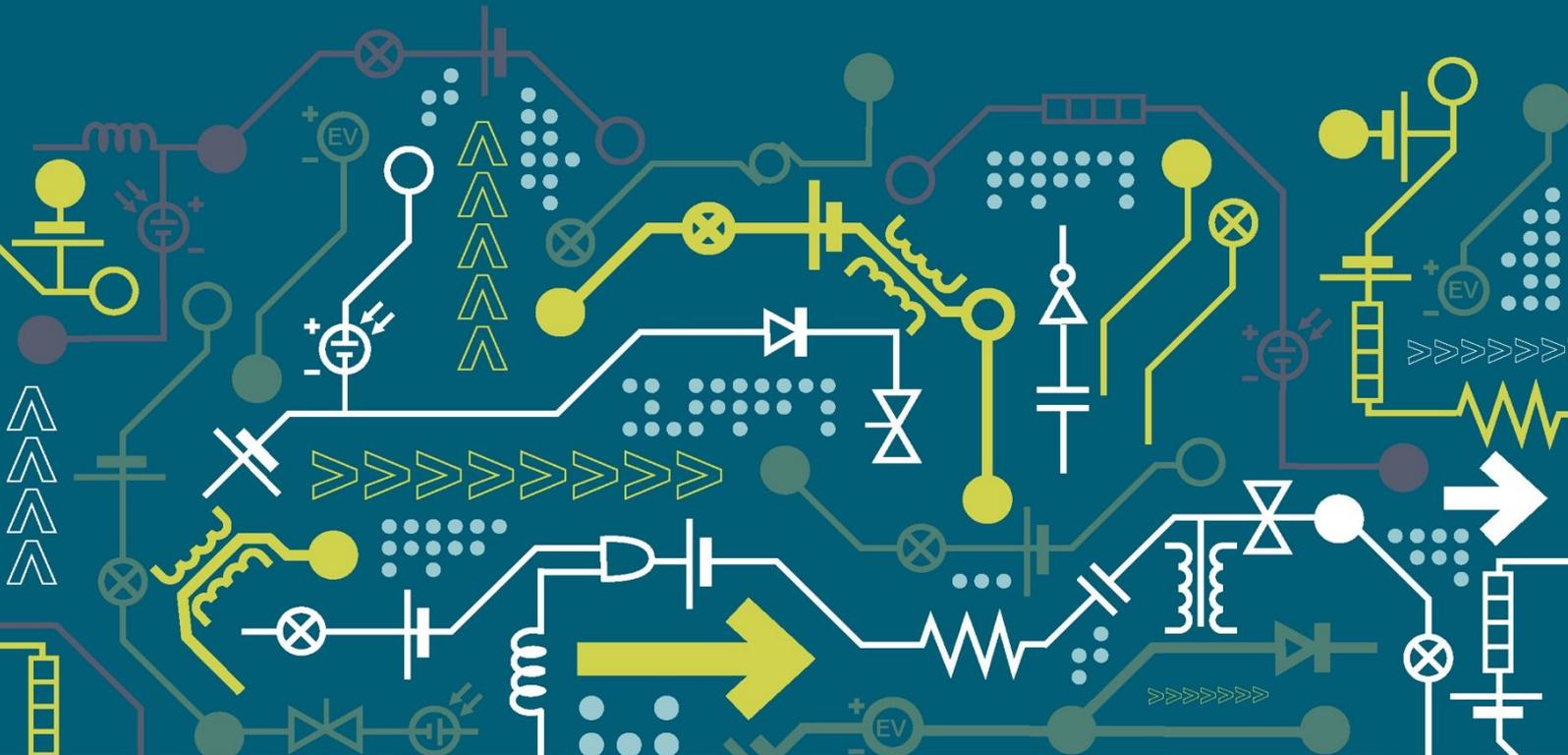


Electric Nation

PoweredUp

Customer Communications and Engagement Report
September 2020



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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 (Powered Up) project from July 2020 to September 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 trial. CrowdCharge are also responsible for managing the project installers, as part of the installation of the associated project hardware i.e. Vehicle to Grid (V2G) charger and CrowdCharge controller box.

2 Customer Engagement

2.1 Overview of Customer Engagement

2.1.1 Customer Recruitment

During this quarter, CrowdCharge has continued to promote the project via process customers applications to the project.

Since the recruitment launch, the project has received over 400 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 408 total enquires. Out of these, 288 passed the 1st stage qualification enquiry form and were entered into the Customer Relations Management (CRM) system this allowing the CrowdCharge team to further qualify the participant. 161 enquires have been 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. 127 applications remain open and in process. CrowdCharge anticipate a total enquires figure of 500-700 will be required to achieve the 90-110 installations.

SUMMARY	GRAND TOTAL
DotDigital Enquires (Partial + Complete) / Total Enquires	408
Dynamics Form Responses (Partial + Complete)	408
Dynamics - All opportunities	288
Open Opportunities	127
Lost Opportunities	161

Table 1: Customer engagement numbers

All applicant enquiries for the Electric Nation Vehicle to Grid Project are directed to complete the initial 1st stage application form which can be found via a button link on the Electric Nation website homepage. This form also automatically qualifies the customer against basic project criteria.

ELECTRIC NATION
VEHICLE TO GRID

Electric Nation Vehicle to Grid Project Application Form

This project application form will qualify if you are eligible to participate in the Electric Nation Vehicle to Grid project and will take approximately 10 minutes or so to complete.

