

**NEXT GENERATION  
NETWORKS**

Communication and Engagement  
Report October 2018

**Electric Nation**



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## Glossary

Abbreviation	Term
EV	Electric vehicle
EN	Electric Nation
WPD	Western Power Distribution
CRM	Customer Relationship Management
GDPR	General Data Protection Regulation
EOI	Expression of Interest

## 1 Introduction

This report details all participant communication and engagement updates for the Electric Nation project from August to October 2018. DriveElectric handles all customer facing activity for the project. This includes: recruiting, qualifying, processing, and supporting the participants once the charger has been installed in relation to comms and hardware fault resolution.

DriveElectric completed installations on the project during July 2018, the final installation figures and split between vehicle type and charger type is shown below:

	Final figures for Electric Nation recruitment/installation phase
Total responses	3,156
Total EOI Sent	1,268
Total EOI Received	955
Total Surveys sent	946
Total Approved	673
Total Installed	673
WPD Participants	14

Figure 1 – Final figures for the Electric Nation project recruitment/installation phase

Row Labels	Crowd Charge	Greenflux	Grand Total
Electric only (BEV)	157	158	315
Plug in Hybrid Electric Vehicle (PHEV)	135	138	273
Range extender (REX)	36	49	85
<b>Grand Total</b>	<b>328</b>	<b>345</b>	<b>673</b>

Figure 2 – Split of installed participants over the two systems, Crowd Charge and Greenflux and breakdown of vehicle type.

## 2 Customer Engagement

## 2.1 Overview of Customer Engagement

DriveElectric's communication and engagement with participants this quarter was lower than during the recruitment and installation phase as this has been completed. This quarter, and ongoing, the main communication and engagement with participants is via the Electric Nation support team who resolve hardware/communications faults. Furthermore, this quarter Crowd Charge released their web-app to most of their participants; information on the process of this release is detailed below.

## 2.2 Overview of Data Protection Strategy

DriveElectric continue to use Dropbox to store all participants survey information, including photos, documents and participant agreements which all signed before the installation of their smart charger. DriveElectric enquired to ensure that Dropbox is compliant with the new GDPR regulations that came into force on the 25<sup>th</sup> May, 2018; Dropbox was approved as GDPR compliant.

To protect participants' identity and sensitive information, all were assigned an 'ENXXXX' number when they passed the qualification process and moved onto their respective installer. This EN number is used when communicating or transfer data to project partners thus allowing the participants' sensitive information such as name, address and contact information to remain anonymous to all except for the partners who must have this information. DriveElectric, Impact Research and the installers are the only project partners who receive sensitive information. This participant information is stored on a secure database with DriveElectric; the installers and Impact Research data is stored and managed through Dropbox.

## 2.3 Qualification of customers

Throughout the project's recruitment and qualification stage DriveElectric has amended the process based on the participants' feedback and lessons learned. It has been key to the project's success that processes are remain flexible and adaptable to changing circumstances. This has been vital in increasing the overall experience for the participant to ensure it is as fluid and efficient as possible. No amendments were made to the qualification process throughout August - October 2018 as all participants had already been qualified and their charge points installed.

Figure 3 below shows DriveElectric's final process for qualifying customers; these dropdown fields were populated during the 15-25-minute call with each prospective participant. If they were then approved by the qualification team based on their answers they were then moved onto the next stage of the process, the installation phase.

Figure 3 – DriveElectric’s final version of the qualification process screen from CRM database.

Figure 4 below shows the installation phase screen that DriveElectric used to manage the process up until the installation was completed. Also, this screen managed the completed installations documentation which was required for every installation. The installers were not paid for the installation until all documents were received and approved by DriveElectric, as agreed by project partners.

Figure 4 – DriveElectric’s final version of the installation process screen from CRM database.

