



NATCONSUMERS

Final Conference – a recap

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22nd of June 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 657672

Main observations

- A project with a pioneering idea, which started out a bit unclear in relation to the actual goals
- Great stakeholder involvement
- A complex vision turned into a methodology
 - - and an actual prototype, visualizing the complexity, dynamics and potential of a tool
- What are the final elements to present in the final review?
 - User journeys from using the tool?
 - Exploitation – open source development platform?





Means of Engagement

Establishing a Natural Language of Energy...

STEP 1

Goals and segments

Identifying segment,
customer profile

Creating trust, create
an engagement hook,
to make the
communication start

What are we trying
to achieve

The first step in making advice work is to:

- 1) Know who we are talking to and what we want to achieve
- 2) Ensure the communication channel (the customer is reachable)
- 3) Establish trust

« Who
are we
talking
to? »



Establishing a Natural Language of Energy...

STEP 2



The second step step in making advice work is to:

- 1) Establish a dialogue – which means responding to user input and not just being a passive feed back loop, that doesn't change

« What do they want? »



Establishing a Natural Language of Energy...

STEP 3

Grow in complexity

Offering new ways of communicating - user adjustability

Multiple channel

Multiple user

The third step in making advice work is to:

- 1) Continuously grow and develop new goals and means of communication
- 2) Be available on many channels
- 3) Adapt to multiple users in the same environment

« Keep
being
relevant »

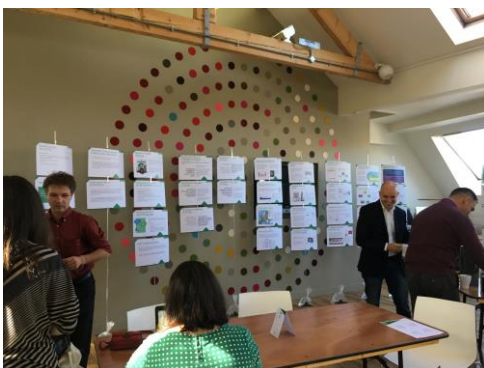




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Behavioural change
towards energy savings

15 designers, 3 days, 1 goal



Ideas are encouraging for the future

1. NRG Frame Picture your energy
2. House monsters Save energy, feed your monster
3. Community builder Team up, save up to improve your community
4. I challenge you Shape it up, bill
5. Piggy bank Transform energy savings into real things
6. Doctor appliance “What’s up doc?” says the fridge, 10 years old
7. Interactive energy story The story where you are the hero
8. Thunder fly Light the way to save your energy
9. Feeding your appliances What the **** are KW/h?!
10. Energy land In energy land everyday at school is fun
11. E – pooling Share moments; make life better





Developing the corpus

Main findings

- Establishing Customer Identification Factors

The identity of the European Energy Customer is made up of a lot of different factors:

- Socio-technical,
 - External factors,
 - Technological,
 - Economical,
 - Regulatory
-
- These factors has been defined in the work shops and are called: "Actionable and Non-actionable factors"



Main findings

- Establishing Customer Identification Factors

- Only very little knowledge from load profiles to create customer profiles in the sense of household characteristics?
- Communication models should establish a relation to the customer in order to build a more complete profile based on data gathering through dialogue
- Hence; messages should be developed according to the life cycle of customer interaction i.e.:
 - what's the hook for getting attention,
 - how do we keep customers coming back
 - and how do messages improve along the way of customers actually changing behaviour...?



Main findings

- Establishing Customer Identification Factors

- Creating trust is essential – what is the starting point to do this?
- People are different and in different situations in their life – responding to customers life cycles.
- There is a difference between what people say they want and what they actually respond to.
- Learnings from projects are different and often contradictory – A Natural Language will have to try different approaches if one approach doesn't work on a customer.

- NATCONSUMERS


To create a natural language for energy consumers we need to look behind the obvious results – what are the real reasons and motivations behind customer's behavioural change?




Working with triggers

Engagement Triggers Energy and Utility

Select pack



Sign-up Pack



Summer Pack



Triggers	Description	Number of events + targets	Expected length	KPI	Dependencies
Sign-up on landing page Sign-up on own homepage Sign-up via email trigger	Welcome flow after signing up to create first segmentation and create profile	Four events All customer groups	3 weeks Continuous flow Only once per customer	Customer retention Customer acquisition Customer Profiling Segmentation	Campaign activity Eventuallly Reward program
Date trigger	Advice for the summer and holiday season Benchmark Updates and compaisons from last year	3 All customer groups	3 months Recurring	Trust and engagement Energy savings Advice	none

CAMPAIGNING PACKS
 Events from the Campaigning Packs are common for all users
 They can be related to certain conditions in the weather, in politics or in economy – to name a few.
 They feel relevant to the individual user, because they address specific topics in time, which most people knows about or discusses.
 They will not necessarily have a specific target, but their main purpose is to create trust and establish a relation



Working with triggers

Engagement Triggers Energy and Utility

Select pack	Triggers	Description	Number of events + targets	Expected length	KPI	Dependencies
 New House Pack	Existing customer moving	Welcomes to new place Data change request Advice for new house	Four events All customer groups	3 weeks Continuous flow Recurring	Customer retention Customer acquisition Profiling Energy advice Savings	Address registration
 Babies Pack	New family member	Energy consumption related to babycare	5 events	1 year Only once	Customer engagement Profiling Energy advice Savings	Number of family members

CUSTOMER LIFE CYCLE PACKS

Customer life cycle based journeys are initiated by specific elements either in the customer relation between the company and the individual or within the life of the person himself.

It can be everything from birthdays, moving to a new place or interactions with the program to energy saving targets achieved or not achieved

The communication related to this category feels relevant because it coincides with actual occurrences in the lives of the people involved.

This is the most individual type of communication and will strengthen the customer relation significantly.





Security issues

Main findings

- Establishing Customer Identification Factors

- To be efficient engagement in energy measures need to be personalized – which means based on personal data.
- EU data protection regulation demands individual accept before collecting and processing personal data.
- A Natural Language will have to establish a way of overcoming these barriers
- A new generation easily accepts to give away data for obtaining even small benefits on social media platforms.
- Among stakeholders, these barriers are not seen as very big...





Final Roundtables

- Wrap up from the floor

How to take it further?

- The commission is very focused and wants to introduce the consumer as the centre of the energy transition
- Some national legislation prohibits the actual involvement of certain key players?
- Will drivers be the utilities?
- The role of other organizations; consumer associations, charities etc.



Thank you all for your great efforts

Web: www.natconsumers.eu
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Project reference: 657672 (H2020)
Type of action: CSA
Topic: The human factor in the energy system (LCE-20-2014)
Duration: May 2015- April 2017 (24 months)



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