

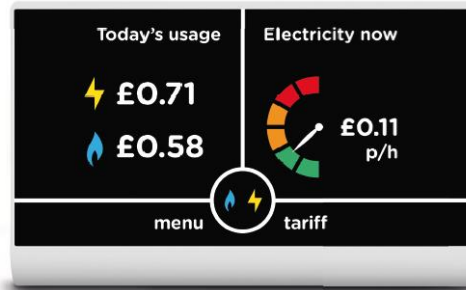


The voice of the
smart meter rollout

how building a service around the customer can gain traction for engagement

Iagan MacNeil, Smart Energy GB

Keep an eye on your energy use in pounds and pence with a smart meter.



Smart meters show you exactly how much energy you're using in pounds and pence, putting an end to estimated bills. But only your energy supplier can carry out the installation. It's time to get Gaz & Leccy under control.

Contact your energy supplier today about installing your smart meter.



Representative of a typical In-home display.



what do consumers want?



Smarter Britain



Smarter living

What consumers want from new smart energy products and services

September 2017



Some of the challenges...

Getting people at home to change their behaviour

Managing household finances

Make life a little less chaotic

Help to do more for the environment

Caring for family members

Help to navigate the energy market

2 in 3

with children
would like to
automate
appliances to turn
on when energy
is cheaper

68%

of people would
like cheaper
energy for usage
outside of peak
times

64%

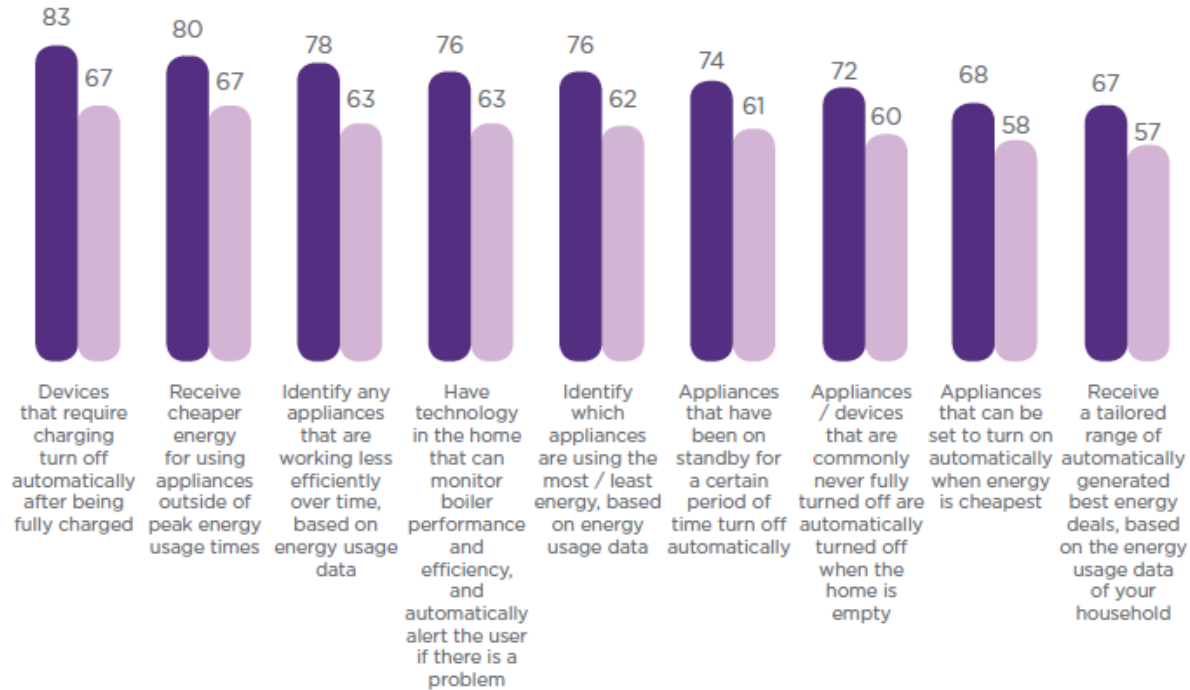
want information
on appliances
working less
efficiently over
time

87%

of adults found at
least one smart
technology
solution appealing

smart meters are an
important step in the
journey to engage

People with smart meters are more interested in taking up these propositions



Could energy be sold
as part of a lifestyle
package?

