CUSTOMER INSIGHTS COLLABORATION

SYNTHESIS FROM WORKSHOP 2

ESB – Stakeholder steering group

rps MAKING COMPLEX EASY

Workshop summary

- Up to 67 participants
- Wednesday 13 April 2022
- Zoom, Mural, Sli.do

Focus:

- Further explore the focus areas to support the development of definitions and characteristics specific to DER *(what does it mean to you?).*
- Build understanding and challenge assumptions of the specific, immediate barriers and enablers for each focus area *(what be the focus for change now?).*
- Seek input into shaping customer insights and outcomes *(what does good look like?).*

Workshop outcomes:

- Test focus areas and obtain feedback to support definitions and direction.
- Build buy-in and understanding for the definition of flexible energy and all its possibilities.
- Gather insights to focus customer insights generation support Release 1.
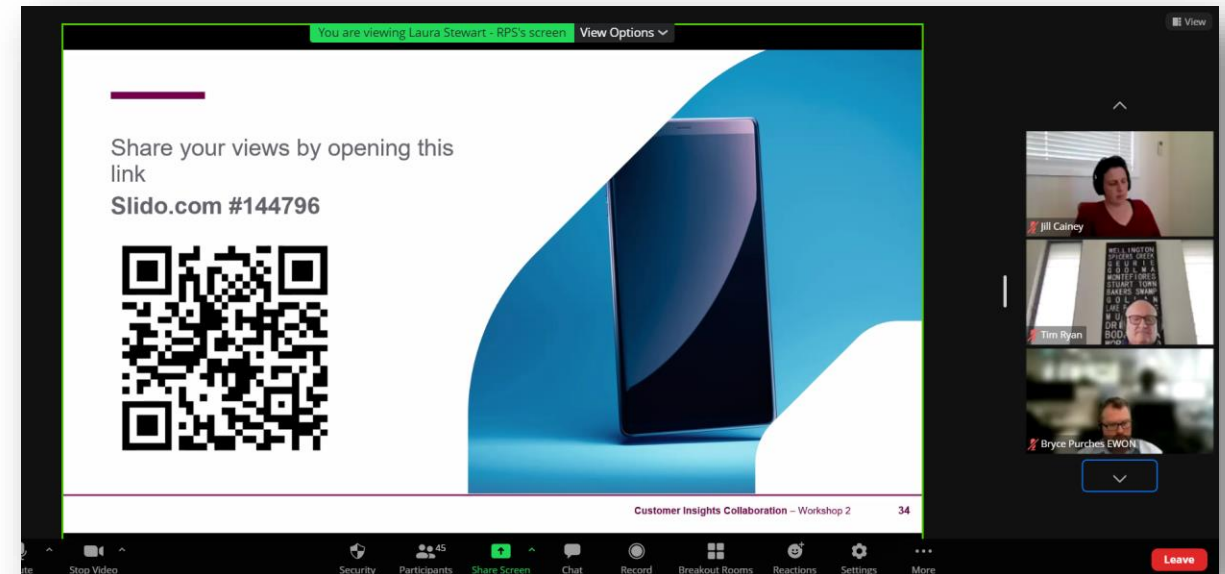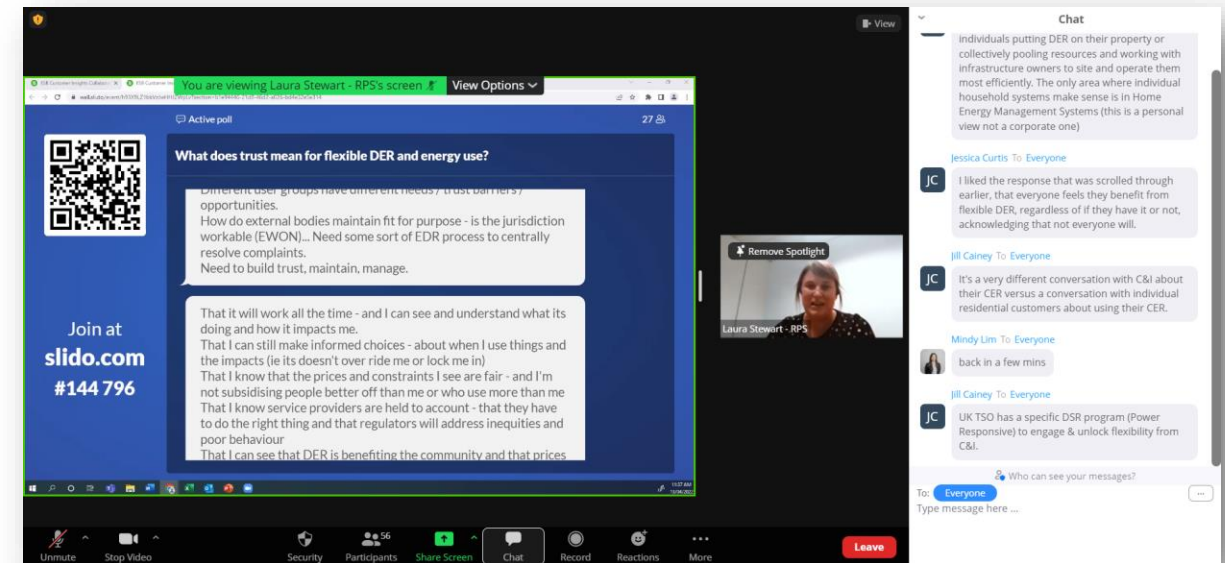
Approach to analysis and outcomes

