

## IMP0606 Project Avatar Discussion Guide 1

### Objective-

- To inform participants about the energy sector, specifically DNO's role/responsibility/services as well as communication channels.

### GROUP STRUCTURE (1½ HOURS):

AREA OF DISCUSSION	TIME ALLOCATION	START TIME
1. Introduction / Warm up	7-8 mins	
2. Group introductions		
3. Awareness of Electricity usage	10 mins	
4. Introduction to Electricity North West – what is a DNO	10 mins	
5. Previous contact with electricity North West	15 mins	
6. How technology has changed	30 mins	
7. How changes to the energy market will change DNO interaction	10 mins	
8. Pre task for next week	5 mins	
9. Thank and close	2-3 mins	

**IN ADVANCE OF THE GROUP (AT RECRUITMENT), PARTICIPANTS WILL BE ASKED TO COMPLETE A PRE-TASK OF ELECTRICITY USEAGE.**

**THEY WILL ALSO BE EMAILED A COPY OF 'ENW ABOUT US' INFOGRAPHIC AND HANDED THIS WHEN THEY ARRIVE.**

### 1 Moderator Introduction (2 – 3 minutes):

- Introduce yourself
- Explain that the research is being conducted on behalf of Electricity North West
- Explain purpose of discussion (*how ENWL use largely traditional methods to interact with their customers now, how they are harnessing new technology and how they could embrace emerging technology to improve the way that they interact with their customers in the future, to improve customer service*).
- Confidentiality is guaranteed, no right / wrong answers, interested in everybody's opinions, in as much detail as possible

- Explain moderator's role and set out 'rules' (speak loudly / clearly / not all together)
- Explain audio and video recording, one-way mirror and presence of observers
- Re-confirm the repeat nature of the ECP meetings- attendees will be expected to take part in two more groups on dates <<insert>>
- Any questions?

## **2 Group Introductions (5 minutes)**

### **EACH RESPONDENT WILL BE ASKED TO INTRODUCE THEMSELVES TO THE GROUP BY:**

- Domestic: First name, who lives in their household, how tech savvy would they describe themselves on a scale of 1-10?
- Commercial: first name, type of company and individual role and responsibilities within organisation:
  - How tech savvy would they describe their organisation on a scale of 1-10
  - How tech savvy they describe themselves both in the work environment and their private lives?

## **3 Awareness of electricity usage– pre task review (10 Mins)**

Before coming today we asked you to consciously think about your electricity usage and keep a diary of different times during a day when you used your electricity. Here is a typical one (show example)

- Were there any big differences that you had from this?
- Were you surprised by anything you found?
- Anything you had not thought about?
- Do you have a smart meter and do you ever look at the display to help track your usage on a day to day basis?

We also asked you how you would feel if electricity was not available ie power cuts, a typical response was xxx.

- Does this surprise you?
- Is it in line with your own feeling?

## **4 Introduction to Electricity North West (Q&A/Video 10 minutes)**

As you know from the information that we sent to you before this meeting, Electricity North West are responsible for providing you with your electricity.

We have a quick True or False game to go through.

**MODERATOR:** Run through pack A (true or false game)

We also have a video which provides some more detail about what ENWL do.

**Moderator Info:** This video contains:

- The structure of the UK electricity industry
- The role of Electricity North West versus that of a supplier.

**ENSURE RESPONDENTS HAVE A COPY OF Q&A AND PLAY VIDEO:** “Electricity North West: Who we are and what we do” <https://youtu.be/zCBmgMRFEGU>  
*3 minutes 57 seconds*

**Probe on:** initial perception of ENW, awareness of scale of business, technology they saw in the video

Two main points where a customer may have contact with ENWL is during a supply interruption (SHOWCARD B) and during a connection (SHOWCARD C)

**MODERATOR TO CHECK BEFORE PROCEEDING**

- Clarity regarding the difference between Electricity North West, suppliers and National Grid
- Check for understanding of why may need to contact ENW (supply interruptions or connections – any other reasons?)

**MODERATOR: ACKNOWLEDGE THE IMPORTANCE OF SUPPLIER BILLS AND ELECTRICITY CHARGES IF THIS IS RAISED; HOWEVER, ASK THE GROUP TO PUT THIS TOPIC TO ONE SIDE FOR THE REMAINDER OF THE GROUP.**

**5 Previous contact with Electricity North West (15 minutes)**

- Have you previously had to contact Electricity North West? Why? When?
- How did you make contact? (ie by phone/email/web form)
- Can you remember how you found these details – web search / supplier provided
- How easy was it to make contact? Allow them to expand on any frustrations they recall from the experience

**MODERATOR ROTATE ORDER OF CONNECTIONS/SUPPLY INTERRUPTIONS. MAKE NOTES ON FLIP CHART.**

We understand that not everyone present will have been in contact with ENWL about having a brand new service installed or about having an existing supply upgraded or moved. For those who have, can you think about your experience and for those who haven't, we'd be interested in understanding what would be important for you during the process?

**PROBE ON:**

- Preferred contact channels / how you want to provide and receive information
- Ease of getting the information I needed or might need
- Type, quality and level of detail in the information received
- Times of day it is possible to make contact and receive accurate information
- Speed of information received
- Did it meet expectations?
- It you are able to access information, which is clear, easily accessible and easily understood about the connections process, the charges, guidance on filling out forms etc, what your responsibilities are and what to do when things go wrong (ie about the entire process) is this what you would want OR would you rather speak to an ENWL member of staff or even see someone on site?
- Might your view be different if you were a vulnerable customer/a commercial customer/different type of customer?

