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“Engaging Consumers”

Making energy engaging

In-home | mobile | on-line



A private limited company formed in 2006

- UK market leader to the leading Utilities
- 40 + staff
- High volume supply chain, ISO 9001 & 14001 certified
- 1,600,000+ displays and systems sold
- One of first large scale connected home roll outs in the UK with Scottish Power
- Multiple smart home and smart metering systems
- World's first colour water display integration with Elster meters in UK for Anglian Water
- Integration with all leading energy meters
- Water meter compatibility so far with Elster, Kamstrup, Itron and Hydrometer (Diehl). More to come...





Designing displays & services

To engage your customers

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Three core elements:

1. Home Energy Management Systems:

- A range of “smart-ready” In Home Displays
- A range of sensors and controllers
- A set of data access devices – hubs, gateways and bridges

2. On-Line Platform:

- Mobile and PC web sites
- Widget based – can be hosted by GEO or licensed to customers
- Value adding functions and services

3. Engagement Engine:

- Personalised advice, alerts, notifications, messaging
- Digital marketing engine
- Two-way communications



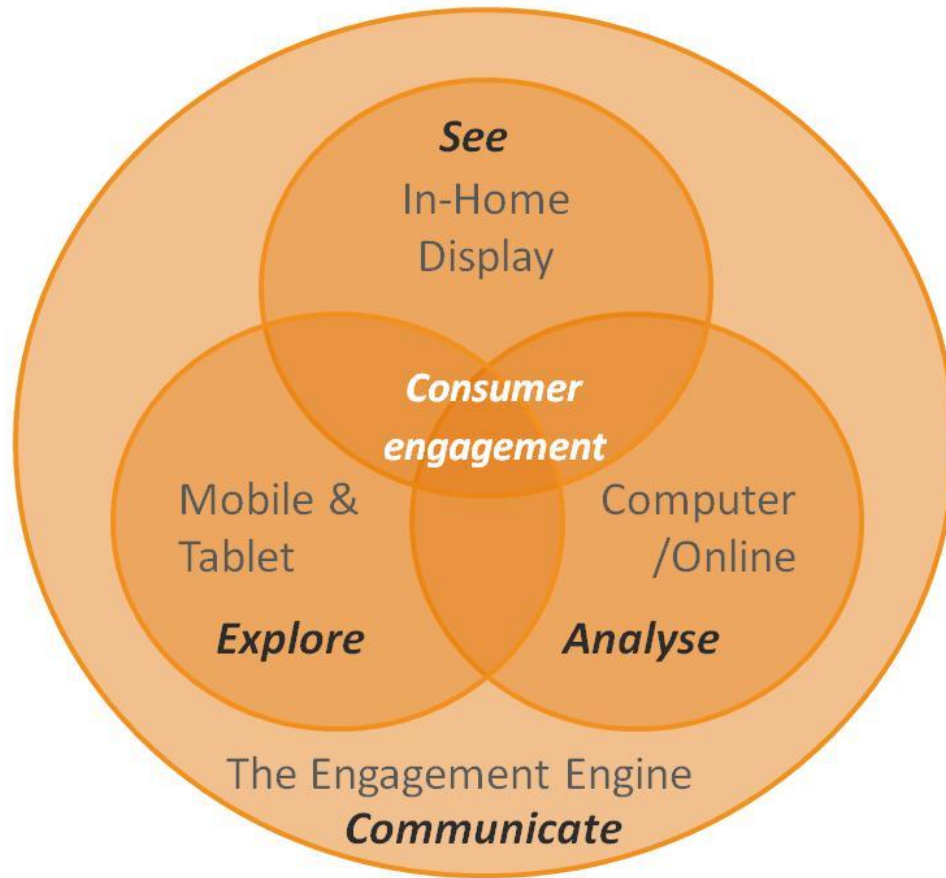
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How do we generate engagement?