Feedback collected through workshop 2 has been analysed and synthesised to present this summary.

The approach taken includes:

- Considering overall research objectives and goals.
- Using qualitative techniques to analyse the raw data from the workshop.
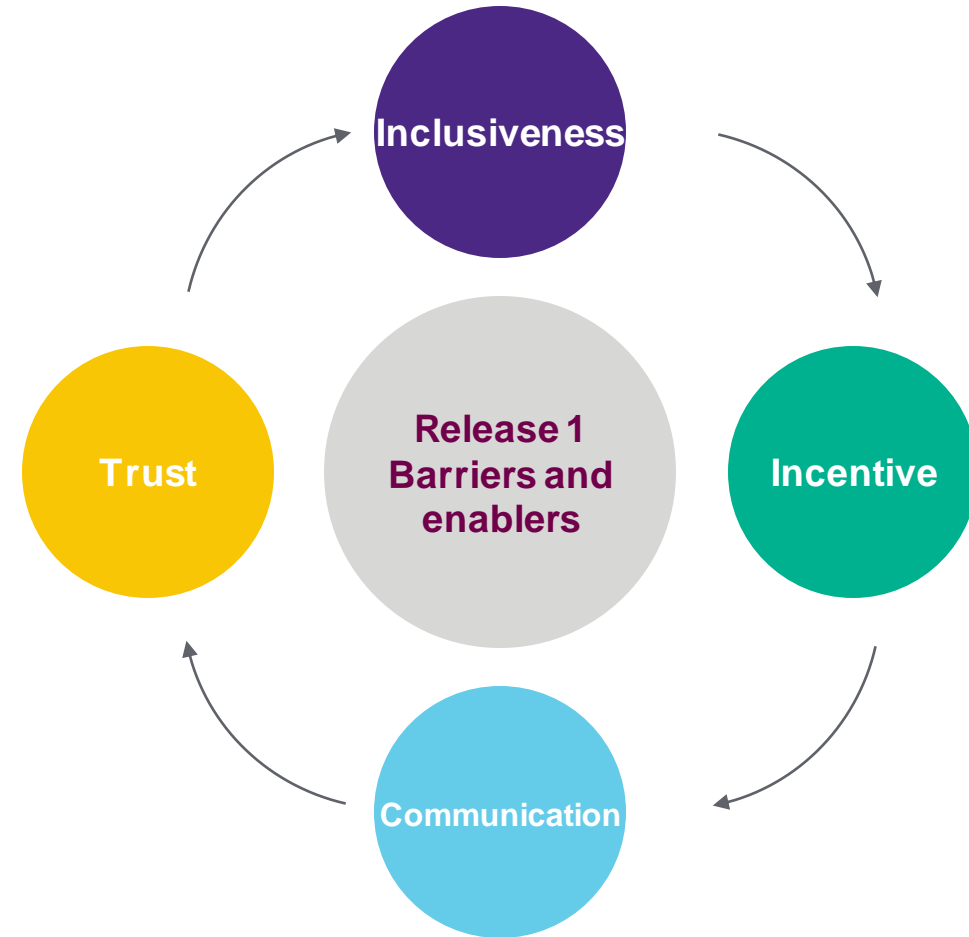- 668 verbatims over three activities.

This synthesis is support by raw data from the 15 mural boards and coded feedback collected through survey, mural board and zoom chat.

This has been developed to support further discussion by the SSG in refinement of the scope for customer insights collaboration to support release 1.

