

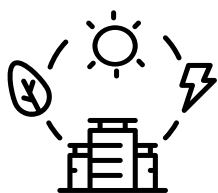
# 7 TIPS FOR ENERGY & UTILITIES CUSTOMER MESSAGING

As the current RIIO-ED2 price control period hits the end of year 1 in April 2024, it feels like a good time to revisit our recommendations for customer messaging in the Energy & Utilities sector.

## What is RIIO-ED2?

The RIIO-ED2 price control is in place for the five-year period from 1 April 2023 to 31 March 2028, and sets the outputs that the 14 electricity Distribution Network Operators (DNOs) in the UK need to deliver for consumers, and the related revenues they are allowed to collect.

1



### Transitioning to clean energy

Customers value seeing progress in your transition to clean energy for the National Grid. Emphasise your efforts and investments in renewable energy (solar, wind). Share your goals, timelines for reducing reliance on fossil fuels, and celebrating the wins!

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### Energy efficiency and conservation

Amid soaring energy costs, it is essential to offer customers tips and programs for efficient energy use in their homes and reduce waste. Installing smart thermostats, energy-efficient appliances, utilising demand response programs.

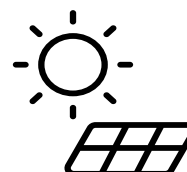
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### New technologies and services

Inform customers about new tech you are adopting, like smart meters, grid upgrades, EV charging, offering reliability, renewable integration, and customer empowerment. Address resistance with transparent benefits in a conversational, transparent way.

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### Customer control and choice

Educate customers on controlling energy via online account portals, empowering them to monitor their own usage. Customers want freedom and flexibility to choose renewable plans and taking part in community solar programs, EV charging, and solar/storage solutions.

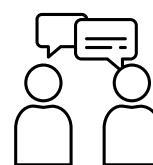
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### Pricing and billing changes

Prepare customers for pricing changes with proactive communication on rates, billing structures, such as time-of-use plans, peak demand charges and minimum bill guarantees, all the while emphasising ways customers can save.

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### Energy assistance programs for at-risk customers

It's important to periodically remind eligible customers of financial assistance programs, to help with bill payment challenges they may be experiencing. Such as offering free energy audits or upgrades for cost reduction for these vulnerable customers.

7



### Safety and emergency preparedness

Offer guidance on electrical safety, emergency prep, and your response plans to power outages or natural disasters. You needn't go into enormous detail, but it's comforting to customers to know you are ready for anything that could have a knock-on effect to them.

The key overall is to be framing messages around your obligation to serve the customer above all else, providing helpful information and access they can make use of, while presenting a modern image of an ethical, relevant utilities supplier busy transitioning to a cleaner and sustainable grid. Good messaging builds trust, and trust creates sticky customers.

If you need help redefining your marketing strategy to be fit for purpose and ahead of the competition, get in touch to explore limitless possibilities.