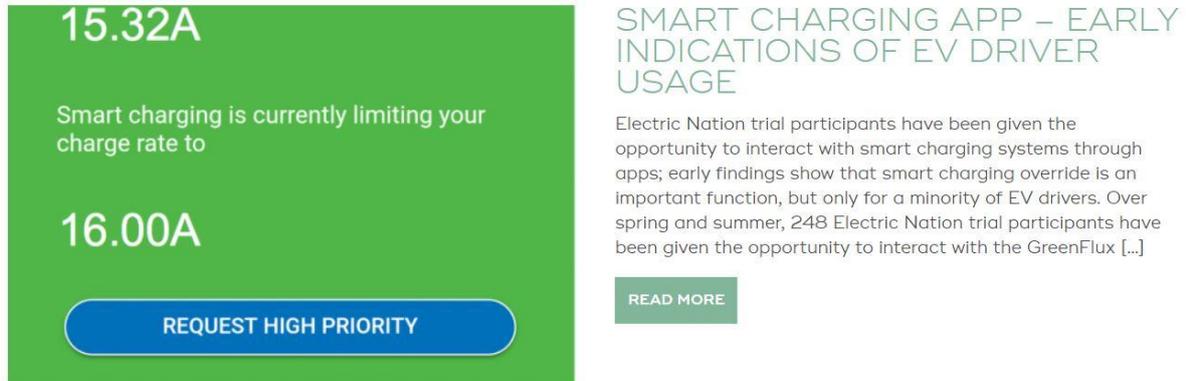
### 3 Marketing Phase

### 3.1 Website

This quarter, three press releases were uploaded onto the Electric Nation website to engage participants and the wider public with the project.

The first release on September 6<sup>th</sup> 2018 was about the Greenflux app and the initial findings of using the interactive app. The other two were about the LCV event at Millbrook on the 12<sup>th</sup>-13<sup>th</sup> September. At this event WPD had a large stand promoting the Electric Nation project, with the key theme of promoting and ensuring all installations are safe while also re-confirming the installation process of a charger.

06 SEPTEMBER 2018



**15.32A**  
Smart charging is currently limiting your charge rate to

**16.00A**  
[REQUEST HIGH PRIORITY](#)

**SMART CHARGING APP – EARLY INDICATIONS OF EV DRIVER USAGE**

Electric Nation trial participants have been given the opportunity to interact with smart charging systems through apps; early findings show that smart charging override is an important function, but only for a minority of EV drivers. Over spring and summer, 248 Electric Nation trial participants have been given the opportunity to interact with the GreenFlux [...]

[READ MORE](#)

Figure 4 – Electric Nation press release of initial findings of the Greenflux app which was distributed to participants in the previous quarter.

06 SEPTEMBER 2018



**COME AND VISIT ELECTRIC NATION AT LCV2018**

The Electric Nation project will have a presence on the Western Power Distribution stand C3 206 at the Cenex-LCV2018 annual national low carbon vehicle event which takes place at Millbrook, 12<sup>th</sup>-13<sup>th</sup> September 2018. Nick Storer will also be presenting about the latest Electric Nation project findings at the event 11:00 on 12<sup>th</sup> September ('E-Mobility Learning from Large Scale [...])

[READ MORE](#)

Figure 5 – Electric Nation press release informing of Electric Nation present at LCV 2018 event.

18 SEPTEMBER 2018



**ELECTRIC NATION AT THE CENEX LOW CARBON VEHICLE 2018 EVENT**

Electric Nation was represented on the Western Power Distribution stand at the Cenex Low Carbon Vehicle (LCV) 2018 event which took place at Millbrook Proving Ground on 12-13 September, and Nick Storer gave a presentation about the project in the 'E-Mobility Learning from Large Scale Projects for Transport' session. Smart charging, as being trialled [...]

### 3.2 Event Days

As DriveElectric recruited the targeted 700 participants, no event days to boost customer engagement were required.

Electric Nation was represented at the LCV event at Millbrook on the 12<sup>th</sup> and 13<sup>th</sup> of September on the WPD stand.

### 3.3 Social Media

As participant recruitment is complete, social media are not used for that purpose.. However, DriveElectric does utilise social media as a method for communicating and engaging participants if mentioned on Facebook or Twitter. DriveElectric will continue to have a presence on social media for the duration of the project and respond to all queries as this provides a positive customer experience.

