

Energy Insights+ Service



About LCP Delta

Our mission is to enable a better, faster energy transition for all

Founded in 2004 and based across the UK, France, Norway, the Netherlands and beyond, LCP Delta provide data-driven research, consultancy, technology products and training services to companies investing in and navigating the energy transition.

We are a diverse team from a variety of backgrounds including engineers, data analysts, environmentalists and more.

LCP Delta is a mission driven organisation - all of us want to make a difference to the energy transition and accelerate the path to a low carbon future.

The energy market is becoming increasingly complex. As consumers become more empowered and as energy systems around the world decarbonise, there is a need to understand both the generation and demand side to effectively navigate the rapid changes occurring.

We know it's a complicated topic, and we're here to help.

Andy Bradly, Partner, LCP Delta

LCP Delta was formed through the merger of Delta-EE and LCP Energy to bring together deep generation and consumer-side expertise, to provide our clients with a single partner to help them on their journey and provide them with a 360° view across the energy spectrum.



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200+
Global clients



6
offices



110+
Colleagues

LCP Delta provides the best advice, support and tools to enable the energy sector to drive the energy transition



Subscription research services

Our portfolio of subscription research services offer in-depth insights across the energy transition landscape. We have been undertaking primary research with organisations active in the energy transition since 2004 – we have an unparalleled international network of contacts we can draw on. Each service focuses on a particular aspect of the energy transition.

Market and strategic advisory consulting

We provide support across the full energy value chain with bespoke research, insight, forecasts and advice tailored to them. Our consultancy offerings draws on expertise and data from across LCP Delta, from strategic market entry analysis through to detailed half-hourly revenue forecasting.



We support our clients in four ways



Technology & data

Data integration and analysis is at the heart of the energy transition. However, sourcing and navigating complex, wide-ranging datasets is challenging. At LCP Delta, we combine and curate proprietary and public datasets to provide you with a single source of truth across the energy spectrum and make this data interactive using our cutting-edge technology.

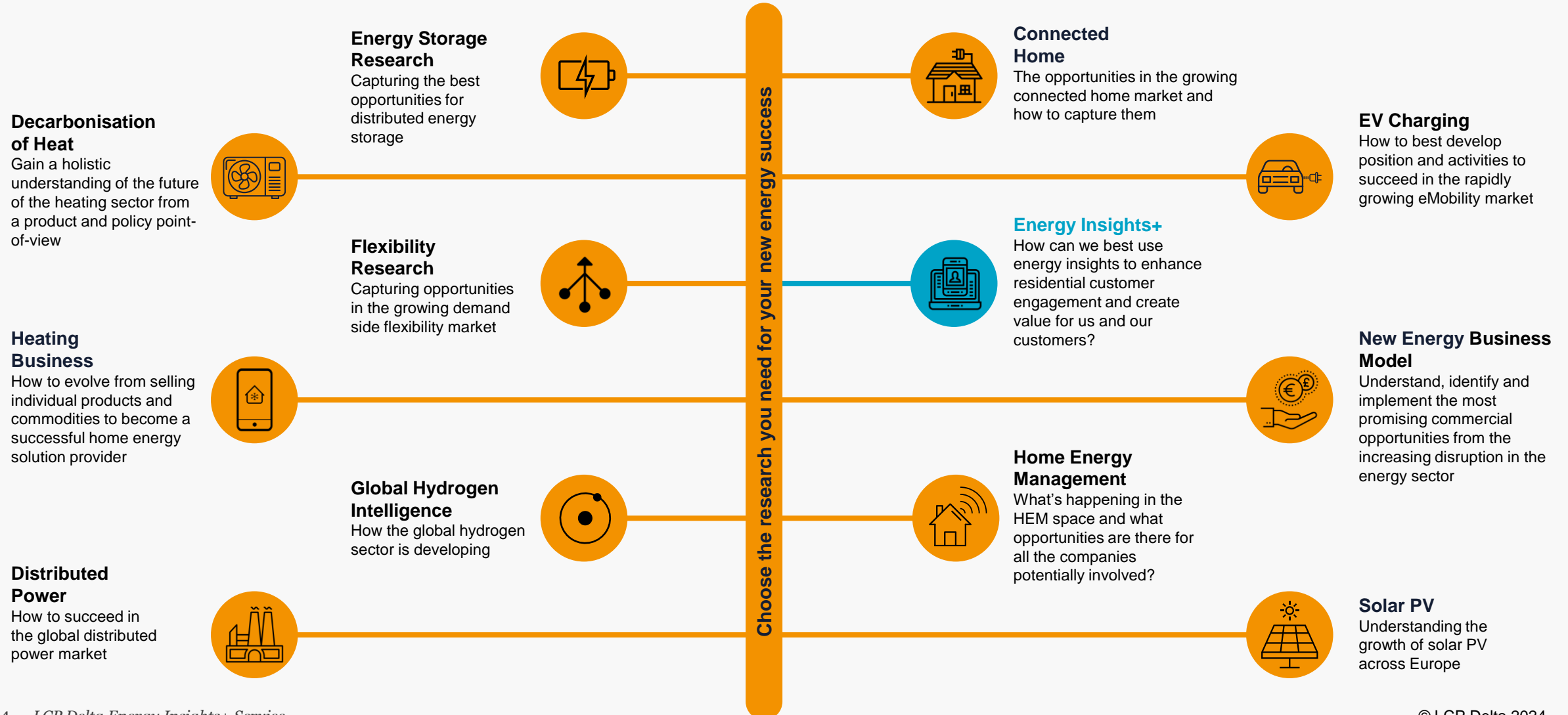
Training

Our training helps professionals quickly develop their new energy knowledge, accelerating their impact for organisations who want to capture opportunities. We provide meaningful, concise and easy to understand short courses.