You will need to hand a copy of your full electricity bill dated within the last 3 months and your EV car ownership, lease or order documentation.

NOTE! We are not accepting households with more than one EV onto the project at this time (this includes plug-in EVs and plug-in hybrids), or properties which have a stationary battery storage device installed. CrowdCharge are going to look at catering to households with multiple plug-in vehicles in the future, and can confirm this is in the platform development pipeline alongside CrowdCharge battery communication management and development.

You are welcome to still complete the form to register your interest in case any project parameters change in the coming months, or sign up to hear from CrowdCharge about future projects and EV news.

How did you hear about the Electric Nation Vehicle to Grid Project? *

[Please select]

Why are you interested in becoming a participant on the Project? *

[Please select]

WPD Postcode Eligibility Checker

The Electric Nation Vehicle to Grid project is recruiting for participants within the WPD network area only. If you are outside of this area, you will not be eligible to take part in the project at this time.

Please submit the start of your postcode from the list below.

Figure 1: project 1st stage application form

CrowdCharge have designed and implemented a detailed recruitment process which associates a recruitment status to reflect the customers progress during the onboarding process. The enquiry enters the CRM system as a new opportunity under the recruitment status 'New Lead'; this is the start of the process.

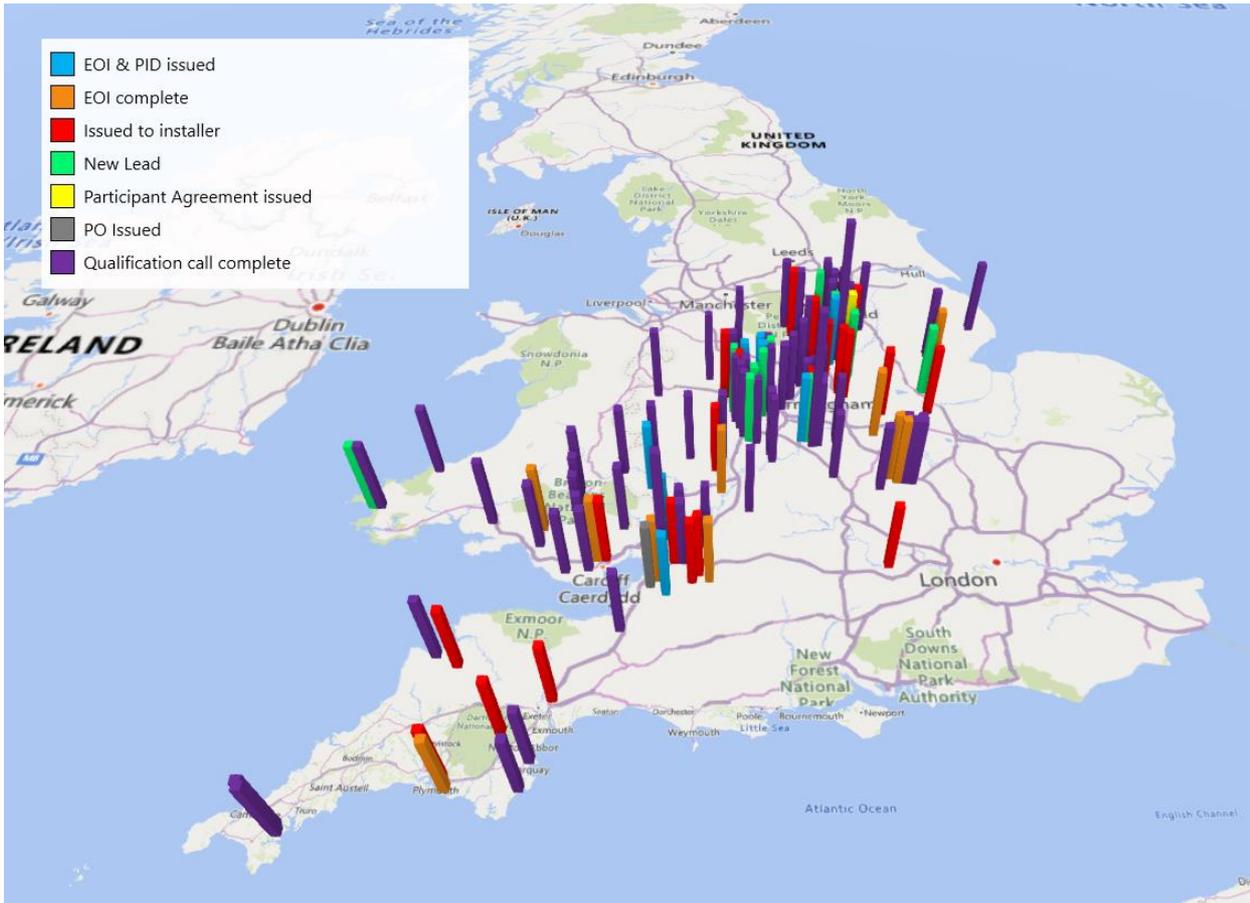


Figure 2: Map showing spread of project applicants to date; Open Opportunities by Recruitment Status

The engagement team then manually review the application to ensure they are eligible to progress to the next stage of the process, issuing the 'Expression of Interest (EOI) & Participant Information Document (PID)' for the customers initial review and acceptance of the associated project terms and conditions, which they must adhere to to remain on the trial.

Following this the customers complete the EOI web-form and return 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 understand their current charging habits and preferences and to provide a detailed 30-45 minutes overview of the project. This covers 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, Frequently Asked Questions (FAQ) and Project Information Document.

