HEAT PUMP READY | Department for Energy Security & Net Zero

Part of the Net Zero Innovation Portfolio

HomelyLifetime

CARBON TRUST

Project Lead: Homely Energy

Funding:

£465,991

homely

The problem: Customer dissatisfaction slowing heat pump uptake

The largest survey of UK domestic heat pump owners (Nesta, 2023) found that 10-15% of customers are unsatisfied with their installation experience. This represents a major barrier to new technology adoption. Dissatisfied customers are vocal about their experience, driving a negative feedback loop that slows uptake. This is exacerbated by the intuitiveness of the software that is able to modulate operation in response to external data. If users do not understand the software or scheduling reasons, it leads them to manually change settings, which can add cost and potentially create system faults and can reduce system efficiencies leading to customer dissatisfaction.

The solution

The HomelyLifetime solution enables a step change in proactive diagnosis, insights and communication of issues to installers and end users. Access to its data enables entirely new business models centered around “smart” service and support of heat pumps. This consistently ensures customers, installers, and service agents have access to up-to-date information about the performance of the heat pumps, and timely notification about developing issues.

> “HomelyLifetime represents a paradigm shift in heat pump management. By empowering installers and end users with actionable data, we’re not only enhancing performance but also fostering trust. Our goal is to create a seamless experience for homeowners – one where heat pumps operate optimally, and unnecessary service calls become a thing of the past.”

Jamie Elliot

Director, Homely Energy

Maximising the benefit of smart heat pump controls

What are we going to do?

The project will develop a commercial installer data portal with proactive insight, notification of possible issues and remote access for anything that can be solved with software. It will also enable customer journeys that prompt, encourage, and reward “good” user behaviour by nudging them towards sensible schedules and providing proactive feedback on performance and savings as well as enabling a streamlined handover process at install completion.

Why is this an improvement on current solutions?

Existing solutions typically provide either basic monitoring capabilities which lack remote fixing, or less refined fault finding, or simple control/optimisation. In contrast, HomelyLifetime will consistently ensure customers, installers, and service agents have access to up-to-date information about the performance of the heat pumps, and timely notification about developing issues in a way that no other provider can currently offer. This innovation is uniquely designed to prompt good user behaviour and nudge homeowners to use the heat pump in the way it was designed to operate by automatically combining the home’s calculated heat loss, weather forecasts, energy tariff, and comfort settings while explaining the benefits and how it maximises lifetime value.

What would success look like?

The HomelyLiftime proposition is currently in its discovery phase. Through Heat Pump Ready it plans to rapidly develop the proposition so that the software can reach its Beta phase and be ready for deployment within the heat pump sector. Success would be the successful integration of the installer data portal and customer notification functionalities into the software platform.

How will this project help towards the target of installing 600,000 heat pumps per year by 2028?

HomelyLifetime supports the achievement of meeting heat pump targets by 2028 by removing some of the current market issues which impact the decision-making to deploy heat pumps. It can help reduce customer dissatisfaction and in turn support positive messaging around heat pump installations, supporting faster heat pump deployment.

The Optimised Solutions Development stream of the Heat Pump Ready programme supports the development of innovative tools, technologies and processes to overcome specific barriers to heat pump deployment in the UK. Wave 2 of this stream supports solutions aiming to improve the ease of heat pump deployment in homes that are ‘complex to decarbonise’, develop innovative solutions to enable heat pumps to be deployed in ‘distress purchase’ situations, improve performance of domestic heat pumps with low-GWP refrigerants and improve the domestic consumer experience of using and living with a heat pump.

Heat Pump Ready is funded by the Department for Energy Security and Net Zero through the NZIP programme. The Collaboration & Learning stream is managed by the Carbon Trust with support from Ipsos and Technopolis.

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Funded by: Department for Energy Security & Net Zero

Supported by: Carbon Trust, Ipsos, technopolis group

June 2024