



## CUSTOMER INSIGHTS COLLABORATION

# RELEASE THREE STAKEHOLDER STEERING GROUP INVITATION FOR EXPRESSIONS OF INTEREST

December 2022

### Overview

The Customer Insights Collaboration is an Energy Security Board (ESB) initiative to bring multiple stakeholder interests together to support building an evidence base of customer insights to inform reforms (and related activities) in the Post 2025 CER Implementation Plan.

The ESB is seeking expressions of interest for the Stakeholder Steering Group (SSG) that will support **Release Three** of the Customer Insights Collaboration.

In **Release Three**, the SSG will work with the ESB and the teams across the market bodies leading CER Implementation Plan reforms, building on insights from earlier releases, with a focus on enhancing customers experience with and value from charging their electric vehicles (EV).

This document provides key information about the Customer Insights Collaboration and the role of the SSG, as well detailed of the application process.

Interested stakeholders are invited to submit expression of interest to the ESB by [email to info@esb.org.au](mailto:info@esb.org.au) **by Tuesday 24 January**. The ESB will assess applications and engage the SSG ahead of first meeting of the Group in February 2023.

### Context

#### Implementing the Post-2025 reforms

In its Post-2025 Market Design Review, the ESB recommended a Consumer Energy Resources (CER) Implementation Plan<sup>1</sup> to support the effective integration of CER and flexible demand. The Plan prioritises activities now to address emerging risks, and sequences technical, market and regulatory reforms over the next three years to enable co-design and collaboration with industry stakeholders and customer groups as a key part of its delivery. Reforms are intended to leverage technology and data, improve access and efficiency, enhance market participation, and strengthen customer protections and engagement.

The Plan includes reforms aimed at:

- **rewarding customers for their flexible demand**, enabling access to products and services that innovation offers, and managing risks to customers through the right protections, no matter how customers choose to use or receive energy, or their level of engagement;
- **integrating flexible CER and flexible demand** into the market at all levels, safely and effectively';
- **supporting a phased implementation of reforms** where possible, to enable parties to transition earlier to new arrangements where standards are in place, and where barriers to enter the market can be safely removed; and

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<sup>1</sup> Previously framed as the 'Distributed Energy Resources' (DER) Implementation Plan, the ESB has adopted language championed by Energy Consumers Australia (ECA) to put the focus on Consumer Energy Resources (CER) at the centre of this work.

- **development of reforms using a customer-centric approach.** A collaborative approach will be used to consider and co-design solutions to key customer challenges, with insights informing activities and reforms across each horizon of the CER Implementation Plan pathway.

Energy Ministers have asked the ESB to progress delivery of the CER Implementation Plan. This includes progressing and coordinating the immediate and initial regulatory, technical and market reforms identified in the Plan, as well as providing Energy Ministers with advice on additional reforms that will be developed as part of it.

## Customer Insights Collaboration to support design and implementation

The purpose of the Customer Insights Collaboration is to gather insights about the energy needs and expectations of households, businesses and communities, as well as how they are using their energy resources, to inform the design and delivery of the CER Implementation Plan. These insights have been gathered over six-monthly ‘releases’.

In **Release One**, the Customer Insights Collaboration explored the barriers and enablers for customer reward for flexible CER and energy use. In addition to exploring the potential for flexibility to benefit all households, businesses and communities, this work identified key issues at each step in the customer journey for flexibility products and services that need to be considered in the design and delivery of the reforms, and by governments and the energy sector more generally as the transformation unfolds.

The high-level message from Release One was the need to meet consumers with diverse motivations, abilities and opportunities where they are by:

- adopting an inclusive design approach to unlock and share the benefits of CER for all consumers;
- making flexible CER and energy use attractive through effective and efficient incentives;
- talking to consumers about flexible CER and energy use in ways that are relevant to the way they live their lives and run their businesses; and
- earning consumers’ trust to unlock the benefits of flexible CER and energy use.

The detailed insights from Release One have been outlined in the Knowledge Share Report and a supporting rapid evidence review, available on the [ESB website](#).

