

Resi-Flex

Consumer Drivers



JUNE 2023

Bringing the consumer on the flexibility journey
Evie Trollove - EEA Pre-Conference – The Future is Flexibility

Orion + we*
*wellington electricity

Households helping out

Globally, household consumers are supporting electricity systems



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Cuts avoided after South Island asked to conserve power immediately

6:52 pm on 28 March 2023 Share this     



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California's Last-Ditch Effort to Avoid Blackouts: Texting Consumers

State implored businesses and households to cut power—and paid some of them—in successful last-minute bid to head off controlled power outages

By [Jennifer Hiller](#) 

Updated Sept. 8, 2022 1:30 pm ET



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News

National Grid's flexibility service reveals strong consumer demand

By [Jonathan Spencer Jones](#) - Dec 16, 2022

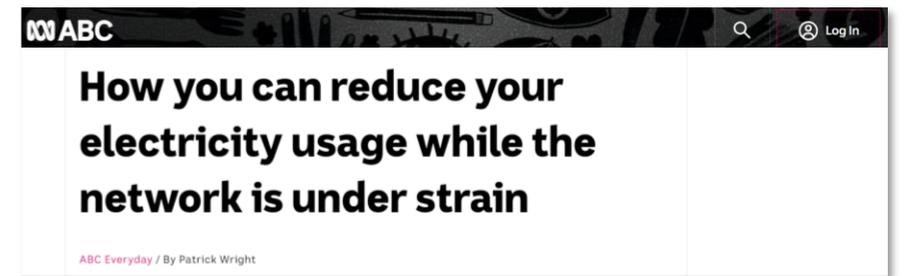
  



Image courtesy National Grid ESO.

National Grid Electricity System Operator's (ESO) demand flexibility service has delivered over 780MWh of demand reduction in five test events.

More than 1 million households and businesses have now signed up to participate in the service, which was launched to manage peak demand during the current winter months.



