

# How Should We Communicate With Vulnerable Customers?

EIP029

28 February 2023

## Background

- GDNs need to further understand the risks associated with a lack of engagement, ineffective communication, ability to pay and understanding within vulnerable customer groups, and how these can be positively addressed to provide the very best outcomes for our customers.
- The type and volume of support required by vulnerable customers is anticipated to evolve as energy networks transition to Net Zero. Engaging and evaluating the changing needs of vulnerable customers will enable networks to provide the best and most appropriate level of support.
- The number of vulnerable customers is set to rise over the coming years in the UK which will only present larger issues if the problem of communication is left unsolved.

## Enablers and Constraints

- Enablers will be utilising and engaging with existing Stakeholders
- Energy is a hot topic of debate across households of all forms, how do we capitalise on this?
- Constraints will come from the variety of those in vulnerable situations and the potential gaps in the stakeholders communication lines
- Poor information, GDNs (and others) need to help with myth busting – fact checking

## Involvement and Implementation

### Key Stakeholders

- Other GDNs, DNOs, Customer Vulnerability Groups, Social Housing (Landlords), Local Authority, Housing Associations etc, Local MP/ Stakeholder Groups

### Target Market

- Marketing & Engagement Strategists & Key Stakeholder Input Groups

### Target Implementation Date

- RII0 GD3 and beyond, dependant on proposals. Solutions could be scalable across Network Operations, Investment Planning, Strategy & Customer Safeguarding Initiatives

# Energy Innovation Basecamp

28 February 2023  
ICC Birmingham

## #Basecamp28

Participant joining code  
[Slido.com](https://www.slido.com)

How Should We Communicate With Vulnerable Customers?

