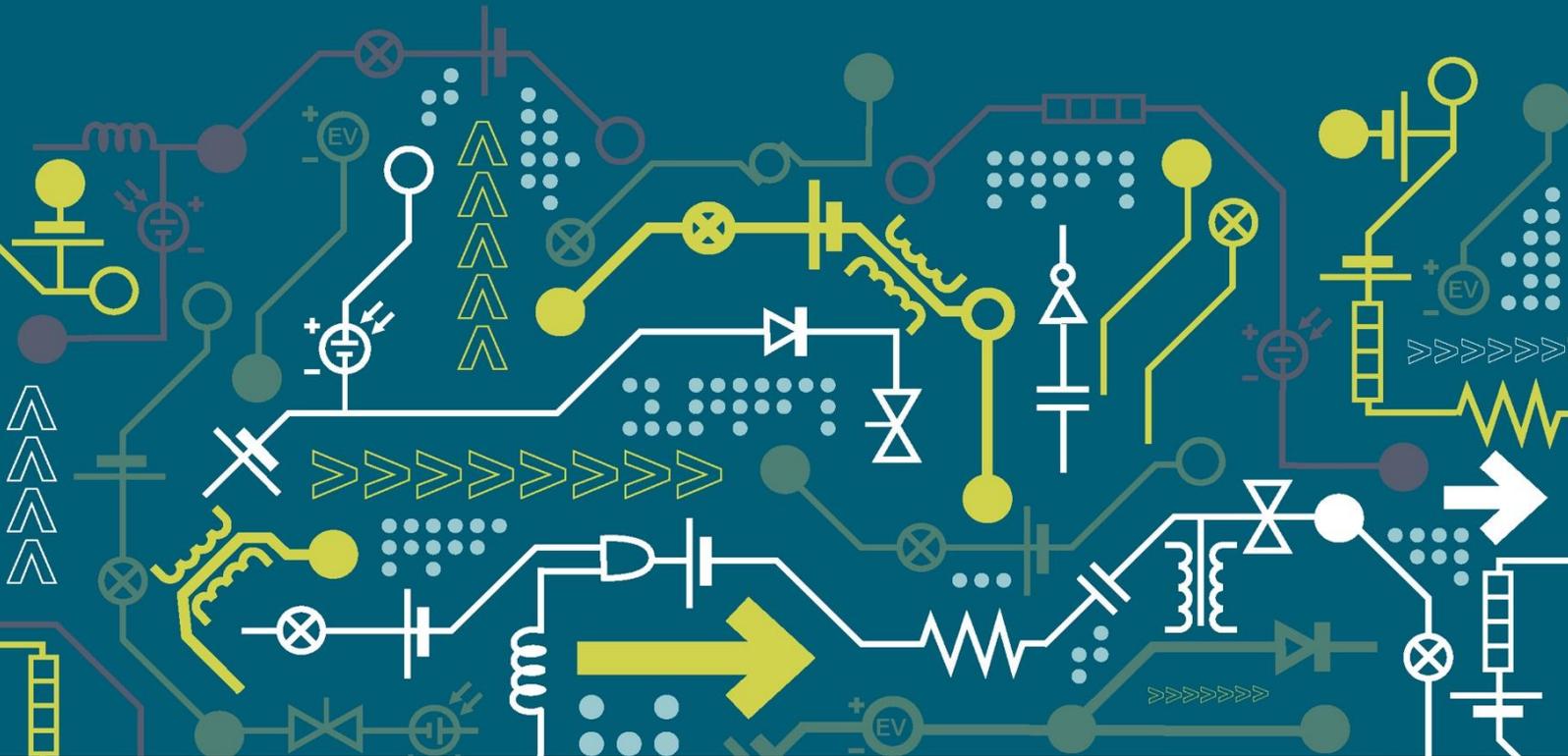


# Electric Nation

PoweredUp

Customer Communications and Engagement Report  
June 2020



# Version

# Control

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# 1 Introduction

## 1.1 Electric Nation PoweredUp

This Report details all participant communication and engagement updates for the Electric Nation Vehicle to Grid (V2G) (Powered Up) project from April 2020 to June 2020. CrowdCharge manage all customer facing activity with some direct customer contact sub-contracted to DriveElectric. This includes recruiting, qualifying, processing, and supporting participants who receive a bi-directional charger as part of the project trials. CrowdCharge are also responsible for managing the project installers, as part of the installation of the associated project hardware i.e. V2G charger and CrowdCharge controller box.

## 2 Customer Engagement

### 2.1 Overview of Customer Engagement

During this quarter, after months of delay due to the Covid-19 outbreak, the Project launched recruitment on the 3<sup>rd</sup> June. The was launched via digital marketing methods only as large-scale events were not possible due to UK Government Covid guidelines.

Since the recruitment launch, the project has received close to 300 initial enquires via the Electric Nation Vehicle to Grid website this demonstrating an excellent Public Relations (PR) launch despite the difficulties faced by the Covid outbreak.

