WESTERN POWER DISTRIBUTION

INNOVATION

NEXT GENERATION NETWORKS

Electric Nation
Communications and Engagement Report

LCN Fund
Low Carbon Networks

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24.04.2017	1	Issued to WPD for comment
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Contents

Glossary

Abbreviation	Term
CRM	Customer relationship management
EV	Electric Vehicles
LCV	Low Carbon Vehicle
OEM	Original Equipment Manufacturer
OLEV	Office for Low Emission Vehicles
PIVDCS	Plug in vehicle demand control service
WPD	Western Power Distribution

1 Executive Summary

The engagement team for Electric Nation project have now been in contact with 1509 prospective participants. Of these, 1012 have not proceeded and of those 28% have not been in the right geographical location to participate and 65% have not qualified for the OLEV grant. Of the 497 participants that have proceeded, so far 340 have signed the expression of interest document, 171 now have their survey aproved and 97 have had charging points installed. Drop out form the expression of interest rate is C 10% so assuming this continues we have over 300 participants on their way to installation.
Overall the engagement is just over 1 month ahead of schedule and the number of complaints is under 5 so far. Qualification processes and documentation have now settled however the main trial is yet to begin so management of controlled charging queries is uncharted territory so we may revisit in time.

2 Development of Engagement Plan

During initial stage of the project the engagement plan was prepared to spell out the process and content of communications with potential and actual participants.
Finding and converting 700 EV drivers is a fairly ambitious target even in a growing market. We calculate that on a pro rata basis there would be C 500 new EV owners in the WPD area a month and we would need to recruit around 40 of those. The key would be to engage with:

- the EV owners community
- NEW EV owners considering purchase of a new home charger
- Motor dealers and manufacturers
- Other stakeholder groups.

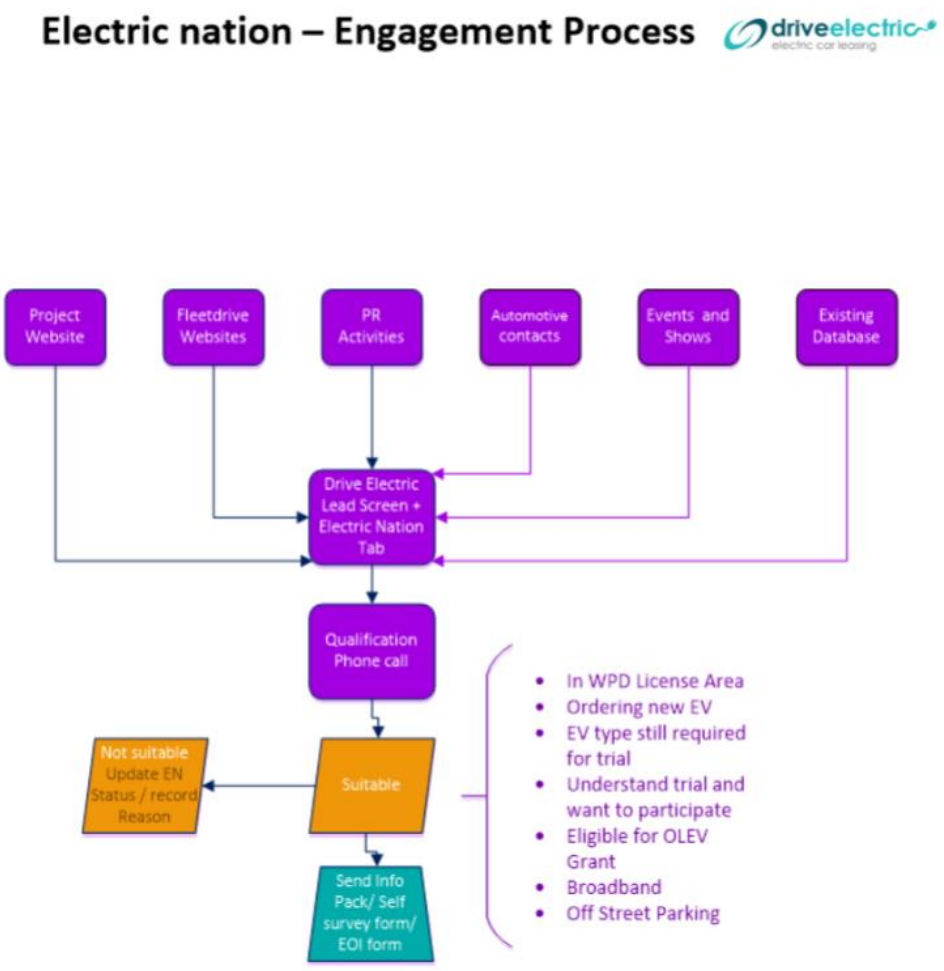
The second of these points would be the most effective for us; however, this would take a very focussed campaign. In addition, our offer of a free charger was originally much better than that offered in the market. During the summer of 2016 motor manufacturers began to offer free chargers through their dealer networks in partnership with mainly PODPOINT (Hyundai) and Chargemaster (Nissan/Mitsubishi/VW/Kia/Mercedes/Renault). We originally thought we would have the only free at point of purchase charger on the market. Working against the " approved" schemes within the dealers makes the task of recruitment more difficult than originally thought so, we would need to rely more on a " community spirit" message.

