

Heartwarming Homes

BEHAVIOUR CHANGE THEORY – OVERCOMING BARRIERS

Dominic Ridley-Moy, The Behaviour Change Network

- Making it **EASY**
- Thinking about our **ENVIRONMENT**
- Making it **ATTRACTIVE**
- Making it **TIMELY**



Customer engagement during retrofit

Helen Ball
Senior Sustainability Manager



Progress so far...

More than 10% of our homes (almost 800) have Air Source Heat Pumps installed.

Currently deliver a Wave 2.1 SHDF funded project to improve 400 homes.

Future Homes Standard - all of our new build homes have ASHPs installed.

Retrofit project - we have retrofitted 4 homes to be zero carbon ready.

Focus on data quality.

Year on year financial investment: £2million ring fenced each year for five years.

Next steps...

Achieve minimum SAP 69 by 2028 and carbon neutrality by 2050.

Implement learning from our retrofit project.

Enhance the specifications for all property investment works.



The customer journey



Do not underestimate the importance of the Customer Liaison Officer!



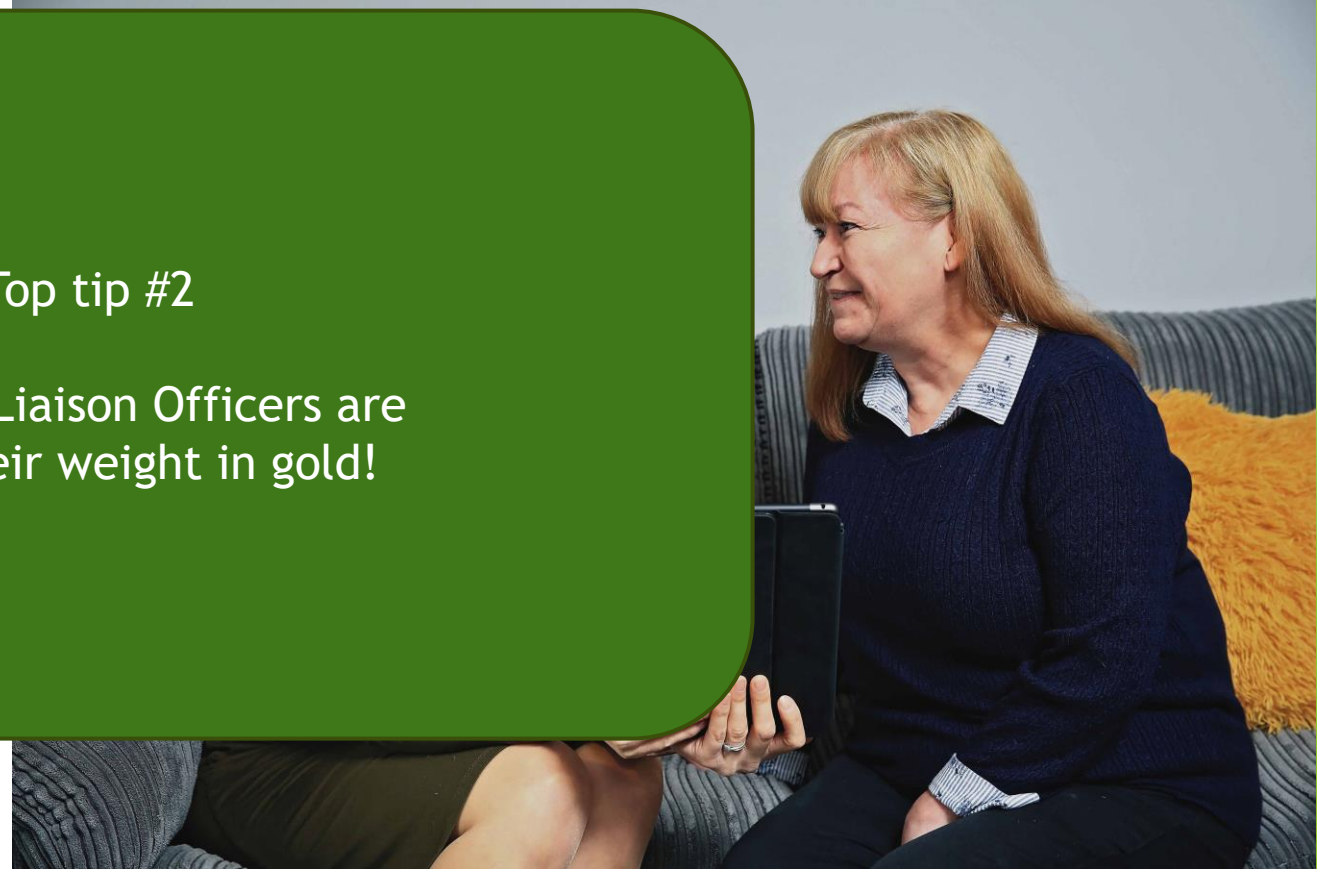
Our Customer Liaison Officers are here to support customers through the retrofit process.