The below figures provides an overview of the customer engagement figures the project has received to date, with 292 total enquires. Out of these, 215 passed the 1<sup>st</sup> stage qualification enquiry form and were entered into the Customer Registration Management (CRM) system this allowing the CrowdCharge team to further qualify the participant. 102 enquires were then closed due to either not being eligible, not agreeing to the projects initial terms and conditions or having multiple Electric Vehicles (EV) at their property among other reasons. 114 applications remain open and in process. This is an excellent start to recruit the required 90-110 participants, with applications only open for 3 weeks. CrowdCharge anticipated a total enquire figure of 500-700 will be required to achieve the 90-110 installations.

Table 1. Total enquiries.

<b>SUMMARY</b>	<b>GRAND TOTAL</b>
Dot Digital Enquires (Partial + Complete) / Total Enquires	<b>292</b>
Dynamics Form Responses (Partial + Complete)	<b>292</b>
Dynamics - All opportunities	<b>216</b>
Open Opportunities	<b>114</b>
Lost Opportunities	<b>102</b>

### 2.2 Overview of Data Protection Management

The Data Protection policy and privacy policy were developed and approved by Western Power Distribution in January 2020. For this project there are a number of partner organisations to pass data between and therefore clear instructions around General Data Protection Regulations (GDPR) and data permissions will be important to maintain. Where possible data is collected and processed digitally and in secure password protected portals and for this project this includes application right through to installed devices.

Since the recruitment launch on the 3<sup>rd</sup> June, the Project has begun to process customers personal details such as name, contact details and electricity supply data via their electricity bill. This data is securely uploaded to a CRM database and company SharePoint which both requires unique usernames and passwords to access. Only the Operations Manager/Data Protection Officer is authorised to apply for user accounts to be created this helping to ensure customers data is only ever accessed by personnel that are required to process it as part day-to-day project activities.

No data has been processed by the CrowdCharge optimisation platform yet – this is likely to commence in the coming months. The platform database is also only accessible via unique usernames and passwords generated by the Head of Engineering, this again to ensure only personnel who require access are able to process it.

No data has been processed by the onboard Energy Suppliers to date. This is anticipated to begin during the next quarter and will be thought about carefully as the electricity supply industry is a highly regulated industry.

## 2.3 Data Risks

As the project is now actively recruiting customers and processing their personal data there is, as always, a risk this could be targeted by hackers. Furthermore, there is a risk this data could be purposefully released into the public domain in the event it is stolen or released. Additionally there is a risk in human error that employees could contact customer and pass on other personal details incorrectly.

With these risks, CrowdCharge has implemented various procedures to mitigate these to help ensure the security of customer personal data at all times. These can be viewed in full in the Data Protection Strategy document. A few examples include:

- Customers personal data is stored securely on CRM database and CrowdCharge SharePoint with access only granted via senior members of staff.
  - o Access is only granted via a unique company username and password.
- CrowdCharge does not share personal data via email.
  - o If required to send personal data via email this is complete via a secure method such as a password protected spreadsheet or secure Dropbox link, with the password supplied over the phone opposed to an email in case this is targeted.

Data management around the interface with supplier partners will be examined as part of the process of recruiting the partners. This is an area to be monitored and evaluated carefully as electricity supply is a highly regulated area.

## 2.4 COVID-19

Along with a comprehensive mitigation plan regarding the possible ramifications of the COVID-19 virus outbreak and associated government action, collateral specific to COVID-19 policy and actions has been produced and prominently highlighted as part of all communications.

The project has a specific Covid-19 policy that is regularly updated in line with the UK Government guidance and WPD instruction. This is accessible via every automated email issued to customers for easy access. It is also accessible via the Electric Nation Vehicle to Grid website.

During this quarter WPD has confirmed it has authorised CrowdCharge and its subcontractors to conduct installation on the condition that the customer has requested a charger to be installed. All installers have been informed that during the installation they are required to abide by social distancing guidelines and the most up-to-date UK Government guidelines.

CrowdCharge will regularly review the UK Government guidance to ensure it is reflected as appropriate within the project.

## 3 Marketing

### 3.1 Overview

A sub-contract has been established with Automotive Communications to develop website and other collateral including professional photography and copywriting through to PR and event management. This has proved to be valuable with early production delivered on time and to a high standard. Automotive Comms have been involved in previous OFGEM funded projects including *My Electric Avenue* and the original *Electric Nation* project. Automotive Communications are contracted to provide PR support throughout the life of the project.

After months of delay due to the Covid-19 outbreak, WPD gave permission for the Project to launch recruitment on the 3<sup>rd</sup> June via the digital/online marketing and PR outlets only. The table below details total enquires with were they referred from.

Table 2. Referrals for applications.

