

**WELCOME TO ENERGY
SAVING TRUST**

energy
saving
trust

We are an independent
organisation working to mitigate
the climate emergency.

What we do

We help people save energy

We work with individuals, businesses and governments

With over 26 years' experience of giving domestic energy advice, we want to:

- encourage everyone to save energy
- help businesses to drive that change



Our Advice Services

Providing domestic energy advice to consumers

- Through our website channels
- Home Energy Scotland
- NEST
- Vulnerable customer referral schemes managed on behalf of DNOs
- ‘Giving good energy advice’ training (we train other organisations)





Our Services Include

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- Inbound telephone support through programmes such as Home Energy Scotland
- Outbound advice calls following referral/data transfer for DNO schemes
- In-home advice visits where appropriate
- Advice via digital channels
- Advice provision through outreach events



Our Aims

To provide vulnerable customers with support and advice to improve the energy efficiency of their home to:

- save money
- improve their comfort and wellbeing
- energy efficiency, carbon savings and improved sustainability





Our Advice Includes

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- Energy efficiency including heating systems and controls, lighting, domestic appliances and water saving
- Information on grants and funding availability
- Behavioural low/no cost changes to help customers improve the comfort of their home, reduce energy use



Our success in delivering these services stems from:

- **Our Approach**
- **Our Tools**
- **Our Research**

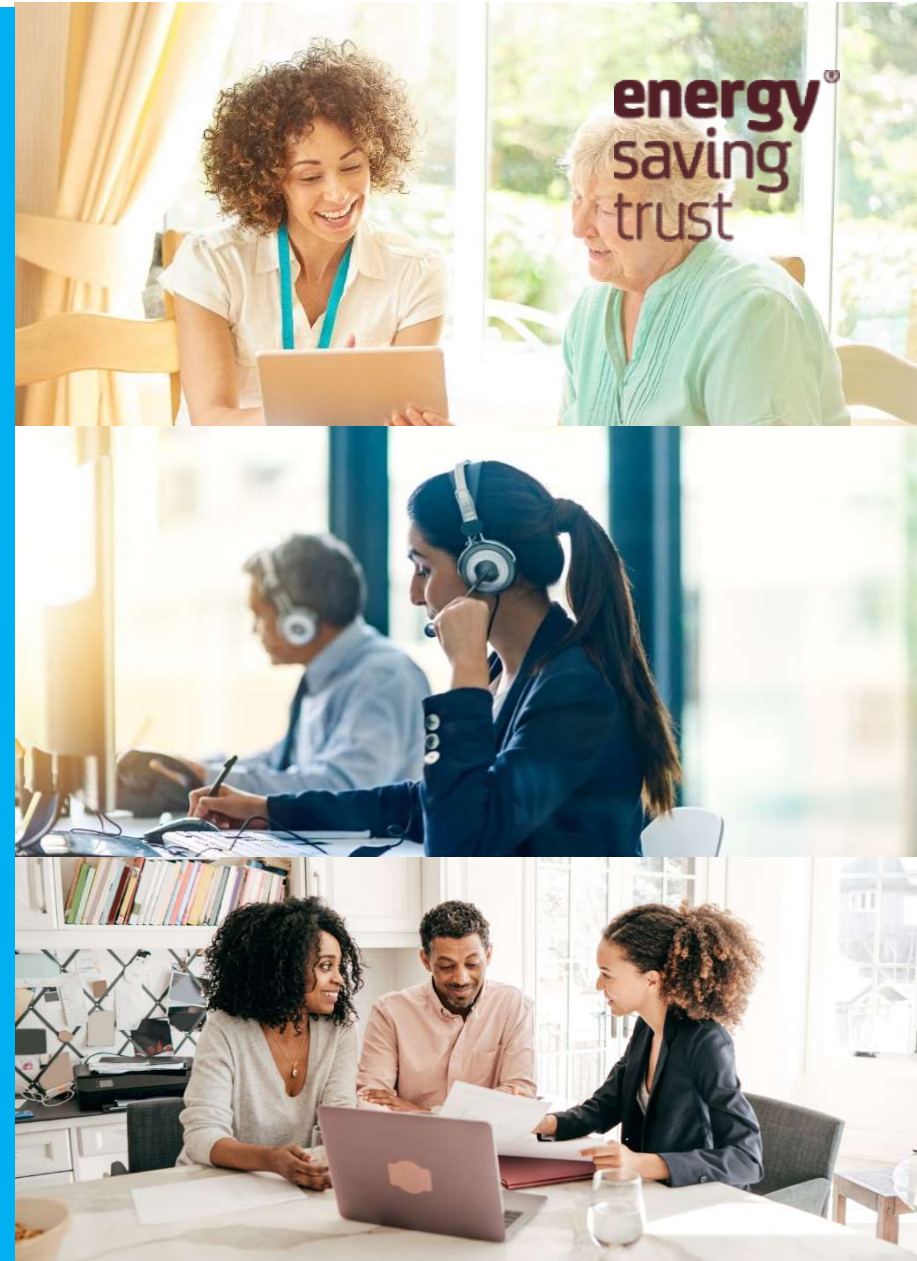


Our Approach



Appropriate