Upon completing the qualification call, the customers 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 property's electrical layout. The installer then reviews the web home-survey and submits a G99 connection request. Assuming these are both approved the opportunity status is then moved to 'Conditional Approval/Approved' and CrowdCharge give the customer a 'courtesy call', then issue the 'Participant Agreement' which details the projects terms and conditions (similar to what was outlined in the EOI) for their signature.

Once received, the 'Purchase Order (PO) is issued' to the installer to scheduled 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'.

QUALIFICATION CALL	
Covid-19 Policy	Yes
Security	Yes
Contact Details Confirmed	Yes
Call Recorded?	Yes
Project overview/innovation	Yes
Project timelines	Yes
Project Hardware	Yes
Participant Parameters	Yes
Rewards/Incentives	Yes
Exit fees	Yes
Project Energy Supplier	Yes
Broadband router	TalkTalk
Telematics	Yes
Installation Process/G99	Yes
Typical Plug in time (24hr format)	18:00
Typical plug out time (24hr format)	07:00
Qualification Call Complete	23/09/2020

Figure 3: Qualification call checklist criteria

2.1.2 Opportunities lost reasoning

The below table details the reason each opportunity was marked as 'lost'. Out of the 161 lost opportunities, 36 have multiple EVs at their property (the project is technically unable to accommodate multiple EVs at 1 property), with a further 22 on WPDs distribution area border which fall outside of the WPD area. A further 38 applicants have been marked as 'lost' with other as the reasoning; this option allows for free text to be entered should the current list of 'lost' reasoning not suit i.e. they already have a stationary battery installed at their property (which is not an eligible criteria for the Electric Nation V2G project as it could disrupt the V2G activities and charging scenarios).

Opportunity lost reason	Lost	Grand Total
Not Eligible - No OSP	1	1
Cancelled: Exit Fees	3	3
Not Eligible - Lease Expired	3	3
Cancelled: COVID-19 concerns	3	3
Not Eligible - EV Battery	10	10
Not Eligible - Primary EV	13	13
Cancelled: Participant Parameters	16	16
Cancelled: No customer response	16	16
Not Eligible - Out of Area	22	22
Not Eligible - More than 1 EV	36	36
Other	38	38
Grand Total	161	161

2.1.3 End-User Propositions

Flexitricity

During this quarter CrowdCharge has focused on presenting the onboard energy suppliers/aggregators end-user trial propositions to applicants for their review and acceptance. These end-user proposition documents, which are created in collaboration with CrowdCharge and the respective energy supplier, provides the customer with information on how the 1-year trial operational period energy supplier strategy will affect them and also the participant rewards/incentives that they will be entitled too.

During August 2020, CrowdCharge and Flexitricity agreed the end-user proposition document. The purpose of this document outlines how the 1-year trial operational period will affect customers in respect of their ability to participate in the trial and the level of rewards they can earn which, in Flexitricity case, is dependent on the type of Electricity tariff they are on.

Participants in the group:

- Will be able to earn a reward voucher up to the monetary value of £120 available over the 1-year operational trial period - in return for being plugged in at appropriate frequency/duration and allowing their chargers to be available for grid service events if required;
- Can be included irrespective of the energy supplier or energy tariff they are current on;
 - However, CrowdCharge will prioritise invitations to applicants that are already are set up with Octopus Agile Outgoing, Octopus Agile and Octopus Go tariffs as this allows for the most interesting optimisation strategies via the CrowdCharge demand management platform ultimately saving the customer the most money via shifting charging to low cost and carbon times.
- Will reimburse via the reward voucher scheme in the event that CrowdCharge response to a grid service request from Flexitricity/National Grid to ensure that the participant is not out of pocket (e.g. if we charge/discharge at a time that would be suboptimal from a tariff optimisation perspective);
- With Solar Photo Voltaic (PV) installed – CrowdCharge will divert as much excess solar electricity into the EV battery as possible.



Figure 4: Customer facing PDFs designed and created for the Proposition Information Document and Proposition Acceptance Form

This end-user proposition was finalised in August 2020 and was presented to applicants in September 2020 for their acceptance ahead of being passed to the installer for the review of their property’s electrical layout. CrowdCharge staged the issue of this proposition with initially only supplying it to the first 10 selected applicants. This allowed for any comments or major feedback from the applicants to be implemented before issuing to the full selected group. However, no comments or major feedback was received, so CrowdCharge issued the remaining 15 documents with no further changes. To date, 21 applicants have accepted, completed and returned the Proposition Acceptance Form to CrowdCharge.

An end-user proposition acceptance form was issued alongside the proposition document for the customer to sign and return, confirming they understand what is offered and they agree to proceed with the recruitment progress.

As seen in the table below the *Flexitricity and CrowdCharge proposition* was sent to a group of 25 customers; to date only 4 customers have not returned their signed acceptance form. As part of this end-user proposition acceptance process, if there is no response after 1-week, CrowdCharge follows up with a reminder email. Following a lack of response, a final phone call chase call is made 2-4 days after this follow up email. In the instance a customer does not respond at all, the proposition offer is redacted with the customer awaiting another proposition offer to progress through to the installation qualification phase of the project. These 21 customers have progressed to the installation assessment phase and been assigned to the project installers.

