

GOALS

To discover how people are aware of their energy consumption and how they track and pay the bill.

FINDS

A Stable supply is the basic requirement, besides, the participants also provided the below feedback.

1. They need to reach the bills. Understandable bills.

- Not receiving bills, they track the bill amount by bank transfer amount. If the bill is not addressed to the home or emailed directly, customers mostly would not reach it. (60%)
- Do not know the quantity they consume. (100%)
- Concern about the reason for tariff raise. Energy suppliers should address the reason to the public. (20%)
- A stable bill amount is important. (100%)
- Only check bill detail if the bill amount is very different from the previous ones. (20%)

2. Meter reading, usage (kWh / M3) and pricing

- Concern about if the meter reading is correct or not. (20%)
- None of the participants really dig into "how much kWh or M3" they use". (0%)
- Would be interested to know their consumption compare to a similar household. (60%)
- Would like to know if they consume more than average or not, because they would like to know their consumption and believe it could bring energy-consuming awareness. (60%)
- For business, do not want to know other businesses' consumption. Because they believe every business has different working hours, machines and so on.

3. Pay in the most convenient way.

- Pay bills by setting up bank transfers. (60%)
- Pay bills at convenience stores after receiving bills. Because convenience stores are everywhere in Taiwan, they visit them frequently. (40%)

4. Inform customers on time.

- Had experienced of sudden energy cut-off (without pre-notification). (60%)
- Inform customer of all perspectives in advance, e.g. tariff change, energy cut-off. (100%)

5. Efficient services

- Need to visit supplier branches for services. e.g. open an account, change address, close an account, etc. (20%)
- The same participant said, because of the above point. After opening an account, they could not start using the energy immediately. (20%)

5. Help customers reduce energy consumption.

- Try to save energy at home. Turn off light, laptop, etc. (100%)
- Energy-consumed targets and warning notifications could help them save energy. (40%)
- Cannot do anything to reduce Franchised Business consumption. (20%)
- Believing in telling people how much they can save directly could increase awareness. e.g. By turning off a laptop every night could save 100 TL a month. (40%)
- Setting up a consumption target or high usage warning could help save energy. (40%)

6. All utilities in ONE platform.

- Love to have all utility bills on one platform. It will be much easier for them to see household overview and budgeting. (40%)

7. Provide an energy overview. Know the energy resources.

- It is important to know where the energy come from during the global conflict. So, they could predict the risk. (20%)
- It will increase public awareness of how green we are and energy saving. (20%)
- Not interested in an overview. (Business account) (20%)

INSIGHTS

It seems an App could help solve some inconveniences.

1. Bill receiving. See bills on an app, or set up email billing.
2. Tariff and amount. Show customers "how we calculate".
3. Payment (Non-automatic transfer set up). Barcode or QR code while paying at a bank or a convenience store.
4. Notifications are a must.
5. Online services. Is it possible that customers could handle many things online? instead of visiting a branch.
6. People are aware of and try to save energy, but their knowledge could be limited. Provide useful tips in an app could be an idea.
7. People seem interested in their energy consumption compared to a similar household.
8. People would like to know the energy resources, could create an area in an app about it.