Recruitment of the engagement team began with a team manager during July 2016 to help develop the plan and complete recruitment of the rest of the team. We recruited a team of 5 staff in total, where 2 of these were internal transfers.
It became apparent that the charger delivery process was an integral part of the overall participant experience so the admin and engagement team have been closely integrated from Feb 2017 onwards.

The engagement plan included development of our key documents

- Expression of interest – Appendix. A
  - Customer is asked to confirm they understand the terms of trial participation
- Self survey form – Appendix. B
  - Details of the participants home layout and electrical equipment – reviewed by the installer to ensure installation will be safe and within scope.
- Customer Agreement – Appendix. C
  - Once installation has been verified the customer is asked to sign terms of their participation.
- Installation Checklist – Appendix. D
  - All details of the installation including photo evidence and customer approval.

The process was also developed to ensure we could train and programme our CRM system to manage the participants journey. An overview of the engagement process is shown in the figure below.

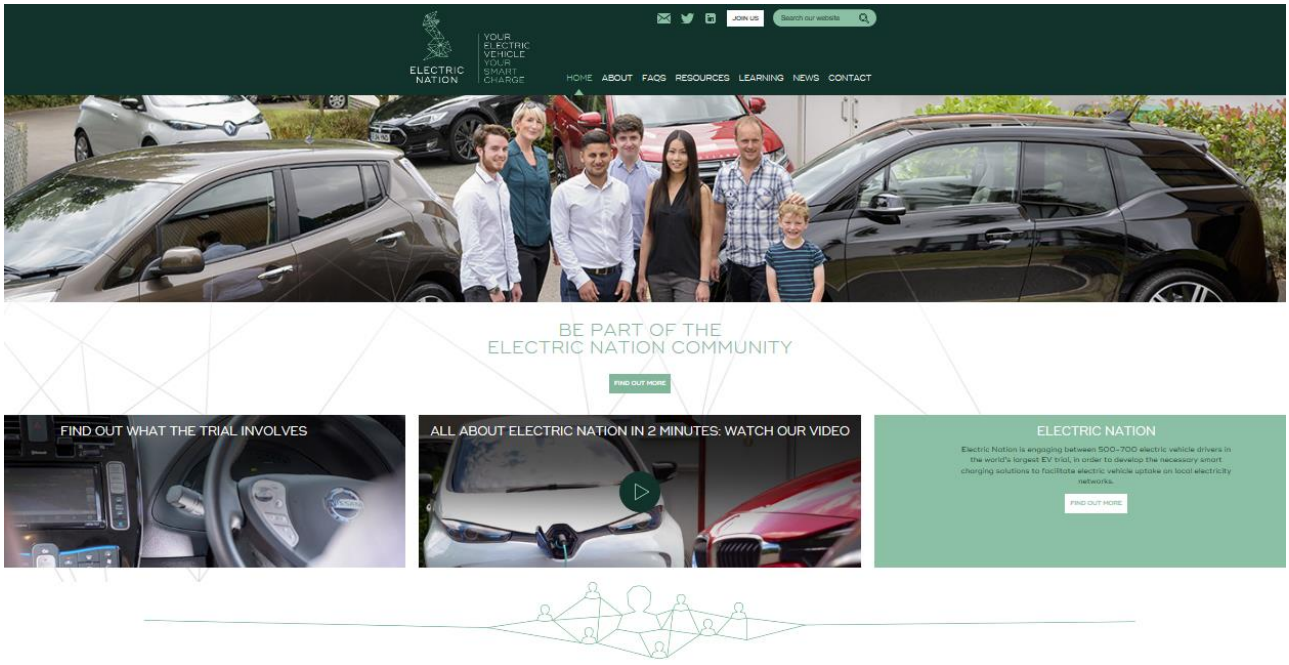


3 Development of Data Protection Strategy

