British Gas

RUFUS LEONARD



Category number: 9

Category name: Best Website

Campaign name: British Gas – Energy Made Simple

Agency: Rufus Leonard

Brand or client: British Gas Business

URL: http://www.britishgas.co.uk/simplebusiness

Word count: 1,012

Best Website – British Gas Business

Summary

British Gas Business is the area of British Gas targeted to serve business customers.

Customer research showed that they lacked understanding of the industry, costs and legislation associated with energy and ultimately wanted to know how the cost of their energy is calculated. Many of British Gas Business's customers are small owner-operated businesses without a dedicated resource for energy or facilities management. For many, lack of understanding and often interest has resulted in them being locked into uncompetitive contracts with little or no ability to stabilise or reduce rapidly increasing energy bills or understand the factors that can impact their bills.

To combat this, we set up 'Energy made simple' an area of the existing British Gas Business website to demystify how the energy industry works, explaining, in simple terms, energy basics, what makes up the cost of energy, billing and contracts and how to save energy.

The results have been fantastic. Visitors spent an average of 24 minutes on the site vs an average of 4.25 minutes on other areas of the site, it's now used by the customer services department as a 'bible' when answering complaints; and all content has been endorsed with the Crystal Mark for clarity.

(200 words)

i) About British Gas

British Gas is the leading energy and home services provider in the United Kingdom to over 16 million accounts. It is a trading name of British Gas Services Limited and British Gas New Heating Limited and is a subsidiary of Centrica.

ii) Strategy – broader business issues

British Gas Business is the area of British Gas targeted to serve business customers. It serves 1 million business supply point contracts and 650,000 customers, making it the largest energy supplier to small businesses in the UK, supplying Gas, Electricity and Energy Services

Research showed 57% of SMEs believe their energy suppliers use too much complex jargon, with a third (34%)called for simple explanations in everyday language published as an easily accessible guide.

Research conducted amongst target customer groups on attitudes towards British Gas, and towards the energy industry as a whole, highlighted a number of issues that needed addressing:

- Customer understanding of the basic mechanics of the industry, costs and legislation is limited and exacerbated by negative perceptions of suppliers
- There is a sentiment that the 'Big 6' energy firms have a monopoly on supply, therefore prices are fixed and high
- Customers also don't understand how to implement low or no-cost energy efficiency changes

British Gas Business acknowledged these issues and wanted to clear the confusion by providing content to demystify the energy industry.

iii) Objectives of the campaign

Ultimately, the key objective was to put British Gas Business in the top 3, of the big 6 for brand NPS, putting them on the podium for customer loyalty.

The long-term aim is to provide customers with easy to understand, salient information about the energy sector. This includes everything from new technologies, changes in government regulations, industry changes, and changes within British Gas Business that may affect customers.

In order to credibly deliver this we needed to:

- Demonstrate that British Gas Business is prepared to be open, honest and transparent with its customers
- Demystify how the energy industry works, explaining, in simple terms, energy basics, what makes up the cost of energy, billing and contracts and how to save energy

iv) The target audience

Many of British Gas Business's customers are small owner-operated businesses without a dedicated resource for energy or facilities management. Managing energy supply is not central to their daily role or skill-set. For many, lack of understanding and often interest has resulted in them being locked into uncompetitive contracts with little or no ability to stabilise or reduce rapidly increasing energy bills or understand the factors that can impact their bills. Limited supplier loyalty exists amongst this target audience but British Gas Business believes this can be changed.

v) Media, channels or techniques used

It was important for British Gas Business to address the questions head-on, whilst keeping costs down and utilising owned-media to aid control of the message in an environment familiar to customers.

Renewed internal communication was needed to demonstrate to employees that their ideas have been actioned.

Insight which formed media use

1) Customers were familiar with the existing British Gas Business site and therefore this would be a relevant channel to use

2) Customers didn't want jargon-filled content they wouldn't understand

Proposition

'Energy Made Simple'

We developed Energy Made Simple, a dedicated area of the British Gas Business site focused on being direct, and honest about the energy industry, explaining simply how energy is bought, how that affects customers bills, and providing information about new Smart technologies. The site will evolve over time and with ongoing content generation, will truly facilitate dialogue by offering customers a forum to provide their feedback on content they want to see.

