

**energy  
saving  
trust**

# Clean Heat Accelerator

Managing customer service & reputation in  
clean heat

Pilar Rodriguez

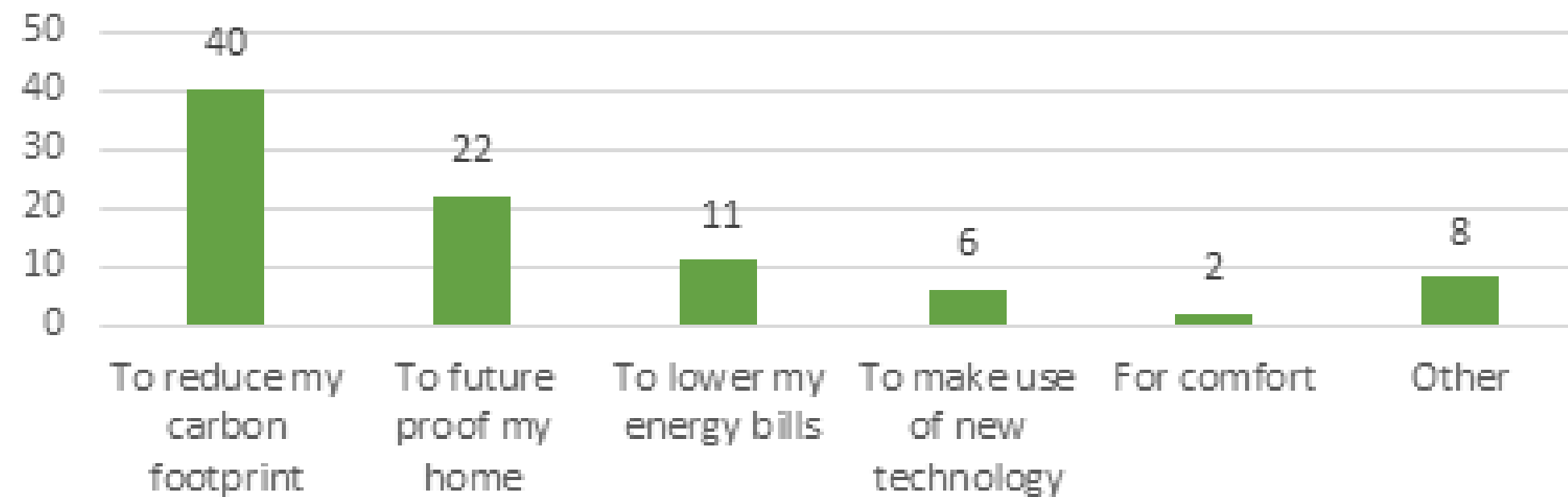
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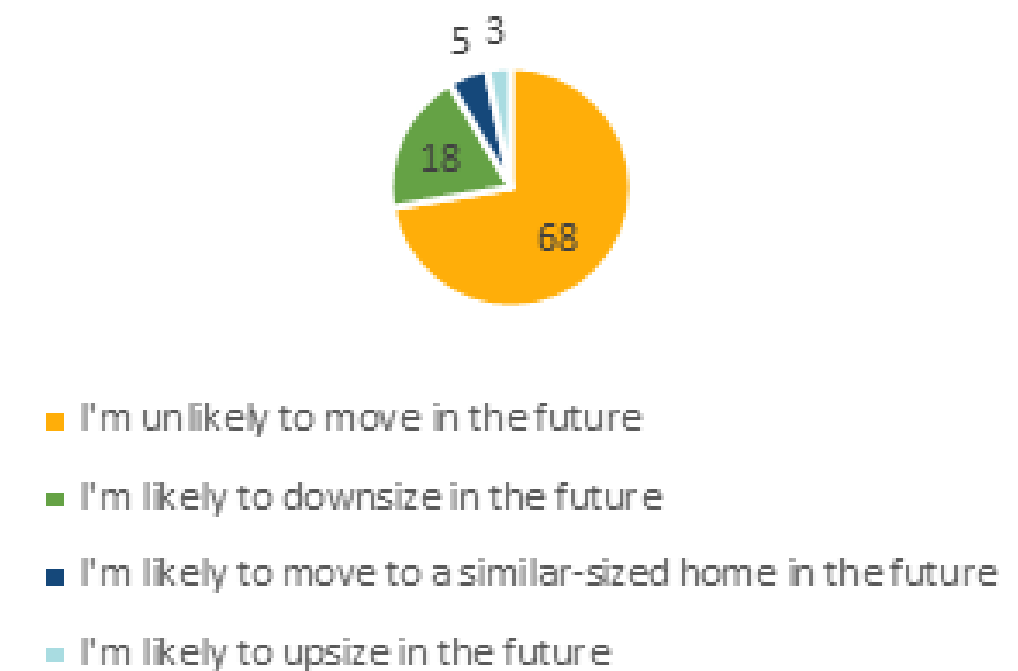