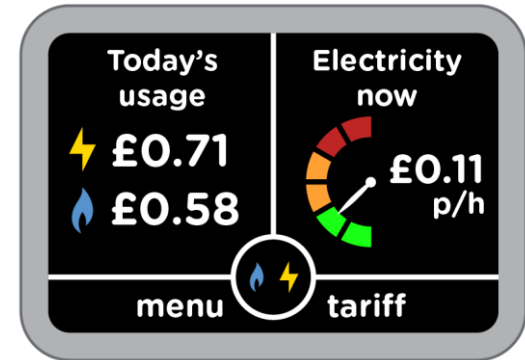
lifestyle service companies headline findings

Half

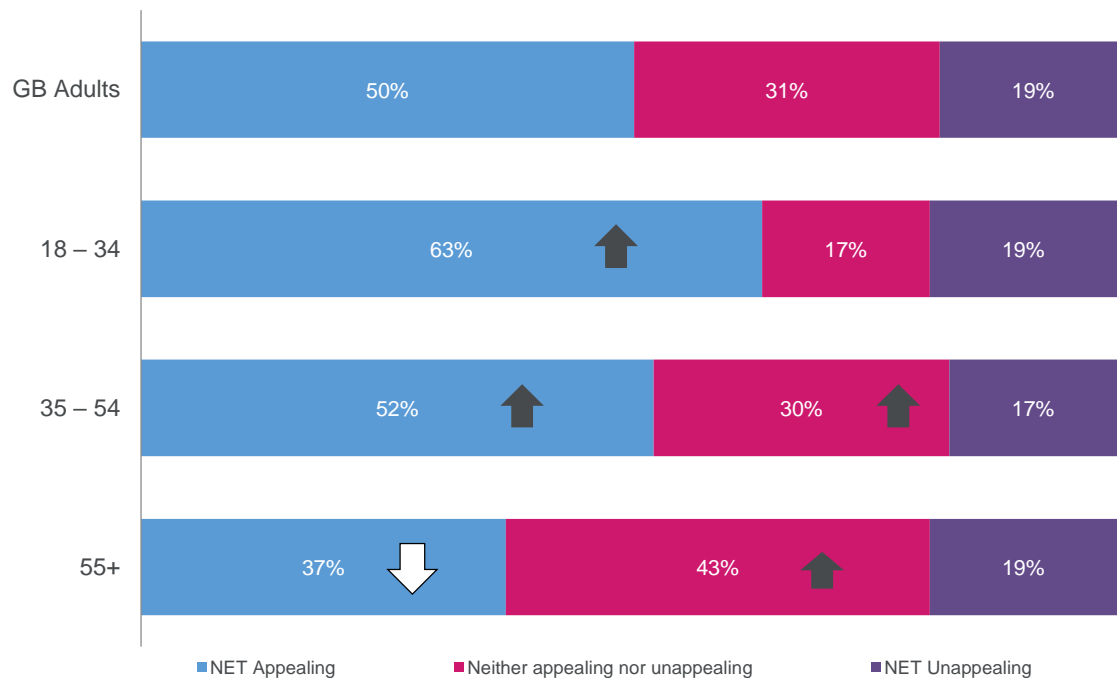
of people found the
idea of buying
energy as part of a
lifestyle package
appealing

