SUCCESS CASE 36.2026

Is This a Good Time?

STACK NOW. START LATER



THE CHALLENGE

Customer empowerment at scale and making flexibility relevant enough to scale. Demand-side flexibility can feel removed from every-day routines. Motivations, barriers and readiness differ by customer segment. Awareness must become understanding and trust before participation.

THE SOLUTION

A behavioural change and communications programme that helps customers understand when the network needs flexibility, empowers them to take control of their consumption, and makes it easy to respond and be rewarded.

One memorable platform makes flexibility simple; context and feedback make it relevant and measurable.

1 Simplify
One clear platform

- Translate flexibility into familiar everyday choices
- Use plain English and practical guidance
- Build understanding before asking for action

2 Contextualise
Relevant moments and motivations

- Match message to time, place, weather, and intent
- Use reward, sustainability, control and community
- Select formats for the audience mindset

Prove and improve: ITAGT provides the action route; performance and participant research that shapes the continuous improvement.

MAIN ACHIEVEMENTS

472MWh shifted away from peak time; 53 thousand homes power for one day, 95% respondents took part in an energy event, 84% motivated by monetary rewards, 93% better understand when to use electricity.

KEY SUCCESS FACTORS

Simpler Journey

- Onboarding simplification
- Fewer communication steps for customers to navigate
- A more focused call to action

Clear Communication

- Subject-line copy improved for clarity and relevance
- Specific event alerts refined
- Mobile-first tools support timely response

Responsive optimisation

- Research and performance feedback guide improvements
- Consistent measurement supports learning
- Changes are tested before wider scaling

WAY FORWARD

Strengthen automation, data integration and outcomes measurement while scaling the proven journey.



Continuous Improvement

- Targeted communications
- Targeted propositions
- Strengthen consistent programme measurement

Integrate and automate

- Enable automated participation where appropriate
- Communications
- Integrate Smart Meter data and consented customer data
- Connect journey signals with programme outcomes

Target and expand

- Apply evidence-led segmentation locally
- Scale the journeys and messages that perform
- Demonstrate customer and network value