Driving Decisions Through Consumer Intelligence

About Client

Ennera, a subsidiary of the CAF group, are a well-established player in the Spanish renewable energy market. Specialising in personal energy generation, the company offers a range of on and off-grid solutions. With a global presence, the organisation is always seeking new opportunities and evaluating how their solutions will be received in additional countries.

Ennera's mission is to provide cost-effective energy to customers through their range of proprietary technologies and history of building long-term partnerships with local suppliers.

Case Study Summary

It was during a feasibility analysis of the UK that Ennera approached FlexMR. The senior leadership team required data-driven consumer intelligence to understand the current state of the personal energy market to see if the UK renewable energy market was worth investing in.

With the help of FlexMR, Ennera carried out a four-stage research project over the course of 12 months, focusing on the exploration of: consumer attitudes towards the renewable energy market, analysis of personal growth, testing of brand/product/marketing communication and in-depth issue analysis.

> "Working with FlexMR we were able to leverage end phase findings which resulted in a more cost-effective data gathering process."

Business Intelligence Manager, Ennera.

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It was important for Ennera to gather data on whether they should enter the market and the subsequent level of investment. Specifically, the leadership team were interesed in consumer attitudes towards micro-generation, consumer attitudes towards their personal energy supply, and the potential forecasted energy demand. Ennera were also very interested in understanding how best to approach the localisation of pricing and promotion strategies.

The core focus of this project was on delivering in-depth insight that blended qualitative opinion with statistical modelling. Ennera's leadership required consumer-led guidance on a specific important decision: should the company enter the UK renewable energy market or not?

TOOLS USED

Focus Group[MR] Question Board[MR] Smartboard[MR] Survey[MR]

THE SOLUTION

A stage-gate approach to market research was identified early on as the best fit for Ennera. Choosing a phased research model meant that tasks could be conducted in parallel to business & competitive intelligence.

The first phase explored attitudes within the UK towards environmental issues and the concept of micro-generation on a personal and social level.

The second stage provided quantitative scale. Specifically, online survey and poll data was combined to understand the current market size, perceptions, and the propensity for growth.

The third stage detailed how the target market made decisions and would react to Ennera's proposed creatives.

The final stage dived into the most common theme - pricing. Pricing strategies were refined through results gathered in survey-based sensitivity analysis.

Every research phase was qualifactory to project progression. It was important for Ennera to justify their investment in the

UK market to investors. It was therefore vital to not just provide insight, but be presented in a format that was accessible to a broad range of stakeholders.

After each stage, a decision was made on whether or not to progress. This meant that Ennera had full control over the length and scope of the project, which was made possible by FlexMR's flexible service model. Research was combined with market and competitive intelligence at each stage to make the decision.

"FlexMR helped us understand reactions to visual content and stimuli. We gained details about decision-making which has led to messaging changes on our website and other materials. "

Ennera Marketing Manager

At the end of the twelve month project a full report was prepared and presented. This report highlighted the most important insights and recommendations. This report formed a central aspect of Ennera's decision on whether or not to enter the UK market.

THE RESULTS

"The dynamic research process gave us exactly what we needed to know. The centralised, integrated approach meant we made savings and got better data."

Ennera Business Intelligence Manager

Based on the results, Ennera decided not to enter the UK market.

All data sources confirmed that while consumer interest was durable, a high degree of price sensitivity combined with costly industry regulation would prevent Ennera from operating a profitable, long-term presence.

This research conducted was able to prevent Ennera from entering a market with no long-term sustainable profit; however, a number of important insights have added value to Ennera's current international operations.

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