Often we require different contract work, as well as other energy companies. Customer Liaison Officers are a constant person to customers.

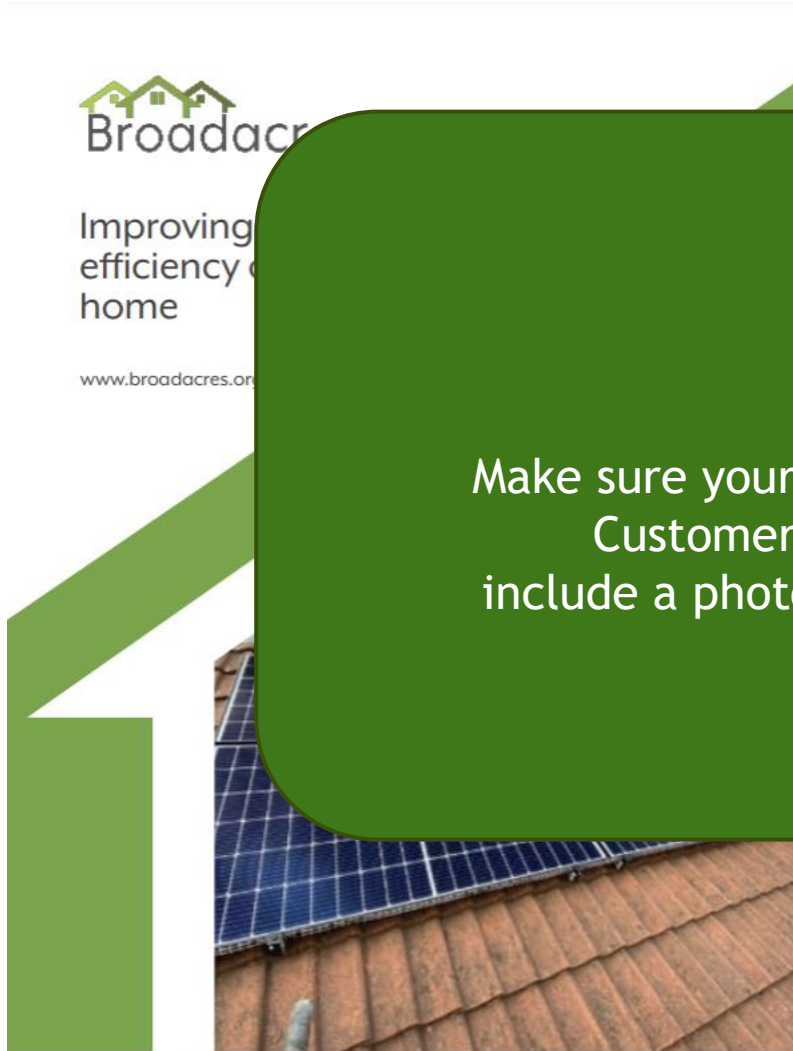
For our most vulnerable customers they provide a high level of support and assistance.

Top tip #2

Customer Liaison Officers are worth their weight in gold!



Who to contact



Top tip #3

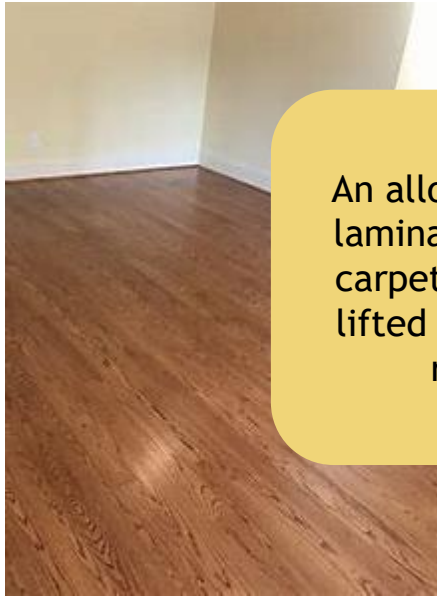
Make sure your customers know who your Customer Liaison Officers are: include a photo of them in your leaflets.

