

# Uniq2u

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## Poor support from the major energy companies is providing a unique opportunity for mobile comms specialist 'Uniq2u'.

The Staffordshire based reseller has strategic partnerships with key comms suppliers to deliver the solutions customers need with a service wrap which they claim is second to none. Now, alongside Fidelity Energy, the company has added energy to its portfolio and director Gareth Jenkins has been bowled over by the response to date.

"The Uniq2u customer offer is simple. SME businesses rely on their telecoms as much as corporate customers but are unable to get the same service direct from the networks. Our customers choose to work with us rather than one of the large networks directly and the same applies to the supply of energy. They are fed up with the service provided by the big energy customers and value the personal support we provide.

"As with most telecoms companies, time is a limited resource. The Fidelity Energy offering requires no additional overhead or operational impact. All my customers were already buying energy and the ability to manage their requirements and costs more effectively than they could themselves seemed like a win-win scenario. We've already seen success in 2016 and are looking to grow the Energy offering at Uniq2u over the next year as we see this as a bolt on for current customers and the products we are already managing for them."

Jenkins is impressed with how quickly he has been able to start offering energy services and values the support Fidelity Energy provides.

"Following an initial meeting, Fidelity Energy offered a full white labelled marketing suite along with sales support and inside industry tips. Fidelity Energy manage all operational and regulatory requirements so we can focus on our customers. Initially we worked with existing customers, but we have found that energy can be a great first product to sell to a new customer due to a short sales cycle and the instant benefits.

"For most customers once they are open to a review the process is very simple. For anything outside the norm Fidelity Energy are on hand to give full support the product offering to ensure the customer journey is a smooth one."

The Uniq2u team have not yet come across any customers cautious about changing their energy supplier and Jenkins says he can now confidently address larger energy opportunities.

"Most of our customers had never reviewed their energy and they were glad when I could offer a review of over 20 suppliers in the market and give them a multiple forward procurement strategy with Fidelity Energy. We are working through the range of customers we currently have as well as focusing on large consumers of power and multi-sites as Fidelity Energy has some unique offerings in these areas."

Fidelity Energy can help your business sell energy to your clients, call us on 08000 48 48 00 or email us at [partners@fidelity-energy.co.uk](mailto:partners@fidelity-energy.co.uk). We would be delighted to hear from you.

**“ Fidelity Energy are on hand to give full support the product offering to ensure the customer journey is a smooth one. ”**