Data protection Strategy for the project was developed during July and August 2016. Document is available on the Electric Nation Website http://www.electricnation.org.uk/wp-content/uploads/2016/11/NIA_WPD_013-CarConnect-Data-Protection-Strategy-FINAL.pdf . As master data controller Drive Electric are responsible for the overall strategy. This strategy had to take account of a number of stakeholders requiring access to data without us distributing sensitive details of customers.

4 Website

The website has been developed to ensure potential participants can find out about the project and make an initial enquiry. These enquiries are delivered to a secure file format downloaded by the engagement team. Customers looking to join us are asked for a postcode which then checks if their home is within the eligible area (covered by Western Power Distribution). The website also gives access to all the relevant project documents and policies.



5 Initial Marketing Phase

The project was launched with a press release and stand at the LCV show hosted by Cenex at Millbrook proving ground on 14th September 2016. The resultant press coverage and social media gave a fantastic start with over 500 enquiries by the end of Nov.

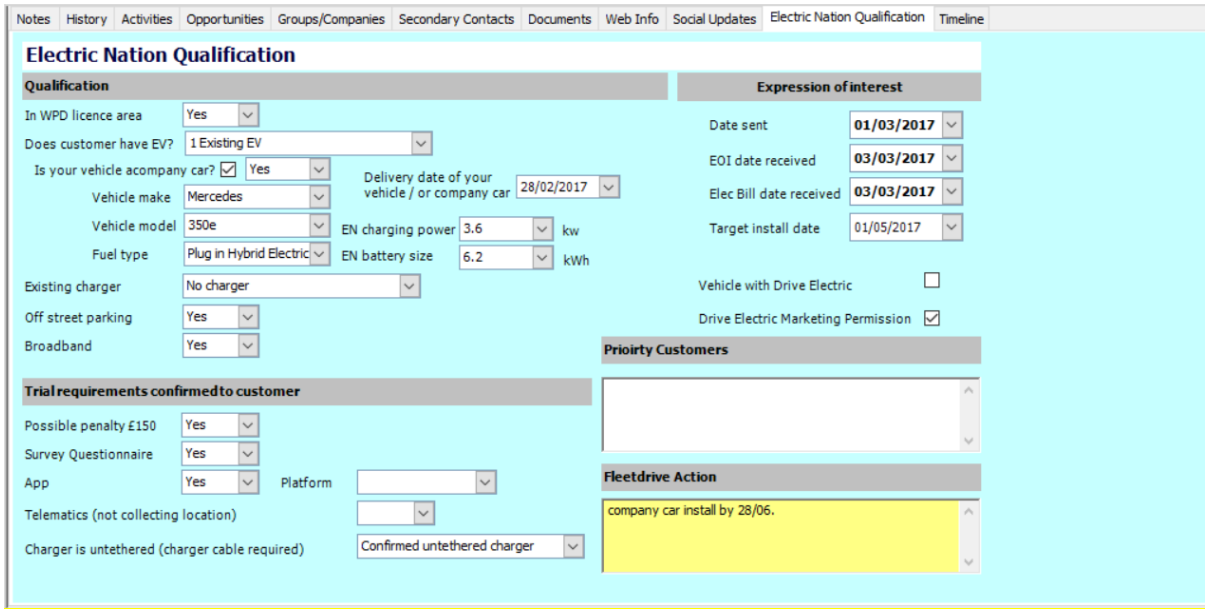
It became clear in this period that we needed to focus on the group of new EV owners looking for chargers.