DriveElectric uses a monitoring system for Twitter via the company-wide internal instant messaging application. This means that DriveElectric receives a notification if any user mentions the Electric Nation tag. The EN team can then respond to the query in a timely manner. Tthis also ensures that DriveElectric does not miss any interactions with any participants via Twitter.

### 3.4 Participant Newsletter

No newsletter has been distributed this quarter; the next newsletter is due to be sent to all participants and the wider public who signed up for information on the project in November 2018 - DriveElectric and EATL have collaborated on this. It is key that the marketing message is kept consistent until the final reports are distributed in Autumn 2019. This helps to ensure the projects receive as much exposure and public interest as possible in the largest EV trial in the world (at project start). Also, it is vital to keep participants engaged with the trial with newsletters up until the final reporting is due.

After November, the next newsletter is due to be sent January 2019.

## 4 Installation Process

The final installation was completed in July 2018 so there is no update on installation process.

A summary of the complete installation process can be found in the Electric Nation Communications and Engagement Report July 2018.

## 5 Customer Management

## 5.1 Complaint/positive feedback

The screenshot shows a 'COMPLAINT LOG' form with the following fields and values:

- Process/Stage:** Process: Drive Sales Process; Stage: New
- EN No:** [Empty]
- PIVDCS:** [Empty]
- Installer:** [Empty]
- Open Date:** 24/10/2017
- Source:** [Empty]
- Logged by:** Adam Langford
- Record Manager:** Adam Langford
- Complaint cat:** [Empty]
- Details:** [Empty]
- Advice given:** [Empty]
- Future communication with customer:** [Empty]
- Review date:** [Empty]
- Days Open:** 182
- Close Date:** [Empty]
- Assoc:** Contacts

Figure 7 – DriveElectric’s complaint logging process.

Complaints and instances of customer dissatisfaction continue to be recorded under the standards required for businesses regulated by the Financial Conduct Authority. DriveElectric continues to use the above process with the CRM database to record, monitor and manage the complaint through to resolution. All complaints are logged and managed by Vicky Reed, head of customer engagement. Positive feedback is also recorded within the complaint log.

The number of complaints received by DriveElectric has decreased significantly this quarter. This is unsurprising as participant communication and engagement has decreased due to completion of the installation phase.

One complaint was received this quarter due to a significant software error on the Greenflux system which resulted in a continuous reduced charge overnight. This left the participant with a limited range the next day and was unable to make their critical journey. The participant was within a demand management event, but after the peak period had ended the charger did not return to full 32A charging. Additionally, this was not the first instance the participant had suffered a demand management fault with Greenflux therefore this exacerbated the situation. To rectify this issue, the participant was instantly removed from demand management group to allow free charging. Due to the continuous issues the participant had suffered, DriveElectric and EATL decided not to reinstate them in demand management ongoing.

DriveElectric will continue to record complaints, instances of dissatisfaction and positive feedback until the end of the project in December 2018.

Any complaints or dissatisfactions DriveElectric receive that are of a serious nature are reported directly to WPD’s Project Manager for the Electric Nation Project, Ricky Duke.

## 5.2 Customer support line

The customer support line continues to be the contact for all EN participants to communicate with the EN support team; contact details for the support line are placed on

the front of each charger upon installation. The support line offers 24/7 fault reporting with faults logged with the DriveElectric team during office hours and an external recording company for out of office hours. The out of office hours messages are immediately forwarded to the EN team. Then, if an urgent fault requires action DriveElectric can respond to the participant to help diagnose the fault and inform the participant of the next steps.

## **6 Fault logging and management processes**

### **6.1 Fault recording process**

All reported faults and enquiries are logged on DriveElectric’s CRM database. This allows each fault to be managed and assigned to the relevant team for fault resolution while also monitoring the progress of the fault (figure 8). When the fault is fixed, if possible, the learning is re-used and communicated to the installers or comms team to reduce the likelihood of the fault re-occurring. This learning is entered into DriveElectric’s weekly long-term fixes fault report, which is then distributed to the relevant party if the learning is applicable.

