



ABOUT OHM ÉNERGIE

Ohm Énergie is a fast growing, eco-friendly energy supplier in France, offering low-priced energy and additional services to optimize energy use in the home.

Its green energy is produced in France by independant producers. Each month, Ohm tells its customers where their energy has come from, providing guaranteed certificates of origin from the Ministry of Ecological Transition. Ohm also offers customers

the opportunity to offset their carbon emissions by planting trees in partnership with Reforest Action. And, to ensure that customers achieve the best possible value and efficiency, Ohm advises its customers how to save energy with personalised advice.

Customers concerned with the environment can trust in and identify with the values of the brand, making them ideal brand ambassadors to recommend Ohm Énergie to others.



OPPORTUNITY

Although the energy market is very competitive and saturated with suppliers, the combination of simple green energy at affordable prices has given the brand a competitive advantage at a time of economic and energy crisis. This has created a large pool of satisfied customers willing to recommend the brand to friends and family, to help them save both money and the planet.

This can be seen from Ohm Énergie's high number of positive

ratings on Trustpilot, where it averages a score of 4.5/5. With a large percentage of clients already coming from word of mouth, the brand wanted to further increase this phenomenon. The ideal means to achieve this was via a referral program.

To do this, Ohm needed a fully white label referral program to maintain the authenticity of its brand with its customer base. In addition, to encourage its customers to refer their friends, it needed a solution that offered a choice of rewards rather than just one reward. And finally, the management of the programme would have to be automated to reduce the workload for the Ohm team.

SOLUTION



After a thorough investigation of the referral platforms available in the market, it became clear that only Buyapowa could meet all these requirements.

Buyapowa's feature rich platform stood out since it could not only be rapidly implemented, it also offered an advanced automated system for the reconciliation and distribution of rewards.

Thanks to the availability of data and detailed analytics available in the dashboard Ohm has, with the help of

the Buyapowa team, been able to understand and improve the performance of its program.

In particular it has been able to observe seasonal trends in referrals, and has been able to launch targeted campaigns during key periods. And, thanks to Buyapowa's ability to offer a choice of rewards, Ohm has been able to optimize its program as it rapidly became clear that its customers preferred receiving cash instead of vouchers.



BUYAPOWA RESULTS

The results of the referral program have been impressive from the get-go, but Ohm Énergie has been able to combine our experts' suggestions with insights from the Buyapowa Portal continually to boost performance.

The referral program allows customers to earn up to 400€ a year in 20€ increments for each confirmed referral. But, by A/B testing the format of rewards, Ohm Énergie has been able to find the perfect fit for their customers.

“Between the economic and environmental crises, people have looked for an energy supplier that is both low cost and ecological. Our referral program has allowed us to reinforce the positive perception of our brand, acquire new customers and reward them for their loyalty. What we like best about Buyapowa is the support they offer to manage and optimize our referral program.”



Deborah Galopin
Content Manager

5x

REFERRAL RATE

On average, each customer shares with five friends.

-30%

COST PER ACQUISITION

Each newly acquired customer costs the brand 30% less than the cost of those acquired from other channels.

4x

INCREASE IN NEW CUSTOMERS

The number of referred-in customers quadrupled when a cash based reward option was added.



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