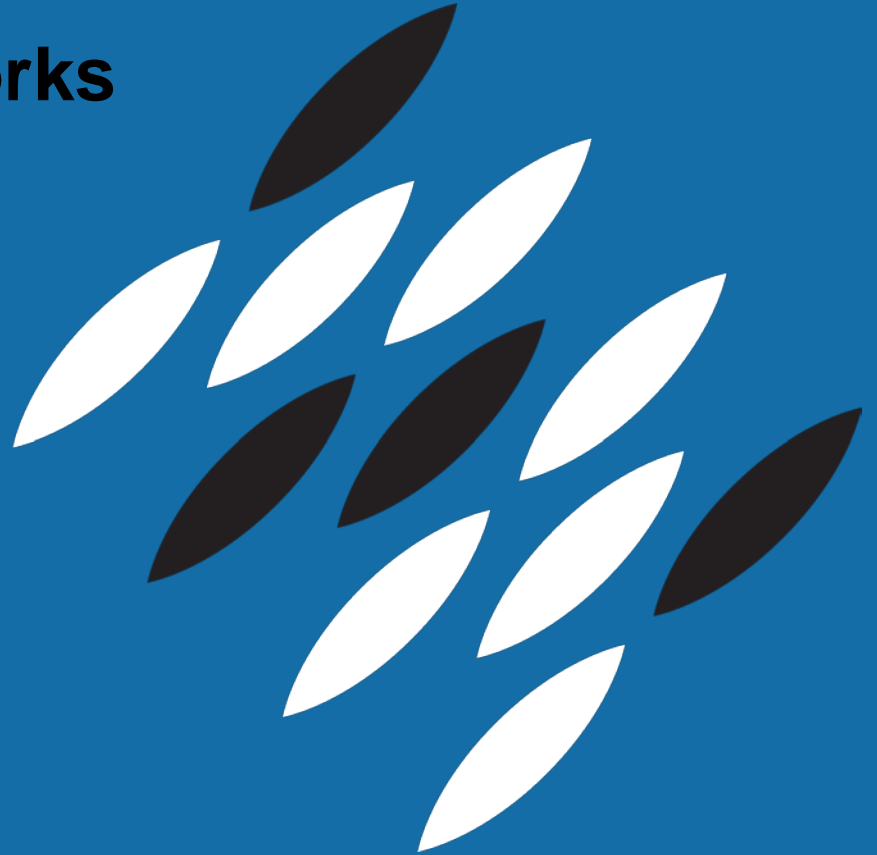


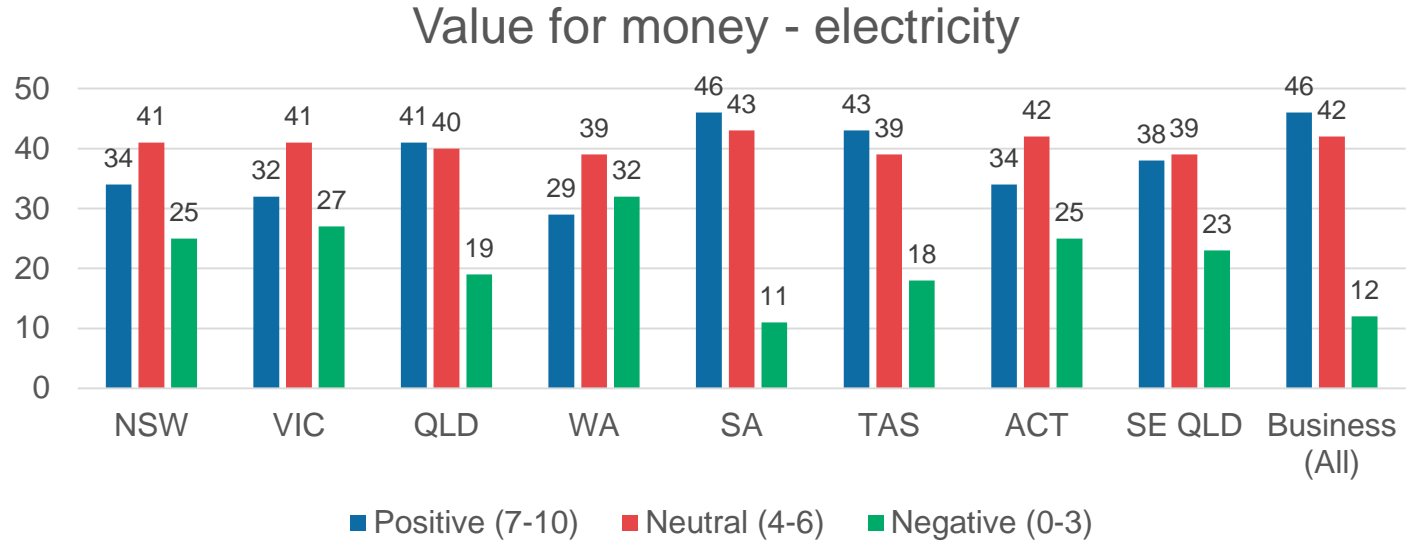
Customer engagement: Electricity and gas networks