smart meter owners are more interested

58%
of smart meter
owners found
the idea
appealing



Interest is higher amongst younger groups

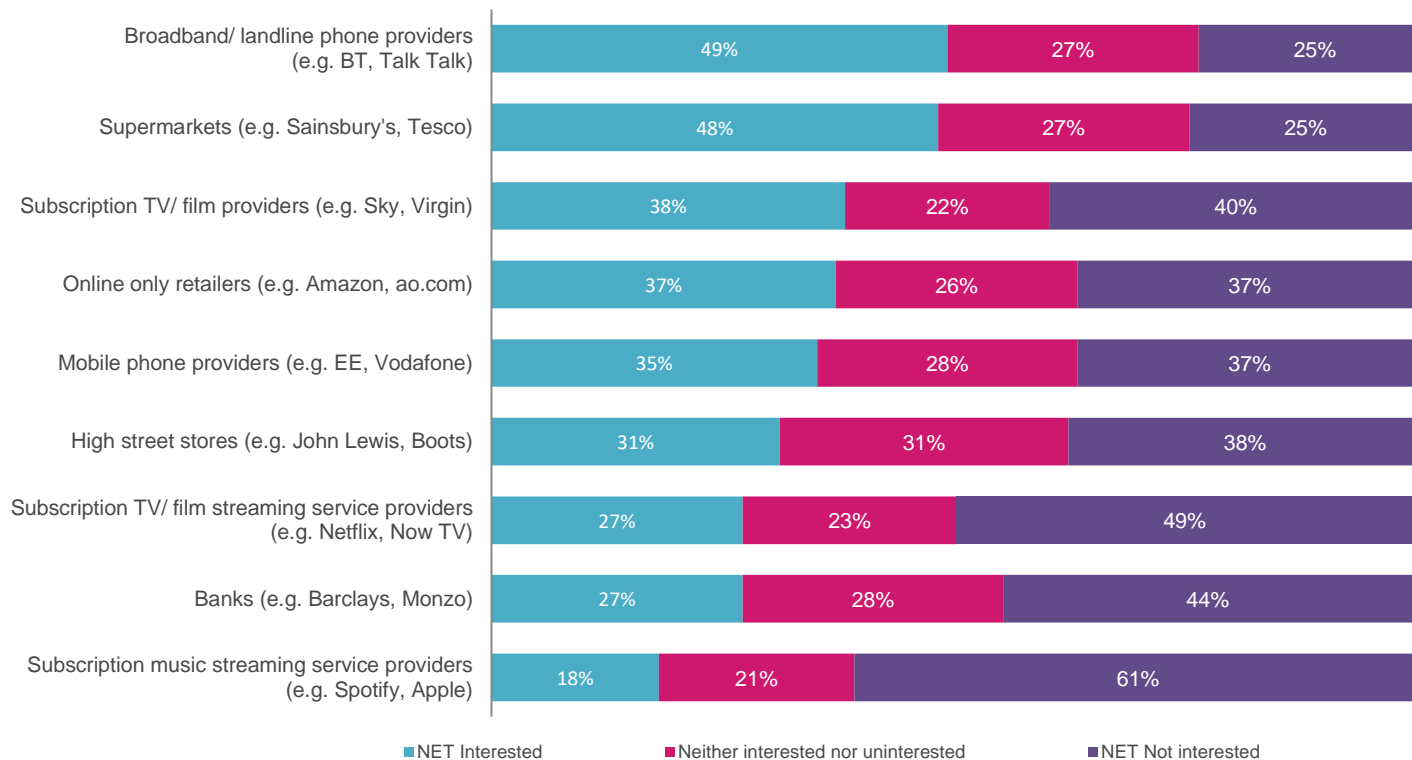


▲ Sig higher than GB total @ **95% CL**

▼ Sig lower than GB total @ **95% CL**

Study: LiSCos 2017– Cells Base 18+ GB Adults Q6. Please read the following statement: At the moment, most of us buy gas and electricity as a stand alone service from one or two suppliers. In future, you may be able to buy gas and electricity as part of a complete package of home services where you pay a single cost, alongside other products or services such as your mobile phone, TV or internet. How appealing or unappealing do you find this idea? GB Adults (1476), 18-34 (412), 35-54 (534), 55+ (530)

around half would be interested in purchasing energy as part of a package from broadband suppliers or supermarkets







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thank you