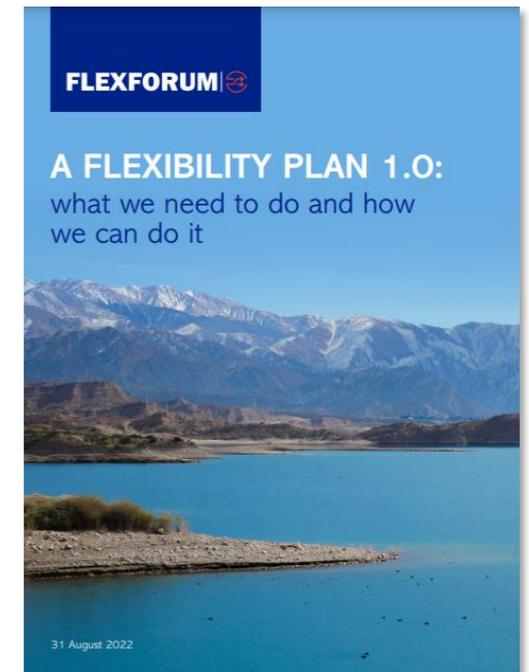
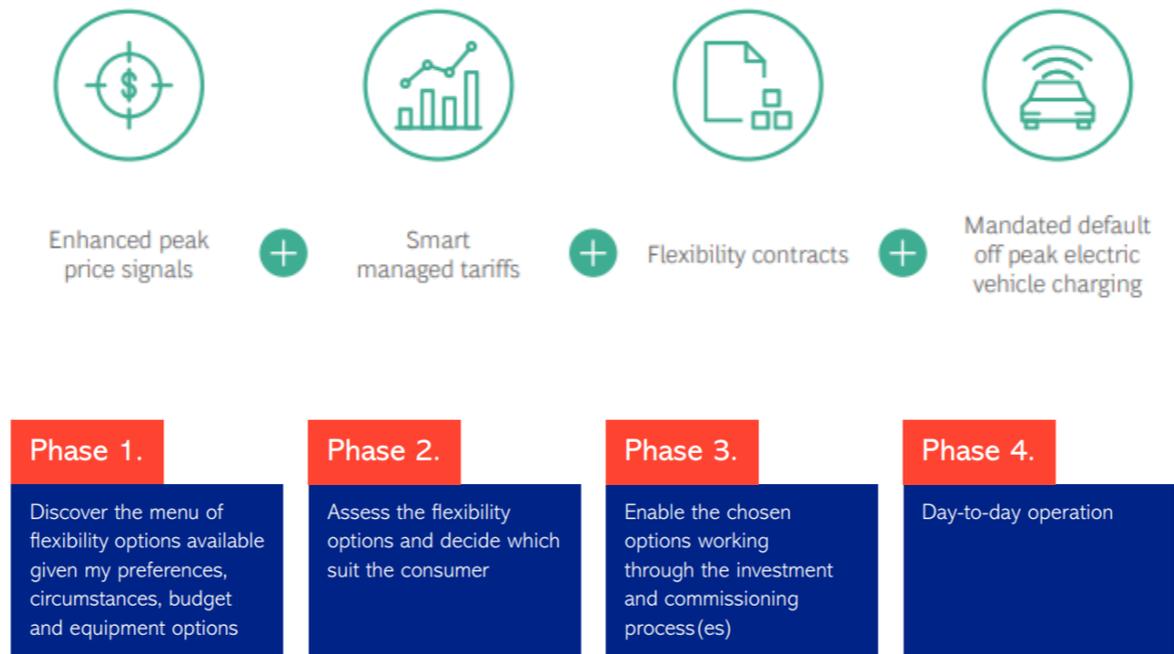
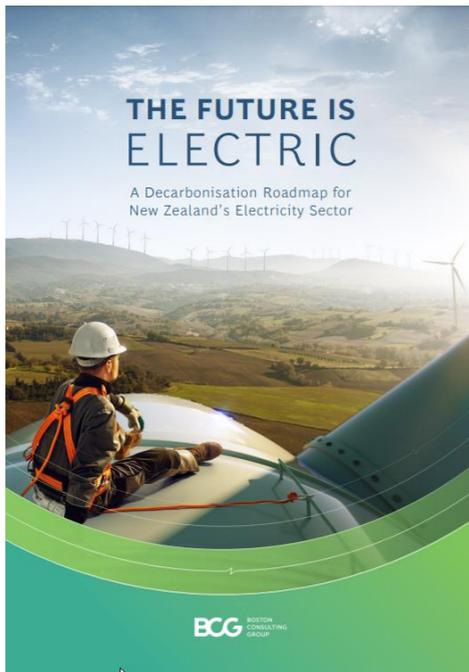
ABC

