

Energy & Utilities

CONSUMER PULSE

Consumer behavior in the energy sector is evolving faster than ever...

- 83 % of global consumers agree that *"We are heading for environmental disaster unless we change our habits quickly"*. There is a strong belief that there is a shared responsibility among consumers, companies and governments.
- Consumers want their providers to act (and take their ESG mission seriously) and are expressing both fears and hopes in every possible online channel and forum.
- Social volumes searching for Sustainability **doubled** in the past year. Top sentiments are around clean energy (Solar Power etc)
- In the current financial situation, households are looking for ways to reach higher efficiency to reduce costs.

AI-enabled consumer intelligence (AICI)

To better understand your audience and protect and grow your brand, you will benefit from always-on insights. AICI helps you see what consumers are saying online, track trending topics, and spot emerging risks or market opportunities - while adding context to other data sources.

Our solution provides the answer to many of your business questions. The broadest set of data sources and cutting-edge NLP (Natural Language Processing) and AI, plus industry frameworks and dashboards, shorten time to action - and tap into the expertise of Ipsos' insight services.

What does Consumer Pulse include?

- All-in-one solution with access to our AICI platform, all data sources, and Topic Modeling discovery engine
- Access to more sources than any other Social Media platform (Social media, blogs, forums)
- Energy & Utilities Industry taxonomy, pre-built dashboards, and user group
- Expert quick-start insight services and training, including reports with key conclusions and analysis by our energy sector experts
- Optional APAC data, Survey, and Search data add-ons
- PPT report with conclusions
- Optional workshop to activate findings



Insights from consumer-generated data help you :

EXPLORE YOUR MARKET AND BRAND PERCEPTION

- > How is my brand perceived, and how does it change with global events?
- > How do consumers perceive my competitors in core or adjacent markets?
- > Who are the consumers we should target? What about influencers?

SPOT UNMET CONSUMER NEEDS

- > How are people talking about energy efficiency – or topics like heat pumps?
- > Where are there opportunities to map these signals back to our brand/offers?
- > What are the new consumer-driven ideas or start-ups driving innovation?

IDENTIFY AND ANTICIPATE TRENDS

- > What macro and micro trends are emerging and impacting the energy & utilities market?
- > How are current trends likely to impact my brand health?
- > How can we capitalize on trends to improve our ESG mission, messaging, and communication strategy?

Contact: Lena Gilchrist, lena.gilchrist@ipsos.com