- Our advisors are trained and equipped with **knowledge** about the impact and benefits of different measures and the associated savings
- Our internal training also focusses on the **‘soft skills’** of giving energy advice
- **Listen and question** to build a picture of the customer – and tailor the information provided





Prioritised

- **Hierarchy of advice** – reduce need for energy and use energy efficiently
- Focus on energy efficiency improvements **suitable** for the customers' home
- Highlight low/no cost changes, especially if customers are potentially financially vulnerable



Our advisors aim to provide advice that is **relevant** to the customer – recognising that customers needs may be multi-faceted and interlinked

Relevant

- We provide energy advice
- Also provide **signposts** to national agencies and local partners that can provide specialist in-home, wellbeing and debt/financial management support

Timing

We know the importance of contacting the customer at a time that suits them

- Finding out their preferred choice of time in advance means that we are more likely to make contact successfully and they will be receptive to the call
- We conduct a minimum of 3 call backs
- Customers we are unable to reach receive a 'No Contact' letter and Information Leaflet



Our Tools





Knowledgebase

- Enables advisors to easily look up our energy advice and savings figures

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Support Finder 'tool'

Helps advisors easily look up sources of local and national specialist support



Benefits:

- assists seamless advice conversations
- ensures information is accurate and up-to-date – provided and updated by our Insight & Analytics team
- consistency with information on our website to build trust

