

## NEXT GENERATION NETWORKS

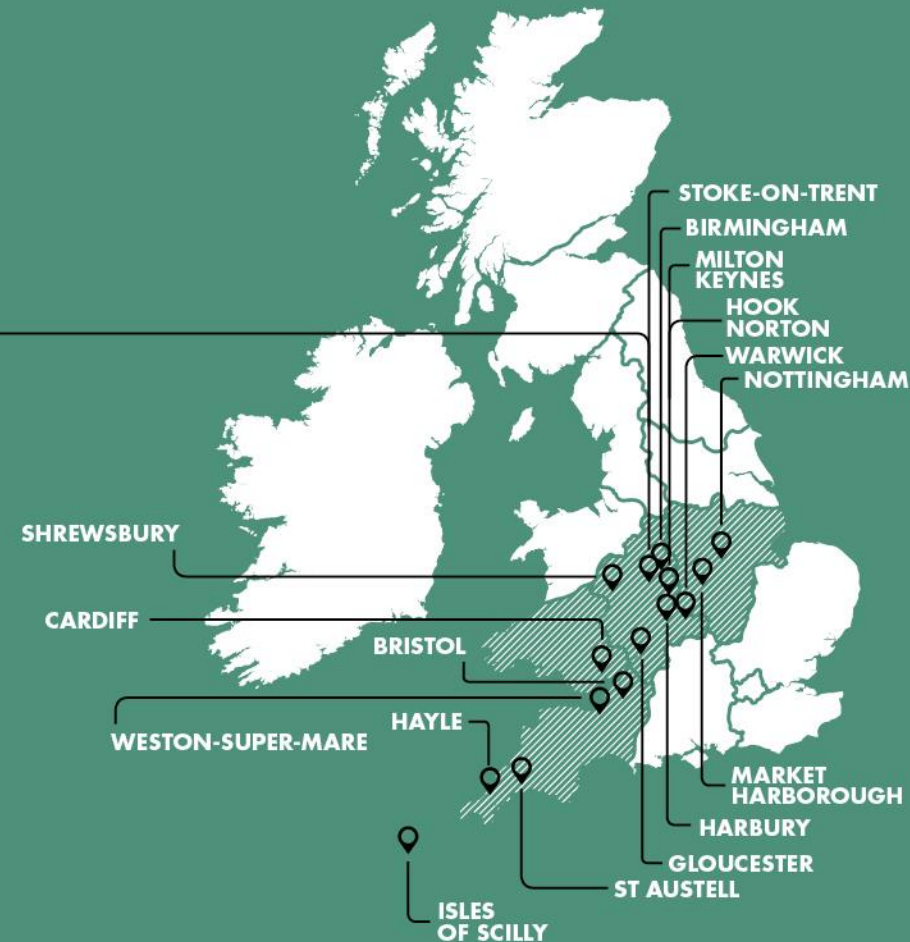
ECHO – Customer Engagement

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Steven Gough

Low Carbon Networks Engineer

[sgough@westernpower.co.uk](mailto:sgough@westernpower.co.uk)



## What is Echo?

- Domestic Demand Side Response trial.
- 200 premises

### Customer Learning



- Customer appetite for DDSR
- Scale of payments required
- Potential peak load reduction
- Scope for long term demand reduction

Energy  
Control for  
Household  
Optimisation

### Technology Learning



Similar technology as expected to integrate with smart meters.

# Project Phases

Phase	Activities
Pre-trial	Recruit Customers Design Trials Procure & Test Equipment Install Equipment Integration testing Customer Communications
Trial	Send triggers Customer Helpline Customer online portal Results analysis during trial
Post Trial	Analyse and share results

Now

Dec 2015

# Customer Recruitment

- 200 households
- Mix of social and private housing
- EST mailing list + social housing providers
- Approach via e-mail, letter
- Survey to ensure demographic balancing of archetypes within social / private housing groups

## Incentive

£25 – 3 month reward.

£25 – 12 month reward.

£50 DR events over the 12 months

Paid as High Street Vouchers



# Trials Design - What affects DSR success?



Time of day,  
day of week,  
season,  
Elapsed time from trial start.



Appliance  
choice



Notice period  
Time between events  
Event duration



Customer  
demographic

Customer  
Engagement



Price

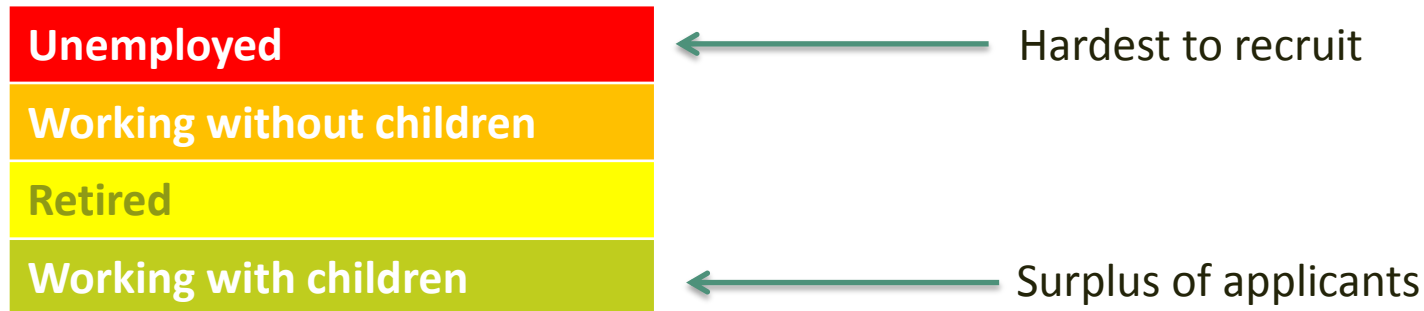


Customer  
Feedback

Data captured via Plug In devices used to alter trial design.

## Customer Learning - recruitment

- Don't bother with letters – 3 responses from 300 sent.
- E-mail smoother process - link to on-line survey
- Private homeowners keen – 80 completed surveys in 24 hours
- Social housing required more follow up – using trusted social housing provider helps.



## More Customer Learning

- People may fit more than one archetype
  - Recruit a surplus to allow for drop-outs (assumed 15%)
  - Not all customers had many suitable appliances, social housing often had only 1 suitable appliance.
  - Consider seasonal variation in appliance use.
  - Space constrictions behind built-in units can be problem
  - Phone preferred over e-mail for helpline
  - Cash preferred as incentive to vouchers
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## Customer Reaction

Customer feedback:

- Many excited to try out a new technology and interested in potentially being part of the solution to reducing demand at peak hours.

Learnings:

- Keep instructions and explanations as simple and straight forward as possible – someone will always misinterpret.
  - Less understanding of the purpose of the trial among social participants.
  - Plugs might not always fit behind appliances we are looking to use (esp. those that are ‘built in’ to units)
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## Technical Learning

- Redesign of US units for UK not straightforward. Different standards, testing processes etc.
- Original units now replaced with alternative units
- UK versions - less extensive functionality



# ECHO

## Any Questions?

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