Heat pump customer journey

**STAGE 1: CONSIDERING**

- **Barrier:** Low awareness and understanding of heat pumps
  - **Solution:** Introduce National and community-based marketing campaigns

- **Barrier:** We tend to stick with traditional approaches
  - **Solution:** Encourage regular boiler servicing and include information on alternative technologies

- **Barrier:** Narrow focusing during distress purchases
  - **Solution:** Encourage the development of "heat as a service" providers and "boiler loans"

- **Barrier:** We focus more on up-front costs rather than long term costs
  - **Solution:** Provide feasibility study grants for developers

**STAGE 2: ORGANISING**

- **Barrier:** Disruption during installation
  - **Solution:** Provide training to heat pump installers

- **Barrier:** We tend to avoid making uncertain choices that we think we might regret later
  - **Solution:** Provide an online recommender tool to help people see if a heat pump is right for their home

- **Barrier:** Low number of qualified heat pump installers
  - **Solution:** Create a role for an "assigned certifier" to quality assure all heat pump installations

- **Barrier:** Hassle of organising assessments and home visits
  - **Solution:** Provide and promote re-skilling and training opportunities for plumbers and tradespeople

- **Barrier:** Lack of finance
  - **Solution:** Encourage one-stop-shop development

**STAGE 3: DESIGNING, INSTALLING & OPERATING**

- **Barrier:** Low understanding of heat pumps
  - **Solution:** Provide training for heat pump adopters on all grant schemes

- **Barrier:** Over-use of “boost” function and supplementary heating
  - **Solution:** Avoid under-sizing systems and creating a dependency on auxiliary heating systems

- **Barrier:** Complicated heating control design
  - **Solution:** Simplify heat pump heating controls

- **Barrier:** Negative installation experiences
  - **Solution:** Provide training to heat pump installers to maximise customer satisfaction

- **Barrier:** Designers use rules of thumb when designing systems
  - **Solution:** Trial the introduction of customer questionnaires and installer checklists to improve heat pump design

Please note: The potential solutions identified here will require further consideration prior to implementation. The barriers, solutions, and customer journey shown here have been simplified for presentation purposes. Please see the full report for more detail.