



Techaway

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Head of Sales, Business Development and the
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Hosted by  billogram



rebel

REN ENKEL BILLIG EL



Oliver Schmidt

Head of Sales, Business
Development and the Coffee
Machine, Rebel

**Bold and Rebellious Strategies for
Success in a Conservative Energy
Landscape**



Oliver Schmidt

Working with sales against free
will and good at making lucky
guesses, Rebel

**10-15 minutes of reflections from a
little hungarian boy who happens
to work in the swedish energy
market**



THE ENERGY MARKET

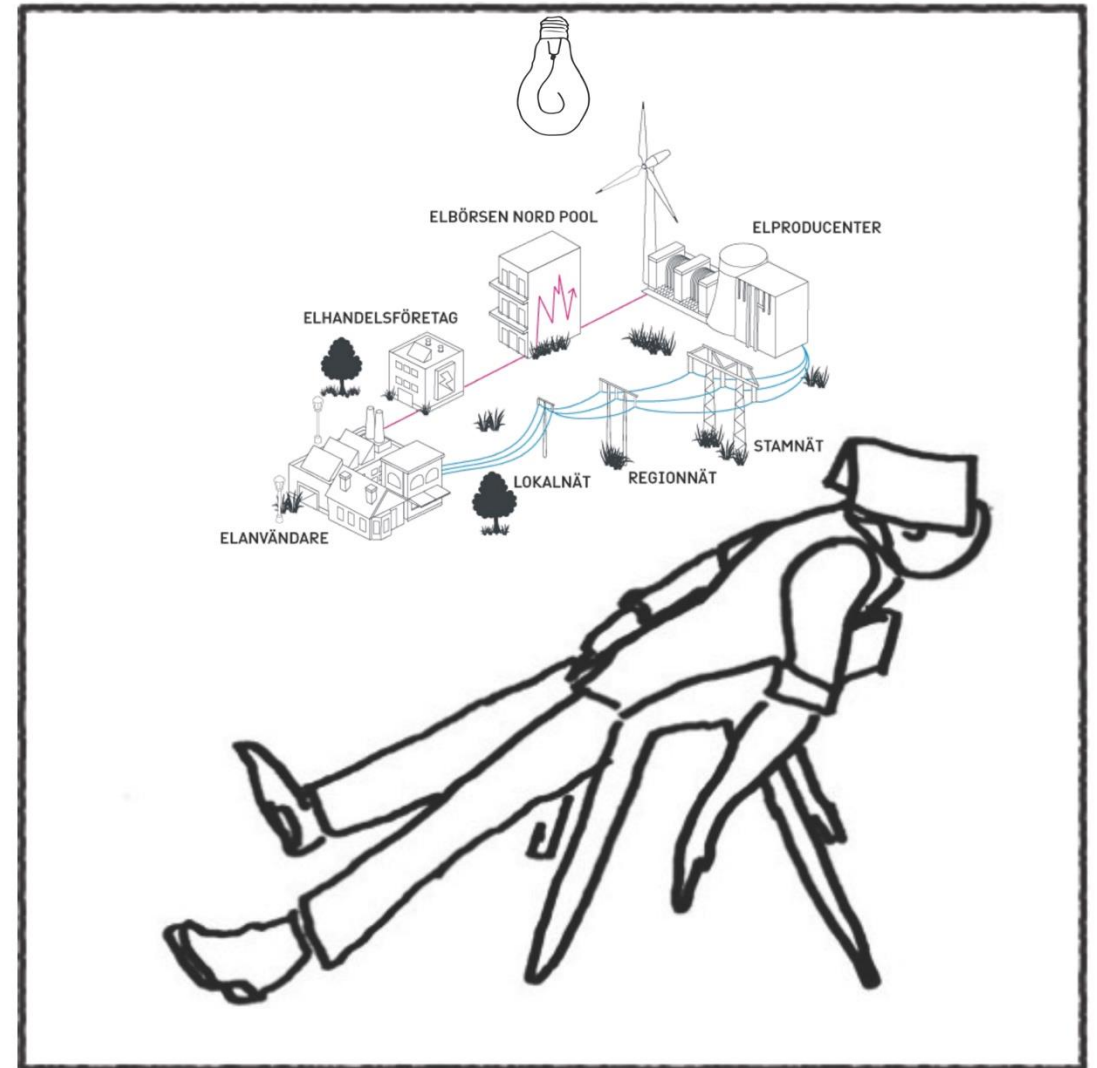
IN SHORT

REALLY BORING INFO ABOUT THE ENERGY MARKET

- Producers - Netowners – Suppliers – Customers - NordPool

WHAT THE CUSTOMERS GET

- Bidding areas
- Network areas
- Network fee
- Distribution fee
- Monthly fee
- Electricity tax
- Fixed rate / Variable rate / Hourly rate
- Electricity certificate cost
- Guarantee of Origin cost
- Spot price
- Volume cost
- Trading cost
- NordPool fee
- eSett fee
- SvenskaKraftnät Fee
- Other fun stuff