The content was developed working in conjunction with British Gas Business customers and front-line customer service teams.

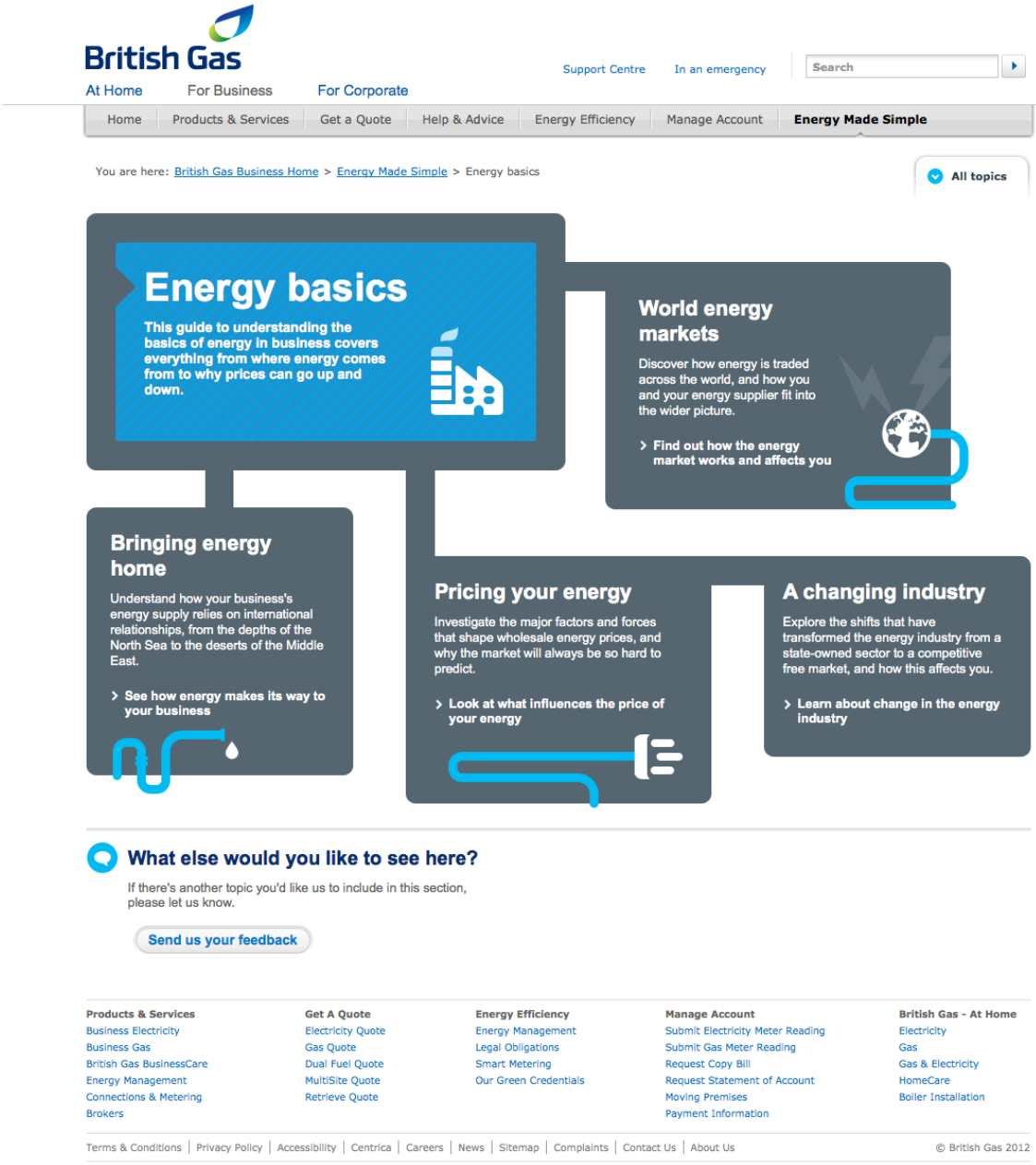
Creative solution

Energy Made Simple was split into four key areas:

- Energy basics
- Cost of energy
- Contracts & billing
- Saving energy

Each of these areas uses clear concise language, coupled with engaging, illustrative visuals and clear customer journeys to help them find the required information and crucially, to understand it.