Referred By	Count of ID
NOT LISTED	65
Family/Friend Recommendation	27
ZapMap Website	22
DriveElectric Referral	19
Google Search	16
DriveElectric Website	15
Fully Charged	15
Nissan Leaf Owners Club - Facebook Group	13
Autocar UK Website	10
Fully Charged Twitter @FullyChargedShw	10
CrowdCharge Website	10

### 3.2 Direct Marketing

Due to GDPR regulations, CrowdCharge's sister company DriveElectric contacted the list of c.500 people who had signed up to the V2G charger and services enquiry form over the past 3 years asking them to apply to the CrowdCharge newsletter. To comply with data protection regulations initially the customers were asked if they would give permission to be contacted regarding possible inclusion in the trial. To date over 70 people have applied to the CrowdCharge newsletter with a strong sign up rate of, thus allow CrowdCharge to contact them informing them of the Electric Nation Project. 34 of these customers enquired to the project.

### 3.3 Referral Marketing

Dealers - Unlike the previous Electric Nation project referrals from car dealers is restricted to Nissan only as this is the only Original Equipment Manufacturer (OEM) to manufacture vehicles able to use bi-directional ChaDeMo charging protocol required for V2G. Discussions with Nissan are continuing and conversations have led to the Nissan headquarters agreeing to issue a newsletter to Nissan Dealers within the WPD district. Nissan have raised queries regarding what the end-user proposition is and also the delivery time of their vehicles, so for the time being CrowdCharge and Nissan have decided to re-visit this conversation during July when the end-user propositions are confirmed with the Energy Suppliers, and Nissan have a better understanding of the implications of Covid on their Leaf UK delivery pipeline.

Other Automotive – DriveElectric are the UK’s leading pure electric leasing company and have promoted the project through digital channels including the main website which see C 500k visitors a year.

Energy Partners – Initial discussions with potential energy partners have shown there is a split in appetite to access existing customers. Once the energy partners are onboarded, CrowdCharge will begin discussing how the suppliers would like to engage with their customer bases, for example via an email directing them to apply via the project website, assuming they meet certain eligibility criteria e.g. WPD area district, Nissan EV etc. Two suppliers have indicated they would look to engage with their customer base.

### 3.4 Events

Due to the outbreak of Covid-19, the project has not attended any events this quarter.

### 3.5 Press and PR Activity

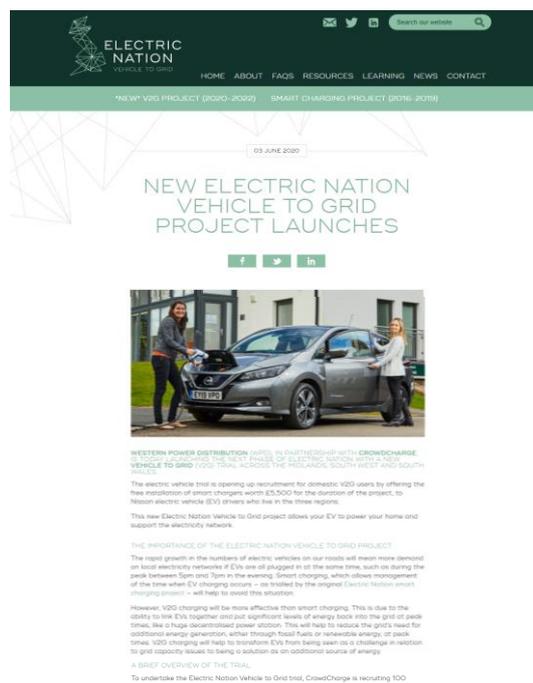
An initial launch press release was prepared by CrowdCharge and Automotive comms; this was shared with WPD for approval and distributed as per the Marketing and Comms strategy on the 3<sup>rd</sup> June for the recruitment and project launch.

WPD have also issued press via their PR partner, Instinctif. It was decided that Instinctif would lead on Energy Trade and regional media, with Automotive Comms and CrowdCharge leading on EV, Auto Trader and other national media outlets.

The Times were unable to run the PR story on project launch date due to lack of available space around the launch date due to Covid related stories. The Times have commented that there is still the ability to run a story during July to promote the project – Instinctif are following up this opportunity with the Times.

The below images details a snapshot of the reach of the initial PR 1 press release and the platforms/handles it was picked up by. This PR piece on the Electric Nation news site was clicked on by 150 users during the first 24 hours. Within 2 weeks it was clicked on by a further 227 users, with 120 via Linked, 56 via Twitter and 34 via Email/Direct methods, and 17 via other means.

Figure 1. Electric Nation Website Homepage.



Pinned Tweet

 **CrowdCharge**  
@CrowdCharge

New Electric Nation Vehicle to Grid project now open!  
⚡

If you drive a Nissan EV & live in the Midlands, South West or South Wales you could be eligible - Apply here now [bit.ly/2XtfK3G](https://bit.ly/2XtfK3G)

@wpduk @DriveElectricUK @eatechnology @NissanUK

#V2G #EV #EVnews #EVcharging



10:09 am · 3 Jun 2020 · Hootsuite Inc.

