

Scottish and Southern Energy

control your energy costs
Room temperature indicator

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energy made better

Scottish Hydro Electric SWALEC Southern Electric

Scottish and Southern Energy is one of the largest energy suppliers in the UK, incorporating the supply businesses of Scottish Hydro Electric, SWALEC and Southern Electric.

We provide:

- Clearly presented prices and quotations
- UK based offices and customer service centres
- Tailored contract packages
- Regular, accurate and timely billing
- A range of "green energy" products

For more information, call our Business Centre on **0800 783 4121**

or email telesales@scottish-southern.co.uk
www.scottish-southern.co.uk

SSE MS NOV 98

FICHA DE PRODUCTO N° 169

CLIENTE Y CAMPO DE ACTIVIDAD: SCOTTISH & SOUTHERN ENERGY

PAIS: Reino Unido

PROMOCIÓN: Tarjeta-termómetro de temperatura ambiente: THERMOCARD

IDEAS Y SUGERENCIAS PARA POSIBLES ACCIONES COMERCIALES

Scottish & Southern energy es una de las Suministradoras de Energía más grandes en el Reino Unido y todos los años realiza un indicador de temperatura ambiente, útil para el ahorro de costes de energía, que es enviado por correo a sus clientes.

Este año no sólo han realizado la versión tradicional donde ellos les dan sugerencias para evitar derrochar energía comprobando si sus casas están suficientemente aisladas. Dan consejos para mantener la correcta temperatura y también en este indicador de temperatura ambiente han añadido una tarjeta de fidelización que permite usar sus servicios y conseguir ofertas personalizadas con precios favorables.

CUSTOMER AND ACTIVITY FIELD: Scottish & Southern Energy

COUNTRY: United Kingdom

PROMOTION: THERMOCARD

CLIENTE E SETTORE: : Scottish & Southern Energy

NAZIONE: United Kingdom

PROMOZIONE: TERMOMETRO AMBIENTE

SUGGESTIONS FOR YOUR COMMERCIAL ACTIONS:

Scottish & Southern Energy is one of the largest energy suppliers in the UK and every year takes care to realize a room temperature indicator, helpful to save energy costs, which is sent to their customers by post. This year they have not only realized the traditional version where they give suggestions in order to avoid energy wastes checking if houses are sufficiently isolated and giving advices on the right temperature to keep but also this room temperature indicator adhesive on the back-side where they have applied a fidelity card which permits to use their services and get custom-made offers at favourable prices.