	What are the enablers to flexible energy f	code 1	code 2	code 3	percent	count	number	description
2	1 Accurate calculation of payback period	4			30%	9	1	Appliance specific
3	2 Also this customer may have very different ele	3			27%	8	5	Helping others -eg for the greater good, what we do impacts others, bills lower for everyone
4	3 An override for any DLC	3			17%	5	4	Financial / payback period accurate / take advantage of tarriffs
5	4 automated control of hot water systems, a/c p	1			13%	4	2	Bunded offers / subscription based
6	5 Balance between what individual customer ca	5			13%	4	7	Needs to be simple
7	6 Bill savings especially ineffective for EV charg	4	1		7%	2	3	Customer specific
8	7 Bundling offers/ one stop shop by retailer	2			7%	2	6	Makes energy use easier / more comfortable
9	8 Comfort	6			3%	1	8	Rebates
10	9 Demand response -based rewards (enabled vi	1						
11	10 Depends on the appliance	1						
12	11 Grid is a shared asset -like a road, water syst	5						
13	12 How to take advantage of various tariffs (servic	4						
14	13 Incentives that offer carrots rather than sticks	1	8					
15	14 Information about the challenges DER creates	7						
16	15 Keeping bills lower for everyone	5						
17	16 Longer term rental agreements (5 yrs plus) to	4						
18	17 Make managing energy use / appliances easi	1						
19	18 Make outages less likely	6	5					
20	19 Make sure your landlords is meeting their requ	5						
21	20 Making the incentive simple & set and forget	7						
22	21 Needs to be simple	7						
23	22 Obligation on land lords regarding local EV ch	5						
24	23 Obligation/ incentives on land lords for minimu	5						
25	24 override options	1						
26	25 Product/pricing combination that reduces thei	2	4					
27	26 Renting in UK people have PAYG metering. In	1	2					
28	27 simple and ease of access to green energy	7						
29	28 subscription based access (doesnt require ow	2						
30	29 Unless you're incentivising purchase of non-fix	1						
31	30 you can help (and should benefits) using powe	5						
32								
33	What are the barriers to flexible energy fc	code 1	code 2	code 3	percent	count	number	description
34	1 Affordability thing but also communicating and	4			40%	6	4	Can't / won't do behaviour change
35	2 Barrier to community batteries or peer to peer	4			13%	2	1	Incentives haven't worked
36	3 considering the circumstances, not punishing	4			13%	2	2	Building - inefficient, bad
37	4 Depends on the customer	4			13%	2	3	Time poor
38	5 Energy Efficiency is the threshold question - c	2			13%	2	6	Savings hasn't worked
39	6 incentives directed at tennants have also been	1			7%	1	5	Tech hasn't worked
40	7 Legacy effect of FITs leading to people exporti	1						
41	8 May be time poor so don't have time to manua	3						

...	**Incentive**	Communication	Trust	Zoom chat	Poll	(+)

Topline findings

- **Inclusive: key to a flexible energy future** are subsidies or help for landlords and those in embedded networks to make the switch, focus on electric vehicles and associated infrastructure, and make it low maintenance.

- **Incentives: three top enablers include** appliance specific applications, helping others for the greater good and financial payback period accurate and taking advantage of tariffs.

- **Communications: engage and empower** the enablers to flexible energy needs to excite and empower customers and use trusted channels and consistent messaging.

- **Trust: build** ambassadors, clear and transparent systems, and ensure these systems work as expected.

- **Focus on communities, not just customers.** Another overarching theme of your feedback is that flexible energy needs to focus on communities, not just customers and doing things for the 'greater good'.

- **Examples of good practise range** from examples in the United States, United Kingdom, Victoria and South Australia…so many learnings can be taken from across these case studies.

Inclusiveness

Incentive

Release 1
Barriers and
enablers

Trust

Communication

WHAT WE HEARD

Results from activity 1: Q1: What does flexible DER and energy use mean?

Results from activity 1: Q2: How would you define inclusion (and equity) for flexible DER and energy use?

Results from activity 1: Q3: How would you define incentive (and nudges) for flexible DER and energy use?

Results from activity 1:
Q4: What does communication mean for flexible DER and energy use?

Results from activity 1: Q5: What does trust mean for flexible DER and energy use?

Inclusion

For participants, subsidies or help for landlords are enablers. Flexibility around time of use for customers is seen as a barrier. Energy savings would have most impact. Good practice examples include shared local assets such as community batteries.

