

# Smart Metering and Consumer Engagement

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# Smart metering has the opportunity to transform the energy industry

- ▶ Nation wide upgrade of 53 million gas and electricity meters
- ▶ **Consumer benefits**
  - ▶ People will see the energy they use as they use it in pounds and pence
  - ▶ Opportunity to see where to save money
  - ▶ Automatic meter reads will end estimated reads
  - ▶ Data services to help consumers save money
- ▶ **Industry benefits**
  - ▶ Efficiency savings through modernised processes
  - ▶ Opportunity to have face-to-face interaction with all customers

# Consumer engagement will be key to the success of the roll-out

- ▶ DECC impact assessment states that there are over £6bn in consumer benefits through energy savings
- ▶ The last programme to touch this many households was the upgrade to natural gas from town gas in the 70's
- ▶ Importantly this roll-out includes micro-businesses

International roll-out have shown us that consumer engagement is essential to delivering these benefits

# The foundations have been laid to provide the right protections for customers

## Smart Metering Industry Code of Practice

- Over two years of transparent and inclusive design
- Absolute transparency on the process
- Provision of energy efficiency advice
- Ban of sales at the installation visit
- Provision of support for vulnerable customers

## Data Privacy Charter

- The data privacy charter will explain to customers their rights and choices
- The final document will be produced by suppliers
- To ensure that it is fit for purpose we have co-funded research with Consumer Focus

# Energy UK, on behalf of large suppliers, are leading the work to set up the Central Delivery Body

- ▶ DECC's strategy sees the 'Central Delivery Body' being set up by suppliers by the 1<sup>st</sup> July
- ▶ The CDB will be a not for profit organisation funded by suppliers and run by a board that also includes consumer representation
- ▶ Energy UK has completed numerous stakeholder engagement activities that have raised a number of areas for the CDB to look at

## Activities to consider

Branding

Trusted third parties

Website

Contact Centre

Social Media

Community engagement

Word of mouth

Alignment with suppliers  
roll-outs

## Audiences to consider

Domestic customers

Non-domestic customers

Vulnerable customers

Hard to reach customers

# The CDB has a great starting point....