Figure 2. A CrowdCharge Tweet.  
Figure 3. An article on the WPD website.

CONTACT US About us Innovation Power Delivery Tools Careers News & events Tools & resources Business services Company Accessibility SPEAK OR TRANSLATE

WESTERN POWER DISTRIBUTION Power cuts Connections Our network Customers & community Smarter networks Search

Home / News

Back to news & events

### Electric Nation Vehicle to Grid (V2G) trial opens

02 JUN 2020

We're launching a new Vehicle to Grid (V2G) trial to help understand how Electric Vehicle (EV) charging could benefit the electricity network - and we need EV drivers to get involved.



The trial, which is being run in partnership with CrowdCharge, is the [next phase of our pioneering Electric Nation EV project](#).

The EV trial is looking to recruit domestic V2G users by offering the free installation of smart chargers worth £5,500 to Nissan EV drivers in our region.

The rapid growth in the numbers of EVs on our roads will mean more demand on local electricity networks if EVs are all plugged in at the same time, such as during the 5-7pm evening peak. Smart charging, which allows management of the time when EV charging occurs - as trialled by the [recent Electric Nation project](#) - will help to avoid this situation.

However, V2G charging will be more effective than smart charging. This is due to its ability to link EVs together and put significant levels of energy back into the grid at peak times, much like a huge decentralised power station. This will help to reduce the grid's need for additional energy generation, either through fossil fuels or renewable energy, at peak times. V2G charging will help to transform EVs from being seen as a challenge in relation to grid capacity issues to being a solution as an additional source of energy.

To undertake the Electric Nation Vehicle to Grid trial, CrowdCharge is recruiting 100 people to trial state-of-the-art domestic V2G smart charging to help Distribution Network Operators (DNOs), like WPD, to understand how V2G charging could work with their electricity networks.

Although the application process for the Electric Nation Vehicle to Grid project is now open, the timescale for charger installations will depend on government guidance in relation to Covid-19.

Electric Nation is different to other V2G projects because it is using up to five different energy suppliers instead of just one. This means that the trial is a more realistic simulation of a future world in which many streets will have a number of EVs using V2G chargers operated by different energy suppliers.

In the trial each supplier will use their chargers to test their various energy services utilising CrowdCharge's demand management charger platform, which provides optimised charging sessions.

Roger Hey, WPD's DSO Systems and Projects Manager, says: "The energy industry has to plan long-term, so it is urgent that we continue working to find the practical solutions to meet the government's net-zero target. That is why we have begun recruitment for the Electric Nation Vehicle to Grid project now.

"V2G charging has the potential to transform how networks approach the challenge of keeping millions of EVs charged and moving. To introduce up to 28 million EVs to the UK network over the coming years would create great strain on the system, the equivalent of adding the electrical energy of London 14 times. By harnessing flexible systems and introducing V2G charging, it means that we can build a far more efficient and flexible network that doesn't require billions of investment and a huge uplift in

Press office enquiries  
For all press office enquiries please call:  
• Midlands: 01332 627122  
• South West: 0127 932 2000  
• South Wales: 01433 640108



Figure 4. A tweet from WPD about the project.

Figure 5. An article on ZapMap.

