



**INDUSTRY**  
Commercial -  
Outdoor  
Advertising

**LOCATION**  
UK

## Clear Channel UK trusts in **energy management services** to support digital upgrade



### OVERVIEW

Clear Channel UK required a structured approach that was also sufficiently flexible to accommodate a fluctuating number of meter installations, across varying geographical locations, over a prolonged period of time. World Kinect Energy Services was able to put in place a model that was both adaptable and robust.

### CUSTOMER CHALLENGE

Clear Channel UK has a national network of 35,000 advertising boards. In 2014, they began a project to convert these boards into digital display units. World Kinect acted as project coordinator for the sites, and facilitated the provision of electricity supply contracts and the installation of electricity meters for these digital billboards.



***“We are very pleased with the quality of service that World Kinect provides. We sincerely appreciate their responsiveness and the way they conduct business. World Kinect has consistently achieved positive results for Clear Channel UK. We are pleased to have a reliable energy consultant who can resolve our issues.”***

*Dee Ahmed  
Senior Buyer, Clear Channel UK*

## OUR SOLUTION

World Kinect acted as a receptacle and coordinator between Clear Channel UK, their contractors, the electricity supplier and the meter operator.

New meter requests came through on an irregular basis – in some weeks, none would arrive; in others, multiple requests came through daily. World Kinect’s response needed to be adaptable, with the appropriate level of resource available as required. World Kinect reviewed all new connection forms received, whether from contractors or direct from Clear Channel UK. Errors were highlighted swiftly and returned to the appropriate party for immediate correction, limiting time delays.

World Kinect also arranged the provision of electricity supply contracts, undertaking a small-scale procurement exercise for each new meter and ensuring that contractual arrangements met Clear Channel UK’s requirements. Kinect has arranged over 1,000 new meter installations in the last three years. Kinect continues to work with Clear Channel UK, providing procurement, estate management, and bill validation services.

## KEY BENEFITS

With over 1,000 new meters already installed and more planned, the close working relationship between World Kinect, Clear Channel UK, their **energy supplier** and the meter operator has enabled significant cost and **time savings**. Efficient project management and attention to detail from World Kinect Energy Services have ensured that the digital billboards go-live occurred as soon as required.



FOCUSING  
ON SAVINGS



PROCESS  
IMPROVEMENT



TIME  
EFFICIENCIES



## FIND OUT HOW WORLD KINECT ENERGY SERVICES CAN PUT SOLUTIONS LIKE THESE TO WORK FOR YOU

[World-Kinect.com](http://World-Kinect.com)

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