A 'soft launch' was used in order to ensure the content was relevant internally before opening the campaign to an external audience.



(Energy Made Simple homepage)

British Gas

At Home | For Business | For Corporate

Support Centre | In an emergency | Search

Home | Products & Services | Get a Quote | Help & Advice | Energy Efficiency | Manage Account | **Energy Made Simple**

You are here: British Gas Business Home > Energy Made Simple > Cost of energy > What goes into a bill

All topics

What goes into a bill

The wholesale cost of gas or electricity makes up, on average, just under half of your energy bill. Here we reveal the four main elements influencing the other half.

1. **Distribution costs**
   These are the fees charged by independent distributors to deliver energy to your business through their gas pipes or electricity wires. They are overseen by the energy regulator Ofgem. Distribution costs will vary based on your location in the country.
2. **Operating costs**
   These include everything that keeps our customer accounts running smoothly, from gas engineers to customer call centres.
3. **Taxes and environmental contributions**
   Environmental contributions include government-imposed duties like the Climate Change Levy. Taxes include VAT and corporation tax, which energy suppliers like British Gas pay like any other business.
4. **Profits**
   These are our returns to shareholders, like pension funds, as well as investments in future energy supplies like wind and solar power.

Gas | Electricity

Rollover the segments to find out more

What goes into your Gas bill



EXTERNAL COSTS
- Wholesale energy
- Distribution costs
- Taxes and environmental contributions

INTERNAL FACTORS
- Operating costs
- Profits

Do you need help or more information?

> **Watch our video explaining how to understand your bill**
> **Ask for a copy of your bill**

Other relevant pages

> Energy contracts
> Renewing your pricing deal
> Why you pay green taxes

Did you find this page useful?

Yes or no, we'd love to hear your feedback so we can make this website better.

Send us your feedback

Products & Services
Business Electricity
Business Gas
British Gas BusinessCare
Energy Management
Connections & Metering
Brokers

Get A Quote
Electricity Quote
Gas Quote
Dual Fuel Quote
MultiSite Quote
Retrieve Quote

Energy Efficiency
Energy Management
Legal Obligations
Smart Metering
Our Green Credentials

Manage Account
Submit Electricity Meter Reading
Submit Gas Meter Reading
Request Copy Bill
Request Statement of Account
Moving Premises
Payment Information

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Electricity
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Gas & Electricity
HomeCare
Boiler Installation

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(Showing customers how their bill is calculated)



(Tips to help company cash flow)

vi) Timescales of the campaign

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

vii) Budgets – Confidential, not for disclosure

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.



(Across multiple platforms)

viii) Results

Despite launching with no above the line advertising or direct marketing, the website has seen fantastic success, exceeding all objectives and expectations.

Due to Energy Made Simple being a brand new part of the British Gas web estate, there can be no direct comparison made to an older version of the site. However, over the three months post launch:

- Visitors spent an average of 24 minutes on the site vs an average of 4.25 minutes on other areas of the British Gas Business site
- Over 50% of traffic was driven by natural search - showing the relevance of the content to what customers and prospects are looking for via search engines

- The site is now used as a resource by the customer services department as a 'bible' when answering complaints and helping customers understand the energy they use.
- All content has been reviewed in partnership with the Plain English Campaign who have endorsed it with their Crystal Mark for clarity
- These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Customer feedback:

- *"Great looking site - can you add some videos or DIYs?"; "Good to understand."; "This site looks really good - Hope you add more info related to such areas"*
- *"Energy made simple is perfect and gives all the information a person could need, keep up the good work."*
- "I think the site is already very informative and it gave me everything I needed to know."

Internal feedback:

- *"I like the way it looks, needs to be added to our bills / renewal offers, so all customers are aware of what we offer."*
- *"This is a great tool for us to help our customers improve and implement savings on energy."*
- *"Having gone through the web pages, I am very impressed with the subjects and content. I work within High Level Complaints and so many of the complaints I look at are covered by these."*

ix) Client testimonial

"Many B2B organisations are seeking new ways to engage their customers and build trust and the energy industry is no exception. Energy Made Simple is a groundbreaking piece of work for British Gas Business that sets us apart from our competitors, demonstrates our commitment to openness and honesty and gives us a foundation to continue to engage customers in an open way."

Steve Wilson – Head of Digital, British Gas Business

- Submission ends -