# Survey to 95 homeowners about heat pumps

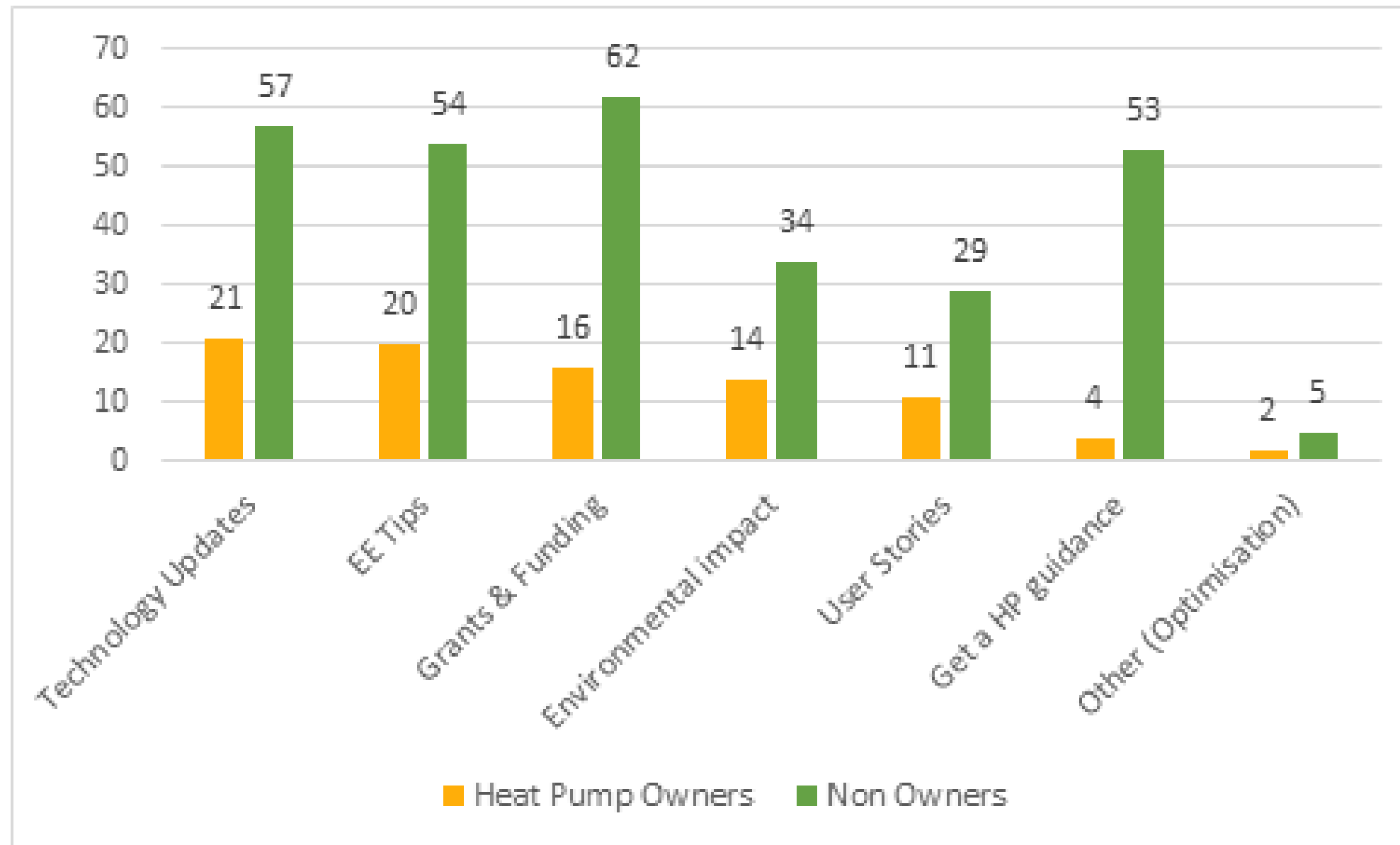
What's your main reason for wanting / getting a heat pump?