Energy Proposition 1		
Energy Proposition Status 1	Accepted	
Energy Proposition Version/Name 1	Flexitricity and CrowdCharge	
Energy Proposition Sent Date 1	11/09/2020	
Energy Proposition 1 Email Reminder	---	
Energy Proposition 1 Phone Reminder	---	
Energy Proposition Acceptance Form Received 1	12/09/2020	

Figure 5: Energy proposition acceptance process

Proposition Status	Flexitricity and CrowdCharge	(Unassigned opportunities)	Grand Total
Accepted	20		20
Sent	5		5
(Unassigned opportunities)		96	96
Grand Total	25	96	121

Table 3: Customer proposition status

Igloo energy

CrowdCharge will imminently be sharing their end-user proposition with selected customers. The same process as outline above will be used.

Green Energy

CrowdCharge are in discussion with Green Energy be sharing their end-user proposition with selected customers. The same process as outline above will be used.

Centrica

CrowdCharge remain in the final stages of contract discussion with Centrica. Once onboarded, end-user proposition discussion will commence.

2.2 Overview of Data Protection Management

The Data Protection Policy and Privacy Policy were developed and approved by WPD in January 2020. For this project there are a number of partner organisations to pass data between and therefore clear instructions around 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 3rd June 2020, 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.

CrowdCharge has begun to process customer personal data (e.g. name, address, contact details, vehicle V5Cs, Lease Agreements etc) through the project enquiry forms. All customer data is stored in a central CRM database, which requires a unique username and password to gain access. These access credentials are only granted via the Operations Manager and Data Protection office.

The project does not record any 'special categories or personal data' as defined by General Data Protection Regulations (GDPR) e.g. race, political opinions, or religious beliefs etc.

If member of the project team are required to share customer information internally or externally due to project related activities, this information is shared via spreadsheet with identifiable personal data removed, instead using a unique identify from the CRM e.g. O-08928. This ensures in the unlikely event that data is shared to the wrong person by mistake, or accessed through a malicious IT attack, the data is unidentifiable to the customers.

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 inevitable risks, CrowdCharge has implement 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. This quarter the policy has been update for the installation phase an issued to WPD for review and approval.

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.

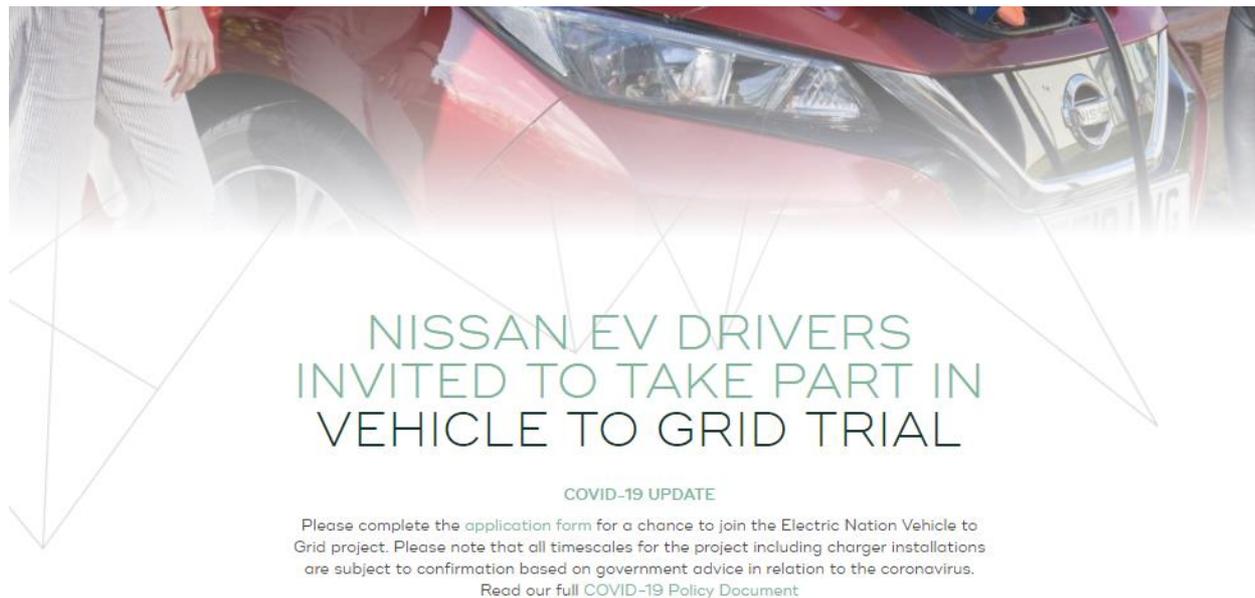


Figure 6: COVID-19 policy link is prominent and easily accessible from the Electric Nation V2G homepage of the website

3 Marketing

3.1 Overview

A sub-contract has been established with Automotive Communications to aid the website development and project communications 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 Communications have been involved in previous OFGEM funded projects including *My Electric Avenue* and the original *Electric Nation* smart charging 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 3rd June 2020 which was achieved via digital/online marketing and PR outlets only. The table below details total enquiries with where they were referred from. Family/friend recommendation to project remain one of the strongest methods of marketing available, with google and ZapMap also strong marketing tools to promote the project.

Referred by	Count of Created On
NOT LISTED	57
Family/Friend Recommendation	32
Google Search	28
ZapMap Website	20
DriveElectric Website	19
Nissan Leaf Owners Club - Facebook Group	17
DriveElectric Referral	15
CrowdCharge Website	14
Fully Charged	14
The Energyst media Referral	7
WPD Referral	7
Fully Charged Twitter @FullyChargedShw	7
ZapMap Twitter	5
Green Car Guide Twitter @GreenCarGuide	4
WPD Twitter @wpduk	3
CrowdCharge Twitter @CrowdCharge	3

Table 4: Referrals from different areas.