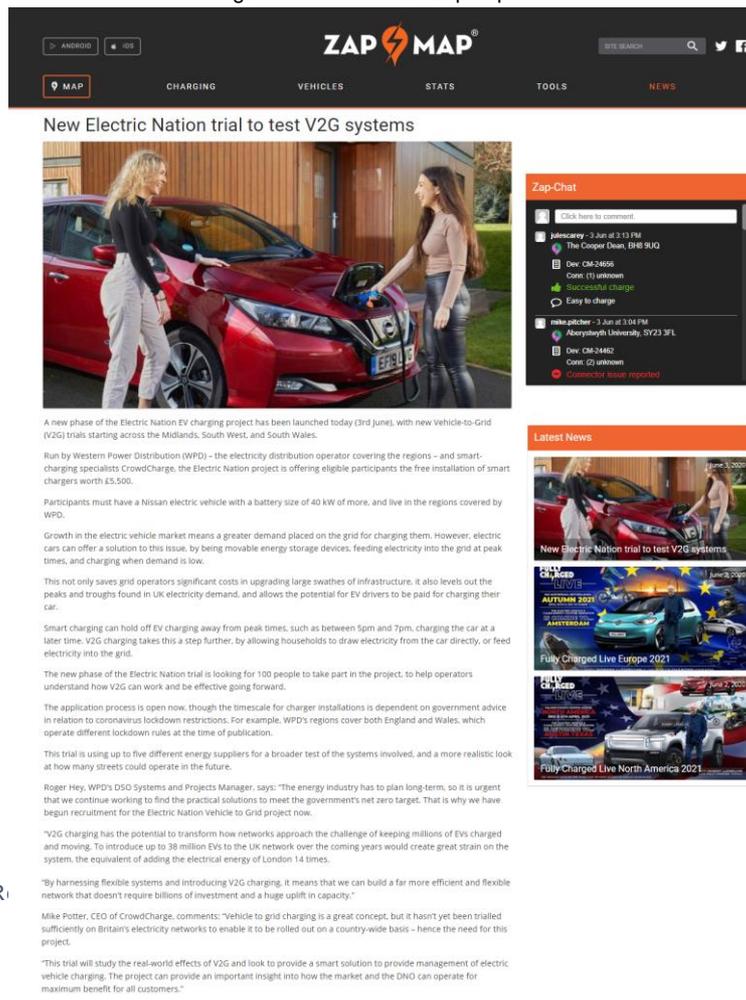


Figure 6. An article about PoweredUp in Greencar

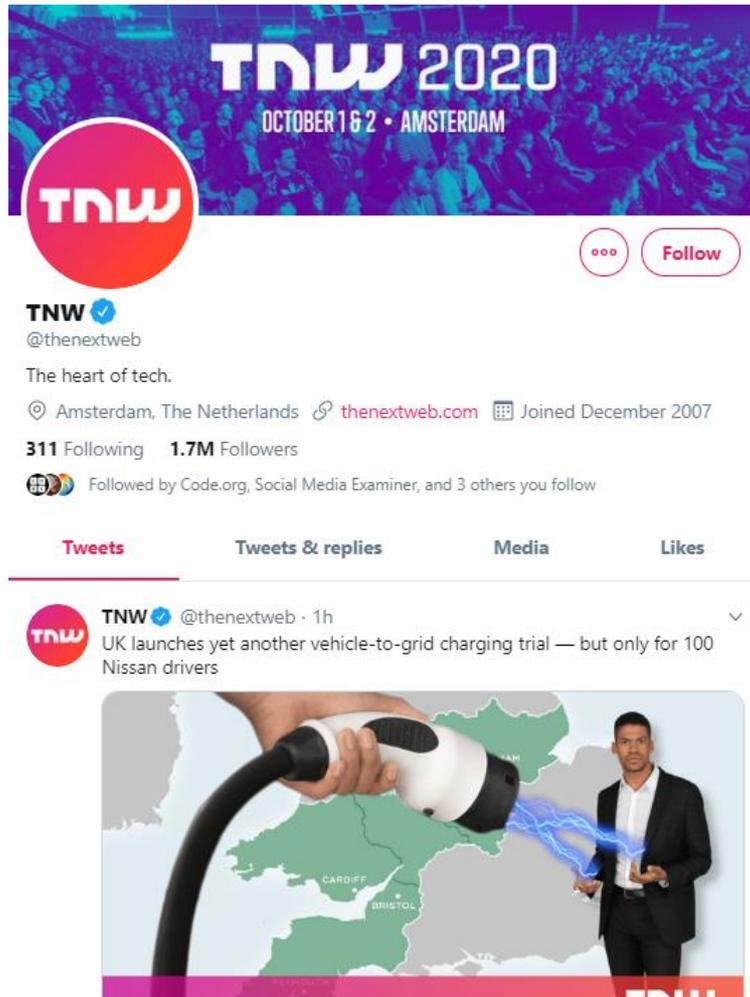
The screenshot shows the Greencar website with a green header. The main article is titled "New V2G Electric Nation project launched" dated 3.6.2020. It features a photo of two women with a silver Nissan Leaf. The article text discusses the launch of a new phase of the Electric Nation EV charging project, mentioning Western Power Distribution (WPD) and smart-charging specialists CrowdCharge. It details the free installation of smart chargers worth £5,500 and the requirements for participants, such as having a Nissan electric vehicle with a battery size of 40 kW or more. The article also highlights the benefits of V2G charging, such as reducing grid costs and leveling out electricity demand. A sidebar on the right includes a car search form, a newsletter sign-up button, and a "Latest reviews" section with images of a BMW i3 and a Volvo S90.

Figure 7. A tweet from Business Green

The screenshot shows a tweet from Business Green (@BusinessGreen). The profile picture is a black circle with "BG" in white. The bio states: "The UK's leading web site for green business news and analysis. Follow our team: @James\_BG, @michaelholder & @cecilia\_keating. Instagram: @\_businessgreen\_". The tweet text reads: "Western Power Distribution seeks 100 drivers for electric vehicle-to-grid trial". Below the text is a photo of two women standing next to a red car. The tweet interface shows 3,075 following and 64.1K followers.

The PR was also picked up by international outlets in Australia via The Driven, and The Netherlands via The Next Web with the latter over 1.7M followers on Twitter thus demonstrating like Electric Nation 1, the Project has international interest.

Figure 8. International coverage of the project.

