

Project Leads: The MCS Service Company,
Energy Saving Trust Ltd

Funding:
£229,644



The problem: How can the customer journey be improved?

The current consumer journey for heat pump installations is disjointed and confusing. Consumers must develop knowledge of new technology, source advice that they can trust, research contractors, and decide for themselves which of these are reputable before asking for a quote.

The solution

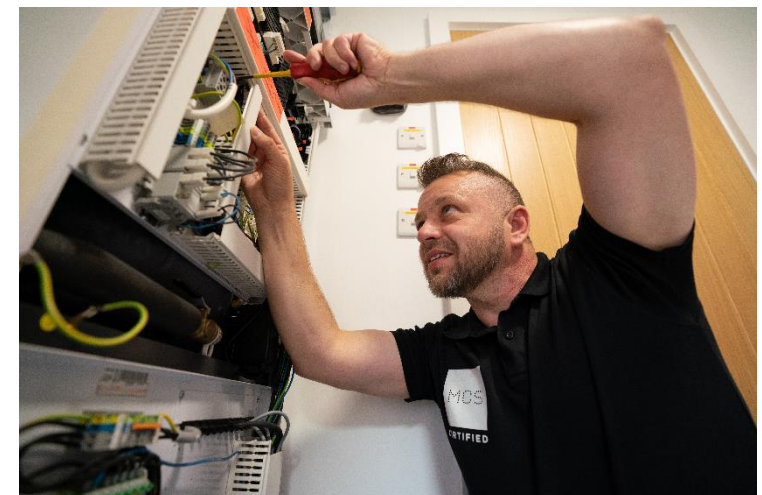
Through a dedicated website, consumers will receive reliable and verified advice, the opportunity to define requirements based on their property and request quotes from multiple MCS contractors. This will reduce the burden on consumers and give them confidence, ensure that quotes are specific and accurate, speed up the installation journey, and help reduce industry costs by eliminating surveys on ineligible properties.

Energy Saving Trust and MCS are developing a new digital consumer journey for heat pumps, guiding consumers from their first engagement through to receiving quotes for installation. A renewable technology selection tool, based on the existing tried and tested solution provided through Home Energy Scotland, will be linked to an enhanced version of the MCS 'Find a contractor' platform to allow consumers to request quotes from contractors.

By securing this funding and partnering with trusted expert, Energy Saving Trust, we can ensure that homeowners are equipped with the most innovative and accessible tools for finding highly skilled, certified heat pump contractors.

Dan White

Market Development Director, MCS



A tool to streamline the consumer journey

What are we going to do?

Building on an existing customer tool operating in Scotland by the Energy Saving Trust, this project will develop a similar system that allows a single point of contact for consumers from their initial enquiry through to accessing quotes from MCS certified contractors.

We will create a tool that will allow prospective customers to provide details of their property to assess their property's suitability for a heat pump through a renewable technology selection tool. Using this data, initial eligibility checks and preliminary calculations can be conducted to provide installers with pre-qualified leads that can reduce survey times and calculations.

Why is this an improvement on current solutions?

There is currently no customer funnel for heat pump quotes and installations in England, Wales and Northern Ireland. This project will allow customers to easily find and request heat pump quotes for their properties, reducing the burden on them.

The new tool will provide contractors with pre-qualified leads that have a high level of confidence in the heat pump specification before the preferred contractor arrives on site for an assessment. This reduces the risk of unsuccessful site visits for contractors and reduces the time required for assessments, further reducing costs for customers.

What would success look like?

The development of a fast and accurate heat pump assessment tool will result in an improved customer experience. It will reduce the burden on consumers to find and research contractors by creating a single point of contact through a reputable MCS certified contractor who consumers can trust to provide heat pump installation quotes.



How will this project help towards the target of installing 600,000 heat pumps per year by 2028?

To achieve heat pump deployment, it is vital that prospective customers have a quick and simple avenue for getting installation quotes. This project will improve the customer journey from initial enquiry through to receiving MCS certified contractor quotes. It will also allow contractors to receive pre-qualified leads with a high degree of confidence in the estimated installation specification, further reducing time and expense passed on to customers.

