

**NEXT GENERATION
NETWORKS**

Communications and
Engagement Report October 17
Electric Nation



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Glossary

Abbreviation	Term
EV	Electric vehicle
PR	Public relations
WPD	Western Power Distribution
CRM	Customer Relationship Management

1 Introduction

This report details all communications and engagement update for the Electric Nation project from August to September 2017. DriveElectric handles all customer facing activity for the project. This includes: recruiting, qualifying, processing and support once charger installation has been completed.

2 Customer Engagement

2.1 Overview of Customer Engagement

Customer recruitment has been successful over the summer period, which originally was anticipated to be a quiet period. DriveElectric suspect the increased media coverage of Electric vehicles (EVs) as a contributing factor, for example the government's announcement of pure internal combustion vehicle ban by 2040. With over 2700 prospective participants contacted to date and 436 chargers currently installed, DriveElectric is confident of reaching the installation target of 700 by the end of the recruitment phase in June 2018. This is supported by the fact that there are currently 217 prospective participants 'in process' who have been sent a home survey. Majority of these are expected to result in charger installations.

Due to the current number of installed customers and prospective participants 'in process' totalling 662 customer engagement and recruitment activity is now being ramped down, due to a limited availability of the total 700 spaces left. However, this being said, DriveElectric anticipate dropout of approximately 20% during the 'in process' stage and therefore, some recruitment activity needs to continue to ensure the target of 700 participants is reached. Due to the reduction in customer engagement effort one member of the team has now left. In addition, the DriveElectric Sales team have stopped informing new customers of the project.

Each week internal DriveElectric Electric Nation meetings take place to update all departments on the progress of the project. Feedback is received from prospective participants, customers and the installers which is discussed internally to understand how the customers experience can be improved.

During this engagement period the Expression of Interest (EOI) has been amended to clearly show that if the OLEV grant cannot be claimed by the installer, the customer agrees to cover this cost. This amendment was due to customer feedback that this was not originally clear. All other documents are unchanged from the July 2017 update.

2.2 Overview of Data Protection Strategy

A Dropbox query by a prospective participant was raised during October 2017 due to a misunderstanding of data sharing permissions on Dropbox. After collaboration from DriveElectric and EA Technology a response was sent to inform the participant of the data

plan used by the project. It also confirmed the acceptance of the data plan by the project team of using Dropbox to store data of the home survey/photos.

Data Protection strategy has a draft amendment to allow location data to be collected as part of the telematics technology solution. This has been checked against guidelines from the Information Commissioners Office.

2.3 Qualification of customers

Qualification has continuously developed throughout this quarter with the aim of improving the customer experience and managing their expectations. Changes have been made to the process from the July 2017 report which are as follows:

- **Wi-Fi router switched on at all times:** All prospective customers must agree to leave their Wi-Fi router turned on at all times to be eligible for the project. This question was added as the fault team noticed that some installed customers switch their router off at night, or at the weekend thus causing the communication kit to not function. DriveElectric anticipate this will help to boost comms up time in the coming months.
- **OLEV off-street parking clarification:** The qualification team now go into extra detail to ensure the prospective participant has suitable off street parking. Specifically, the participant must confirm that the charging cable will not cross a public footpath. This ensures that the OLEV grant will be able to be claimed by the installer before the customer reaches the survey stage thus improving the customers experience.
- **Prospective participants with renewable electricity:** A handful of prospective participants have asked whether charging can be configured to maximise their self-consumption of their own renewable electricity. Due to this the qualification team have informed customers of the following: *“We recognise this is of interest to participants/EV drivers and we hope to develop this in future. It’s not however a requirement for the Electric Nation trial - and we are not able to provide firm timescales for this development yet. What we can say is that they will have more flexibility and possibilities for more flexible control and services by installing a smart charger instead of a standard dumb charger.”*
- **14 week lead time:** Due to analysis of ‘In process’ participants and the current rate of installation all prospective participants are informed that the lead time to installation is 14 weeks from once their home survey application is returned. This has been quoted as a ‘worst case scenario’ in order to manage the customer expectation. However, out of all 436 installations to date, the lead time has been 7.5 weeks on average. In addition, the 14 week lead time has been received positively due to the lead time of customers receiving their new EVs.

As reported in the July 2017 milestone report the qualification team continue to stress to each customer the importance of ensuring that the charger and communication devices are switched on at all times to comply with the project requirements. With the charger and the

communication kit switched off, Crowd Charge and Greenflux demand management systems are unable to remotely manage the chargers and charging rate which defeats the aim of the project.