Home Energy Scotland Advice

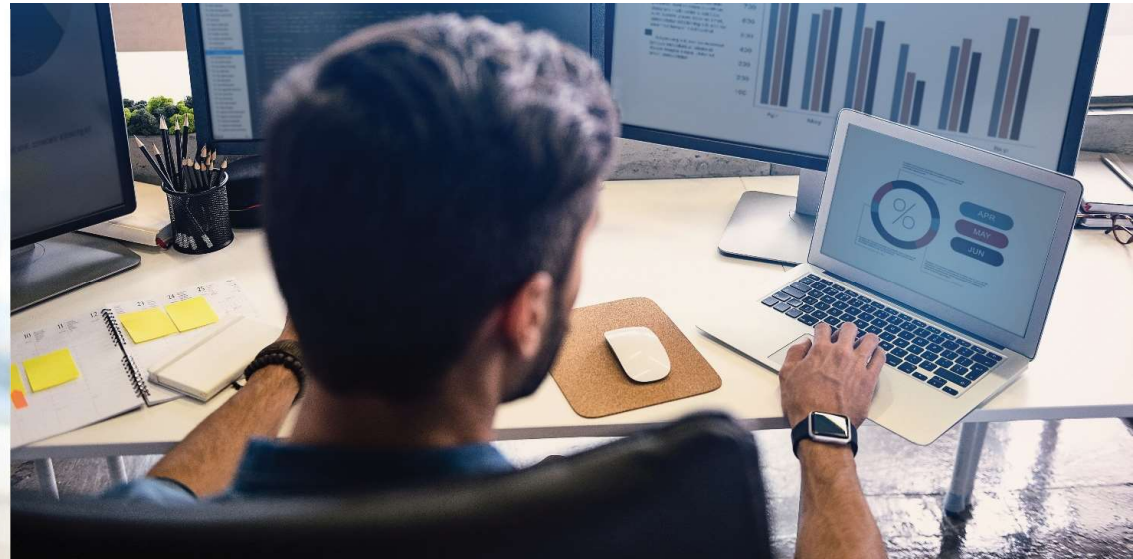
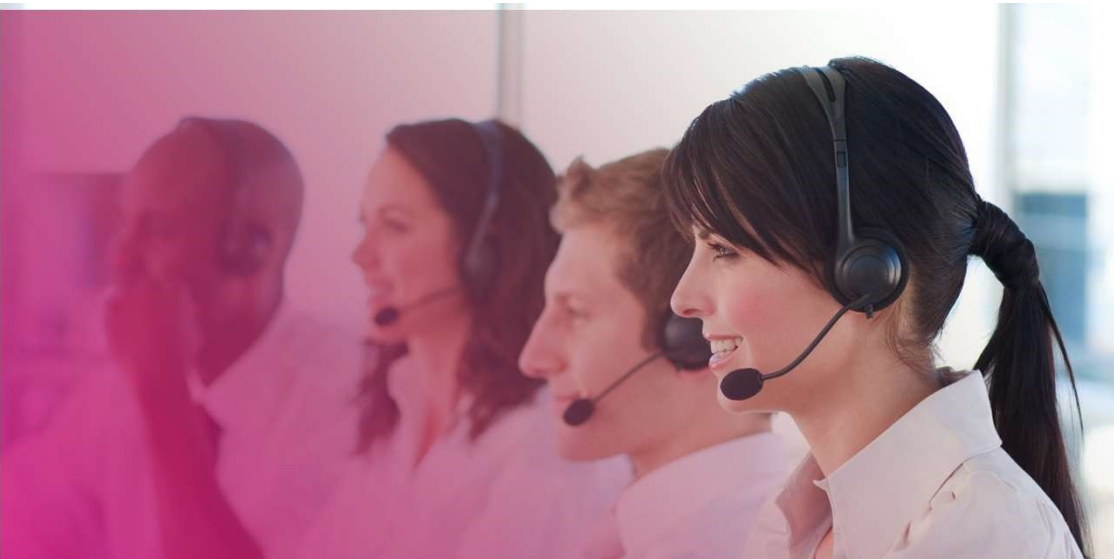


Referral portals

- Secure, quick, easy to use **online portals** through which organisations can refer their clients for advice from EST advice services Home Energy Scotland and Nest.

Funding finder

- Helps Scottish households to identify grants and loans available in their area



Energy Efficiency Advice Tool

App developed to help energy suppliers and installers provide tailored energy advice during smart meter installation.



For users:

- Relevant to smart meter installation
- Prioritises low cost/no cost energy advice
- Customers can receive an emailed advice report to improve effectiveness and recall

