

Customer Scrutiny Panel Action Plan: Understanding Customer Awareness of Energy Efficiency Improvements

Recommendation	Actions	Owner	Timeline	Status	6-Month Update
1. Help customers understand energy efficiency	<ul style="list-style-type: none"> • Explain EEI using simple, clear language. • Provide up-to-date information with real customer examples. • Offer information in multiple formats (web, leaflets, guides, videos). 	Anokhee Parikh	September 2026	In progress – we have created a leaflet, case study video, and are in the process of updating the website. We will incorporate customer stories from this first phase of delivery which will be completed by April 2026.	
2. Focus on what matters most to customers	<ul style="list-style-type: none"> • Emphasise saving money and home comfort. • Use health and environmental benefits as supporting messages. 	Anokhee Parikh	March 2026	Completed – all our messaging incorporates this	
3. Be open and honest about costs	<ul style="list-style-type: none"> • Explain funding and confirm work is free. • Reassure rent won't increase. • Share cost-saving examples. 	Anokhee Parikh	July 2026	In progress – the letter and leaflet confirm the work is free and won't affect their rent. We will identify cost-saving examples from the first phase of completed works between April and June 2026	
4. Give clear timelines and	<ul style="list-style-type: none"> • Explain what work will be done, duration, and room impacts. 	Anokhee Parikh	March 2026	Completed – We're working closely with the	

<p>explain what to expect</p>	<ul style="list-style-type: none"> • Provide realistic timelines and explain delays early. • Keep customers updated throughout. 			<p>tenant liaison officer at Seddon to ensure communication around timescales and impact are communicated clearly and well in advance. We've also created a leaflet that illustrates the stages and timescales</p>	
<p>5. Use communication methods customers prefer</p>	<ul style="list-style-type: none"> • Use letters/emails as main channels. • Check communication preferences early. • Offer face-to-face support when needed. • Allow customers to involve trusted individuals. • Provide accessible versions (large print, translations). 	<p>Anokhee Parikh</p>	<p>February 2026</p>	<p>Completed - We've been doing that for the phase 1 of our delivery. We share language need with the contractor and we've also setup an account with our interpreting service. So far, we've not had any issues with access due to communication barriers</p>	
<p>6. Use Letter B as a template for written communication</p>	<ul style="list-style-type: none"> • Use warm, supportive, clear tone. • Break information into steps; highlight next steps. • Use visuals and clear contact details. 	<p>Amanda Hare</p>	<p>February 2026</p>	<p>Completed - We have used template B and the same tone of voice and language have been used in other letter templates and leaflets</p>	

<p>7. Make information visual and easy to understand</p>	<ul style="list-style-type: none"> • Use videos, infographics, and photos for technical improvements. • Provide printable guides. • Share case studies and real examples. 	<p>Amanda Hare</p>	<p>July 2026</p>	<p>In progress – we have created a leaflet, case study video, and are in the process of updating the website. We will incorporate customer stories from this first phase of delivery which will be completed by April 2026.</p>	
<p>8. Create a clear and helpful EEI webpage</p>	<ul style="list-style-type: none"> • Include improvements, what to expect, benefits, funding info, case studies, contractor details, eligibility. • Ensure webpage supports (not replaces) direct communication. 	<p>Amanda Hare</p>	<p>August 2026</p>	<p>In progress – we’ve compiled a list of FAQs which will be used internally and will form the basis of the messaging we add to our website. All the content created in action 7 will be uploaded to an internal repository on Base and some of it will be added to our website.</p>	
<p>9. Support customers throughout contractor work</p>	<ul style="list-style-type: none"> • Explain contractor behaviour and expectations. • Keep consistent staff involved. • Offer help with loft clearance. • Check feedback regularly. 	<p>Anokhee Parikh</p>	<p>Ongoing</p>	<p>We have weekly check-ins with the contractor and regular site visits. A more senior level meeting with the contractor is also scheduled in monthly. We will be monitoring</p>	

				the contractor on key performance indicators which include measures around customer satisfaction and complaints. All customers will also have to complete a feedback survey when works are completed.	
10. Monitor need for community support	<ul style="list-style-type: none"> Consider drop-ins, group Q&As, “what to expect” sessions. 	Anokhee Parikh	October 2026	Not started – based on feedback from the year 1 programme, we will try and arrange a session either in person or online for the year 2 programme in Summer 2026.	
11. Ensure communication is inclusive	<ul style="list-style-type: none"> Provide translated versions, large print, face-to-face options. Allow advocates/family involvement. Recognise individual needs and adapt. 	Amanda Hare/Anokhee Parikh	April 2026	Completed – this is already happening. We will take on a continual improvement approach. We are constantly learning from other providers and form our own experience as we start delivering the programme.	