3 Marketing Phase

3.1 Website

As a result of DriveElectric reducing the customer engagement channels, the Electric Nation website now shows that there is a reserve list for all applications (Figure 1). Informing new prospective participants, the trial is on track to reach 700 participants, manages the customer expectations in that a space cannot be guaranteed. In addition, before the reserve message went live on 16th October, customers were informed that they would be contacted by a member of the qualification team within 3 working days.

ELECTRIC NATION IS ON
TRACK TO ACHIEVE ITS
TARGET OF 700 TRIAL
PARTICIPANTS.
APPLICATIONS WILL NOW GO
ON A RESERVE LIST.

Electric Nation is on track to achieve its target of recruiting 700 people buying or leasing new electric vehicles (including pure electric and plug-in hybrids) to take part in a trial to ensure the UK can charge electric vehicles at peak times as the numbers of EVs rise.

The trial is only taking place in certain geographical locations: the WPD network areas in the South West, South Wales, West & East Midlands – [view the map](#)

The free smart charger is only available to people who have not previously taken advantage of the OLEV home charger grant.

Applications to take part from now on will go on a reserve list; unfortunately we cannot guarantee that such applications will be processed or responded to.

[Find out more about eligibility and what the trial will involve.](#)

[Check your eligibility for the project.](#)

Figure 1 – Message on Electric Nation website to all new prospective participants applying to the project.

3.2 Event Days

Event days dipped over the past 3 months due to the summer period. However, DriveElectric attended the following events to promote the Electric Nation Project:

- Little Wenlock, Shropshire.

- Cennex LCV Low carbon vehicle event, Millbrook.
- Power System Benefits of Electric Vehicles: Matching the right solution to the right problem, Henley Business School, University of Reading.

There are no more events scheduled to promote the Electric Nation Project in terms of recruitment due to how close the project is to reaching its target of 700 participants.

3.3 Overview of lead sources

EVs and charging infrastructure media exposure increased over the summer period within the mainstream media. For example, the BBC reported new diesel and petrol vehicles will be banned from 2040 in the UK and Dyson stated it would begin to produce EVs from 2020. This exposure contributed to an increase in leads over the summer period, which DriveElectric originally anticipated would be a quiet period due to holidays.

Due to the increased number of leads over the summer period and the available spaces on the project now limited, DriveElectric has not needed to promote the project further.

3.4 Social Media

The qualification and support team continued to use social media to communicate to prospective participants and customers. Facebook, Twitter and EV forums have proven to be a useful tool within the EV community.

DriveElectric has noticed that many EV drivers use these outlets to discuss problems, solutions and technical knowledge of their EV or charging unit. Participants are also using Facebook and Twitter to contact the Electric Nation team to ask questions or raise a query about a certain topic. Other Electric Nation participants will then respond in order to chip in and help. This collaboration between EV users has been an efficient way of resolving issues using contributions from other likeminded people and demonstrates a “community spirit”.

Once a conversation takes place within a Facebook group or on Twitter between participants, and a participant has mentioned the Electric Nation Team, a member of the team will receive a notification. The marketing team will always reply to ensure the query has been answered after a 24-hour period. The team waits 24 hours so that other participants can offer advice and answers as DriveElectric have found the customer responds well to other customers advice.

3.5 AdWords

Due to the increase in leads over the summer period, the AdWords campaign across the WPD area was switched off. Enough leads were being generated from main stream media exposure therefore it was decided in August the AdWords campaign was no longer required.

The full campaign or certain geographical locations are able to be re-activated in the unlikely event that DriveElectric require an increase in leads, if a shortfall in final participant numbers appears likely.

3.6 Customer Newsletter

In order to increase participation in the project, monthly newsletters are sent from DriveElectric's CRM database to all installed and potential customers who have agreed to receive information on the progress of the project.

The Electric Nation Project Update email in August was sent to 2286 people that registered an interest in the project progress. This includes all prospective participants, both successful and unsuccessful applications, that have enquired about the project via the Electric Nation website. It is publicly available to apply to the project, in which the qualification team will confirm with the applicant via phone if they are interested in receiving regular updates. The open rate of this update was positively 58% with only 1.4% of the total sent removing themselves from the updates.