What best describes your future plans to move?



# Content preferences



Specific questions they want to know about

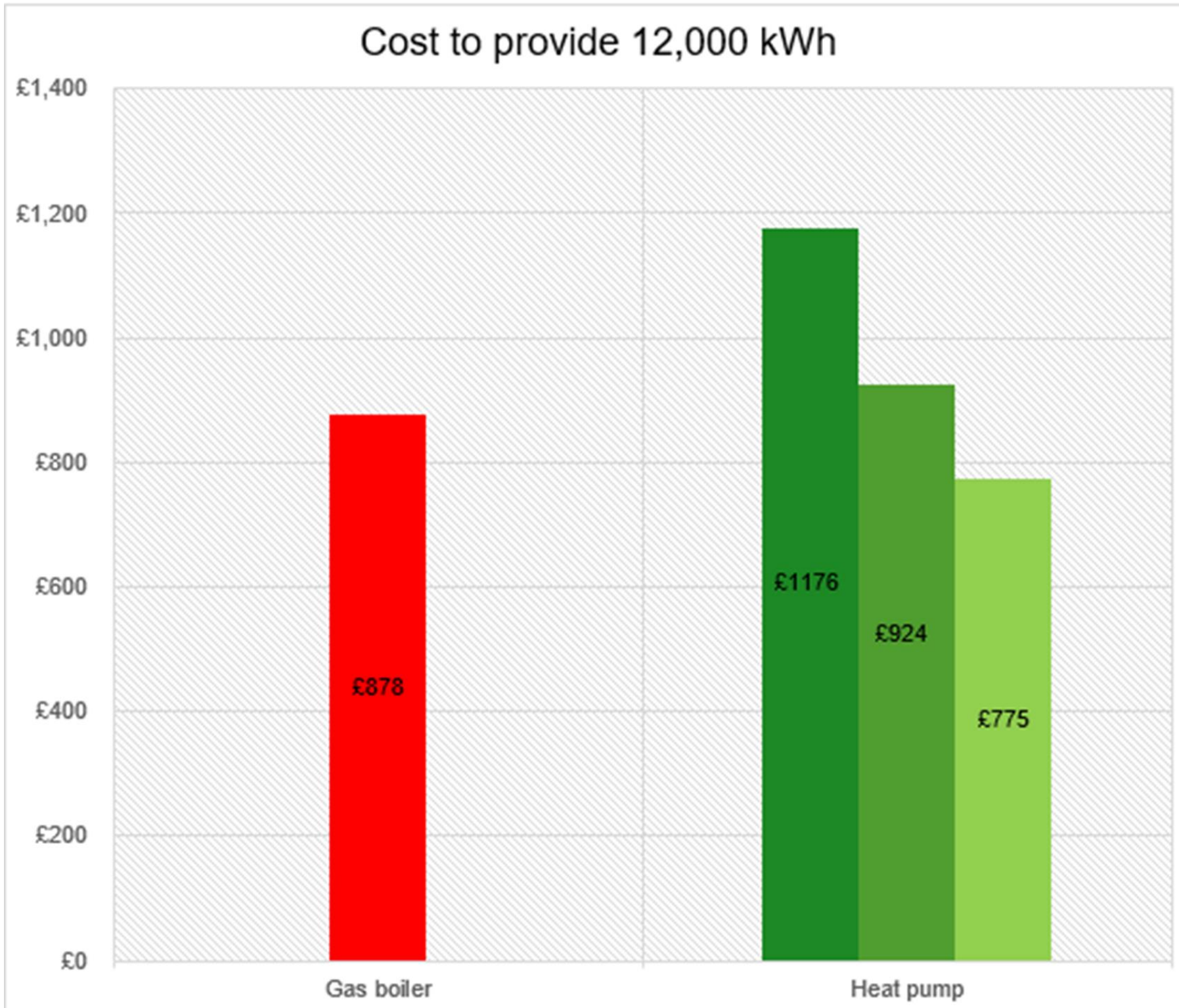
- Grants and funding
- Install, running, maintenance costs
- What is suitable for **my** property?
- How to maximise efficiency