The screenshot shows a 'Charging FAULT' form with the following fields and values:

- Process/Stage:** Process: xEN\_Fault, Stage: Open
- EN No:** [Empty]
- Fault No:** [Empty]
- Charge point ID:** [Empty]
- Charger Model:** [Empty]
- Vehicle Make:** [Empty]
- Vehicle Model:** [Empty]
- PIVDCS:** [Empty]
- Installer:** [Empty]
- Open Date:** 24/10/2017
- Source:** [Empty]
- Logged by:** Adam Langford
- Review date:** [Empty]
- Owner:** [Empty]
- Record Manager:** Adam Langford
- Days Open:** 185
- Close Date:** [Empty]
- Long Term Fix (Add spec!!):** [Empty]

Figure 8 – DriveElectric’s fault logging/management process.

## 7 App engagement

### 7.1 Crowd Charge

The Crowd Charge app was distributed to all participants, subject to them meeting the eligibility criteria this quarter. The EN support team invited participants via email with app user instructions attached to help them register, login and navigate the app. Once the participant had completed these steps, they were asked to contact the EN support team, so they could firstly verify the account and secondly link their account. It was important this step was followed so the team could ensure the person applying was a participant on the project; the Crowd Charge app is widely available on the internet for anyone to register.

The app was rolled out to participants in a staggered release on a week-by-week basis. This allowed enough time for the EN support team to accommodate verifying and setting up the participants, and for the Crowd Charge team to set up the management groups.

The below table shows an update of participants invited to the app, their current app status and the volume within each staggered batch roll out.

	Batch no.									
<b>App status</b>	1	2	3	4	5	6	7	8	(blank)	<b>Grand Total</b>
Declined			1			1				<b>2</b>
No response from customer	7	4	16	11	17	36	4	13		<b>108</b>
Set up - fully operational	13	16	15	14	23	29	3	15		<b>128</b>
Not invited									90	<b>90</b>
<b>Grand Total</b>	<b>20</b>	<b>20</b>	<b>32</b>	<b>25</b>	<b>40</b>	<b>66</b>	<b>7</b>	<b>28</b>	<b>90</b>	<b>328</b>

Figure 9 – Crowd Charge app v.1 status, split by batch roll out.

The update Crowd Charge app which simulates a time of use (ToU) tariff is due to be distributed to all participants by DriveElectric, that are eligible, during at the start of November 2019. Crowd Charge and EATL are currently creating the email invitation which includes incentive information, user instructions and ToU tariff explanation documents so participants are fully informed.

## 7.2 Greenflux

All participants that are eligible for the Greenflux app have been invited. The participants were invited via email along with user instructions to navigate the app; they were invited in a batch roll out like Crowd Charge. The Greenflux app is downloadable from the app/android store and can only be accessed with a unique log in code which was sent to the participant on the invitation email from DriveElectric. This ensure that only participants on the Electric Nation project can access the app.

The updated Greenflux app that include a simulated Time of Use (ToU) tariff was distributed to all eligible Greenflux participants during October 2018. This email invitation included user

instructions, ToU tariff general information and the incentive reward scheme explained. These documents were created by Greenflux and EATL.

App status	Batch no.										Grand Total
	1	2	3	4	5	6	7	8	9	(blank)	
Invite email sent	20	38	60			1	5	11	6	1	142
Ongoing issue		2		1	1					1	5
Set up - fully operational			1	65	60	3					129
Not invited										69	69
<b>Grand Total</b>	<b>20</b>	<b>40</b>	<b>61</b>	<b>66</b>	<b>61</b>	<b>4</b>	<b>5</b>	<b>11</b>	<b>6</b>	<b>71</b>	<b>345</b>

Figure 10 - Greenflux app v.1 status, split by batch roll.

## 8 Learning reference communications process

Throughout the project, DriveElectric continues to assess, analyse and update processes to enhance the customers' overall experience on the project. Also, DriveElectric reviews processes based on feedback from participants as this can be the most valuable. All learning

points and process updates are detailed within the Communication and Engagement reports and the TRL learning log.

It is important that all project partners, especially DriveElectric being the customer facing partner, record not only processes that would be done differently, but also process that have worked effectively and contributed to the success of the project as these could be re-used in future WPD innovation projects.

