

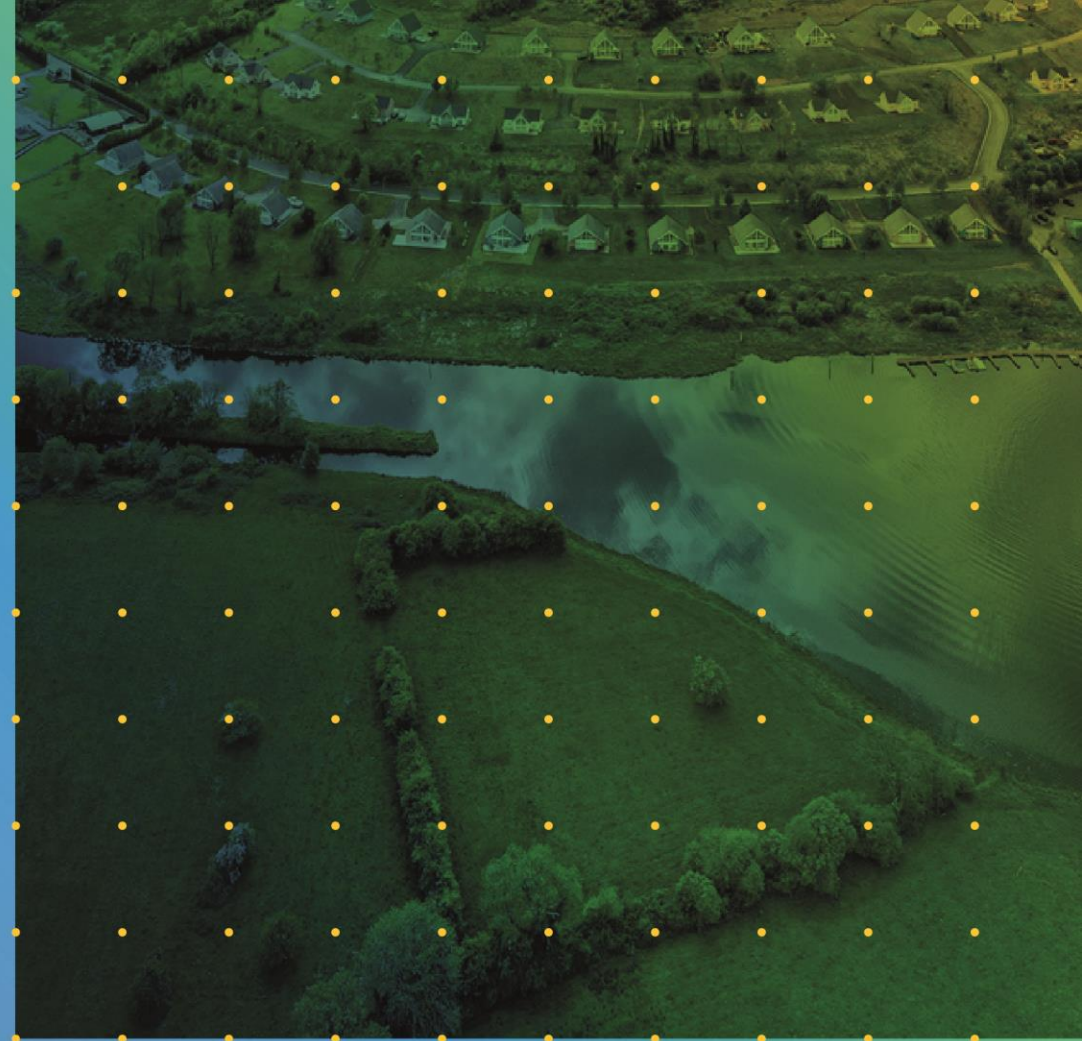


NETWORKS

NATIONAL NETWORK LOCAL CONNECTIONS PROGRAMME

Domestic Customer Strategy

Document number: DOC-110823-HTR



OVERARCHING · VISION · NORTH STAR

Our Vision

Ireland's climate action and net zero targets are met

Our Mission

Our mission is to drive climate action by building the DSO's capability to cultivate customer participation and flexible, whole-of-energy-system solutions

Our Enabler

'Flexible system demand' is demand with the ability to respond to changing states of generation, demand, storage and network conditions. It is characterised by direct system operator actions, coupled with individual/collective customer behaviour

How will we enable our purpose, vision and mission?