## Key takeaways

- Heat pumps are linked with owner-occupiers, forever homes and concern for the environment
- Broad range of knowledge – basic to extremely technical

# Educating your customers

- Educating householders is important as many feel overwhelmed with the new system. There's sometimes a lack of time spent with householders talking to them about how to get the most out of the heat pump e.g. how to use the controls properly and increase the efficiency.
- Not enough awareness of heat pumps
- Not enough awareness of government support
- Myths put many people off - [www.homeenergyscotland.org/11-heat-pump-myths](http://www.homeenergyscotland.org/11-heat-pump-myths)



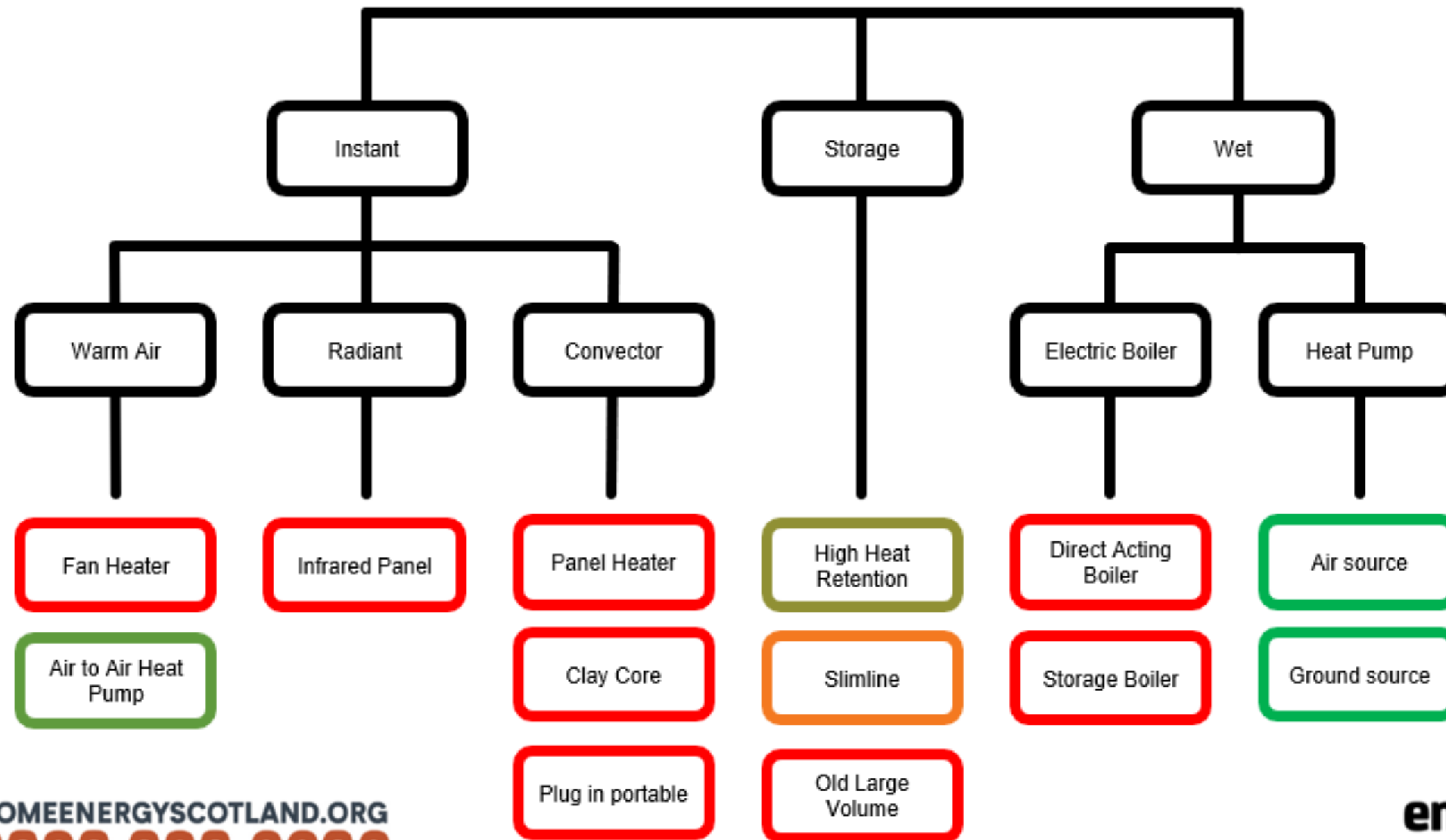
Key

- Gas boiler, 6p/kWh at 88% efficiency
- ASHP, 24.5p/kWh at 250% efficiency
- ASHP, 24.5p/kWh at 318% efficiency
- ASHP, 24.5p/kWh at 380% efficiency



Recent research by Elmhurst, Build Test solutions and Veritherm suggested that 70% of heat pumps are incorrectly sized- with 59% being oversized costing around 10% more to run and higher maintenance costs than if sized correctly.

# Electric heating options



Cost to heat whole home

More money

Less money



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Many installers only offer the one product, and they don't always take the time to listen to what the householder wants.



# Heat Pump Installer Toolkit

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## Heat pump installer toolkit

Everything you need to know about becoming a heat pump installer in Scotland.

[Go to toolkit](#)