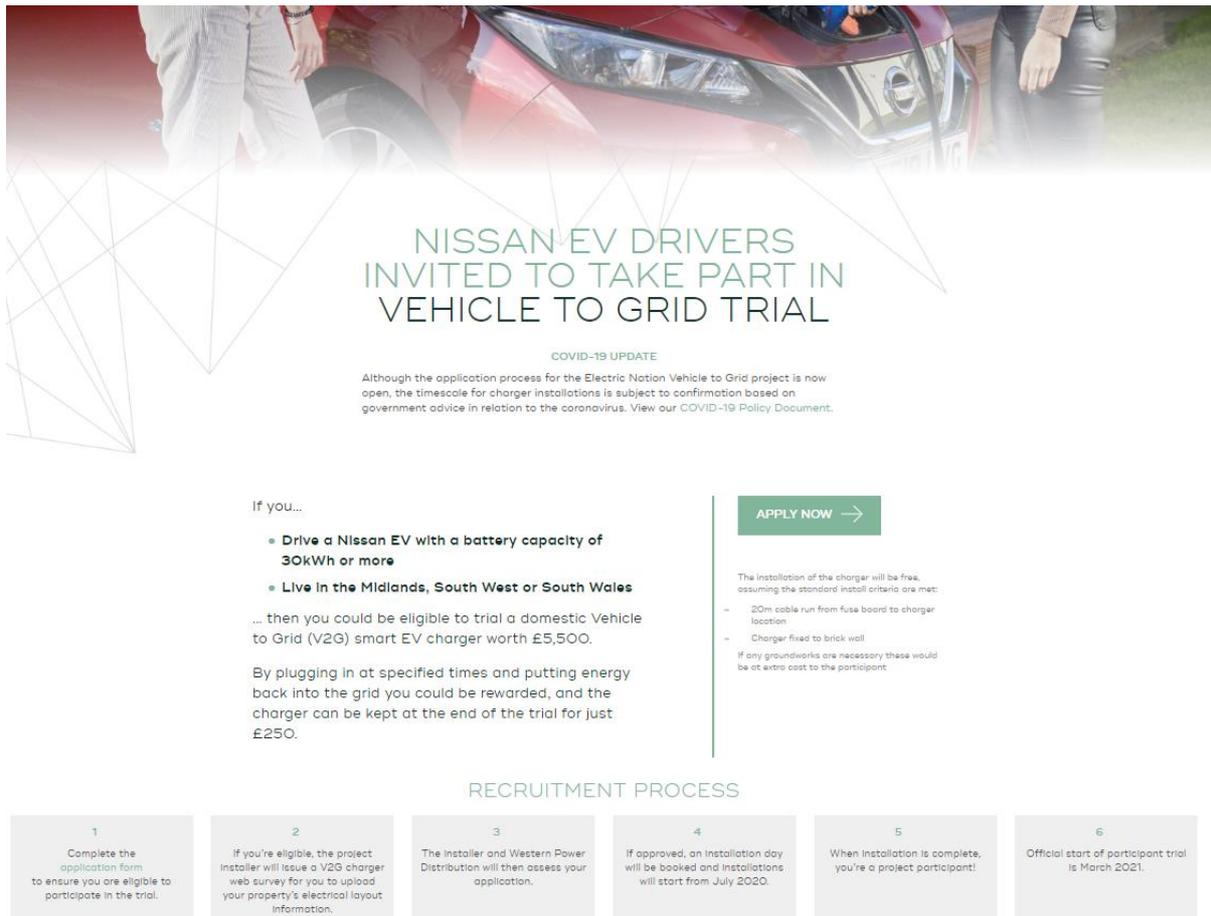


A second PR piece was issued two weeks after the launch day, on the 16<sup>th</sup> June. This PR piece focused on showcasing the number of enquires that have multiple EVs at their property, with over 20% having 2 or more EVs.

### 3.6 Website

The Electric Nation website which was utilised for the first Electric Nation Project underwent a re-design, development, and brand refresh for the Electric Nation Vehicle to Grid Project. This below image shows the homepage for the site, which directs visitors to enquire via the Apply Now button which takes them to another landing page to complete the first enquiry and 1<sup>st</sup> stage qualification form.

Figure 9. Project website



### 3.7 Social Media

The social media launch communications plan has been approved by WPD and the following Electric Nation branded channels have been set up; Twitter and LinkedIn Group. These tools were used to promote the project. CrowdCharge have also approached the Nissan LEAF Facebook Owners Club as well as partner social channels.

During May, Twitter suspended the Electric Nation account with no reason given. CrowdCharge suspect this could be due to suspicious activity when the account ownership was transferred from EA Technology to CrowdCharge. Multiple support tickets have been submitted to Twitter with no response to date. CrowdCharge will continue to chase Twitter to get the account unsuspended.