Integrated information is key: in-home, mobile, on-line & two-way



See: using the IHD to provide real time stimulus to trigger interest

Explore: using the richness and immediacy of mobiles to explore and understand more

Analyse: for advanced settings, detailed examination, advice and further sales opportunities

Communicate: personalised messages, advice and alerts



See



Explore

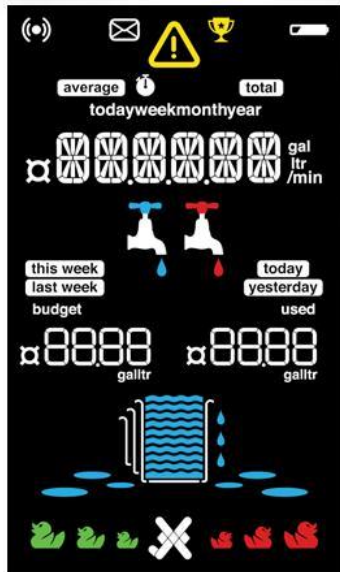


Analyse

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Which design is most engaging?



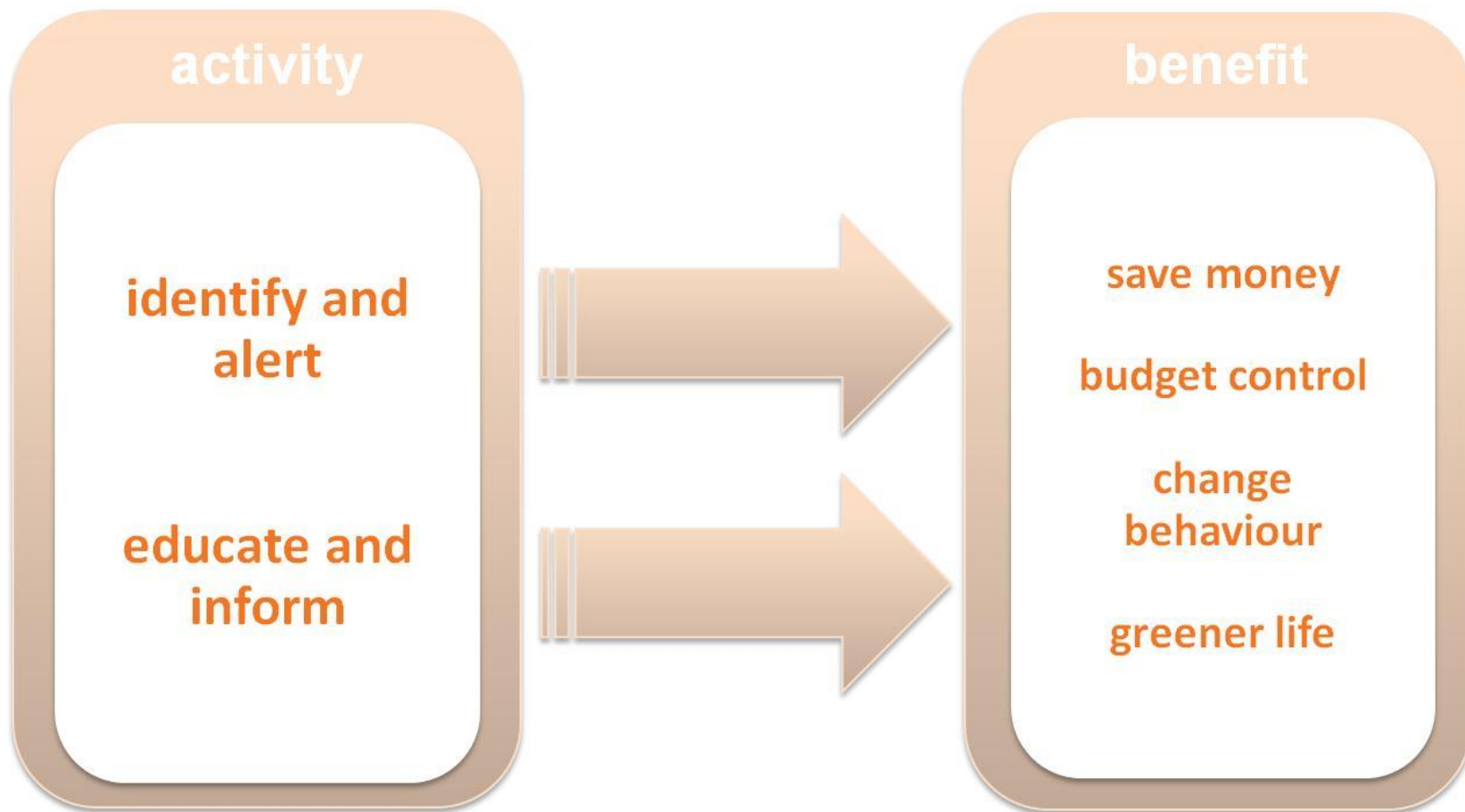
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Expectations for both short and long-term benefits



