

Delta Energy & Environment Ltd  
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# How is feedback on energy consumption currently being delivered to customers?

## Energy Feedback Symposium

5<sup>th</sup> July 2016

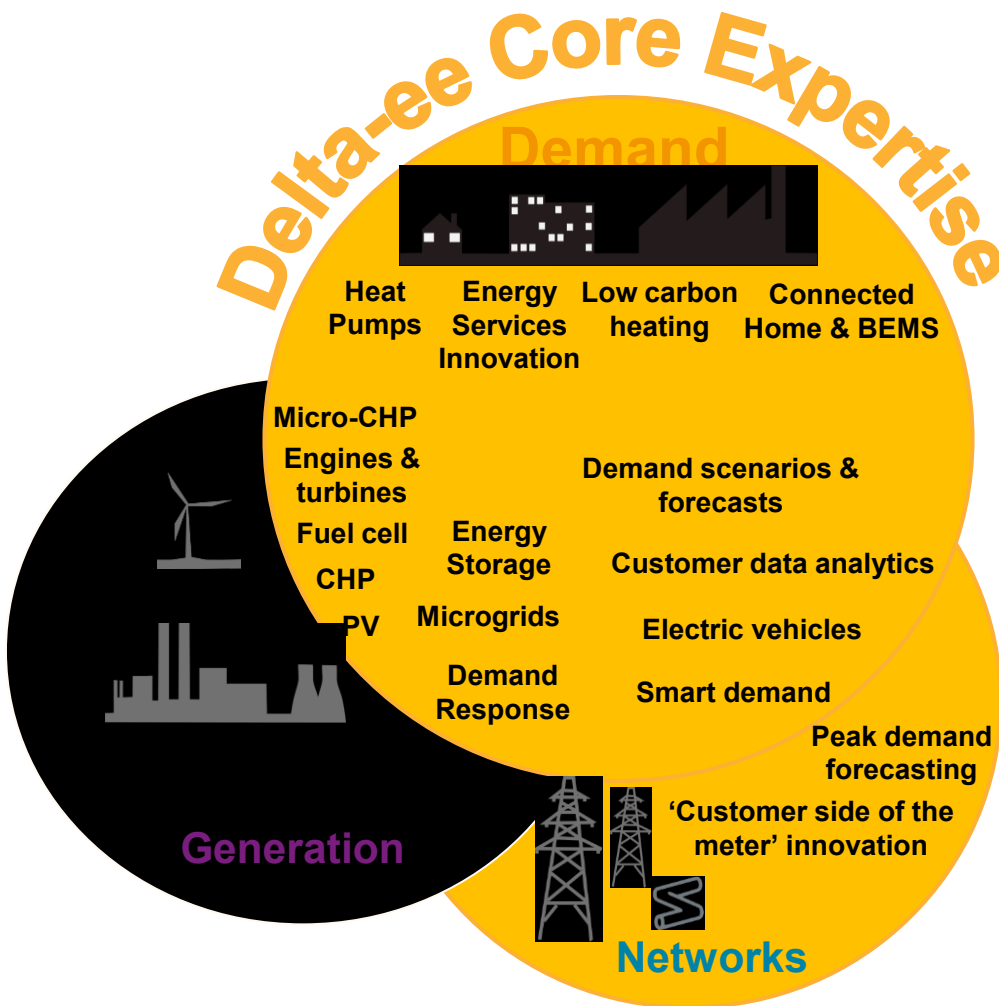
ECCL, Edinburgh



[www.delta-ee.com](http://www.delta-ee.com)

## Helping clients navigate the transformation of the energy system

### Delta-ee Core Expertise



#### Delta-ee provides:

- ▶ Expertise of DE technologies & markets
- ▶ Primary research into customers
- ▶ Forecasts and deep industry insight
- ▶ Opportunity identification
- ▶ Commercialisation advice
- ▶ Strategy development