### 3.8 Advertising / Bought Media

There are no plans to utilise any bought media or advertising at present however CrowdCharge may utilise Google AdWords if thought relevant.

CrowdCharge have not used any bought media or advertising during this quarter.

### **3.9 Energy Partner Activity**

CrowdCharge has signed Contractual agreements to provide energy services with Green Energy and Flexitricity. CrowdCharge are in final discussion with 3 remaining energy suppliers and have been informed verbally that 2 would like to participate in the trial; further detailed discussion during July are highly likely to bring 2 more energy suppliers onto the project.

No discussion have been conducted yet to the end-user proposition for customers. This being said, CrowdCharge will ensure that no participant is left out of pocket during to exporting without an export tariff during the customer trial.

No Energy Partner customers recruitment activity has taken place; however, it is anticipated that some of the energy partners will promote the project to their own and potential customers to fill their roster of participants. In these cases, and especially where tariff arrangement may be specified, we will check that all regulatory codes are being adhered to. For any large utilities this is likely to be a very successful channel and initial discussion have highlighted that there could be a large number of existing Nissan Leaf drivers who are suitable within existing customer bases.

Two energy suppliers that CrowdCharge are in contact with have indicated they would be interested in contacting their customer base to aid the Project's recruitment. Upon these suppliers being onboarded to the project, more detailed conversations will occur to understand the method.

## 4 Customer Application and Installation Process

To make the process as efficient as possible and to fall in with current trends for customer digital self-service, a comprehensive online application form has been developed that feeds directly into a customised Microsoft CRM system. Utilising the Microsoft system brings with it a comprehensive data protection platform with many inbuilt policies and features to ensure a very high level of data security.

### 4.1 Customer onboarding process

All applications for the Electric Nation Vehicle to Grid Project are directed to complete the initial 1<sup>st</sup> stage application form which can be found on the Electric Nation homepage. This form also automatically qualifies the customer against basic project criteria.

During this quarter CrowdCharge further designed and developed an extensive qualification process flow which is used on the initial enquiry form to qualify if the customer is eligible to join the project e.g. off street parking, reside in WPD district and owns/lease a Nissan Leaf etc.

This process flow was then converted into an online form to securely collect the customer's personal details and relevant project/electrical information before being securely entered into the CRM database for review and processing by the engagement team.

This quarter CrowdCharge have designed and implemented a detailed recruitment process and associated recruitment status which reflects where the customer is in the onboarding process. The enquiry enters the CRM system as a 'New Lead'; this is the start of the process. The engagement team then manually reviews the application to ensure they are eligible to progress to the next stage of the process, issuing the 'EOI & PID' for the customer's initial review and acceptance of the associated project terms and conditions, which they must adhere to to remain on the trial.

Following this the customer completes the EOI web-form and returns this to the CRM database securely, thus marking the recruitment status as 'EOI complete'. At this stage, the customer is required to send their electricity bill and vehicle documentation as proof of ownership. Once received, a 'Qualification call' is scheduled with the customer to provide a detailed 30-45 minute overview of the project, covering the project objectives, what is expected of the customer (i.e. project participant parameters) and participant exit fees. During this call it also gives the customer the chance to ask any questions they may have after reviewing the project website, and PID document.

Upon completing the qualification call, the customer's details are passed to the project installer. The installer issues the CrowdCharge home web-survey for them to complete by taking the photos of their home's electrical layout. The installer will then review the web-survey and submit a G99 connection request; assuming these are both approved the status is moved to 'Conditional Approval/Approved' and CrowdCharge issues the 'Participant Agreement' which details the project's terms and conditions (as outlined in the EOI) for their signature.

Once received, the 'PO is issued' to the installer to schedule the install and the 'installation is scheduled' and 'installed'.

If the customer cancels their application after the PO has been issued, the recruitment status is moved to 'cancelled'.

The below table details the recruitment status of total opportunities in the onboarding process, with 113 'In process'.