How you can reduce your electricity usage while the network is under strain

ABC Everyday / By Patrick Wright

Unlocking the value of flexibility

We must increase the opportunities for consumers to provide flexibility



OUR PURPOSE

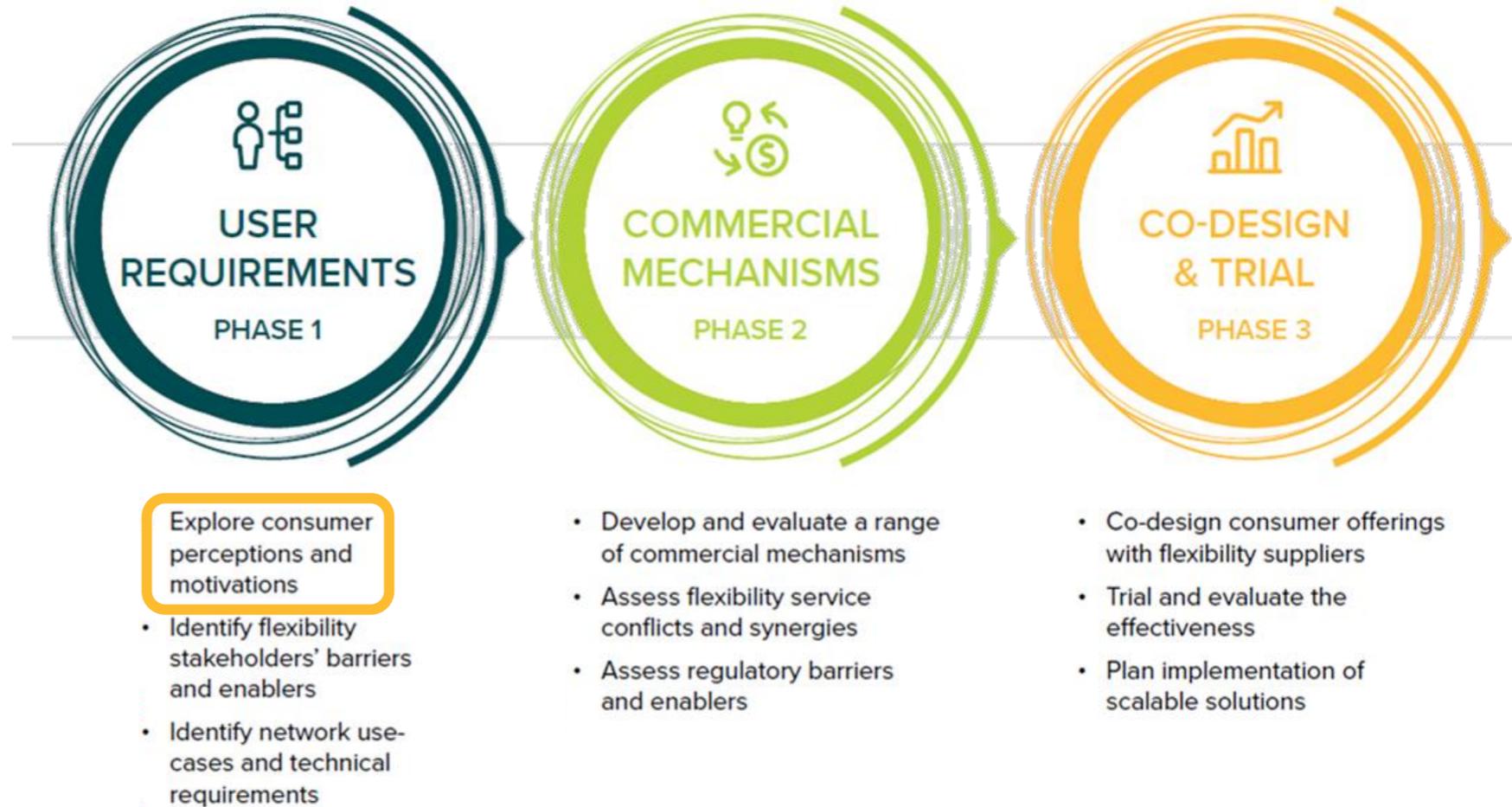
To incentivise flexibility from residential consumers by exploring commercial mechanisms in collaboration with flexibility stakeholders.



Project Phases

Resi-Flex takes a learning-by-doing and exploratory approach.

The project is live, so all findings shared are preliminary.