#### Clients:

- ▶ Retailers
- ▶ Energy service providers
- ▶ Networks
- ▶ Wholesalers
- ▶ Product manufacturers
- ▶ Technology developers
- ▶ New entrants
- ▶ Finance sector
- ▶ Policy makers

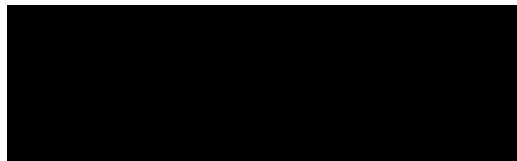
#### What Delta-ee offers to clients:

- ▶ Research Subscription Services
- ▶ Consulting Studies

- ▶ What are the current drivers for feedback?
- ▶ How is feedback being deployed to engage the contemporary energy customer?
- ▶ How is this approach to feedback deployment likely to evolve in the coming years?

### From the supply-side

- ▶ to upsell related energy products and services (e.g. insulation, smart controls etc.)
- ▶ to gain access to and potentially control end-user consumption (e.g. for demand response purposes)

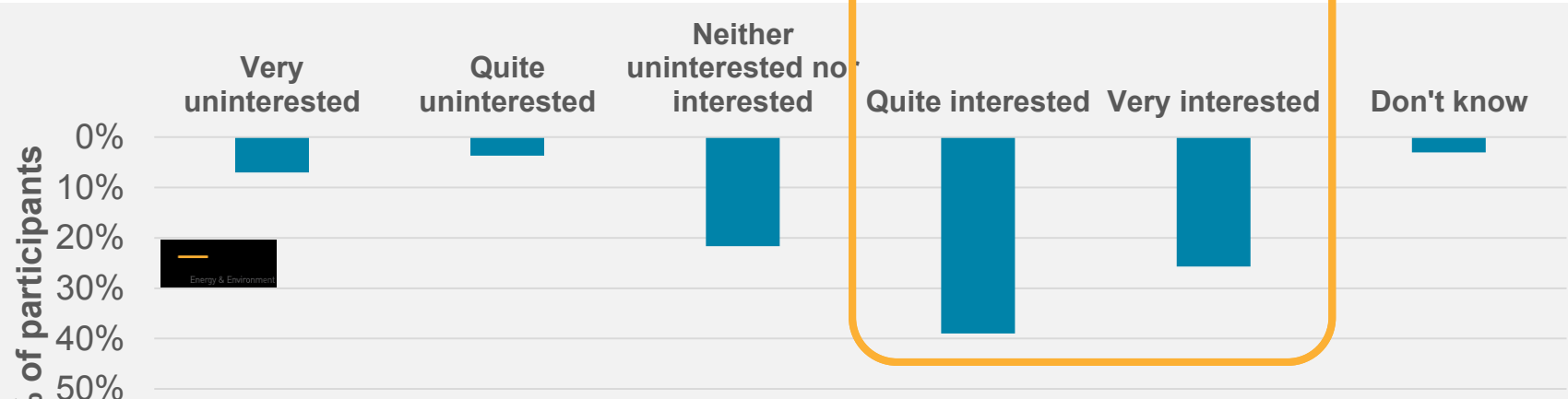
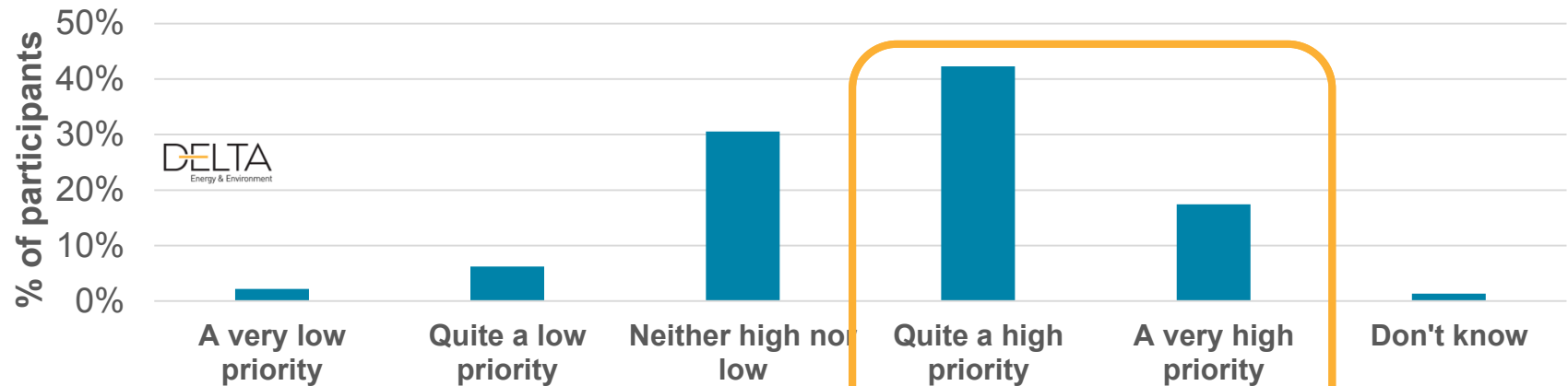