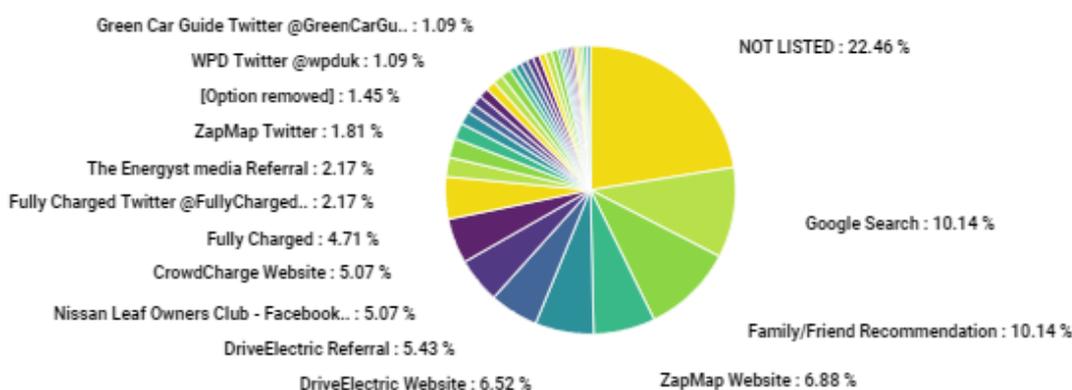


Figure 7: Completed 1st stage Electric Nation V2G application forms via selected referred from source

3.2 Direct Marketing

No update

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 Manufacturers (OEM) to manufacture vehicles able to use bi-directional CHAdeMO charging protocols required for V2G. Discussions with Nissan are continuing and conversations have led to the Nissan HQ agreeing to issue a newsletter to Nissan Dealers within the WPD district.

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. Flexitricity and Igloo Energy will not be targeting these own customer base, whereas Green Energy and Centrica may look to market the project to their Leaf customer's 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

During this quarter CrowdCharge have created and issued 2 PR pieces to grow the projects profile. The following PR pieces were released:

- **PR3**
 - o Posted: 28th July 2020
 - o "Why Electric Vehicles can be a solution to the increasing demand on electricity networks"

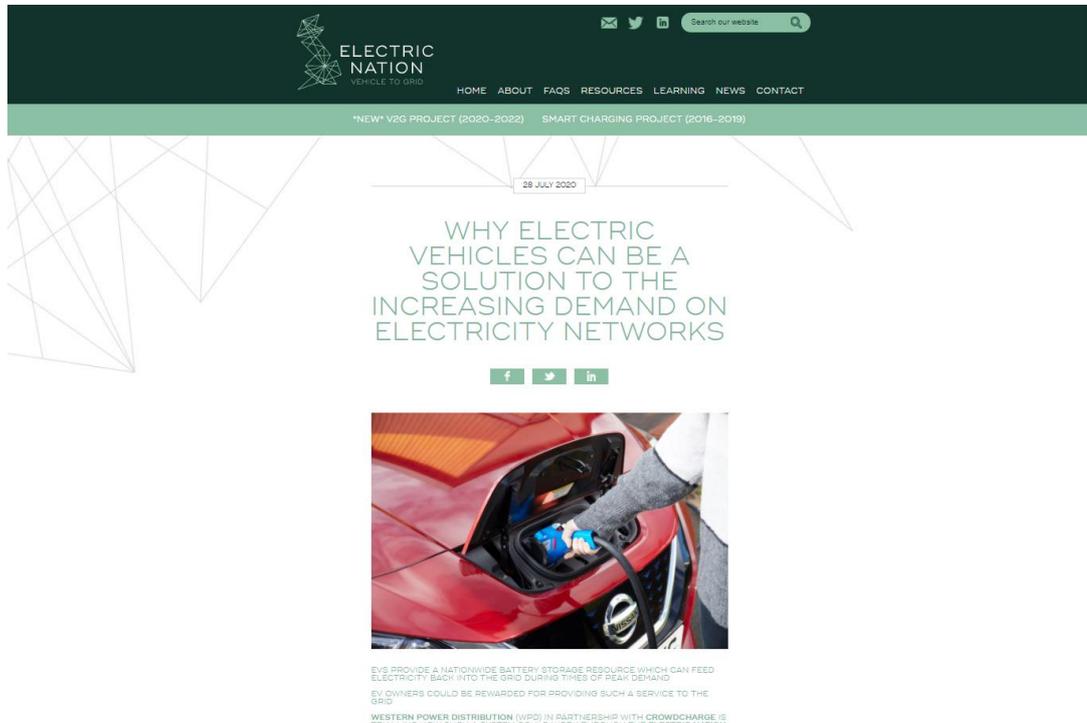


Figure 8: PR 3, news article hosted on Electric Nation V2G website

This PR3 piece was promoted via the following companies via their twitter pages and websites: CrowdCharge, WPD, GreenCarGuide, Renewable Energy Magazine, Green Fleet News, Energy Live News, Fleet News, Forbes.

International Coverage: News Break, Concept Carz and inside EVs.

LinkedIn: CrowdCharge (199 Followers), GreenFleet UK (854 followers), Energy Live News (10,392 followers).