TRA

Frameworks Used

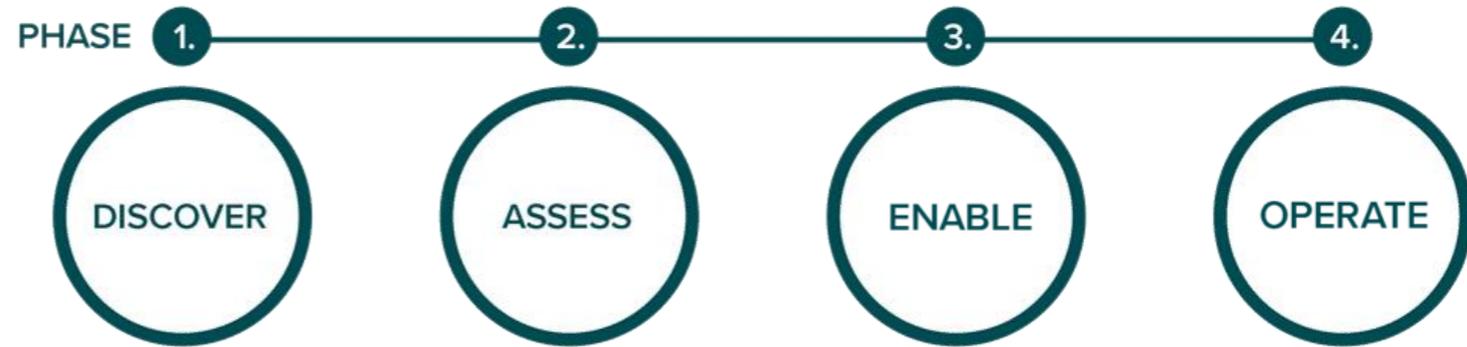
THE COM-B MODEL



FLEXFORUM JOURNEY MODEL

JOURNEY STAGES

To describe each consumer persona's journey to flexibility, we then used the 'Discover, Assess, Operate and Enable' journey developed by Flexforum¹⁵.



This is where a consumer first engages with flexibility - either through learning more about flexibility as an option or in the search for a new electricity plan/provider.

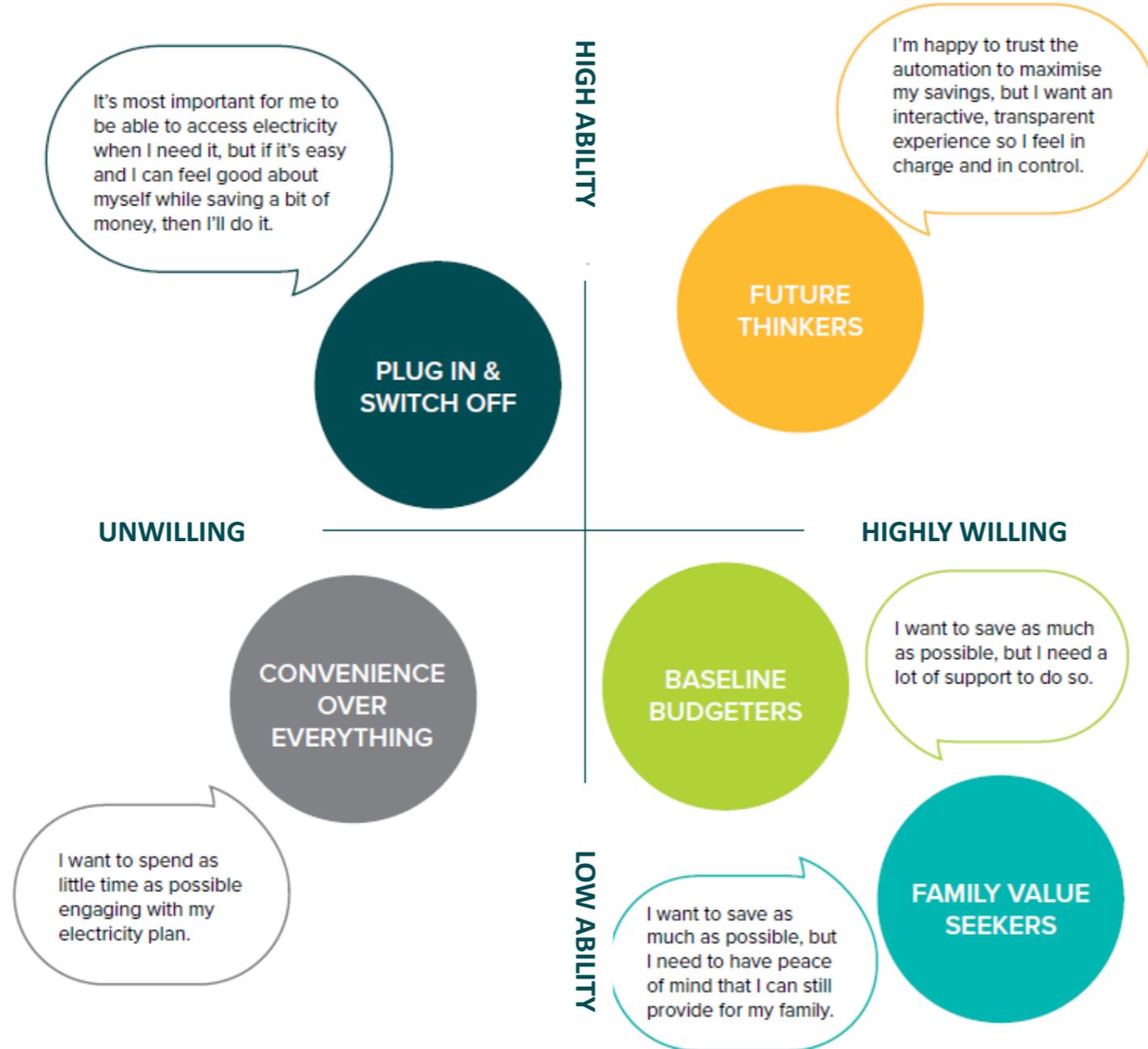
During this phase a consumer assesses and decides between different flexibility options based on their personal motivations and needs.