## From the customer-side



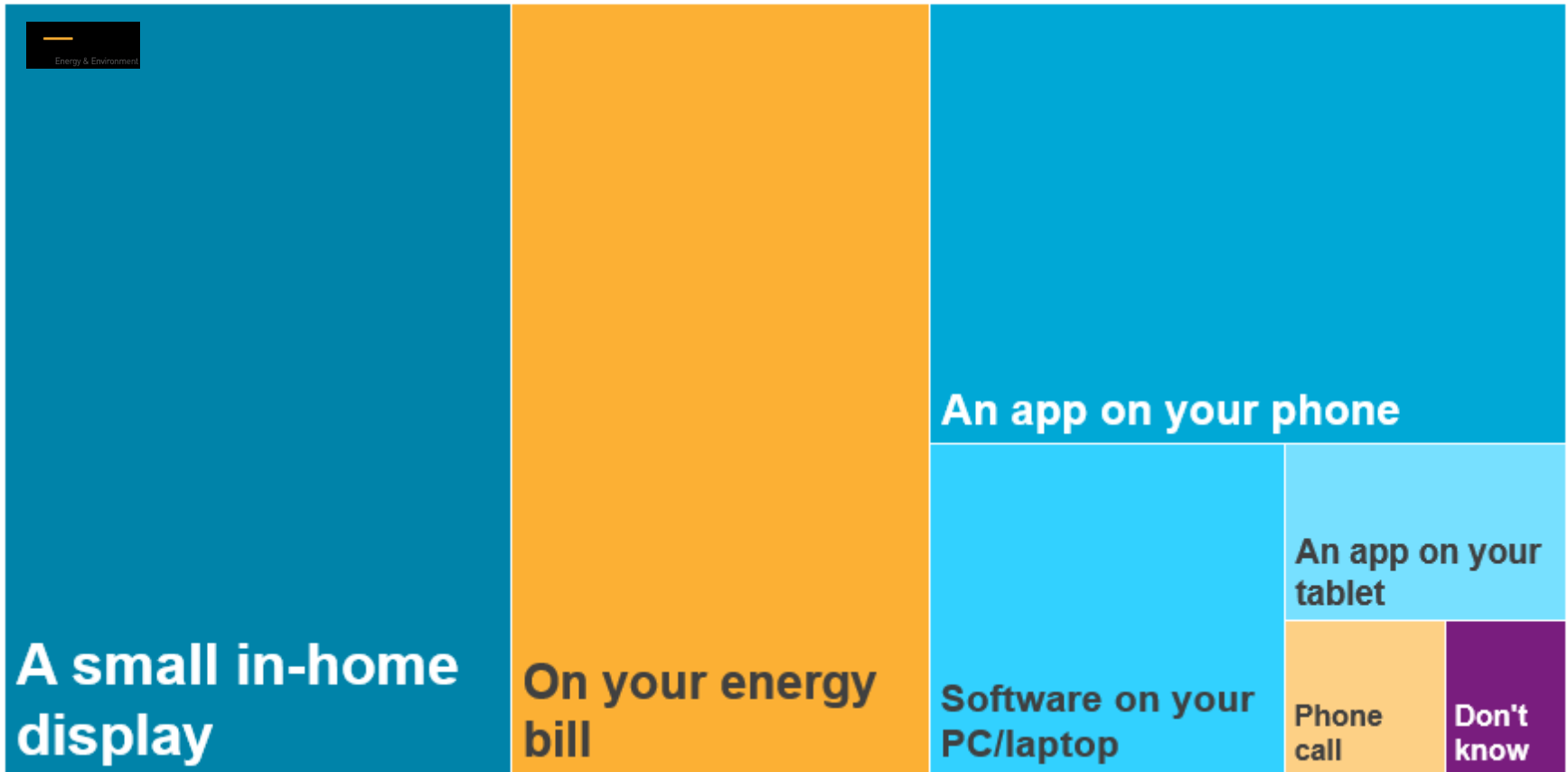
# Current Market Drivers for Feedback

How much of a priority will it be to you to reduce your energy costs in