- **PR4**
 - o Posted: 2nd September 2020

- “The Future of Vehicle to Grid EV charging”

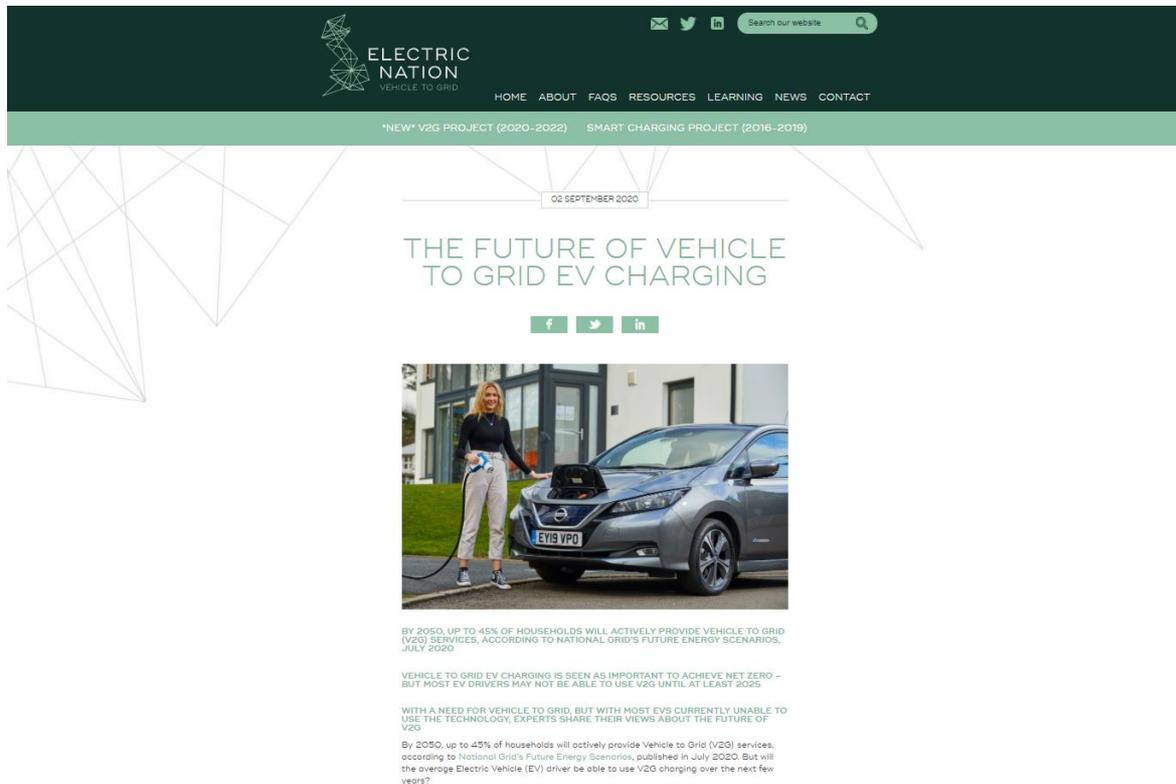


Figure 9: PR 4, news article hosted on Electric Nation V2G website

The PR4 Piece was promoted via the following companies via their twitter page and websites: CrowdCharge, GreenCarGuide, News Press, National Grid ESO retweet, V2G.co.uk, Irish Tech News, Electric Vehicle Club, Fleet Point, Electric and Hybrid vehicle tech and Fleet point, Clean Technica, EV Obsession, Reddit, Business Fast & Multibillionaire, 2ndSchism, 24x& MyNews, Wartasaya, Tech Register, ZephrNet, Heloous United, InShortNews, CleanTech Focus.

International Coverage: American People News, Future Daily.

3.6 Website

This quarter CrowdCharge have begun to look to add into to project website the official project partners, as a when they are onboarded to the project. Wallbox will imminently be adding to the website to detail this is the project hardware supplier.

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 1st stage qualification form.

