

Marketing and PR Excellence

Standing out in the crowded and increasingly competitive energy consultancy industry was the aim of CUB (UK) Ltd when we relaunched and rebranded our business in April, just a few months before we celebrate our 20th anniversary.

The company is now split into two divisions to service the different requirements of our SME and I&C clients, and we offer them four different packages. Procure - for those who just want a straightforward no frills purchasing package. Premier - for those who want some additional support such as help with billing queries. Platinum - ramps up the support further including market tracking and site visits from the relationship managers, and finally, Performance - the all singing, all dancing energy efficiency package.

We wanted our clients to be able to decide on the level of service they need and to know exactly how much they were paying us and what they were paying for - quite an eye-opener in an industry infamous for its smoke and mirrors approach to pricing and customer service.

We have had fantastic feedback from existing and potential customers and the launch of the packages has been covered by industry and business publications. Many clients are now selecting the higher value packages as they can see the benefits to their business.

It is early days but already only four months on we are seeing our sales increase.

Read the full article here: [The Guardian](#)