Liaison



in

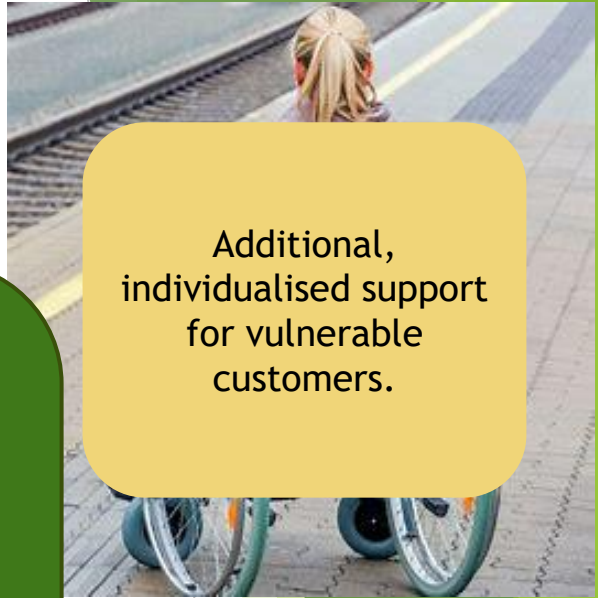
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An allowance when laminate flooring / carpet needs to be lifted and replaced.

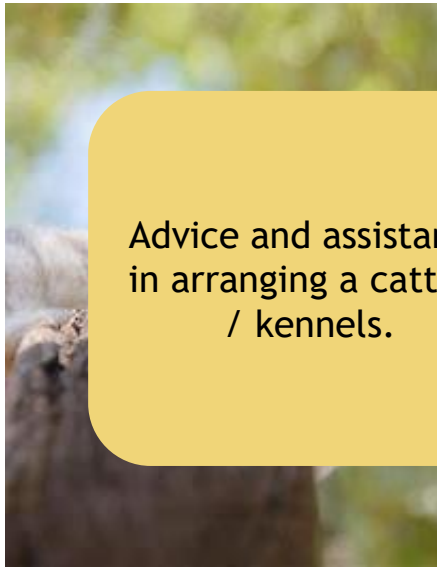


A choice of either a decoration voucher or a choice of paint.



Additional, individualised support for vulnerable customers.

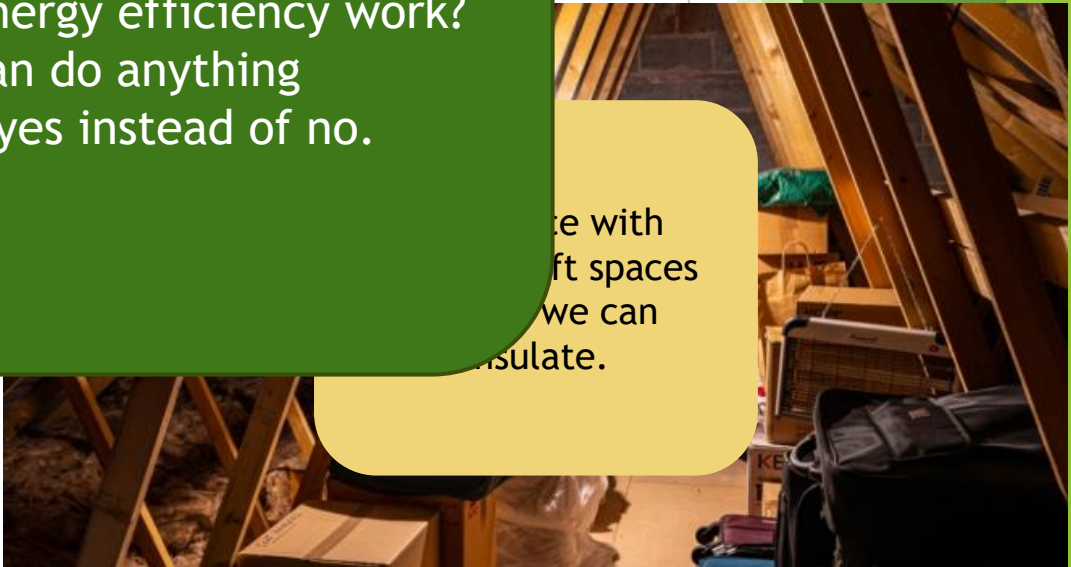
Top tip #4
Why might customers decline energy efficiency work?
Consider whether you can do anything to enable customers to say yes instead of no.



Advice and assistance in arranging a cat flap / kennels.



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Working with contractors

Do not solve
Customer

Ensure that
on at least
all visits for

If something
deals with
complaints

Formalise a process for obtaining permission to
use toilet facilities etc.

Top tip #5

Your Customer Liaison Officer should act as the link
between customer and contractor... do not rely on your
contractors to do this.





Thank you