



Energy Solutions

As climate change demands more effective and far reaching changes from all of us, the area of energy consumption is crucial to achieving our goals. Amárach has worked with generators, distributors, investors and users to understand the key drivers of energy switching, new energy adoption and potential energy innovation.


amárach
research

Behavioural Futures

Customer Requirements:

The Commission for Regulation of Utilities (CRU) commissioned Amárach to survey a representative sample of personal and business customers of Irish energy companies to evaluate their services.

Research Approach:

Amárach conducted two parallel surveys of 2,000 households and 650 SME decision makers about their experiences of energy consumption and individual providers, including interest in behavioural modifications.

Research Output:

Amárach's findings* were published by the CRU and stimulated a discussion within the sector about the potential for behavioural economic and psychological initiatives to drive change in the future.

* https://www.cru.ie/document_group/cer-consumer-survey/

Amárach has delivered energy solutions for:



Energy Solutions

Amárach works with marketing and finance teams to develop energy strategies that are viable and profitable. To discuss our energy solutions contact: sein.healy@amarach.com



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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