

CNG PARTNER

# LET'S BE GREAT TOGETHER

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THE CNG  
GUIDING PRINCIPLES

**CNG** | POWER  
UP

# The CNG Guiding Principles

The way we see it, you and CNG are on the same team. We're both trying to achieve similar things. Your customers are our customers, and our reputation is yours. You are important to us, and we think the better we work together the more we'll both achieve.

Over the last 20 years, we have become the largest independent shipper of gas in the UK. One of the reasons this has happened is our special way of working. We call it the CNG way. Our customers like

it, and so do we. We believe anyone who represents CNG should reflect our practices in their own work, and this is the purpose of this document: to outline the CNG way and help you follow best practice.



**REMAIN CUSTOMER-  
FOCUSSED AT ALL TIMES**

ARE UPFRONT AND  
TRANSPARENT WHEN  
IT COMES TO DEALING  
WITH CUSTOMERS

**DEMONSTRATE  
THAT WE KNOW  
BUSINESS GAS  
INSIDE OUT, SO  
CUSTOMERS FEEL  
CERTAIN THEY'VE  
MADE THE RIGHT  
DECISION**

**BUILD CUSTOMER  
LOYALTY BY  
THINKING BEYOND  
THE NEXT BILL  
OR RENEWAL**

ARE FLEXIBLE, KEEP OUR  
PROMISES AND WORK  
AROUND OUR CUSTOMERS

**MEET THE NEEDS OF EVERY  
SINGLE CUSTOMER NO MATTER  
WHO THEY ARE**

GIVE CUSTOMERS THE POWER  
THEY WANT, WHETHER IT'S  
DOWN THE PIPELINE, OVER  
THE TELEPHONE, VIA THE  
INTERNET OR IN THE POST

# Customer, customer, customer

**Together we remain customer-focussed at all times.**

Happy customers are crucial to our success. That's why everything we do is dedicated to making our customers feel valued. By being the friendly face of energy, we aim to give customers an extra reason to be with us. And by delivering great

customer service, we'll increase overall customer satisfaction. So, for instance, if a customer misses a termination date, we're happy to renegotiate the contract with them, rather than having to stick to a rollover rate.

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# Transparency

**Together we are upfront and transparent when it comes to dealing with customers.**

Being open, honest and fair is all part of the CNG way. Nobody likes the opposite. Let's face it, our industry isn't exactly known for being the most transparent. So, when our customers want their full

billing data, we give it to them. No excuses – just the info they want when they want it. And when we say a product is 'fixed' – we mean fixed. We stand up for a better way of doing things.

# Making energy work

**Together we are flexible, keep our promises and work around our customers.**

Our customers are busy people. The last thing they want to be doing is worrying about their energy supply. Together, we can make energy work around their businesses, instead of the other way round. It's simply about making life easier for them. For example, if a customer moves into new

premises and believes that their usage will be considerably more than the previous occupant's, we'll proactively undertake an AQ review. This enables us to bill the correct rate and re-negotiate contracts for new customers based on their actual usage.

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# Knowledge leads to trust

**Together we demonstrate that we know business gas inside out, so customers feel certain they've made the right decision.**

Between us, we have the knowledge and expertise in the market to build confidence among our customers; and that's something this industry needs. Customers want to buy from someone they trust.

So let's demonstrate that we know business gas inside out, so

customers feel certain they've made the right decision. If we see a change in a customer's usage for example, or something doesn't quite look right, we can highlight it, before it becomes a problem. So the customer only pays what is genuinely due.

# Building loyalty

**Together we build customer loyalty by thinking beyond the next bill or renewal.**

Short-term gains are a tad short-sighted in our opinion. We're here for the long-term. When customers recognise this it builds confidence and trust. And of course, it helps our businesses to grow. One way we do this is by contacting some customers with new market rates, months before

their renewal date. Another way is to use some of the wholesale gas bought for their current contract to blend into the renewal price. We call this 'Blend and Extend', and it ensures our customers remain on the best rate for the duration of their new contract.

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# Every customer counts

**Together we meet the needs of every single customer no matter who they are.**

We work with every size of business, from local takeaways to national restaurant chains. And we want to make sure that every one of these customers feels that they get the respect and personal service they require.

# Let's power up everyone we meet

Together we give customers the power they want,  
whether it's down the pipeline, over the telephone,  
via the internet or in the post.

The CNG idea is simple: we believe  
people and businesses want more  
than energy; they want power.  
By power we mean control,  
flexibility and transparency.

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# Let's make energy work **for everyone**

Call 01423 502 554 now  
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