4 Installation Process

4.1 Self-Survey Process

The home self-survey document continues to be a comprehensive document that provides the installer with information to ensure the participants electrical installation meets industry regulations. The self-survey document requests information from the participant regarding their electrical set up at their property including the layout of their property for the installer to determine the cable runs/charger location. The document has the ability to be completed digitally which is then uploaded into the participants Electric Nation folder for review by the installer. As stated in the last milestone report, all communication is still handled by the installer once the survey has been sent as this provides a better customer experience due to the installer engaging directly with the customer opposed to DriveElectric getting involved regarding the electrical installation which DriveElectric are not qualified to do. This being said, if a customer is not responding DriveElectric will support the installer in making contact due to DriveElectric making initial contact at the start of the recruitment process. Furthermore, DriveElectric will also send charger order updates to engage and encourage the customer to respond to the installer.

The self-survey process remains challenging for the installer at times due to customers missing out aspects of the survey. This in turn delays the customer's application as the installer must then chase the customer for the missing information. In order to help reduce the time spent completing the application and the installer chasing the customer, the customer is told at multiple stages (at the qualification stage, survey send out stage, and within charger update emails) to ensure all information is completed and uploaded, as requested by the home survey instructions.

During the project a number of participants have required an OWL device which monitors the electrical usage of the house to determine if a 32A charger can be installed safely. Due

to the increased number of OWL monitoring devices required it was decided that this fell outside of the project scope of a standard install, unless the installer advises otherwise. Participants that exceed their limit greatly are now informed they will not be monitored and cannot have a charger installed under the Electric Nation Project due to this falling outside of the project scope and also due to safety concerns. Participants that have a high electrical usage in their property but are likely to be able to have a charger fitted are sent one to monitor to ensure the charger can be safely installed– ultimately the decision to send an OWL device is with the installer due to their electrical knowledge and experience.

Installers use their own maximum demand calculation which they have created based on their electrical and installation knowledge. They include information regarding the participant’s electrical usage which is requested on the self-survey form in their calculations.

4.2 Order Process

Weekly charger order updates are still sent to each customer with the aim of encouraging the participant to interact and keep the application moving towards a final installation date. The update contains a ‘next action/update’ box which details any outstanding information the customer is yet to complete, an estimated target installation date once survey has been approved and confirms details of the participant’s vehicle and charger. Additionally, it informs the customer if the self-survey and participant agreement has been received or not. Finally, it states the installation has been booked and shows the date confirmed. The text within the email itself has been amended to re-assure the customer that it is not an automated email as a number had queried this and as a result not responded. This order process remains a key tool in engaging customers.

If the installer cannot receive a response from the participant both the installer and engagement team will make phone calls to request missing survey information. In addition DriveElectric also update the participant if they enquire directly to DriveElectric, however the team stress to contact the installer directly as this is the most efficient way to progress their application.

5 Customer Management

5.1 Complaint process

Complaints and instances of customer dissatisfaction continue to be recorded under the rigorous standards required for businesses regulated by the Financial Conduct Authority. During this quarter 1 major complaint was received by a participant in regard to file sharing permissions on Dropbox. This incident was handled through a collaboration of DriveElectric’s managing director and also the technical support of EA Technology to resolve the issue.

The previous method of recording faults through an excel spreadsheet allowed for recording of the information, however this was not suitable for reporting and managing through the complaint. Therefore in order to manage the complaints a new process has been created, as seen in Figure 2. This allows complaints to be categorised, details of the complaint to be logged and importantly allows the complainant to be managed through to resolution easier. Additionally, this allows DriveElectric to report on the complaints to the Electric Nation project team. Furthermore, advice and future communication given to customer allows for DriveElectric to increase their learning to help avoid the same issue reoccurring in the future.

Figure 2 – New complaints log for all dissatisfied customers.

5.2 Customer support line

The support line remains the main means of contact for all participants to communicate with the Electric Nation Team. This phone number is also detailed on the chargers themselves in the unlikely event that their charger fails. The support line offers a 24/7 fault reporting line with faults logged with the DriveElectric team during office hours and a staffed recording service for out of hours which is then passed on to the DriveElectric team. The faults are logged based on their priority and dealt with by the dedicated fault team accordingly. If a customer cannot charge their vehicle, or the customer’s travel plans are directly impacted by the issue the fault is logged as a high priority in order to be resolved as quickly as possible. All high priority faults are relayed directed to the fault team to ensure they are action immediately. These customers are informed that they can use a taxi and return the receipts to DriveElectric to be reimbursed if required. Other faults such as communication failures are logged as medium-low priority as this does not stop the customer from charging their vehicle.