### Why heat pumps?

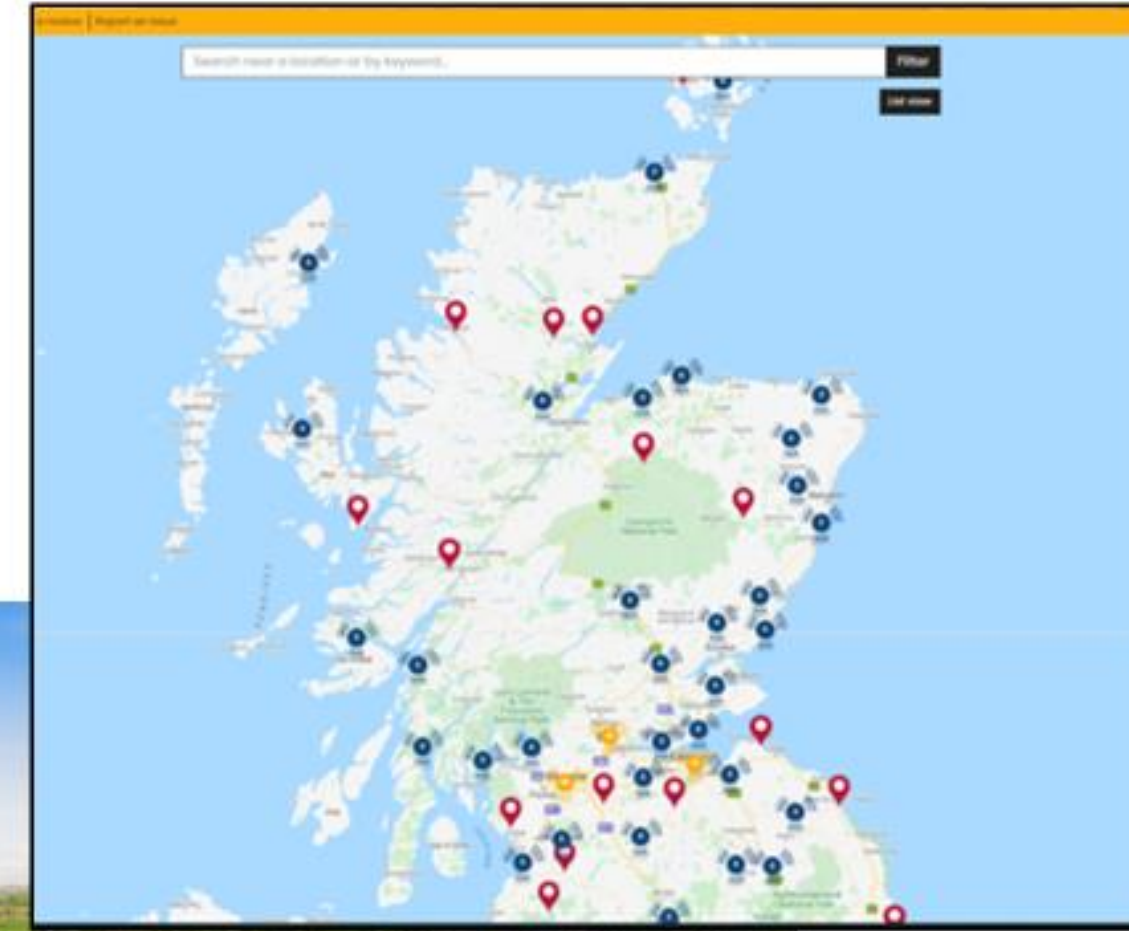
Find out about the benefits of heat pumps, as well as recent legislation, funding and more.

[Learn more](#)

[energysavingtrust.org.uk/business/energy-efficiency/green-installer/heat-pump-training](https://energysavingtrust.org.uk/business/energy-efficiency/green-installer/heat-pump-training)

# The Renewables Installer Finder

- Free to join for MCS installers operating in Scotland
- Customer reviews of installed systems
- More than 600 reviews last year
- Customers can search by name, location and technology
- Register using MCS email address and password
- Direct links to profile page