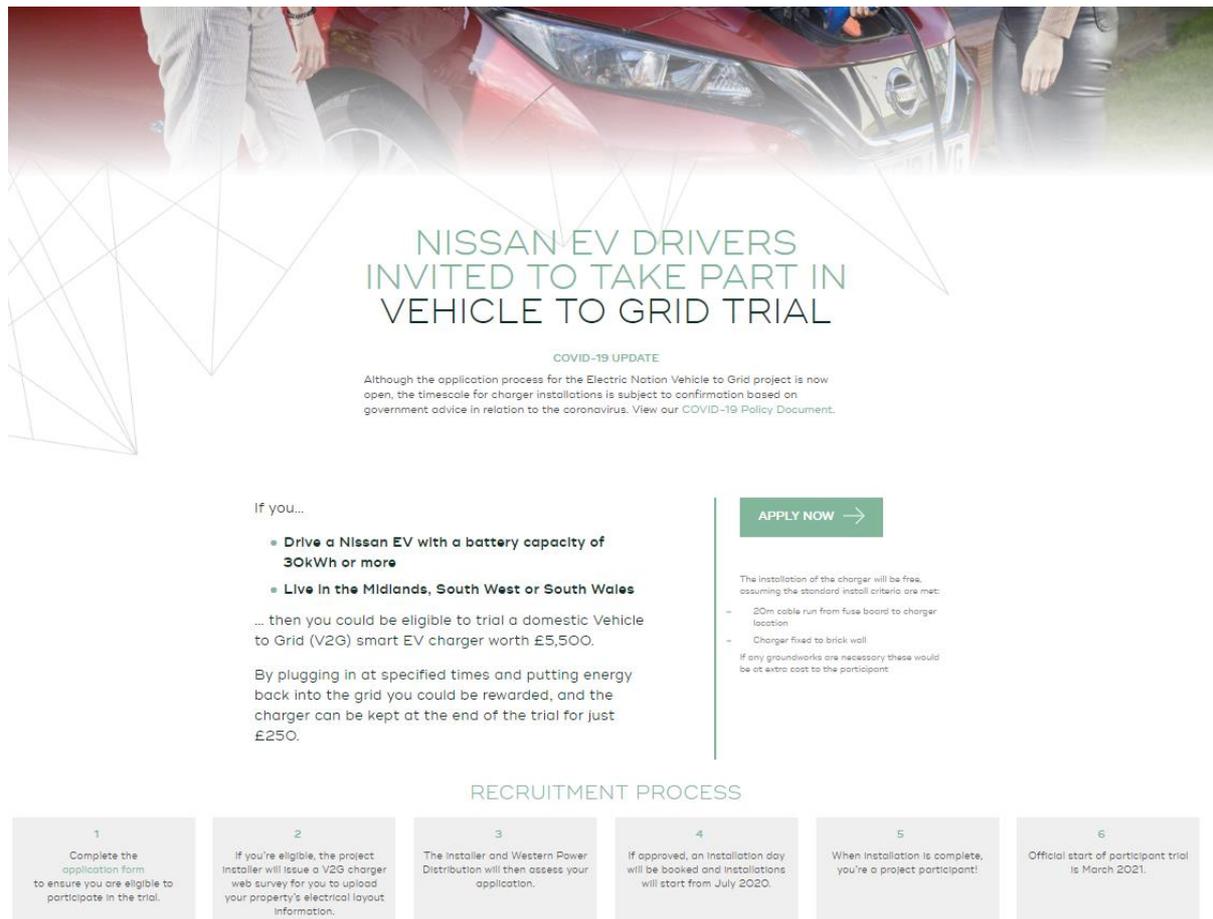


Figure 10: Electric Nation Vehicle to Grid website homepage – refreshed for 2020 project launch

3.7 Social Media

During late-September Twitter unsuspending the original Electric Nation Twitter account (@ElectricNation_) after months of chasing emails and requesting for this account to be unsuspending. Twitter did not provide a reason as to why the account was suspended – CrowdCharge suspect it was due to the change of ownership from EA Technology after the Electric Nation 1 project.

CrowdCharge have begun to plan a series of tweets to promote the project.

The project twitter account will also be used to reply to any customer queries or general enquires.

3.8 CrowdCharge Newsletter

There were two CrowdCharge newsletters sent to the Project applicants during this quarter to update them on the Project progress and make them aware of any next steps required. This engagement is key to keep applicants up to date with the project's progress and any updates.

Wallbox Quasar V2G charger confirmed



CrowdCharge can now confirm that the Wallbox Quasar unit has been selected as the project charger. As project applicants; we wanted you to hear it here first and will be sharing the charger model specification and more details publicly over the next couple of weeks!

[Find out more from Wallbox here](#)

Electric Nation Vehicle to Grid applications: What's next Adam ?



The Electric Nation Vehicle to Grid project has had over 300 applications since launching at the beginning of June.

What a fantastic response - thank you!

APPLICATION PROGRESS UPDATE:

- The project is in the process of confirming the end-user energy propositions with our onboarded energy suppliers.
- Once this is finalised in the next few weeks, we will then be in touch with applicants* to offer you a project supplier proposition for your acceptance;
- Once accepted we will pass your details to our project installers to begin the electrical assessment of your property - so, this is still a few weeks away and likely to commence during August 2020.

NEXT STEPS?

In terms of next steps, there are no outstanding actions for you to complete at the moment, but feel free to take a look at the outlined two-stage Qualification Process below, and we will be in touch if there is anything further required.

[Find out more about the Qualification Process here](#)

RECRUITMENT PROCESS



Figure 11: July newsletter – Wallbox V2G charger & progress update to qualified applicants

Electric Nation Vehicle to Grid applications: What's next Adam ?



The Electric Nation Vehicle to Grid project has had over 380 applications since launching at the beginning of June.

What a fantastic response - thank you!

APPLICATION PROGRESS UPDATE:

- The project has confirmed the FIRST end-user energy propositions with our onboarded energy suppliers. It is likely that the project will have FOUR energy supplier groups of 25 participants.
- We have begun to reach out to selected applicants* with the first proposition and will continue this over this coming week to gain applicants acceptance;
- We are looking to have the SECOND energy supplier proposition group ready to present to applicants by the end of September. Then the THIRD and FOURTH energy supplier propositions will follow this and be presented to selected remaining applicants.
- Once accepted we will pass your details to our project installers to begin the electrical assessment of your property. The Project installer will also submit a G99 grid connection request form to WPD to ask permission for the V2G charger to be installed – this can take up to 45 working days for a response so we appreciate your patience with this.

NEXT STEPS?

In terms of next steps, there are no outstanding actions for you to complete at the moment, but feel free to take a look at the outlined two-stage Qualification Process below, and we will be in touch if there is anything further required.

**NOTE The project spaces, including energy supplier spaces are limited, and applicants will be selected to progress through the process in batches until the project*

Figure 12: September newsletter – project applicant progress update to qualified applicants

3.9 Advertising / Bought Media

There are no plans to utilise any bought media or advertising at present however CrowdCharge may utilise Google AdWords if required to increase recruitment figures.