Subscription Research Services

Use a combination of our subscription research services, bespoke consultancy projects and training services to gather the information you need to ensure your business's success in the energy transition.



Using energy-related data to help companies with their customer engagement, energy efficiency and value creation initiatives.

Energy Insights+



What approaches are being adopted in bringing energy insights services to market?

Who should we be partnering with to access the right experience and technical skills?

How will energy insights evolve as the transition from old to new energy gathers pace?

How are design and data visualisation techniques improving customer engagement?

How can customer propositions be improved through leveraging energy consumption with other data?

What's best practice in delivering tailored energy advice?

What customer engagement techniques do European energy retailers use?

What is the reach of energy insights in the European market and who are the biggest players?

How do companies supporting this space compare to each other?

Clients we support



Govt, Regulators & System Operators



Energy retailers



Product manufacturers



Solution providers



Investors

Annual state of the market

*Out of 144 home climate mobile app solutions (including subscription services)10 *Energy Insights + Research Service*

¹⁴ Energy Insights + Research Service

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LCP Delta – Energy Insights+ research

2) Product development and customer engagement deliverables

Sustaining customer engagement

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The engagement framework shows how customer relationships with energy companies evolve.

There are 3 stages and different energy customers reside and move at different speeds through their personal transitions:

- Engagement:** This stage is all about helping customers make sense of their energy use and spend. Digital tools can help create frequent and positive interaction to achieve this.
- Empowerment:** This stage is about helping customers make good energy decisions to manage their energy and spend. Tools help build trust where there is alignment in purpose between customer and the provider / product.
- Collaboration:** This stage is all about working with the customer to create the green energy home of the future. Envisioning a better, greener home and energy systems, with the tools to help achieve this in partnership.

Customer needs evolve over time, so a digital product must keep pace to stay relevant to the customers it serves.



10 Sustaining customer engagement

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Energy advice

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Advice is more personal when the advice is both filtered and targeted. Techniques can help progress existing services in steps with increasing sophistication.

Multiple ways exist to tailor energy advice to customers

Here are key steps to build personalisation to existing solutions

They can be deployed at speed using simple rules or algorithms with no significant investment



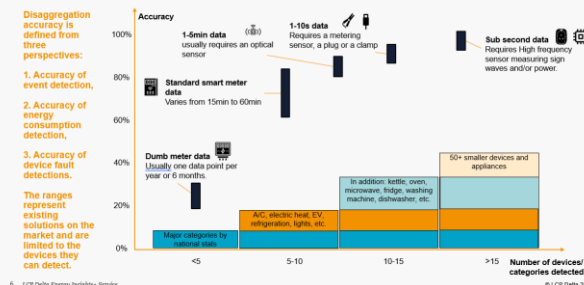
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Disaggregation

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Data granularity is key in determining the disaggregation accuracy



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Gamification

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Gamification can support different use cases and be applied to different levels of the customer engagement framework from engagement to collaboration.

- Raising awareness and understanding**
 - Source/scale of energy use and its impact on energy bills
 - Impact on climate change
 - Energy/cost reduction options
- Improving customer engagement**
 - Deepen existing relationships
 - Prolong customer engagement
 - Develop or incorporate into a customer loyalty programme
- Encouraging behavioural change**
 - Reduce energy use
 - Shift energy use
 - Create new habits



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Social comparisons

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Metrics such as social comparison breakdowns, carbon intensity of consumption and energy heuristics can build compelling and importantly, empowering tools

Metrics: Barry, Ullita



Consumption, cost and CO₂ emissions are not the only possible metrics, and other options may bring greater clarity or appeal for customers.

Breakdown
Most solutions in market focus on total home consumption (whether in kWh, currency or CO₂), but there may be greater insight potential from breaking this down. Examples include:

- Peak and off-peak measures for 2-cost static time-of-use tariffs. An algorithm may need developing for dynamic time-of-use tariffs.
- % of consumption, cost or CO₂ emissions at different times of day, days of week regardless of tariff.
- Disaggregated social comparisons, breaking down comparisons by categories such as always-on, heating, etc.

This shifts the customer relationship from engagement to empowerment as it starts to show how they can improve their social standing through energy efficiency or cost reduction

CO₂ per kWh
Barry uses CO₂ per kWh to show the carbon efficiency of usage to help shift customers' energy usage to times of greater renewable generation.