6 Qualification of customers

Once found to be eligible based on geographic location the customer is qualified further to:

- Check that they are eligible
- Check understanding of the project requirements
- Explain the process for inclusion as a participant.

The engagement team have developed and been trained to provide a comprehensive set of qualification points to provide the above. These points have also been programmed into a bespoke CRM system that enables us to readily retrieve and review the participants journey through the process. The latest screen looks like this



As is often the case our initial set of qualification points have been revised and developed based on actual experience. Among the changes made in this period

- Change from up front £150 charge to penalty for exiting project
- Addition of tethered chargers
- Requirements for type 2 cables not supplied with vehicles (particularly BMW and Tesla)
- Change from grouped battery capacities to actual capacities
- Allowing for households owning multiple EVs (22 Applications so far)
- Rules around company cars and eligibility for the OLEV grant
- Requirement for participant to keep charging equipment powered at all times.

7 Development of introduced lead sources

With access to new EV owners as our primary target motor retailers became a good source of leads. This has been hampered by motor manufacturers own charger partnerships; however, we have successfully established a network of dealers who will refer suitable new

EV owners. Originally it was envisaged that motor manufacturers would be contacted to establish a "stamp of Approval" we could take to motor retailers. In reality, the existing charger partnerships have made that impossible with some manufacturers (so far) including Renault, Mitsubishi, Hyundai, VW, KIA, Nissan.
We have had some support from Nissan on a localised level.

More successful relationships have been struck up with BMW and Tesla who kindly recommended our project to their outlets in the WPD area. This is reflected slightly in the mix of vehicles. This activity has resulted in very effective leads but not the volume anticipated from this source.

8 Social Media

Along with the establishment of social media profiles for Twitter and Facebook the engagement team have been busy working in EV forums and Facebook groups such as BMW i3 owners, Nisan LEAF owners etc. They have also set up new groups including Hyundai iOniq and Kia Soul EV to gain access to potentially interested parties.

Along with a healthy engagement with participants and other EV enthusiast social media has proved to be the most effective tool we have. In the previous " My Electric Avenue" project we benefited from a lot of mass media coverage including TV and national press, this has been harder to come by for Electric Nation so the social media coverage and other digital coverage has been key.
Social media is also a great way to listen for customer and stakeholder feedback and it has been encouraging to see how rare negative feedback has been with only 2 or 3 negative comments from all the activity carried out.

9 Adwords

Form March 2017 we have been running a Google Adwords campaign to attract EV users looking for a charger. This has resulted in a 16% conversion rate on leads costing £3 each.

10 Events

Post the launch event at Cenex LCV in September a number of events have been attended. To trial the event set up a number of roadshows have been attended by the team at 6 WPD locations. In addition the following events have been attended

- WPD events – Bristol, Cardiff, Derby, Grantham, Notts, Pegasus and Swansea.
- ReGen SW
- LVC2016
- Clean Air Roadshow – Swansea
- Nottingham Go Ultra Low – Victoria Square launch

- Nottingham Go Ultra Low Business events.

11 Customer Newsletter

To keep participants, prospective participants and stakeholders informed a regular Newsletter has been designed to be sent out to all those who opt in from the CRM database. This looks to give an update of project process and other project progress.