The focus of **Release Two** of the Customer Insights Collaboration was to work with teams across the market bodies leading CER Implementation Plan projects to help them explore, interpret and apply the insights gathered in Release One, with a particular focus on the Consumer Protections Review for Future Energy Services, Scheduled Lite proposals, and policy reform relating to CER technical standards and interoperability.

This included:

- identifying and interpreting relevant insights in Release One Knowledge Sharing Report and rapid evidence review;
- mapping customer journeys supported by the reforms to better understand the experience and issues relevant to diverse household and business energy consumers;
- developing insights frameworks and tools that can inform the design and delivery of the reforms; and
- supporting direct engagement with energy consumers to gather insights and perspectives relevant to the reforms.

For **Release Three** we intend to build on this work with the project teams, with a focus on considering the experience and needs of customers relating to EV charging. As part of this, we intend to:

- further develop customer journey maps to include EV customer journeys, working to identify and better understand customer pain points and opportunities to improve customer experience
- develop a better-informed view of the installer experience, highlighting where changes to the journey for installation of EV charging equipment may enhance overall experience and outcomes for customers

- identify where lessons can be learnt from existing roll outs of EV charging policies, trials and infrastructure in other markets, particularly where this relates to how consumers have been engaged in the process, what settings have been put in place to improve consumer experience, and how communications and engagement have been carried out by different stakeholders, policy and decision makers with consumers and communities.

## Customer Insights Collaboration (CIC) structure

The CIC is organised around six-month blocks of work on key customer issues relevant to CER Implementation Plan reform activities. It involves active engagement with the project teams and stakeholders through iterative co-design workshops. These workshops are independently facilitated and follow human-centred design principles to support customer centric thinking and leverage use cases to test practical implementation issues.

Customer research and direct customer engagement is be incorporated into the program as well as any additional technical work to inform the process.

At the end of each release, a knowledge sharing report is published to detail the insights and possible solutions emerging from the work. At that stage, the next Release will begin. The CIC is not a decision-making body and does not replace existing governance process. The CIC instead will provide decision and policy makers with insights on cross cutting issues facing customers today.

## Expectations of the Stakeholder Steering Group (SSG)

The SSG helps guide the collaboration, including by reviewing relevant evidence and exploring different perspectives to refine problem statements, identifying the key issues to be explored through the stakeholder workshops, and interpreting the insights to be captured in the knowledge sharing reports. The SSG is independently facilitated and operates on a consensus basis.

A new SSG is established for each release, with some membership continuity between the releases where appropriate. Diversity of membership is important, including stakeholders from technology, networks, retailers, market bodies, consumer organisations, clean energy providers and academic institutions. With a focus on EV charging as part of Release Three, related expertise will also be relevant.

The SSG will meet to plan and work through insights from the workshops and will require a total time commitment of approximately 30 hours over the course of six months. Health and travel restrictions meant that most of the workshops and other engagement for earlier releases was held online. In Release Three, we intend to utilise a mix of in-person and online activities, conduct as much of our work as possible in-person to support open and collaborative discussion, with the locations selected to maximise convenience for participants. The SSG will meet fortnightly for 2 hours, commencing with a longer in person kick-off workshop to meet each other and refine and agree the approach and schedule.

Key roles and responsibilities include:

Role	Responsibilities
ESB Board	<ul style="list-style-type: none"> <li>• Receive CIC knowledge sharing reports and consider implications for CER Implementation Plan delivery</li> <li>• Publish knowledge sharing reports to build collective knowledge base of key insights from each release</li> </ul>
ESB Secretariat	<ul style="list-style-type: none"> <li>• Resource and support the collaboration</li> <li>• Engage independent facilitators</li> <li>• Engage Stakeholder Steering Group</li> <li>• Gather evidence and commission research</li> <li>• Draft and publish knowledge sharing reports, working with SSG and independent facilitator</li> </ul>
Independent facilitator	<ul style="list-style-type: none"> <li>• Plan and facilitate the collaboration workshops, drawing on relevant human-centred design methodologies</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure all voices and perspectives are heard</li> </ul>
SSG representatives	<ul style="list-style-type: none"> <li>• Attend regular SSG meetings</li> <li>• Contribute to customer insights collaborating including, but not limited to, provision of information, sharing of ideas and data, attending workshops, supporting presentations and completing agreed actions</li> <li>• Participating in collaboration workshops</li> <li>• Reviewing material including knowledge share report and similar CIC outputs</li> </ul>