December 2017

Lynne Gallagher



Satisfaction with value for money is down in most jurisdictions

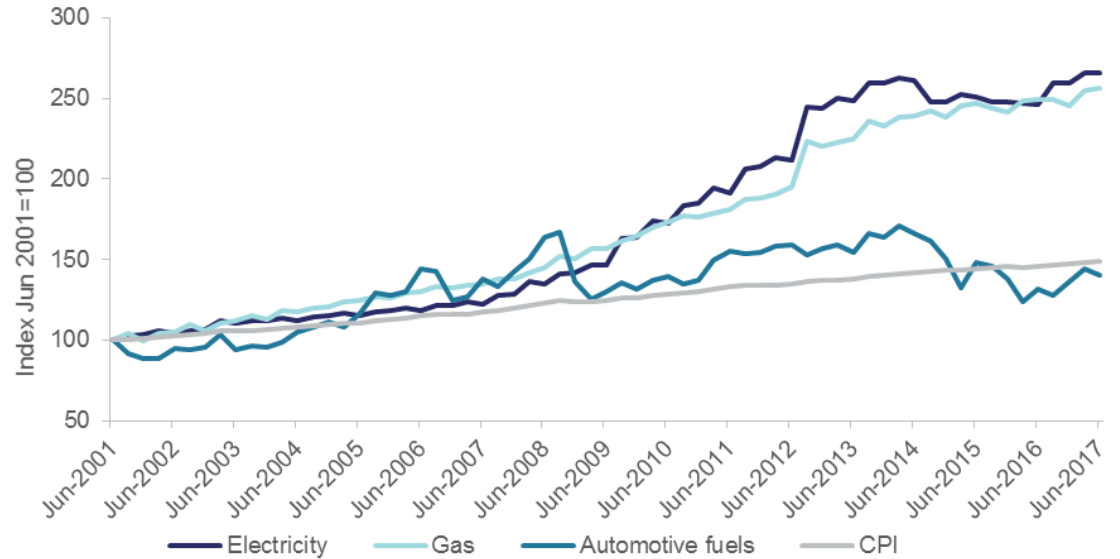


Source: *Energy Consumer Sentiment Survey*, November 2017 (early results)

Now...household energy price index

Australian Energy Update, Figure 3.6

<http://www.environment.gov.au/energy/publications/australian-energy-update-2017>



Consumers as...



Pariahs



Pawns



Partners

Communicating ToU and the energy market generally....



“Consumers had trouble with the language when it was not clear and concise and non-technical in nature. Consumers emphasised the need to use plain language, with no jargon, to focus on key benefits and the consumer actions required to activate the benefits rather than explaining the technical aspects of why pricing signals were needed.”

Russell-Bennett, R., Mulcahy, R., McAndrew, R., Letheren, K., Swinton, T., Ossington, R., & Horrocks, N. (2017). *Taking advantage of electricity pricing signals in the digital age: Householders have their say. A summary report*. Brisbane: Queensland University of Technology.

Reward: meeting consumers where they are, and as they are.

Household Personas

for time-of-use pricing and technology



Anti-Personas

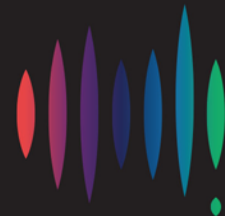
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INNOVATION

BUSINESS

AS USUAL



**ENERGY
CONSUMERS
AUSTRALIA**