This part of the journey explains the support needed by a consumer from their electricity provider to empower and enable them to use flexibility.

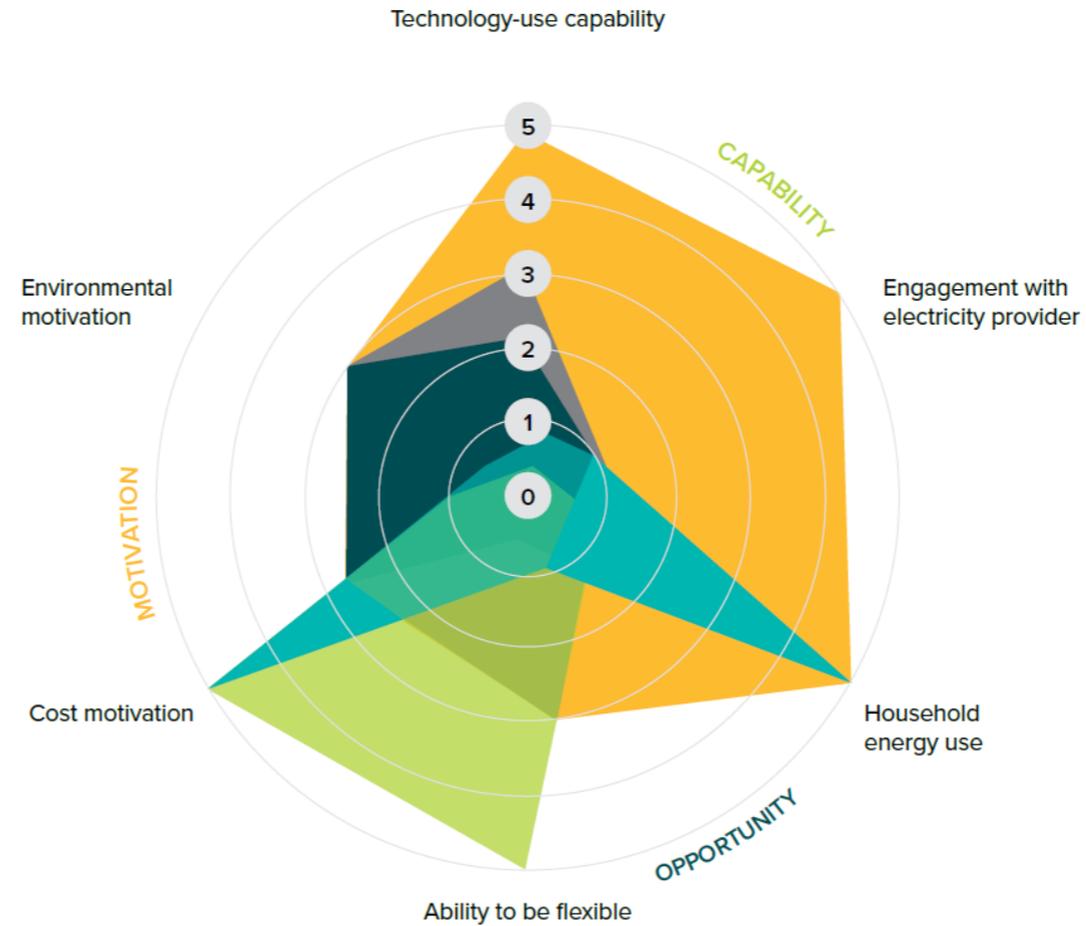
This phase describes the day-to-day operational needs of flexibility to meet the consumer's needs.