Focus on cost savings but ease of eco-conscience an appealing benefit



Sample groups and approach



The qualitative element of the project consisted of four focus groups

Pre-family

20-30
BC1
No children

Busy family

31-55
BC1
At least one child
8+

Elders

60-75
BC1
No children at
home

Busy family

31-55
C2D
At least one child
8+

- Four ninety-minute focus groups
 - research held in the UK
- Group recruitment criteria
 - mixed sex groups; 4 male, 4 female
 - at least 2 per group to already use an IHD
 - all to be conscious of their energy consumption
 - however, no over-zealous 'eco warriors'
- Fieldwork by Independent Researchers
 - moderation and analysis by Independent
 - UK recruitment of focus group members by independent recruiters
 - Fieldwork took place - 2012
- Qualitative findings to be supported by a subsequent 1000 person quant on line survey

Pre-family: less cost conscious, lower monitor appeal



attitude
to monitor

easy to understand
not 'smart' enough
want smart home

likely usage
of monitor

occasional check
on display
limited life

appeal
of monitor

medium

characteristics

low consumption
tech savvy
eco aware
less cost conscious

*'The fuel bills
just goes into
the 'to do'
pile'*

Busy family, less affluent: all about the money



attitude
to monitor

distrust energy suppliers
want cost saving advice
must be easy to use

likely usage
of monitor

instant savings
bill predictions
budget management

appeal
of monitor

high

characteristics

high consumption
all about money
need to educate kids
eco less important ?

*'The kids are
always leaving
the PlayStations
on, it drives me
mad!'*

Busy family, affluent: cost conscious, but eco aware



attitude
to monitor

impressed by design
neat and easy to use
in plain sight

likely usage
of monitor

alter household behaviour
instant & long term saving
educate kids

appeal
of monitor

high

characteristics

high consumption
larger house
eco aware
less cost conscious

*'It could really
help identify
wastage'*

Elders: energy costs are a significant outgoing



attitude
to monitor

needs to be easy to use
big clear display
saving money appeals

likely usage
of monitor

budget info
mounted out of sight
at a glance 'traffic lights'

appeal
of monitor

medium to high

characteristics

cost conscious
low consumption
less tech savvy
eco aware
time to spare

*'It's easier to
keep on top of
our energy
usage now the
kids have
gone!'*

What is a Water Display and can they make a difference?

- An in home display - shows water use in real time
- Forecasts use against budget set by customer
- Leak alerts relayed immediately
- All in real time using one way radio data packets released by meter every 12.5secs
- EXAM QUESTION – **Can they make difference?** AWS to measure consumption before and after deployment



- Following initial consumer research in 2012, all products now manufactured and delivered
- Limited 1st edition of 11,500....
- Customers invited to apply for free Water Display
- Sample set was defined by Jan 2013
- Interim results May 2013
- Conclusions Autumn 2013



quick start guide

- the guide was well received, thought be **simple, well designed & straightforward** to understand
- however, there was uncertainty about **how easy it would be to set up** if you had not received a physical demonstration
- the groups therefore felt it was important to have a **free phone support line** in case a customer struggled to set up

That's great that
(C2D)

I think it's aimed at
people like me
(C2D)

It's quick & easy to read
(C2D)

I'm going to start
having showers
now!
(C2D)

Explained in
detail but a
quick flash look
(C2D)

What next.....?

- The In House Display **was positively received** by **all participants**. They all thought it was **useful** & something they **would look at and use**
- The **appearance** of the IHD was well liked by participants
- The **IHD features & settings** were considered **easy to understand** when demonstrated
- The most popular feature of the IHD was that it would help **save customers money**
- All participants felt that the IHD **was simple to use** when demonstrated
- However, there is **ambiguity** around whether participants would be able to **set up & use** the IHD without a **demonstration or assistance?**

Customer Feedback





Thank you for listening

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LOVE EVERY DROP. PUT WATER AT THE HEART
OF A WHOLE NEW WAY OF LIVING.