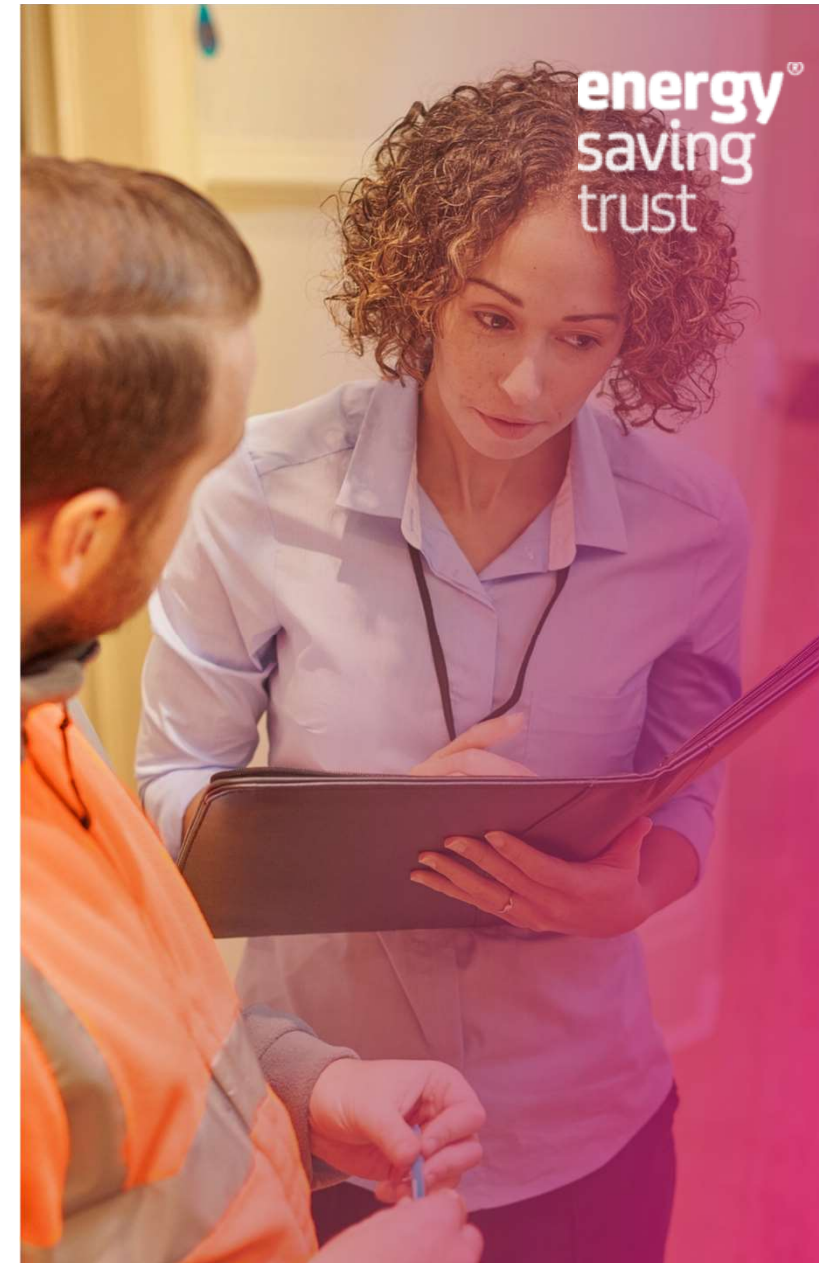
For energy suppliers:

- Portal enabling energy suppliers to confirm delivery of advice and retrieve customer data

Can easily be adapted for any organisations giving in-home energy advice

Here are your energy saving tips

	Television Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse facilisis neque pulvinar magna euismod. Vestibulum vel pellentesque.	YOU COULD SAVE £135 PER YEAR
	Kitchen Sink Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse facilisis neque pulvinar magna euismod. Vestibulum vel pellentesque.	YOU COULD SAVE £25 PER YEAR
	Showerhead Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse facilisis neque pulvinar magna euismod. Vestibulum vel pellentesque.	YOU COULD SAVE £70 PER YEAR
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Home Analytics

Models individual address level information for all domestic properties in GB

- property level record of the construction and characteristics for every home in Britain:
 - property type, age, wall type, insulation, fuel supply, boiler type, suitability for renewables, property tenure, socio-demographic criteria

Provides a unique insight into Britain's homes:

- Identifies dwellings likely to be in a poor state of energy efficiency – indicating a high likelihood of fuel poverty
- Supports proactive highlighting and mapping of households likely to be vulnerable and experiencing fuel poverty





**Bringing
energy
to life**

**energy
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Thank you !

