

Home retrofitting customer journey

CONSIDERING

Prompted about retrofitting and start researching options

STAGE

STAGE 1: Trigger - Customers are prompted to start their retrofitting journey

STAGE 2: Research - Customers explore energy efficiency and retrofitting options

BEHAVIOUR

Customers are prompted to consider retrofitting by moving to a new property, renovating a home, noticing an increase in energy bills, or by peers who install retrofits.



Or prompted by tenants complaining, noticing the new funding options have become available (such as loans), noticing Government awareness campaign, or because they are interested in installing a heat pump.



Customers research home energy efficiency and learn about their property's BER, scope the depth of retrofitting that they need, explore cost and funding options (e.g. grant eligibility, loans, savings) and begin researching potential installers (e.g independent or One-Stop-Shop)



Arranging Home Energy Assessments may occur.

ORGANISING

Actively decide to pursue retrofitting and arrange finances and installation

STAGE

STAGE 3: Decision to proceed - Customers deliberate retrofitting, its cost and its hassle

STAGE 4: Set up - Customers arrange retrofitting funding and installation

BEHAVIOUR



At this stage, customers weigh up their options and consider whether to go ahead with retrofitting. Procrastination is common because the perceived benefits of retrofitting might not outweigh the cost and hassle. Here, customers who decide to proceed stay on their retrofit journey.



Customers arrange necessary home surveys, and funding for retrofits (e.g. applying for SEAI grants and loans & arranging savings). Customers book installers (e.g. independents or One-Stop-Shop installers), or decide to implement retrofitting work themselves.



INSTALLING AND OPERATING

Installation occurs and customers experience new retrofitted home

STAGE

STAGE 5: Installation - Customers prepare home for installation and installation occurs

STAGE 6: Usage - Customers use energy in their retrofitted home

BEHAVIOUR

Customers prepare for installers to retrofit their home. This could be by clearing their attics, or arranging work from home or annual leave.



Customers support installers and energy efficient retrofit elements are installed.



Customers notice changes in their energy usage and bills. This might prompt them to consider further retrofits. Customers may even share their retrofitting experience with friends and peers.

Some customers will undertake BER assessments to see if their BER rating has changed.

