



CHOOSING THE RIGHT FLEXIBILITY OPTIMISATION PARTNER



The world of demand side flexibility is complex and ever-changing. We have operated longer than anyone else in this industry and have built up the right kind of knowledge, expertise and experience required to get the most out of each flexible energy asset.

We're confident that Flexitricity's service is unrivalled in the industry which is why we're happy to answer any questions you might have and encourage you to do your own research.

Our expert account management team has compiled a handy checklist to help you pick the right partner to optimise the revenue from your energy assets:

Are they part of the Flex Assure code of conduct scheme?

What's their track record in terms of energy market performance?

Can they back up their claims with verifiable data?

What's their reputation in the industry and their customer satisfaction rating?

Ask to see results from customer surveys and case studies.

**Do they take the time to get to know your business and requirements?
How much time do they spend communicating with you?**

Do they offer a fixed fee or revenue share model?

Flexitricity operates a revenue share model and doesn't charge upfront / fixed fees. A revenue share model can significantly reduce your risk and ensures that the supplier has a strong incentive to maximise revenue for you.

Are they truly an expert in their field? Can they answer all your questions? Is the company seen as the industry thought-leader?

Are they engaged on a regulatory level and focused on innovation in order to drive the industry forward and give you access to new opportunities?

Ask for examples of innovative projects they're working on and specific committees and working groups they're part of.

If possible, arrange to visit their office and control room in person.

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