Personas

ABILITY AND
WILLINGNESS TO
PROVIDE FLEXIBILITY



Personas' mapping



FUTURE THINKERS

PLUG IN & SWITCH OFF

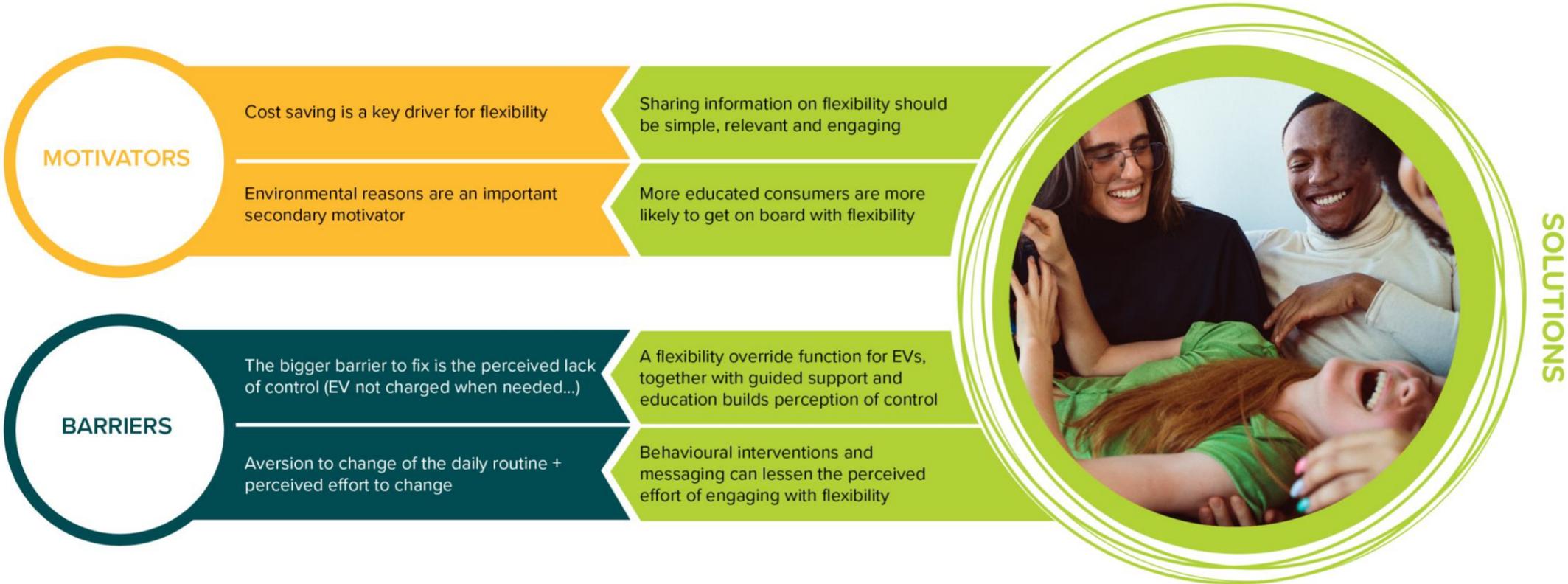
FAMILY VALUE SEEKERS

BASELINE BUDGETERS

