



# What does the future look like?

Implications for electricity retail

May 2018



# We're all thinking about it....

- Technologies increase customer control and independence
- Retailers are watching the economics for the customer proposition
- Trials and new ideas are starting in a number of areas



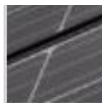
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# HOME HARVEST



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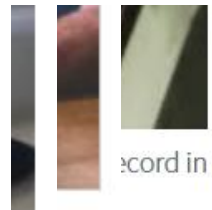
Craig Bui  
Electricity

## Help shape the future of at-home electricity generation

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The seed is in the soil, but we need the water and the sun and all that other good stuff - that's where your feedback comes in. If you have a source of electricity generation at home, like solar panels or wind turbines, here's your chance to help us develop what you need in a home generation and sell back product. Be part of the future of power!

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# Retailing of only electrons has already changed....

- Most retailing already bundling – gas, telco
- Next move is into the space with electric vehicles and home energy managers
- All retailers have interactive tools – will only increase as technology improves



# Understanding the energy customer...

- Customers ultimately want electricity to be reliable and affordable
- Most won't want multiple relationships and providers
- There is generally an overarching belief that control of energy is a good thing, the reasons for that belief are different for different customer groups
- Don't assume everyone has the same motivations and will behave in the same way.