the coming 12 months? (n = 901)



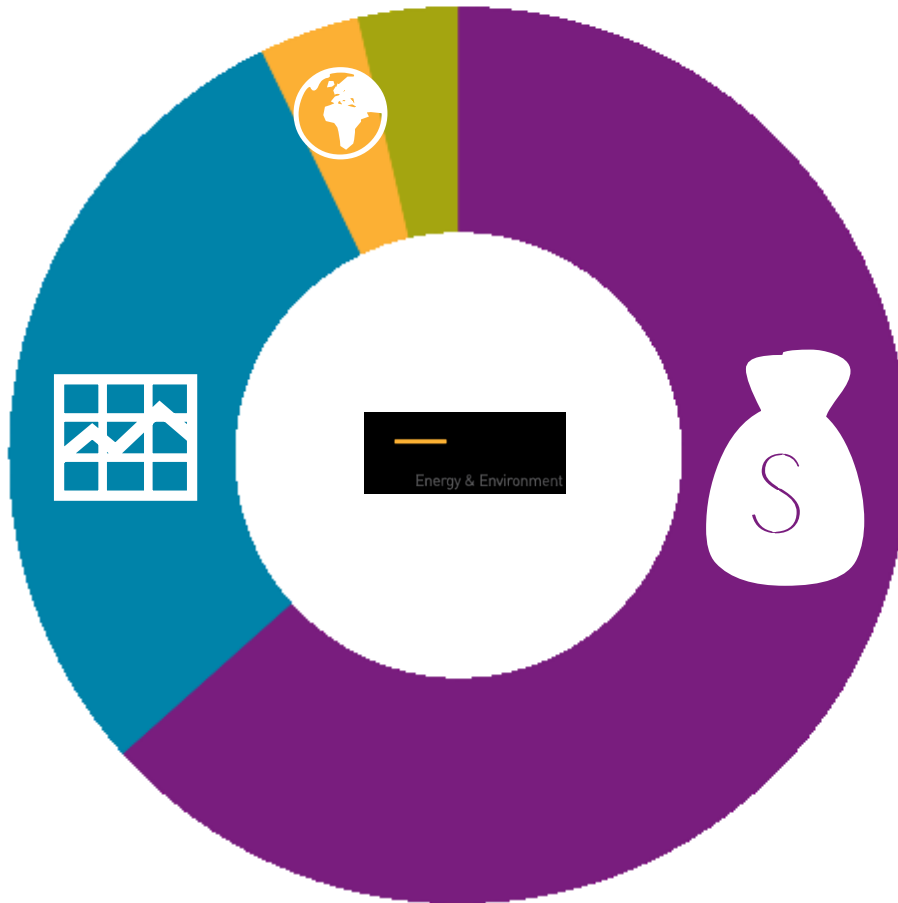
If it were available, would you be interested in receiving feedback on your energy consumption? (n = 300)