**MODERATOR WRITE DOWN ON FLIP CHART**

**THEN ASK GROUP TO IDENTIFY MOST IMPORTANT AREAS**

Again, not everybody will have had to contact Electricity North West about a supply interruption. If you have been affected by a power cut, think about that/those experiences. If you haven't think about what kind of information and support you might require:

- Preferred contact channels / how did you/ or want to report an unplanned power cut and be updated
- Knowing who to contact and how

- Ease of getting the information I needed or might need
- Type, quality and level of detail in the information received
- Times of day it is possible to make contact and receive accurate information
- Speed of information received
- Did it meet expectations?
- If you are reassured that your power cut has been reported to ENWL, you understand the reason for the power cut, have an estimation on when it will be restored would you be satisfied OR would you rather speak to an ENWL member of staff or talk to an engineer on site.
- Might your view be different if you were a vulnerable customer/a commercial customer/different type of customer

## **6 How technology has changed (30 mins)**

The rate of technology development in the last 10 years has been the most rapid in history, smartphones have especially been a driver of this change.

I have pictures here of the inauguration of the last two popes which demonstrate this.

**MODERATOR:** Show cards D and E

Another development in technology is how many different capabilities one piece of technology has.

**MODERATOR:** Show card F. As you can see your smart phone has the capabilities of many pieces of technology 20 years ago

There are likely to be some major changes in how we use energy, and how we interact with energy companies. Let's talk about some key ones now

### **Low Carbon Technology**

Ask the group to think of examples of low carbon technology. (Could include: electric vehicles, wind farms, heat pumps, solar panels etc.) PROBE on whether any one has adopted an LCT/ has already given consideration to adoption OR could be persuaded if government incentive schemes made them an attractive proposition or alternative to the heating systems or transport that we use today (best to use the example of EVs here) – for those who wouldn't – what would need to change to persuade you ie better charging infrastructure.

Showcard G (overview of low carbon technology)

**MODERATOR: SPLIT THE GROUP INTO GROUPS OF 3 OR 4.**

Get the groups to write on post it notes what they think the positives and negatives of low carbon technology on their lives, and the country as a whole, will be **in the future**. (Get them to think of low carbon technology as a whole as well as specific examples)

Get the groups to feed back on their positives and negatives

**Smart meters**

Another technology which we are seeing rolled out into people's homes is smart meters.

Showcard H – what is a smart meter and how they can be used by ENWL

- Do you ever/ do you think you would look at it to monitor your energy consumption
- Are you interested in your energy consumption and if so what are your drivers (ie environmental / minimise bills)
- For all with smart meters – has it actually caused you to moderate the way you use electricity?
- If so was this just in the short term or has it had long term influence in way you and your household/business use electricity

This video also shows us how smart meters may affect us in the future

<https://www.youtube.com/watch?v=t50nnGKM3XU> (1.27mins)

**MODERATOR: AGAIN SPLIT THE GROUP INTO GROUPS OF 3 OR 4.**

Same exercise as before: Positives and negatives of smart meters in the future onto post it notes.

**(MODERATOR NOTE:** Don't let the group go into massive debate on the smart meters they have now and the roll out – we are interested in the technology and the impact it will have if everyone had one)

**Battery storage**

Another future development is that of battery storage.

Showcard I

Ask the group if they have heard of before?

**MODERATOR NOTE: Before continuing ensure that respondents understand how this will likely look in the future**

This time we will not split into groups, but get the respondents to feedback their initial thoughts about energy storage and any positives or negatives they can envisage from battery storage in the future.

PROBE on how they see battery storage directly affecting them – do they think, as the technology becomes more available and affordable it will become available to the masses

## **DSO**

As you now know, ENWL are your DNO however their role is set to change in the future

Showcard J: **OVERVIEW OF DSO**

Has anyone in the group heard of a DSO before? Did they understand what they meant?

**MODERATOR NOTE: Before continuing ensure that respondents understand how a DSO differs from a DNO and their role in the future**

Like the previous task, get the panellists to feedback their initial positives and negatives thoughts about the transition of DNOs to DSO's and the need for this change.

## **7 How changes to the energy market changes DNO interaction (10 mins)**

**MODERATOR REVERT BACK TO FLIP CHART ABOUT CONTACT FROM SUPPLY INTTERUPTION/CONNECTION**

People have different opinions about how quickly these changes will come about and it's very difficult for DNO's to actually predict the speed of change. However, if you think about the rapid evolution in smart technologies that we discussed earlier, and the number of solar panel you see today, we can be confident that within the next 10 years, the way that we use and electricity and the way it needs to be managed will have already changed significantly from what's happening today. Let's imagine that we are 10 years into the future and the changes we have just talked about have happened - what would be different in the way in which you would interact with a DNO/DSO? **MODERATOR NOTE: This is about the interaction with their DNO and not just calling the contact centre**

**PROBE ON:**

- Contact channel/how receive information – would they expect new contact channels?
- Ease of getting the information – would they expect to need to contact ENW to get the information they need (would they expect to be automatically notified of certain situations – PROBE on what)
- Type of information
- Times of day could contact
- Speed of information received

**8 For week after next (5 mins)**

Ahead of next session we have a small homework task for you

Please think of an experience you have had where you personally contacted an organisation, this could be through a call, web chat, text or any other form of communication where you received a **10/10 customer experience**. Please write down:

1. Which organisation you had contacted?
2. Did you actually speak to a person or was the information you received from an automated source?
3. How did the call agent or the system that you used exceed your expectations?
4. What did the call agent say to you / information you received that you remember as being particularly good?

Please come prepared to talk about this experience.

You can either complete this by paper and bring it with you next week, or WhatsApp me during the week. We find WhatsApp is great so that you can message me as soon as you think of it. If you would like to WhatsApp me then please let me know your number to contact you on.

This will be really useful for our conversation next week, and you will get an extra £10 if you complete this.

**9 Thank and close (2-3 mins)**