12 Self Survey process

The survey process communication is handled by the installers to ensure they have correct information and also to provide a better service to participants. All updates are then relayed via an online secure installer report back into the CRM. This process has proved successful in keeping participants informed on the details of their installation. It is key that the expertise of installers is used to evaluate the eligibility of installations.
The survey process has produced very efficient method of checking suitability for install and in general we have made only 1 or 2 minor changes to this so far.

13 Complaints process

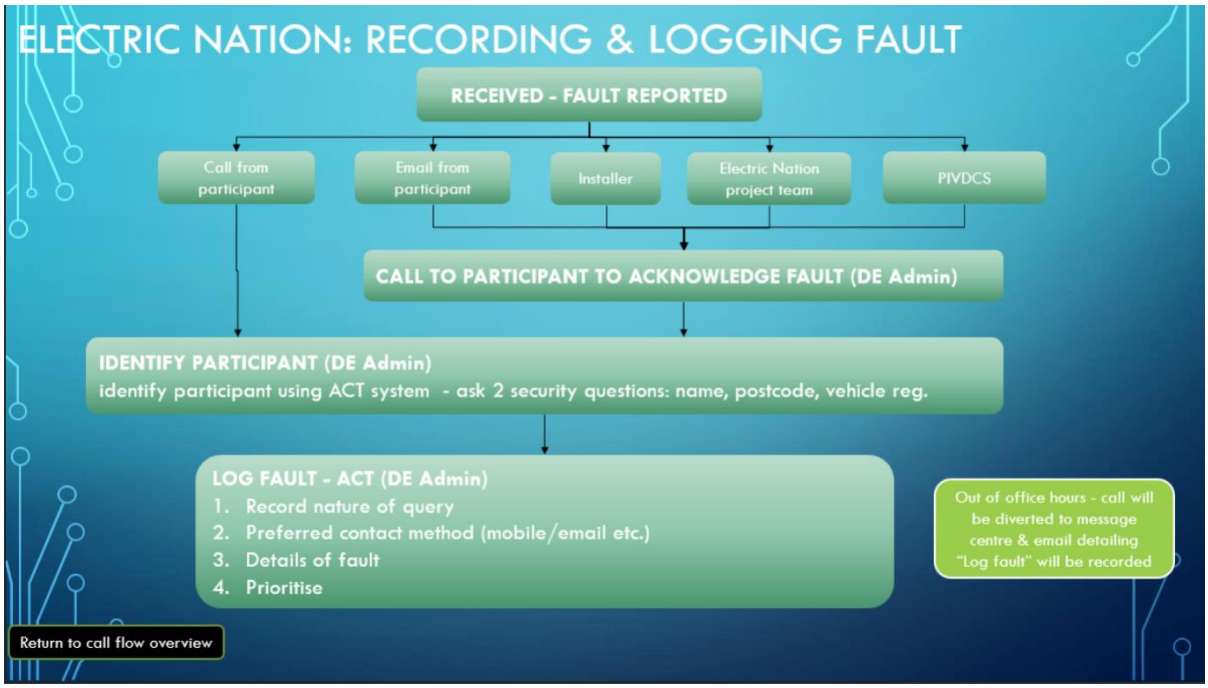
We have used our existing complaints process as this has been developed to meet the rigorous standards required for business regulated by the Financial Conduct Authority. So far we have 5 minor complaints to deal with mostly around time taken to deliver chargers. We have had 1 x failure in this process due to a training requirement. One of the team has been re-recruited after a gap of 2 years and the new procedure had not been trained for. This has now been rectified.

13 Order process

Aside from the order process documents customers are kept updated on a weekly basis with emailed customer order updates (Appendix E). These documents also help to chase through any outstanding details and confirm the arrangements that have been made.

14 Helpline

As part of the project planning a helpline process was developed with a dedicated 24/7 telephone contact line in place to respond to participants, particularly in the event of failure to charge a PIV. The process has undertaken several iterations for second and third line diagnosis but the initial frontline has remained constant as follows.



