

## **Notes from the CHS workshop discussion**

- 1. Education of a heat pump**
- 2. Segmentation**
- 3. Customer journey and engagement methodologies**
- 4. Financial propositions**

### **1. Education of a heat pump**

Increase awareness of the real experience using a heat pump to elevate any misinformation and misunderstanding

#### **Direct experience**

Boxt have a trailer with a working heat pump. Use the Samsung Heat pump to use a engagement tool

people come to actually physically feel it, touch it, hearing it, to get a better understanding of what a heat pump does?

De-risk the idea of the heat pump customers can see looks, sounds and how effective it is Experience for themselves

example Pumpchic - test drive a heat pump

Could be good to combine the trailer with Pumpchic? as the size will vary depending on details of home (don't want people to get a shock if they assume all HP are like the one in the trailer)

#### **Run events in the area including:**

Demo trailer days where the trailer is parked at different sites (or one site) in the community for people to drop in and experience the heat pump

Informing customers of heat pumps is most powerful when it comes from word of mouth, via social groups, friends, family, neighbours etc

From a trusted peer or someone in the trade

How could we encourage people to come into the trailer?

#### **Engage existing social networks in Rose Hill to discuss share experiences around heat pumps**

Find existing heat pump owners in the area to champion the product

RHILC have already made films with a couple of people with HP - might these people be willing to take on champion role? <https://www.youtube.com/watch?v=XXZrgQWZzgQ>

These mentor could be incentivised, rewards for recommendations?

e.g. discounted product

**Incorporate Private and social housing separate** via Oxford City Homes for social housing - Need to know if Oxford City Homes is able to take part in this incentive as they would have to pay for the Heat Pump and installation. Therefore, at the moment not to include social housing tenants in the focus group thereby not setting expectations of getting a heat pump.

## 2. Segmentation

### Update from WS2 -

Approaching segmentation starting with the demand profiles. So taking smart metre data and running it through clever statistical packages that will cluster those demand profiles down into 4 to 5 different, distinct clusters. Once demand profiles clustered are known, mark up mark them up with socio economic and demographic and technical information.

Use census data (mosaic data set), which classifies every house or wherever your postcode along all of those sorts of variables. were then able to essentially map to match demand profiles and postcode level.

Social housing - heat pump installation is driven by housing association and tenants do have a say

## 3. Customer journey and engagement methodologies

The awareness stage is very important, as there is a lot of misinformation

Experience of engagement form Boxt in a previous project:

Delivering brochures house to house was not successful,

But when the Demo Trailer was parked in the local area resulted in a high level of interest

### Engagement Barrier - people giving up their time

- What is the initial step for engagement? poster, flyer, advert, meeting at local venue, social networks
- What is the best time of day e.g. evenings or weekend, Saturday mornings

### Engagement touch points for different accesses to information

- leaflets and advertising
- Face to face
  - events with experts and celebrate (MP?)
  - demo trailer
  - Show home
- Online engagement to educate and support
  - Peer to peer, monitor system
  - Website with information, general, suitability, links, FAQs, case studies, targeted to relevant properties and situations
  - Forum (peer to peer - link similar home, situations)
  - shared experiences
  - Social media preferences (facebook, ticktok, instrgram)

Possible questions to ask that might help give insights to how people want to interact:

- What would they expect to be at these touch points?
- Would they trust, be confident the information?
- mixture of context for information, official and non-official
- Who would they like to Interact with for the information source? trade person, peer etc (trust)
- For focus group test the appetite for different engagement strategies

## 4. Financial propositions

Costs split into

- installation and capital financing
- on-going costs and offers

Pay all upfront or pay a portion upfront then finance the rest, then the difference in cost depends on the finance deal

Leasing over 7yrs, 14yrs

Boxt will share headline costs for pack prices, equipment, and labour on typical installation for different units Samsung heat pump plus contingency of replacing radiators in some properties

Deliver a transparent cost and work required e.g replacement of radiators etc., elevate horror stories of hidden extra costs mounting up and disruption and inconvenience - this will be part of the education

Careful of how we talk of cost, so we can manage expectation not high headline price - put people off or if quote is too low then price increases,

Alternatively look at energy saving,

But Need to give focus group some idea of the costs

We can collect ECP data in property size but still not adequate quote

**Use examples (about 4) based on house type types of houses**

- **Option 1 - pay all upfront**
- **Option 2 - 12/24 months interest free +deposit**
- **Option 3 - interest bearing, credit over 7 yrs**
- **Option 4 - Lease to gain ownership**

Lease to include maintenance and repair??

**Test appetite for care packages (maintenance and servicing)**

not in interest bearing - care package separate but would include warranty

take out care package after purchase

Don't include installation (separate trade therefore can't quote)

taken on by user, but may get back 40% from BEIS, but in area most post war but reliant on ECP

**Costs of smart innovation** - controls via internet or 4G

third party thermostats- Set for efficiency -

weather compensation curve and forecast - cheapest way to get point set by user

TOU tariff control, dependant on price

options of different tariffs?

Octopus

price cap agile price - depend on behaviour, benefit if change behaviour but require smart

energy price guarantee

aggregated load - deal from energy suppliers?

**Need to test different scenarios in focus groups, from user perspective for comfort and costs trade off**

**Test HP to be controlled remotely (DSR)?**

different options- HP running over night, noise!  
and explore acceptance of change in temp of set point and to what extent  
Intrinsic benefits of DSR - good citizens and best for environment

**Level of control in propositions**

Appliance - e.g. nest and homely, benefit and disadvantages