Energy consumption or efficiency heuristic
Heuristics (like product or customer service ratings out of 5) are mental shortcuts to aid decision making without the effort of research or understanding of subject matter like kWh or CO₂. Relevant examples include:

- Electrum's home Energy Pulse score out of 10. Using colour coded bands 1-3, 4-6 and 7-10 as a short cut to how customers are performing.
- ECN retailers in Germany tested an appliance level efficiency score based on social comparisons.
- Ullita's 'smart score' out of 5, which is broken down by 4 categories. For electricity, these are overnight usage, appliances on standby, power-hungry appliances and overall daily usage.

Consumption or efficiency heuristics are a clever way of both engaging customers and future proofing as they can work even with changed parameters or price events.

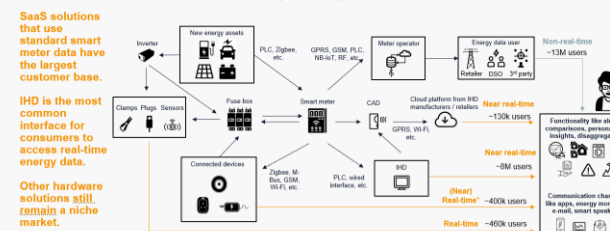
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Real-time energy data

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Real-time data can be provided by additional hardware connected to the meter / fuse box. The communication protocol depends on the solution and the market.



SaaS solutions that use standard smart meter data have the largest customer base.

IHD is the most common interface for consumers to access real-time energy data.

Other hardware solutions still remain a niche market.

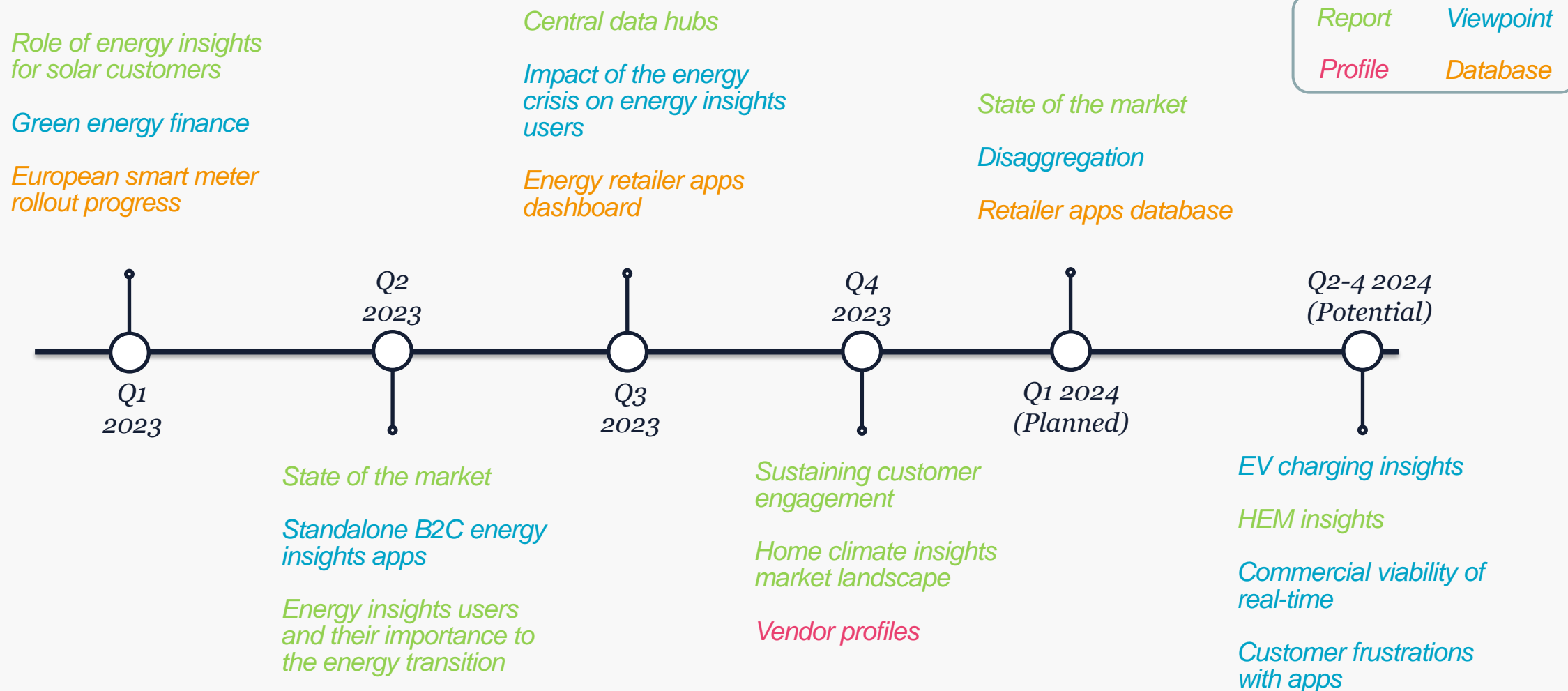
*Depends on the product, smart plugs can send data in 1s data in theory, but smart thermostats connected to smart meters are usually 1-10s delayed

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Recent, planned and potential future deliverables



Contact us



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