

Demand Flexibility Service

Communication Principles – January 2023

- **Clear and simple language** - Target communications with the right level of information and avoid jargon and acronyms. Ensure that your comms and marketing are accessible to all.
- **Responsible** - Tell people why we need the service but don't scaremonger with 'blackouts' and 'power cuts'.
- **Honesty** – Don't over promise on incentives or how often you think the Demand Flexibility Service may be called upon.
- **Clarity** – Be clear who can take part and what they need to do. Customers need a smart meter, marketing consent and opt in for half hourly data consent to take part. Customers also must opt in per demand reduction event.
- **Be safe** - Provide an understanding of what is appropriate to turn down and when. Signpost advice on improving electrical safety at home - see [Electrical Safety First](#)
- **Be consistent with your tips** – e.g. the target you need to reach is equivalent to x loads of washing etc – see [CSE](#)
- **Share information** – Please inform the ESO when your services will be live so we can publish 'Approved Providers' on the website and share this with industry. Please use this [online form](#) provided
- **Extra support** - There are people who may be struggling and need extra support. Please signpost them to where they can get that help, where possible.
- **Support the ESO Demand Flexibility Service** – BUT please make it clear that whilst the ESO is the facilitator of the Demand Flexibility Service, the end customer agreements including campaign incentives are between the provider (you) and the end customer.

For more industry information on the Demand Flexibility Service please take a look at our website <https://www.nationalgrideso.com/electricity-explained/electricity-and-me/esos-demand-flexibility-service>.

For consumer facing information on the Demand Flexibility Service please visit <https://www.nationalgrideso.com/electricity-explained/electricity-and-me/esos-demand-flexibility-service>

Further guidance

Following feedback from providers, we've added some further communication guidance for the Demand Flexibility Service (DFS).

Positioning of ESO/Demand Flexibility

- We are **National Grid ESO**, the electricity system operator for Great Britain. The preferred naming convention is **ESO** or **National Grid ESO**. Please **do not use National Grid** or **Grid** as a standalone reference to the organisation.
- The Demand Flexibility Service is a live service (not a trial).
 - If a 'trial' reference relates to the provider's participation in DFS, this should be made clear for the end consumer.

Provider communications

- Offer customers a **dedicated online landing page** for DFS to support consumer engagement and understanding of DFS
 - Provide consumers relevant, easily digestible, **jargon free information** about what DFS is, what the **reward/incentive** offer is, as well as any **FAQs** for the service.
 - Offer customers a clearly visible mechanism to '**opt in / out**'. If a customer is able to remove themselves from the provider's DFS service easily, and they choose to register with another DFS provider there will be less chance of MPAN duplication and downstream issues.
 - Ensure customers are explicitly aware Households/Businesses can **only sign up for DFS once** at the acquisition stage to avoid any duplication of MPANs. This should be made clear in your **Terms and Conditions**.
 - If you have an MPAN duplication with another provider, please ensure the customer is informed about the outcome of participating in the Demand Flexibility Service.
- Ensure your customer facing **contact centres/channels are fully briefed** on DFS, and how your customers can participate in the service.
 - If possible, please offer customers a route to join the service if they have not been selected in your targeted campaign
- Consider **broader communication channels** for higher reach such as social media and PR