6 Fault logging and management processes

6.1 Fault recording process

The faults continue to be managed by 2 dedicated team members who liaise with all installers, charger manufacturers, suppliers and the Tech factory in order to categorise faults and discover the resolutions. Fault management remains vital to project learning in terms of technical learning and also administrative processes. As reported in the last milestone report, the CRM fault reporting system allows for flexible recording and has been beneficial in understanding and implementing short term and long term fixes, as well as identifying recurring issues or faults.

The fault management within DriveElectric’s CRM system is unchanged from the previous milestone report. However, the monthly reporting has changed in order to clearly show the number of different faults for both systems: Greenflux and Crowd Charge (Figure 4). This allows DriveElectric to easily monitor whether faults are being fixed and also allows a

REPORTED MONTHLY PERIOD:															October										
DATES OF REVIEW:															15/09/17 TO 13/10/17										
	Faults										Tickets					Grand Total									
	Crowd Charge					Greenflux					Total														
	App	Comms	Communication system	Configuration	Electrical	Hardware	Sub-Total	App	Comms	Communication system	Configuration	Electrical	Hardware	Sub-Total	Total	Admin	Behavioural	Enquiries	Sub-Total	Admin	Behavioural	Enquiries	Sub-Total	Total	
New faults in month	0	11	0	3	2	5	21	0	12	0	26	0	3	41	62	2	5	1	8	1	0	1	2	10	72
Closed faults in month	0	29	0	6	0	7	42	0	12	0	13	1	0	26	68	1	5	0	6	0	1	1	2	8	76
In month change	0	-18	0	-3	2	-2	-21	0	0	0	13	-1	3	15	-6	1	0	1	2	1	-1	0	0	2	-4
New faults opened last month	0	57	0	9	3	6	75	0	3	0	1	5	3	12	87	0	4	2	6	1	1	2	4	10	97
Faults closed last month	0	55	0	1	2	3	61	0	9	0	3	3	4	19	80	3	4	0	7	1	1	0	2	9	89
Last month change	0	2	0	8	1	3	14	0	-6	0	-2	2	-1	-7	7	-3	0	2	-1	0	0	2	2	1	8
Faults reported to date	0	220	2	23	18	29	292	0	75	0	157	19	41	292	584	7	17	19	43	3	10	10	23	66	650
Faults closed to date	0	146	2	11	14	21	194	0	38	0	126	14	37	215	409	5	6	0	11	1	3	2	6	17	426
Faults presently open	0	74	0	12	4	8	98	0	37	0	31	5	4	77	175	2	11	19	32	2	7	8	17	49	224
Avg time to fully resolve faults to date																									
<1 day	0	15	1	0	1	2	19	0	4	0	2	0	7	13	32	2	4	0	6	1	1	2	4	10	42
1 to 3 days	0	23	0	2	1	2	28	0	7	0	4	2	3	16	44	0	1	0	1	0	0	0	0	1	45
4 to 7 days	0	7	0	1	0	5	13	0	2	0	4	1	7	14	27	1	0	0	1	0	0	0	0	1	28
8 to 14 days	0	16	1	2	2	6	27	0	1	0	2	3	5	11	38	0	0	0	0	0	0	0	0	0	38
>14 days	0	86	0	7	9	5	107	0	24	0	114	8	15	161	268	2	2	0	4	0	2	0	2	6	274

Figure 3 – New fault reporting layout for project, October 17 report.

comparison of what areas are of a growing concern in both the Crowd Charge and Greenflux systems in order to re-focus efforts.

All members of the Electric Nation team within DriveElectric are fully trained in recording a fault from a participant and establishing the level of priority the fault requires. If a customer is unable to charge their vehicle, DriveElectric have processes in place that enable the participant to order a taxi if required. Out of all installed customers, this instance has occurred on a single occasion – it was later discovered the fault was due to the participant

not plugging their cable correctly into the car and the charger therefore the vehicle did not charge overnight. This charging failure was not a result of the Electric Nation project.

7 Learning reference communications process

Throughout the project, ongoing feedback, reviews and changes have ensured that processes are altered regularly in order to improve the customer experience and streamline team performance. This learning is documented in the TRL learning log. For example, the qualification call has now become so complex that on average the call last 20-25 minutes – originally it was anticipated to last 10 minutes. The outcome of this is that dropout rate has decreased due to the qualification team removing customers that would not be suitable earlier on, instead of the installer removing them during later stages of recruitment. For example, an increased level of detailed questioning by the qualification team in regard to the OLEV qualification has led to a better customer experience as there is less of a chance of the installer cancelling the application during the later stages of recruitment.