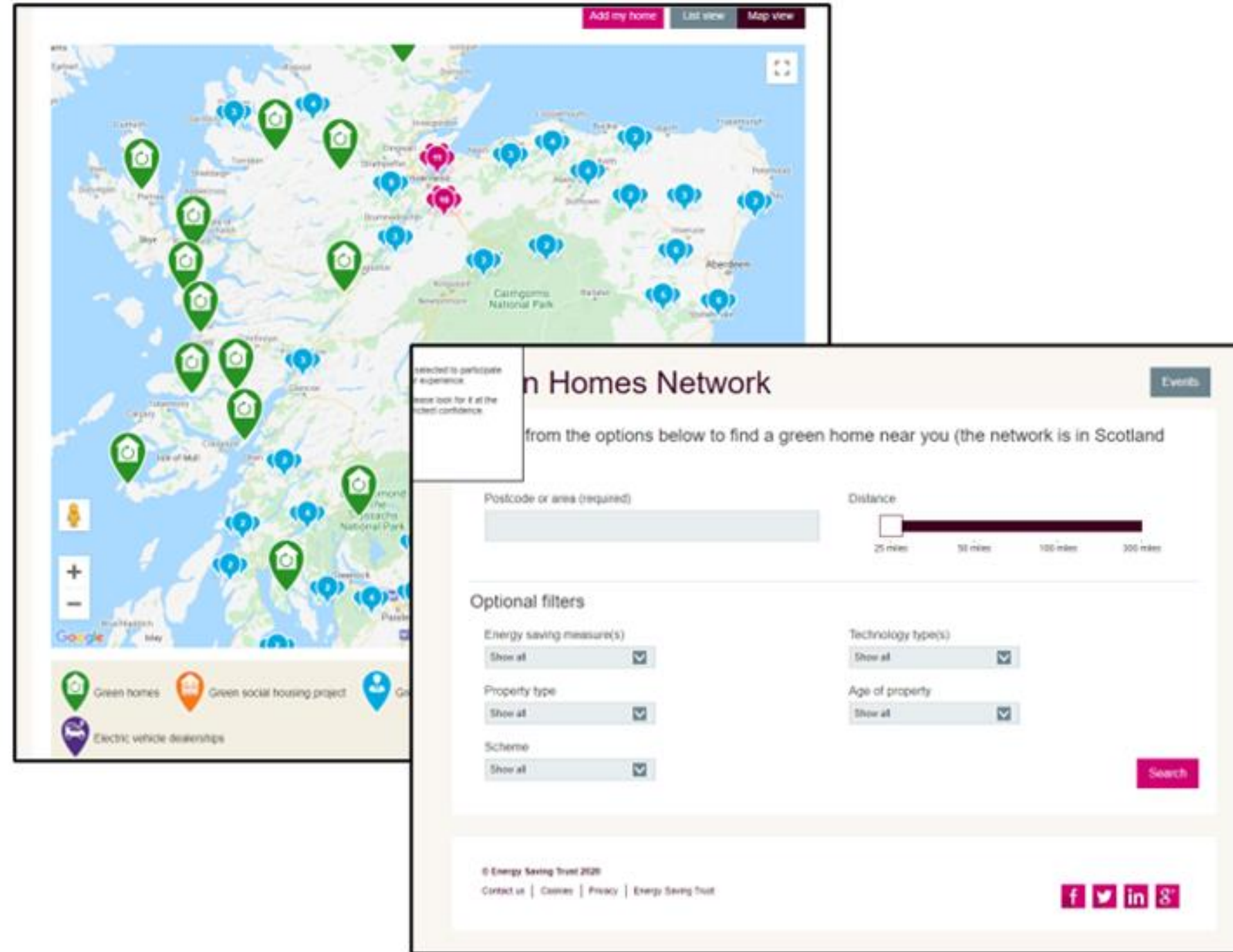


[rif.est.org.uk/Installer/Registration](http://rif.est.org.uk/Installer/Registration)



# Green Homes Network

- Database of customer case studies to showcase work done.
- Customers can read about people who have done work that they are considering
- In some cases we can arrange email/phone calls/visits



[energysavingtrust.org.uk/tool/green-homes-network/](http://energysavingtrust.org.uk/tool/green-homes-network/)

# Green Heat Installer Engagement Programme – useful links



Email: [GreenInstallerScotland@est.org.uk](mailto:GreenInstallerScotland@est.org.uk)



LinkedIn Group: [www.linkedin.com/groups/5139242](https://www.linkedin.com/groups/5139242)



Email updates and quarterly newsletter subscription: [bit.ly/2PSatkL](https://bit.ly/2PSatkL)



Website: [energysavingtrust.org.uk/business/energy-efficiency/green-installer](https://energysavingtrust.org.uk/business/energy-efficiency/green-installer)



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**Thank you**