In general now most electrical or hardware faults are in the first instance referred to the installers, as we have found their experience and electrical installation expertise often is the smartest and quickest route to a solution. For many communications and config problems first step is to contact the PIVDCS provider. Even if the issue is with the charge point the PIVDCS providers intimate knowledge of the chargers they are using is often enough to find the route cause and if this is insufficient then the explanation from the PIVDCS to the Charger OEM is often more detailed and informative, again leading to a swifter resolution. In the case of comms faults second line after PIVDCS is to pass to the systems integration specialist for a site visit.

At all times in this process we are keeping the customer informed of the situation and updating the CRM system to provide records. In the near future the plan is to recruit specialist resource to follow through on fault process. We have also already engaged, via EA Technology, with specialist technical expertise for engineering problems we might face.

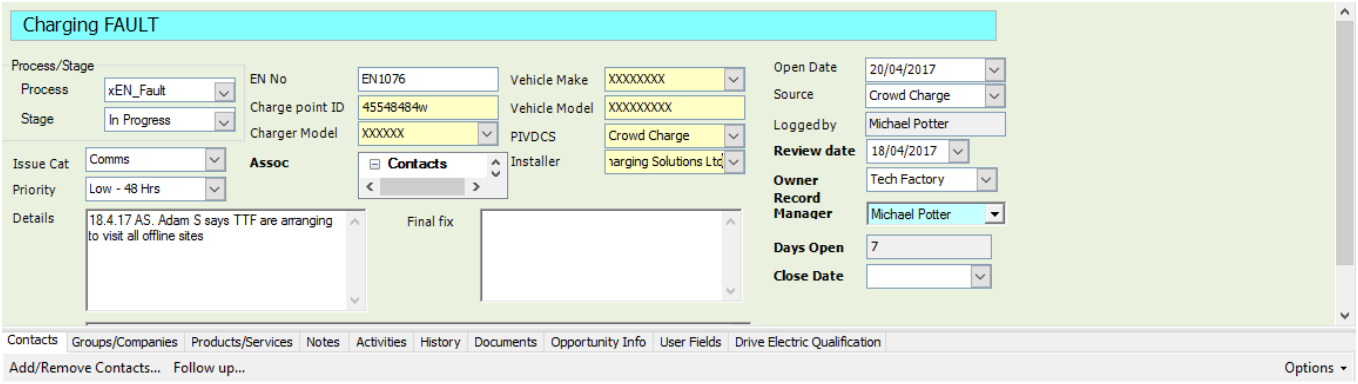
15 Fault logging and management

With the installation process under way the recording of faults and fixes became an important part of the project feedback loop to improve both technically and in administrative terms.

Initially faults were recorded using a log on a spreadsheet. Around the end of March 2017 this was exposed as inadequate due to inflexibility of format and difficulty in sharing the ability to update and set up fault records. With a large number of chargers having communication faults this became a more cumbersome task. 61 faults have been recorded so far with 29 attributable to comms faults in one form or another (systems config can lead to comms faults for instance). However, most of the faults recorded have had no negative impact on customers so far, as they relate to the data monitoring and PIVDCS.

Early in the installation process it was necessary to examine and redefine roles and responsibilities several times in order to slim down the process while engaging the right

stakeholders (sometimes in group format) to resolve issues. This is still in some ways a work in progress but far better than at first, especially in engaging with ICU / Greenflux. The fault recording system has recently been overhauled to become part of the CRM database allowing multiple users to work on faults and with the secure access we can also share some fault details with remote providers. Utilising database access to update faults also leads to better and more targeted reporting along with the ability to spot trends and identify recurring faults, as we progress.



16 Learning reference communications process

As this project is similar in many ways to the previous My Electric Avenue project experience has helped to minimise the learning curve. Having said that as always there is always lots to learn when it comes to engaging with the population in general.
Our main learning points have been around qualification of the prospective participants. The details of the OLEV grant in particular where not fully catered for initially. This resulted in several instances of re contacting large numbers of participants to ensure understanding of the requirements for the grant (for which the project funding relies on) where fully understood. This happened for company car users in particular where rules are quite prescriptive relating when the car was first used.