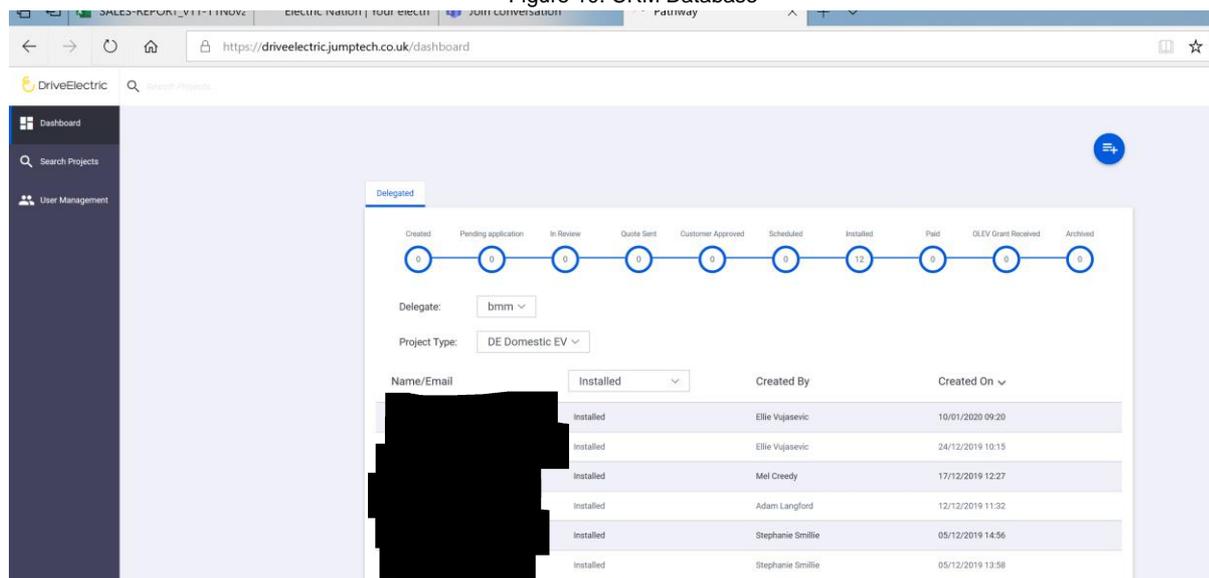
Table 3. Customers progression through application

Recruitment Status	Lost	Open	Grand Total
New Lead	71	6	77
EOI & PID issued	21	37	58
Qualification call complete	5	43	48
EOI complete	6	25	31
Issued to installer		2	2
Conditional Approval, Approved			0
Participant Agreement Issued			0
Participant Agreement Complete			0
PO Issued			0
Install Date scheduled			0
Installed			0
Cancelled			0
<b>Grand Total</b>	<b>103</b>	<b>113</b>	<b>216</b>

## 4.2 Installation Process

The install process is handled via a third party online platform that allows the customer to complete a digital survey including capture and upload of required pictures around the property where installation will take place including consumer unit, location for charger, incoming fuse, meter etc. This process enables a more comprehensive remote desktop survey to be completed by the installer leading to approval for the work to go ahead within budget. The survey will also collect details for the MPAN and other important information. The progress of booking for installation is updated via the portal by the installer allowing the CrowdCharge to have access to all information regarding the installation progress. The customer is updated by email and text in branded format throughout the process and invoicing and purchase order processes are also covered.

Figure 10. CRM Database



A major part of the surveying process for prospective participants is the G99 approval. The installers will submit G99 requests to WPD before they approve an application and scheduled the installation.

WPD will provide a training session to the installers on how to complete the G99 paperwork correctly.

## 5 In Trial Customer Management

### 5.1 Fault logging and management

No faults have been logged to date as no chargers have been installed.

A fault logging system is in the process of begin designed and built in preparation for installations start during September 2020.

### 5.2 Incentives

Incentives for participants will be part of the trial to simulate the likely future world where V2G services are in common use. Until we have engaged and fully contracted the energy partners, we will not have full details to share with customers. It is likely that we will make a simple guaranteed offer as part of the initial marketing to make the proposition easy to understand. A £10 per month incentive based on a minimum plug-in behaviour of 10 days of over 8 hours plug in time per user. How end-users are incentivised will become an important feature of the outcomes in terms of network load as customer behaviour may be modified. It is envisaged that the supplier partners will top up or even take over (and pay via electricity billing) the incentives given to participants.

As the energy partners are onboarded to the project further rewards incentives will be discussed.

### 5.3 Customer satisfaction and feedback

As part of the recruitment process, CrowdCharge has built in a courtesy call with each participant once they have been approved/denied by the project installer. This is check in with the customer to ensure they are satisfied with the process to date, and with their correspondence with the project installers. These interactions will be detail in the CRM system, with notable responses detailed in Project reports.

### 5.4 Other customer updates

None as present

## 6 Learning Reference Communication and Engagement Process

### 6.1 Learnings to date

During the recruitment phase, CrowdCharge has learnt that the number of applications from people who own or lease 2 or more EVs has increased drastically over the past few years since the inception of Electric Nation 1. On Electric Nation 1, a handful of applications had 2 or more EVs.

To date over 20% of applications (40+) have multiple EVs at their properties thus demonstrating the requirements for DNOs to reinforce their networks to support the EV uptake, through innovative investigations of smart charging services such as Smart Charging (Electric Nation 1), V2G charging (Electric Nation Vehicle to Grid) and through infrastructure reinforcements.

## Glossary

ChaDeMo	Charge De Move (Charging standard)
CRM	Customer Relations Management
Eoi	Expression of Interest
EV	Electric Vehicle
GDPR	General Data Protection Regulations
OEM	Original Equipment Manufacturer
Ofgem	Office of Gas and Energy Markets (Regulator)
PR	Public Relations
V2G	Vehicle to Grid

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