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

3.10 Energy Partner Activity

CrowdCharge has signed collaboration agreements to provide energy services for the 1-year operational period with Green Energy, Flexitricity and Igloo Energy. CrowdCharge are in final discussion with 1 remaining energy suppliers who are in the final stages of contractual discussions.

CrowdCharge have created a PR piece to announce Flexitricity has the first energy partner in the project. This piece has been finalised during September and is due to be released in early October to help boost recruitment figures.

PR piece for the remaining 3 onboard suppliers are in development and will be strategically release in due course over the remaining months of 2020.

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

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.

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

Recruitment Status	Lost	Open	Grand Total
New Lead	85	8	91
EOI & PID issued	50	14	64
Qualification call complete	6	72	78
EOI complete	20	8	28
Issued to installer	0	22	22
Conditional Approval, Approved	0	0	0
Participant Agreement Issued	0	1	1
Participant Agreement Complete	0	0	0
PO Issued	0	1	1
Install Date scheduled	0	0	0
Installed	0	0	0
Cancelled	0	0	0
Grand Total	161	126	285

Table 5: Status of recruited participants

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 Meter Point Administration Number (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.

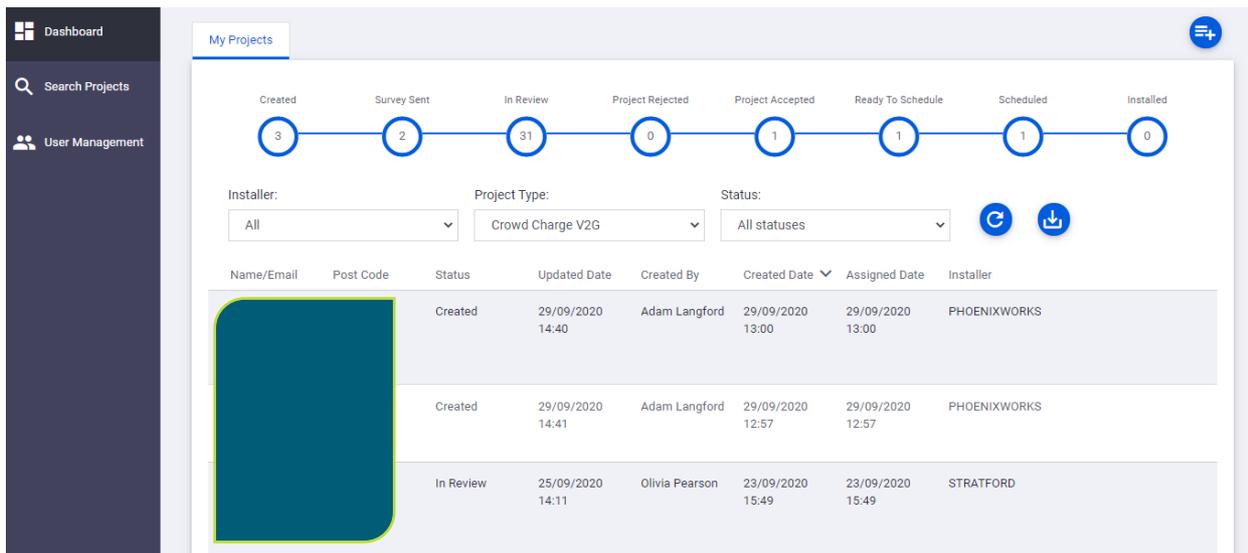


Figure 13: JumpTech portal dashboard

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

CrowdCharge will begin to monitor some key dates in relation to the G99 submission process in order to inform the project of timescales of this process, and also recommendations to improve this process should V2G chargers and associated energy services become a Business as Usual (BaU) service in the years to come. Specifically, the submission date, expected response date and approval date of applications will be recorded.

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 being 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 and their end-user propositions are finalised, reward incentives will be discussed whether that be via a reward voucher or credit through their electricity bill.

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 recorded in the CRM system, with notable responses detailed in Project reports.

As the 'in progress' customers have not reached this stage yet, no customer satisfaction calls have been completed.

5.4 Other customer updates

None at 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 15% of applications (40+) have multiple EVs at their properties thus demonstrating the requirements for Distribution Network Operators (DNO) 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.

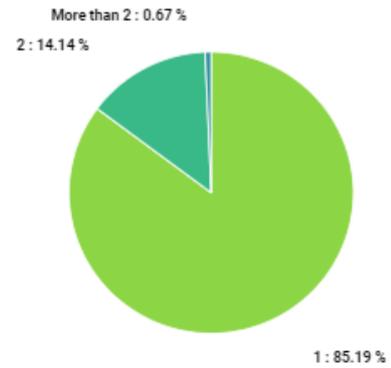


Figure 14: How many EVs do you keep at your

Glossary

Abbreviation	Term
BaU	Business as Usual
CRM	Customer Relationship Management (System)
DNO	Distribution Network Operator
DSO	Distribution System Operator
ENA	Electricity Networks Association
EOI	Expression of Interest
EV	Electric Vehicles
GDPR	General Data Protection Regulation
LCT	Low Carbon Technology
LV	Low Voltage
MPAN	Meter Point Administration Number
PID	Project Information Document
PR	Public Relations
PV	Photovoltaic
V2G	Vehicle to Grid
WPD	Western Power Distribution



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