In all, this should encourage greater uptake of heat pumps.

The Optimised solutions development stream of the Heat Pump Ready programme supports the development of innovative tools, technologies and processes to overcome specific barriers to heat pump deployment in the UK. This stream supports solutions aiming to reduce the life time cost and increase the performance of domestic heat pumps, minimise home disruption whilst providing high quality installations, develop and trial financial models to support heat pump deployment, improve the heat pump consumer journey and provide a smart and flexible home energy system.

Heat Pump Ready is funded by the Department for Energy Security and Net Zero through the NZIP programme. The Collaboration & Learning stream is managed by the Carbon Trust with support from Ipsos and Technopolis. We give no warranty and make no representation as to the accuracy of this document, and accept no liability for any errors or omissions.

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Funded by:



Supported by:



EST MCS Heat Pump Consumer Journey Project Progress (Autumn 2023)

Key Findings

- Through development of the project, the name of the tool has now been confirmed as 'Go Renewable'.
- Good communication has been key to ensure that the idea for the tool and its purpose is translated well between all the organisations involved.
- The development work on the design was more time intensive than planned but it has led to a result that the whole project and design team is happy with.
- There has been effective communication with organisations such as Elmhurst to ensure the tool can be used to enable a smooth consumer journey.

What progress have we made so far?

The tool is now in its final stages of development with only some final testing and validation required. There was significant work put into the design and branding of the tool and it has now been confirmed that the tool will be called 'Go Renewable'.

The tool will allow consumers to access a property survey via an Elmhurst registered assessor, to see if their home is heat pump ready. Via the tool, the consumer will then be provided with quotes from local installers. This will provide qualified leads to installers, reducing visits to homes where no sales lead materialises, and will streamline the customer journey for the homeowner.

What barriers have we identified and how has this changed our approach to delivering our project?

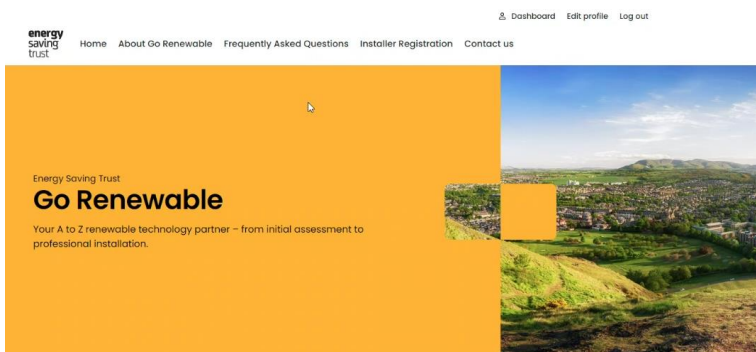
Some of the deliverables such as branding and design, were more time intensive than originally planned. Working with existing brand identities whilst keeping a unique tool needed careful consideration, so the delivery timelines of these were extended slightly.

Working with lots of different organisations, both within and outside the main consortia, has presented certain challenges. This challenge required the introduction of regular, targeted communication and collaboration to ensure the project remains on track and true to its original design/purpose.

What are our next steps?

Towards the end of the project the focus will now be on external communications to launch the tool. As well as refining the user experience through testing and validation along with further refinement of the linguistic development. There will also be recruitment and/or training for the creation of the helpline support, utilising the existing capabilities of the Energy Saving Trust.

There will also be further development towards commercialisation of the tool and intellectual property specifications so that it can be hosted on third party sites.



Use our Go Renewable tool to assess the suitability of your home for renewable technologies, get an expert assessment, receive quotes from qualified installers, and proceed through to installation.

Are you interested in installing a renewable technology, or just seeing what technologies might be suitable for your home? Use our tool to find out which renewable technologies might be suitable.

If you're still interested you can get a professional assessment of your home from our expert assessors, and proceed to get quotes from qualified installers.