What are the enablers to flexible energy for customers?	What are the barriers to flexible energy for customers?	How can flexible DER and energy use benefit customers? What could a good outcome look like for these customers?	Are there examples of good practice? Any sectors we could learn from? Reliable evidence or research?
• Subsidies or help for landlords (24%) • Electric vehicles and associated charging infrastructure (20%) • Make it low maintenance (20%)	• No flexibility for timing of using electricity eg small business, small children (20%) • Renters don't own their home so can't make changes (20%) • Building issues – eg no roof, bad roof, bad building materials (13%)	• Savings – energy (32%) • Community assets – eg battery, solar, community charging stations (30%) • Automated system – cloud based software, doesn't need customer (20%)	• Community batteries, power, fleet, virtual power plants (21%) • Policy / reform of building codes (21%) • Project in Victoria (14%)

"Split incentive – landlord and tenant…"

"Community assets…."

"Flipper in the UK, some web-based efforts in various Australian jurisdictions…"

Incentives

For participants, enablers are appliance-specific and helping others. Barriers are those who can't or won't change, or where incentives have no effect. Suggestions for good outcomes include simplifying with technology and examples of good practice include interventions for building owners or bodies corporate.

What are the enablers to flexible energy for customers?	What are the barriers to flexible energy for customers?	How can flexible DER and energy use benefit customers? What could a good outcome look like for these customers?	Are there examples of good practice? Any sectors we could learn from? Reliable evidence or research?
• Appliance specific (30%)	• Can't / won't do behaviour change (40%)	• Make it easy with technology (31%)	• Interventions for real estate / building owners / bodies corporate (29%)
• Helping others – for the greater good, what we do impacts others (27%)	• Incentives haven't worked (13%)	• Using power at different times not interfering with lifestyle (23%)	• NBN (10%)
• Financial, payback period, take advantage of tariffs (17%)	• Buildings – inefficient, bad (13%)	• Incentives for landlords (15%)	• Technology / banking / buy now pay later (10%)

"May be time poor so don't have time to manually intervene…"

"If can access data related to individual customer, then offer incentives ($ & "points") for behavioural response…"

"Apple watch and associated functionality…"

Communication

Enablers include empowerment and engagement techniques for customers. Barriers include lack of awareness. Participants see good outcomes as clear and simple language and customers knowing what to expect. Examples of good practice might be pilots and early adapters, communications and technology.

What are the enablers to flexible energy for customers?	What are the barriers to flexible energy for customers?	How can flexible DER and energy use benefit customers? What could a good outcome look like for these customers?	Are there examples of good practice? Any sectors we could learn from? Reliable evidence or research?
• Engagement / empowerment techniques eg a citizens panel, bring people on the journey, gamification, empower people to ask questions (35%)	• Lack of awareness	• Clear and simple language (39%)	• Pilots and early adapters
	• Negative experiences	• Incentives / tariffs are visible and customers reminded of what to expect (28%)	• Communications
• Use trusted channels eg regional news (24%)	• Lack of shared benefits**	• Historic comparison (17%)	• Technology**
• Consistent messaging (19%)			

"Make sure incentives/ tariffs are visible - reminding and when they change …"

"Start the conversation, listen and demonstrate action…"

"More stories that share negative experiences vs positive experiences…"

Activity 2: 441 verbatims over 12 MURAL boards
** percentage not measured as small sample size

Trust

Enablers include trusted sources across the asset's lifecycle. Barriers include data not presented well for customers. Good outcomes include well-presented data, bringing people on the journey. Examples of good practice include flexible contracts, learnings from healthcare and using purified recycled water.

What are the enablers to flexible energy for customers?	What are the barriers to flexible energy for customers?	How can flexible DER and energy use benefit customers? What could a good outcome look like for these customers?	Are there examples of good practice? Any sectors we could learn from? Reliable evidence or research?
• Trusted sources across maintenance, installation, risk management, ambassadors (38%) • Community owned (31%) • Share stories (23%)	• Data doesn't help customer understanding • Limited time • Limited customer input for decision-making**	• Good data (47%) • Principles / trust – bring people on the journey (29%) • Communications (24%)	• Avoiding locked-in contracts • Healthcare good example of trusted providers • Look to trust building in purified recycled water provision • Give voice to subject matter experts**

"Build a community. They can go to when they need to…"

"Good data for each customer that helps explain their electricity use and their data use in relation to community/building use."

