

# MATERIALS FOR PROFESSIONAL TRAININGS



## MODULE 4 - Embedding HARP to your clients

## Structure

- Module 0 – Introduction to the training programme
- Module 1 - Current situation of space heating appliances in Europe
- Module 2 - Labelling existing heating appliances with the HARP Tool
- Module 3 - The HARP Tool. Covering the whole journey
- **Module 4 - Embedding HARP to your clients**

# SUMMARY

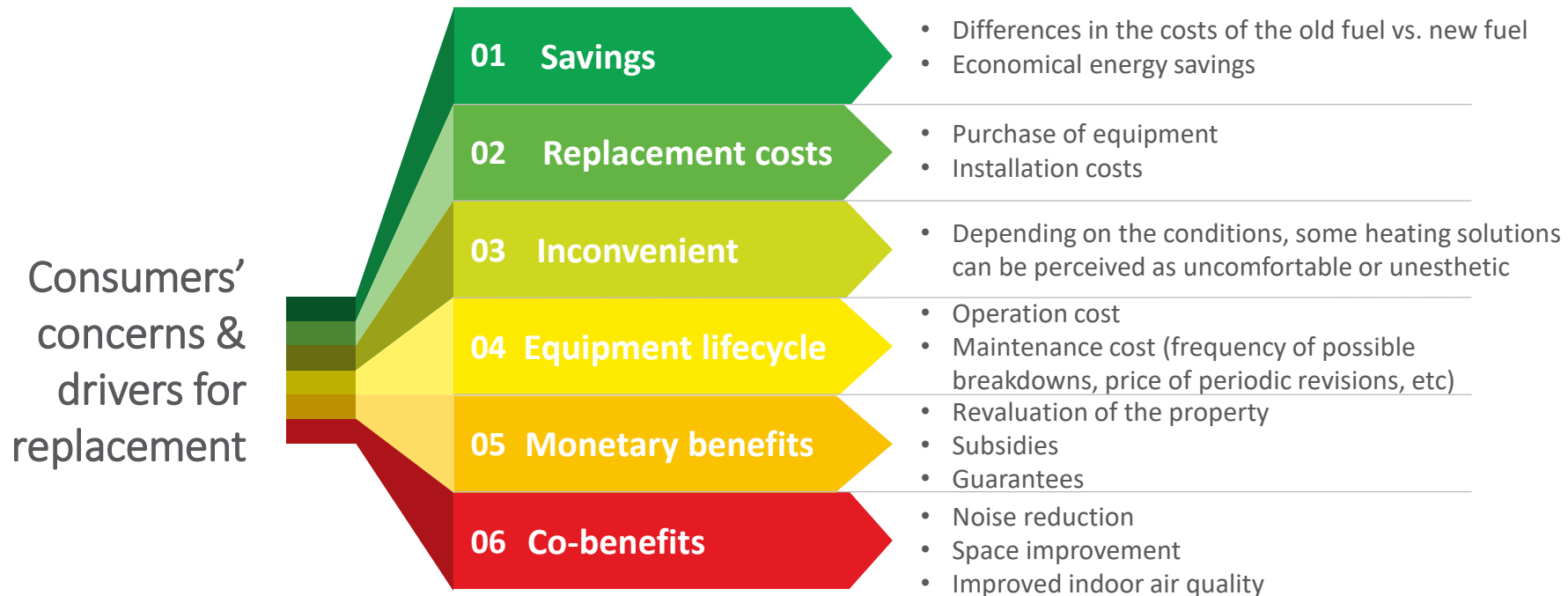
- Consumers' concerns
- Professionals, the preferred information channel
- Customer service
- Motivating replacement
- Conclusion

# Consumers' concerns



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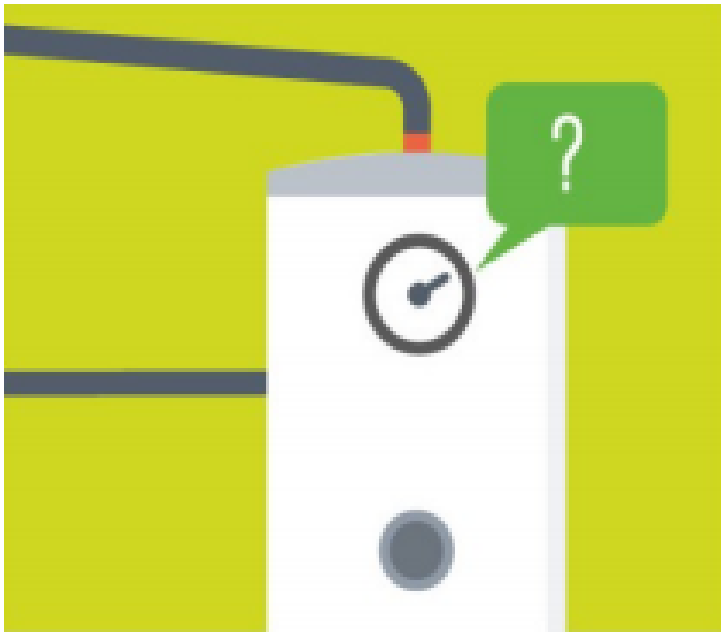
In order to prompt consumers' behavior change, HARP professionals need to have a detailed understanding of consumers concerns and the benefits of the energy efficiency heating solutions



# Professionals, the preferred information channel



# Professionals, the preferred information channel



- **Most consumers are not informed** about the efficiency of their installed heating systems
- **The acquisition process** of heating systems by the consumer **relies mostly on professionals** when a **maintenance** relation is in place and sales agents when going for replacements or new acquisitions
- The **lack of awareness, information and advice** on the technical possibilities and the actual energy costs can be one of the key factors for this low replacement rate