WHAT THE CUSTOMERS WANTS



20°C INDOOR AND CHARGE THEIR SMARTPHONE



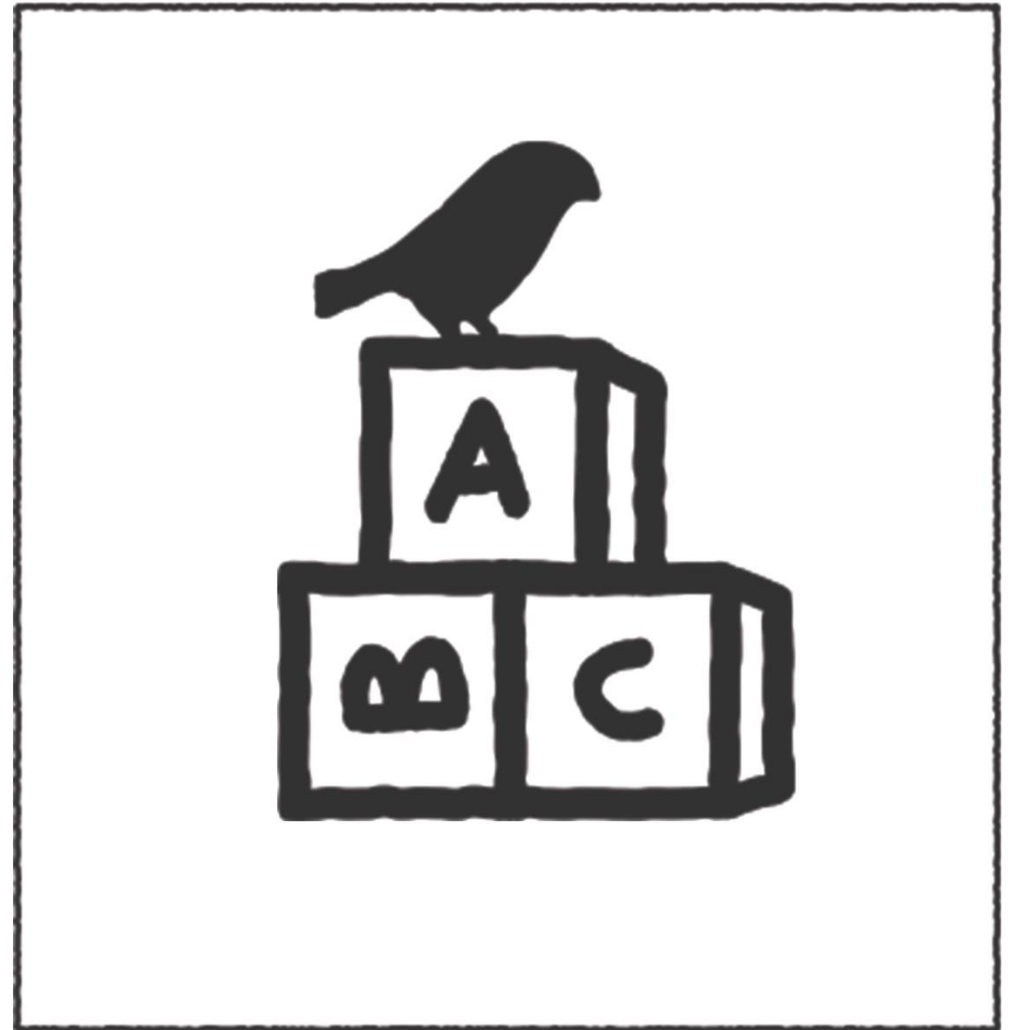
Not pay more than necessary



Understand the invoice



Not contribute to climate change (more than necessary)



REBEL AND SOME KEY FINDINGS



THIS IS REBEL – REN ENKEL BILLIG EL



RENT

El från 100 % fossilfria källor



ENKELT

Busenkla digital fakturor
Ingen uppsägningstid
Ingen bindningstid
Ett avtal



BILLIGT

Inga dolda avgifter
Prisgaranti



- One of the fastest growing companies in the swedish energy market
- Specialized in digital solutions with partners
- Long experience in the market and in IT
- Big is not necessarily an advantage





SOME KEY FINDINGS



Simple solutions

Simple communication

Keep the customer informed in a relaxed way

All customers are not for us

Try, fail (fast), try something else

Automation and digital solutions to keep low cost

Choose partners with care

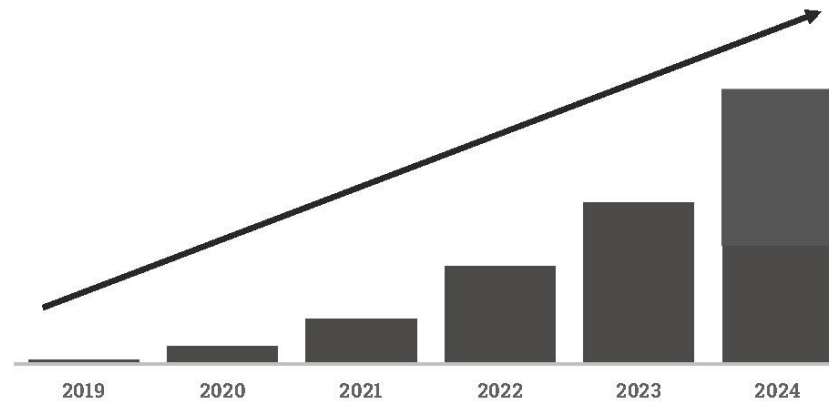
How we work with a digital office



... DOES IT WORK?



...SO FAR SO GOOD



- **One of the fastest growing companies in the energy market**
- **Average yearly growth of 170 % since the start**
- **40 % autogiro, 99,8% paygrade**
- **7 handpicked employees**
- **Making profit**





THE END!



Techaway

Game-changing Invoicing and CX To-Go

billogram.com/en/techaway-2024-takeaways

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