CONVENIENCE OVER EVERYTHING

Motivations, Barriers and Solutions

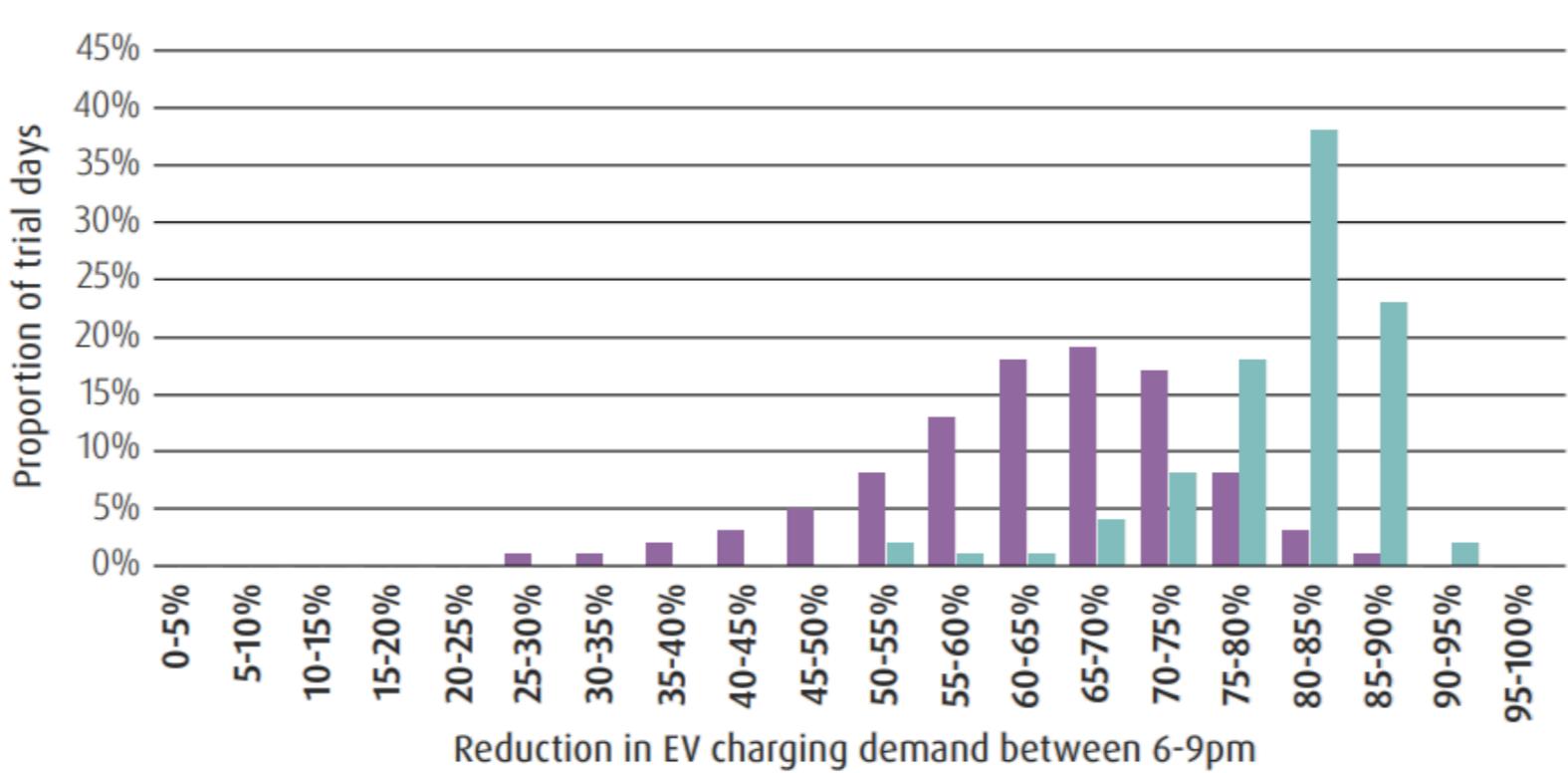
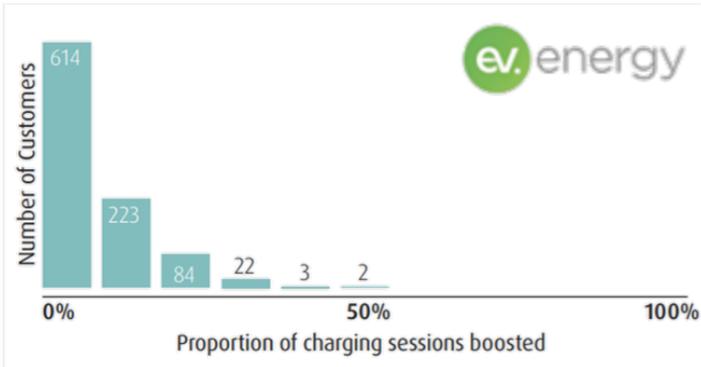
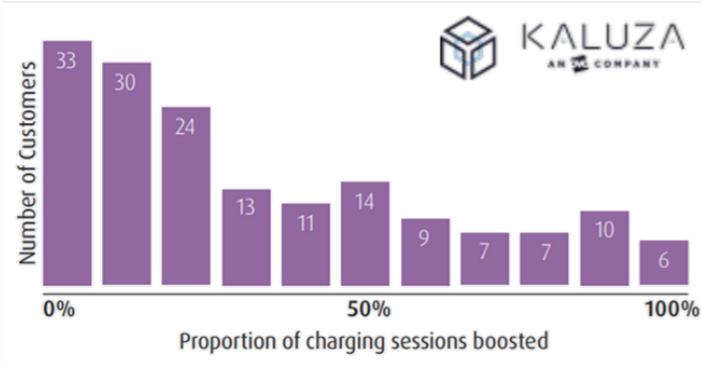
An International view