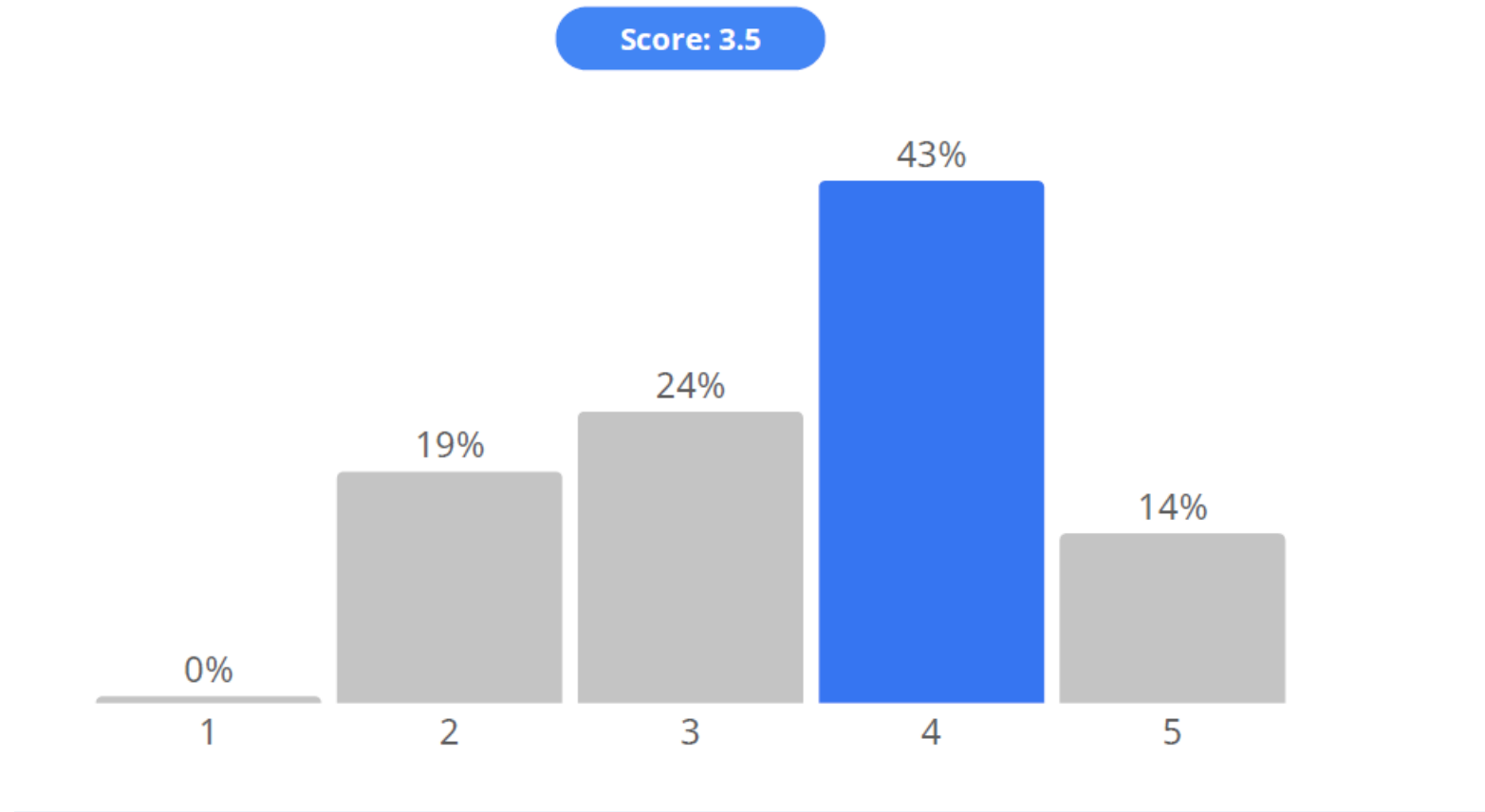*"Users TCP - Social License to Automate project…"*

Results from activity 3: Q1:
was your key takeaway fror
today's workshop?

Results from activity 3: Q2: Why?

Results from activity 3: Q3:
Is there anything missing
or anything else you think
should be considered?

Majority of participants found the workshop meaningful with 5 in 10 participants ranking it 4 out of 5 or 5 out of 5.

Score: 3.5

43%

24%

19%

14%

0%

1   2   3   4   5

Activity 3: Sli.do – how meaningful was today's workshop? (1 being not at all and 5 being meaningful)

Customer insights collaboration I **Workshop 2 synthesis**   **18**

Next steps

- **Workshop 3 – Synthesising the insights and opportunities**
  Tuesday 24 May 2022: 10am-1pm (AEST)