house.

It's important to make sure your customer selects the appropriate quote type when submitting their request online.

It's simple. When your customer is signing up online they must ensure they tick the appropriate "Are you moving home?" box when prompted,

If the customer is moving, they will be prompted to provide information about when they are moving in to their new premises, and the retailer (Click Energy or EnergyAustralia) will be able to arrange the connection as is required. Always remember, if your customer is moving within the next 3 days, they must call EnergyAustralia or Click Energy!

They can reach EnergyAustralia on 1800 062 010 or Click Energy on 1300 567 236.

Let's wrap up with a quick recap of what I've covered today:

- When comparing energy plans don't forget to check what discounts are available and the terms of those discounts so you can find a plan that suits your customer's needs.
- Click Energy's product review score has increased and they were awarded best retailer in QLD by Canstar.

- Solar energy isn't as ugly and expensive as your customers might think, we've busted some myths to help clear up any confusion.
- Remember customers should only submit a request to one energy retailer at a time to ensure their meter gets switched as quickly as possible.
- Make sure your customer selects the appropriate connection type when moving house.

And that's all for this edition of the ACN Energy Podcast. As always, thank you for listening and I'll bring you more news in the next instalment. Happy selling.