Power System Requirements

A deep understanding and foresight of the impacts, characteristics and evolving needs, of a highly distributed, low-carbon electricity system. The technical expertise to develop innovative solutions to support growing customer demand and increasingly distributed generation, and storage

Flexibility Market Design

Local and national markets for flexible demand, run by the DSO as a neutral market facilitator, offering a mix of long-term, day-ahead and intraday arrangements that afford all customers with opportunities to participate

Retail Market Design

Setting the future direction for the smart meter-enabled retail market, with suppliers equipped and incentivised to harness available data to create dynamic, personalised tariffs for their customers. We will work closely with suppliers and the CRU to optimise retail market design, enabling synergies and efficiencies in operating flexibility and retail markets

Customer

Creating the conditions for customers to participate in immersive, personalised experiences of flexible demand. Helping to drive education and the national conversation, about how we can all take control of our energy demand, and share in the benefits. Migrating products and services to third parties when appropriate to do so

Smart Metering

Setting the future direction for smart meters, including use cases – such as harnessing smart meter data to (i) identify faults, and (ii) baseline, measure and validate flexibility services delivered by customers – the implementation of the next generation meter, and the development of an enduring solution for microgeneration

Behind-the-Meter Infrastructure

Behind-the-meter infrastructure, including clear technology requirements and standards for data exchange and communication protocols, to ensure customers' homes, vehicles, solar panels and batteries are flexibility ready



Core Foundations

Regulatory: Mandates, authority, policy, alignment, codes, licences

Legislative and Policy: Climate Action Plan

Stakeholder: Voice of the stakeholder and citizen

DOMESTIC · CUSTOMER · OVERVIEW

OBJECTIVE

We must **create the conditions** where customers are offered, and ready to participate in, new products and services that **enable and reward taking control of energy demand**.

To make this possible, in the short term we need to **take a more proactive role in supporting all energy customers**, beginning their journey of awareness, education and readiness to take control, **fundamentally changing how they think about and use, store or generate energy**. We will do this by delivering products and services – underpinned by an immersive customer experiences – that will:

- Make it **easy for customers to engage with their local energy system**, participating in flexibility markets and making active choices in the use of energy;
- Harness data insights and **leverage digital technologies to ensure a personalised customer journey**

We will support and enable customers along their journey by **leading the conversation**, providing education and direction, and **rewarding proactive energy management**; this will be done in collaboration with customers.

Our **approach will be underpinned by measurement, research and insights**, delivering relevant and timely awareness, products and services that will support customers in proactively managing their energy use.

STRATEGIC PROPOSALS

1 INSIGHTS AND MARKET TRENDS
Provide suppliers and emerging energy companies with customer insights and market trends, harnessing these to co-create initiatives

2 FUTURE CUSTOMER PERSONAS
Describe the future customer, underpinned by personas that map out customers' energy usage journey; this will inform design with suppliers

3 SOLUTION DESIGN AND MIGRATION
Work with suppliers to deliver future solutions that raise customers' awareness of flexibility; develop a plan to migrate initiatives to suppliers

4 APPEALING PRODUCT PACKAGES
Identify the behaviours and product definitions that will appeal to customers, disseminate this with suppliers and energy companies, and apply in product designs.

5 RESHAPING CUSTOMER BEHAVIOUR
In collaboration with energy suppliers, introduce pathways and incentives that will reshape consumer behaviour in the consumption, generation and storage of electricity

6 OPTIMUM DELIVERY VEHICLES
Propose a joint vision with suppliers and emerging energy companies for how/who will deliver products, services and propositions to the 'customer of the future', e.g. suppliers, aggregators or energy innovators

STRATEGIC PARAMETERS



ARENAS

Where will we be active?