## Indicative Customer Insights Collaboration schedule for 2023

2022-23	Activities
December '22	<ul style="list-style-type: none"> <li>• Launch Release Three               <ul style="list-style-type: none"> <li>– EOI's to recruit interested parties for Stakeholder Steering Group</li> </ul> </li> </ul>
January '23	<ul style="list-style-type: none"> <li>• Publish Release Two Knowledge Sharing Report</li> <li>• Engage interested parties for SSG for R3</li> <li>• ESB to commission research - customer experience of EV charging</li> </ul>
February '23	<ul style="list-style-type: none"> <li>• Stakeholder Steering Group kick-off workshop (in-person if possible)</li> <li>• Stakeholder Steering Group meetings with project teams</li> </ul>
March '23	<ul style="list-style-type: none"> <li>• Stakeholder Steering Group meetings with project teams</li> <li>• Stakeholder Steering Group to consider early research insights</li> <li>• Collaboration Workshop 1</li> </ul>
April '23	<ul style="list-style-type: none"> <li>• Stakeholder Steering Group meetings with project teams</li> </ul>
May '23	<ul style="list-style-type: none"> <li>• Collaboration Workshop 2</li> <li>• Stakeholder Steering Group meetings with project teams</li> </ul>
June '23	<ul style="list-style-type: none"> <li>• Publish knowledge sharing report and research insights</li> </ul>

## Application process

The application process is quite simple and is intended to provide opportunities for a diverse range of stakeholders. Selection will be based on establishing a well-rounded representative group from across the energy sector. Representatives will be sought from consumer advocacy, network, retailer, technology, research and government.

Given the focus for Release Three, the ESB would particularly welcome applications from parties that can draw on expertise and insights relating to EV charging.

To apply simply complete the form at Attachment A **and email to [info@esb.org.au](mailto:info@esb.org.au) by Tuesday 24 January.**

Stage	Timeframe
Applications open	21 December 2022
Applications close	24 January 2023
Stakeholder Steering Group notified	31 January 2023
Release 3 SSG first meeting	w/c 13 February

# Attachment A

## Customer Insights Collaboration

### Stakeholder Steering Group – Release Three Q1-2 2023

#### Expression of interest Application Form

Applicant details	
Name of Applicant	
Job Title	
Organisation	
Affiliations (relevant peak body membership – where applicable)	
Contact details	Phone Number: Email:
All applications are to be submitted to the ESB via <a href="mailto:info@esb.org.au">info@esb.org.au</a> by <b>24 January 2023</b> .	

#### ASSESSMENT CRITERIA

The ESB will use the following criteria to assess applications:

1. Expertise and experience driving customer outcomes in energy markets relevant to the Release Three focus on enhancing customers experience with and value from charging their electric vehicles (EV).
2. Expertise supports building a diverse membership of the SSG that reflects different parts of the energy supply chain for customers. This will include a diverse mix of the following: consumer organisations, clean technology providers, networks, retailers, aggregators, market bodies, energy providers and academic institutions.
3. Interest in multi-disciplinary collaboration and human-centred design methodologies to generate customer insights.
4. Brings an independent perspective to the work of the SSG.

The SSG is refreshed for each release, and the ESB seeks to ensure a diversity of interests and participants are represented. Where more interest is received than positions available for each release, the ESB will work with peak bodies to nominate members with skills and expertise relevant to the issues being considered.

Please provide brief responses to the assessment criteria as part of a written response.