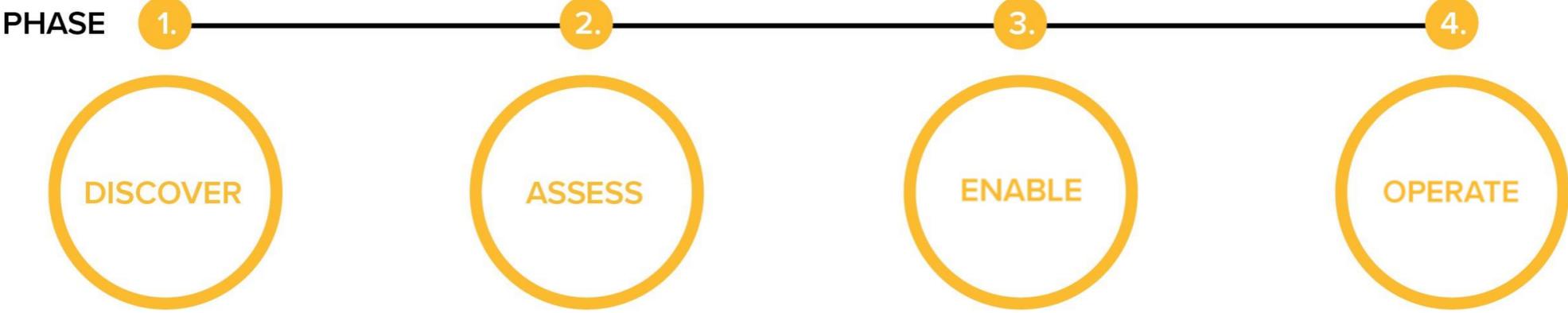
Consumer offerings impact network load

Electric vehicle drivers with incentives were less likely to override a smart charging session and provided more flexibility

Source: UK Power Networks Shift Project



Summary Journey Experience - The Opportunities



- Build education around flexibility
- Communicate that flexibility can reduce costs
- Use relevant channels and message framing to engage consumers

- Show how flexible customer offerings can help consumers reach their goals
- Make it easy to compare customer offerings

- Provide support with any technology required for flexible customer offerings
- Simplicity and clarity in how flexible customer offerings work
- Work alongside existing habits and routines

- Enable customers the ability to manage their energy usage (e.g. 'set and forget', 'override' options)
- Support in operating any flexible customer offerings
- Ongoing motivation and encouragement to engage

What we learnt

NZ has limited consumer insight on flexibility in the public domain

Consumers engage with many stakeholders along the journey

There are many factors that influence real-world consumer behaviour

What we are doing

Creating a shared resource of household personas and consumer journeys for the sector to build on

Support coordinated action to streamline the consumer journey through groups including the FlexForum and ENA

We are preparing to partner with flexibility stakeholders to co-design consumer offerings and trial these with households

Questions?



THANK YOU.

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