- Supporting **domestic customers on their journey of proactive energy management** through education, awareness and readiness
- **Collaborating with suppliers** to create the conditions that enable a competitive, market-led approach to domestic flexible demand in the long run



VEHICLES

How will we get there?

- In an open and collaborative partnership with suppliers, we will:
- **National awareness campaign to build education, awareness and engagement** – to shape the 'customer of the future'
 - Build the **digital enablers, tools and infrastructure** to facilitate customers' energy usage behaviours and actions



DIFFERENTIATORS

How will we stimulate the marketplace?

- Lead the public conversation on flexibility, **educating on energy consumption** and the positive impact that flexibility 'could have'
- **Enhance customer incentives and 'fail fast'** to absorb risks before passing insights over to suppliers and energy service companies
- Create **personalised campaigns that 'nudge' behaviour** in a meaningful way
- Migrate initiatives to suppliers or energy service companies, **enabling them to enhance their offerings**



ECONOMIC LOGIC

How will this provide consumer value?

- The **DSO creating the conditions** that enable a competitive, market-led approach to domestic flexible demand – **with suppliers playing an active role** – in the long run, by **addressing market failures and barriers today**. These include: (i) driving customer awareness, education and readiness, and (ii) undertaking and supporting product innovation on behalf of the market

DOMESTIC · CUSTOMER · VISION

Support all domestic customers to proactively manage their own energy use.

We will do this by delivering products & services and customer experiences in partnership with energy suppliers, innovators and aggregators which will:

- make it easy for customers to participate in markets for flexibility and make active choices in the use of energy.
- use data and digital technologies to ensure a personalised customer journey.

We will support and enable customers along their journey by leading the conversation in collaboration with industry, providing education and direction and rewarding proactive energy management.

We will deliver in collaboration with customers.



DOMESTIC · CUSTOMER · VISION

The DSO is playing a central role in creating the conditions to support the development of a competitive flexibility / smart energy services market. Many of the activities we undertake up front should be taken over by suppliers or energy services companies as the market matures.

2023  2033

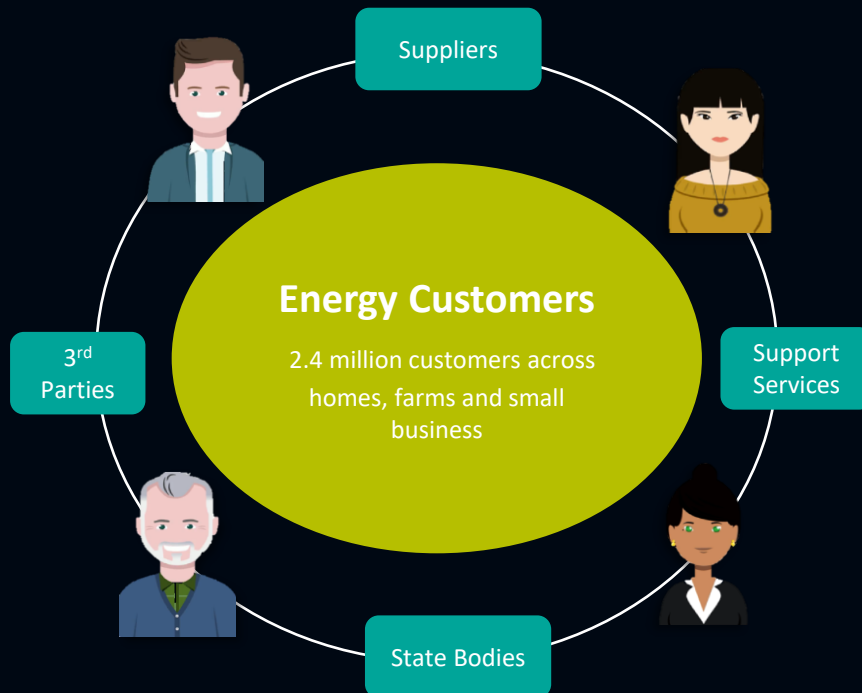
Initial DSO-led investment to help address market failures & barriers

Collaboration and engagement to create opportunities for suppliers to grow their role, increasingly enhancing the flexibility experience and offering for customers