## What method of receiving feedback would you prefer?



Digital feedback   Analogue feedback   Sample size: 194 participants interested in feedback

## What would be the main aspect the feedback should focus on so it grabs your attention? (n = 194)



- Data e.g. values, percentages and statistics
- Financial expenditure and potential cost savings
- Don't know
- Environmental impacts related to your energy use



### From the customer-side

- ▶ strong desire to **reduce energy costs** & are interested in receiving feedback to achieve this
- ▶ no clear preferred display method (app, device, on bill), but **digitised forms have tested well** in principal
- ▶ incentives, written advice (e.g. on bill) and nudges/alerts are **all seen as helpful** methods
- ▶ current challenge is that 'feedback' is at best a **secondary proposition** in most **current customer offerings**
- ▶ more about **control, comfort & security** than savings

# Current Market Deployment of Feedback

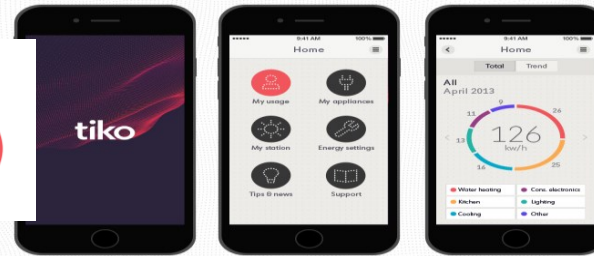
## In practice...



tiko

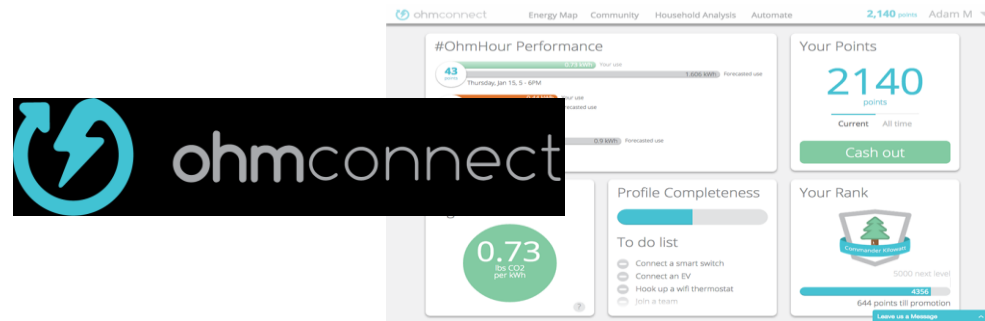


tiko



## Demand response from residential customers – at scale

- ▶ a smart home heating control system
- ▶ a means for low cost **demand response (DR)** from in-home electrical heating systems
- ▶ ongoing feedback via a free remote heating control **app & control interface**
- ▶ direct, **upfront feedback** to prospective customers about their **energy consumption**, and the **potential energy savings** and **DR value** generated (pre-install)
- ▶ zero impact on customer **comfort**, and customer remains in **control**



## Engaging consumers with energy

- ▶ game/scoreboard platform for users to engage with their energy consumption, all for free
- ▶ **demand response** is turned into a “**game**” for residential consumers
- ▶ manual and automated requests for participation in DR events, ‘OhmHours’, allow **users to score points** in OhmConnect community competitions (or **eventually taken as cash**)
- ▶ generates value from system operators by **shifting/reducing residential load** to avoid the need for expensive peaker plants, passing on **80% of revenue to customers**

## What next for feedback?

- ▶ feedback **opportunities likely to expand** due to accelerating deployment of connected home devices (e.g. smart thermostats)
- ▶ need to overcome the **challenge** that ‘feedback’ is at best a **secondary proposition** in most customer offerings
- ▶ wider uptake dependent on “**engaging customers**” with **energy savings** e.g. via direct incentivisation

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Visit our Heat Insight Service (HIS) page: [www.delta-ee.com/research/heat-insight-service.html](http://www.delta-ee.com/research/heat-insight-service.html)

Alternatively, give us a call on +44 (0) 131 625 1011.

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