

CrowdFlex customer feedback research

Key findings and
recommendations



Automation

People who used automation (such as smart plugs or delay settings on appliances) shifted significantly more electricity.

Government and service providers should promote understanding and uptake of automation to help people shift more of their energy use and overcome some common barriers to participating.



Maintaining interest

Those who felt they were making a difference were least likely to lose interest.

Explanations on the importance of demand flexibility could help people feel invested. Service providers should give regular feedback on how shifting energy use can make a big difference socially and environmentally.



Demand turn up

People found it easy to increase their energy demand when required but some felt uncomfortable about using more electricity.

Government and service providers should clearly communicate that demand shifting is different from demand creation, and highlight the benefits of flexibility, including turn up, to the wider energy system.



Targeted messaging

As different groups reported different experiences of CrowdFlex, targeted messaging to specific groups may have an impact.

For example, renters reported positive experiences of CrowdFlex, so service providers could explore options to promote schemes and flexible tariffs specifically aimed at renters.



Inclusive service design

Different types of household, including those with vulnerability risk factors, were engaged as much as everyone else, but reported slightly less positively on several measures.

Ofgem should monitor participation of different groups at the population level and address any gaps to ensure there are offers on the market for different types of household.



Supporting safe participation

Some participants who were already rationing their energy use turned off essential appliances to take part.

Providers should collect information at onboarding to identify who might need more support. They should establish mechanisms to check whether customers are participating safely and intervene if this is not the case.



This is part of our work to ensure a fair energy transition – because it only succeeds if everyone can participate.

Find out more on our website.



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