

JDnetworks taps into the energy goldmine



As a privately owned, independent company, Leeds based telecoms broker JDnetworks prides itself on offering completely impartial advice and tailoring the best available package for its customer's individual requirements.

The 'trusted relationships' it has built with customers means that adding Energy to its portfolio of services alongside Fidelity Energy was a 'no brainer' according to Associate Director James Sweaton.

When we read about Fidelity Energy in Comms Dealer, we made a call and within a couple of days we were signed up. It was attractive to us because they offered us an attractive commission structure and set up assistance and on-going support, which was perfect for JD Networks who have never tried the energy market."

Within days the JD directors had set up a separate company JDenergy Ltd (www.jdenergy.uk) and their sales staff now have two discussion points with both old and new customers and Sweaton explained: "We have a good balance of both new and existing customers who we are offering this service to, we have a telesales team who push both telecoms and energy and on most occasions we try sell both products together.

"We certainly find energy easy to sell, especially to existing customers who we already have a relationship with. We find that the customer just wants a good saving and proactive account management. We find that the majority of customers are happy to change, Unlike telecoms there is only one type of gas and electricity so if they are happy with us then they will switch.

Since becoming a Fidelity Energy partner just under a year ago JDenergy has provided quotes for around 150 businesses and in the past year alone has netted over 20 new customers.

But this is just the tip of the iceberg according to Sweaton.

"I think the opportunity is massive; it goes hand in hand with our telecoms model as JDnetworks is about reviewing billing and offering reducing costs. Most of the time we ask for energy bills as part of credit checks so offering reduced energy costs is a great way to increase revenue."

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Want to explore an alternative way of boosting your company's turnover? Contact us on 0800 48 48 00 or email partners@fidelity-energy.co.uk.