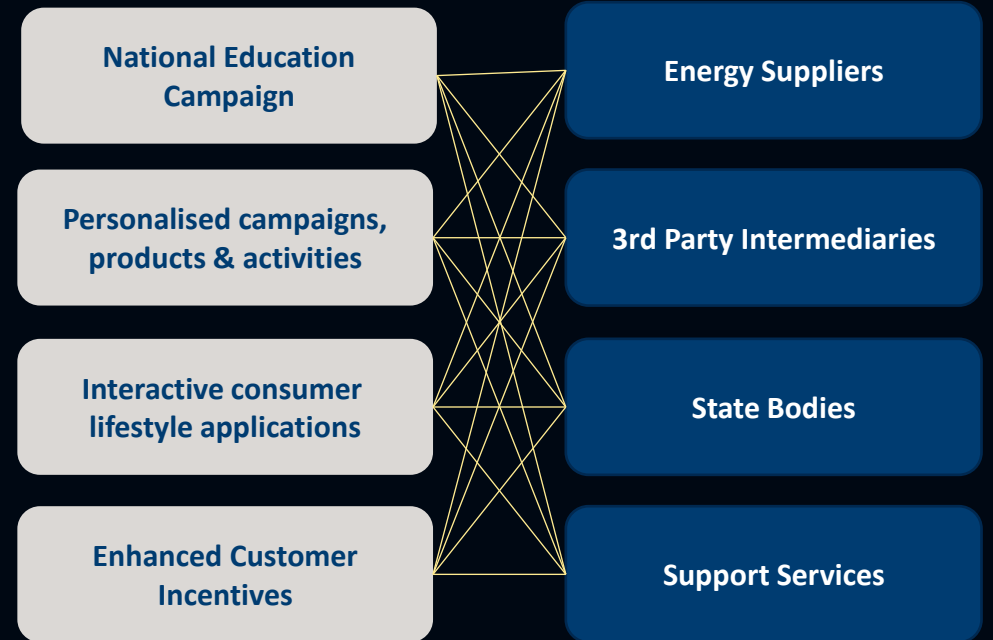
Target model in future is a supplier / energy services company led approach to driving consumer participation.

Roles initially led out by the DSO

- National Education Campaigns
- Personalised campaigns, products & activities
- Interactive consumer lifestyle applications
- Enhanced Customer Incentives



Future role ownership to be transitioned



STAGING - PLAN TO 2030

2024

2025

2026

2027

2028 – 2030

National education and awareness campaign

Enhanced national education and awareness campaign to address customer research and insight findings

★ Measurement, research & engagement activated

★ Central website area with educational / informational content

★ Community dashboards released in collaboration with key stakeholders

★ Use *Is this a good time?* domestic product to introduce more personalised and localised energy insights

★ Launch schools programme

★ Enhance community dashboards and roll out to more communities

★ Enhanced domestic product to include more personalised insights and nudges (including chat AI, knowledge hub, gamification and refer a friend)

★ Establish DSO-supplier and DSO-energy company partnership and transition model.

★ Marketplace discovery of interactive customer lifestyle applications to support energy demand management

★ Enhance domestic products to include more persona-targeted personalisation and incentives. Pending industry readiness, initiate migration of products to suppliers or energy service companies

★ Pending market readiness, collaborate with suppliers and smart home providers to test automated flexibility services through the market.

★ Pilot MVP of interactive customer lifestyle applications and define future roadmap

★ Track and identify if the vulnerable segment is being supported as required to engage in flexible demand services in a meaningful way. Iterate and expand partnerships as required.

★ New customer product creation to address research and insights from activity in 2024-2026

★ Partnerships identified to maximise engagement / embedding of automated flexibility services

★ Future roadmap of marketplace customer lifestyle applications are introduced to market in collaboration with suppliers and energy service companies

★ Maximum engagement to embed automated flexibility services

★ Refresh roadmap of marketplace customer lifestyle applications are introduced to market in collaboration with suppliers or energy service companies

Roadmap to support vulnerable customers (economic, technical, medically vulnerable)