# When to talk with consumers?

## Break-down situation

### 1. BREAK-DOWN SITUATION

- Provide an overview of all the heating solutions in the market in order to identify the most adequate technology to meet the consumer needs indicating the energy efficiency class of the solution





# Overview of solutions

Large number of energy efficient heating solutions for all kind of budgets and situations:

✓ Heat pumps

✓ Solar Thermal

✓ Hybrid heating system

✓ Biomass boiler

✓ Direct Electric Heating

✓ Condensing oil boiler

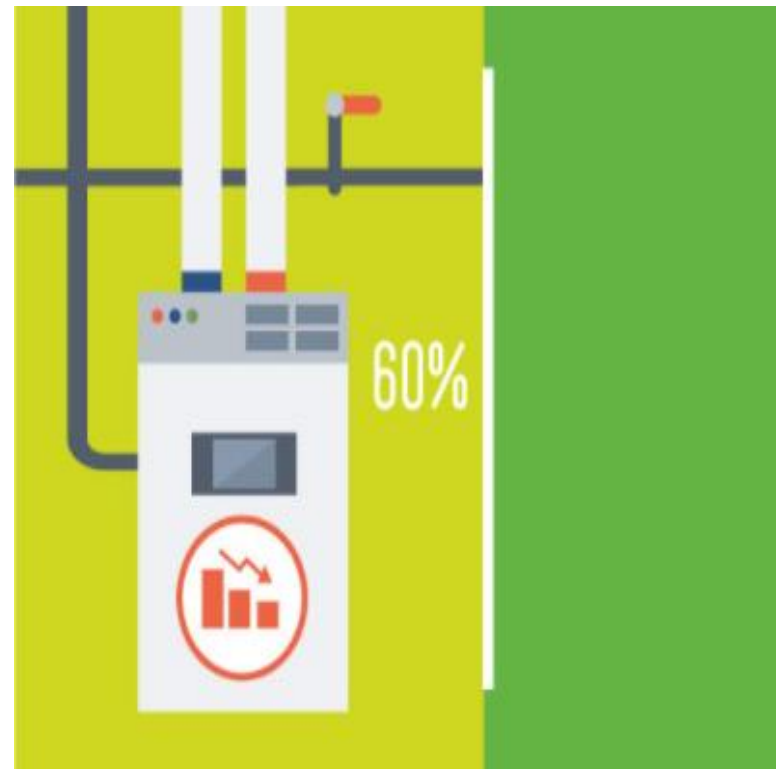


# When to talk with consumers?

## Maintenance/audit/inspection activities

### 2. MAINTENANCE/AUDIT/INSPECTION ACTIVITIES

- Exploit the energy label
  - ✓ Calculate and present the label for the existing heating solutions and raise consumers' interest
- Support the consumer in the evaluation of replacement opportunities by using HARP and additional information resources provided in the professional's toolbox
  - ✓ Most suitable heating solution?
  - ✓ Potential energy and cost savings
  - ✓ Co-benefits such as improvement of indoor quality, noise reduction, CO2 emission reduction...
  - ✓ Possible subsidies



At European level, 60% of the installed stock consists of inefficient heating systems.

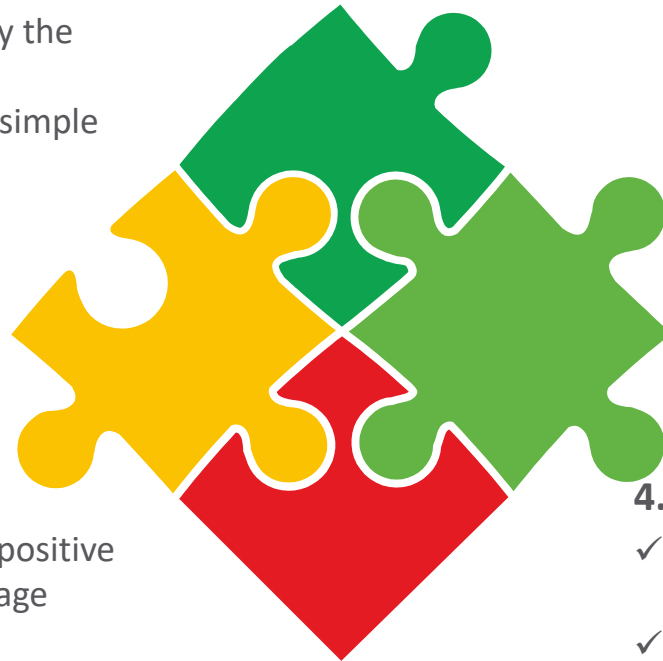
# Customer service



# How to talk to consumers?

## 1. Clear communication skills

- ✓ Provide effective and reliable quantified information, easily understood by the consumer
- ✓ Translating technical details into simple and user-friendly language



## 2. Always use your customer's name

- ✓ You will appear more competent
- ✓ It helps to build loyalty
- ✓ People tend to like you more

## 3. Use positive language

- ✓ Steer the conversation toward a positive outcome with use positive language
- ✓ Focus on the solution.
- ✓ Consumers do not care about what you cannot do; they want to hear what is going to be done

## 4. Empathy

- ✓ Emotions are often more important than facts
- ✓ Put yourself in the shoes of your customer and try to address their concerns with a deep understanding of what they are going through and what their needs are

# Importance of the customer service



- **GREAT RESPONSIBILITY:** Most people do not think about their heating until it breaks down. Professionals should engage customers to act now and start to compare, plan, and choose the solution that fits them best

- **BUILD LOYALTY:** Be part of the European heating community and build trust for future maintenance services

- **STANDARDIZATION OF THE ASSESSMENT OF HEATING APPLIANCES:** in order to facilitate technical designs, and for performance assessment

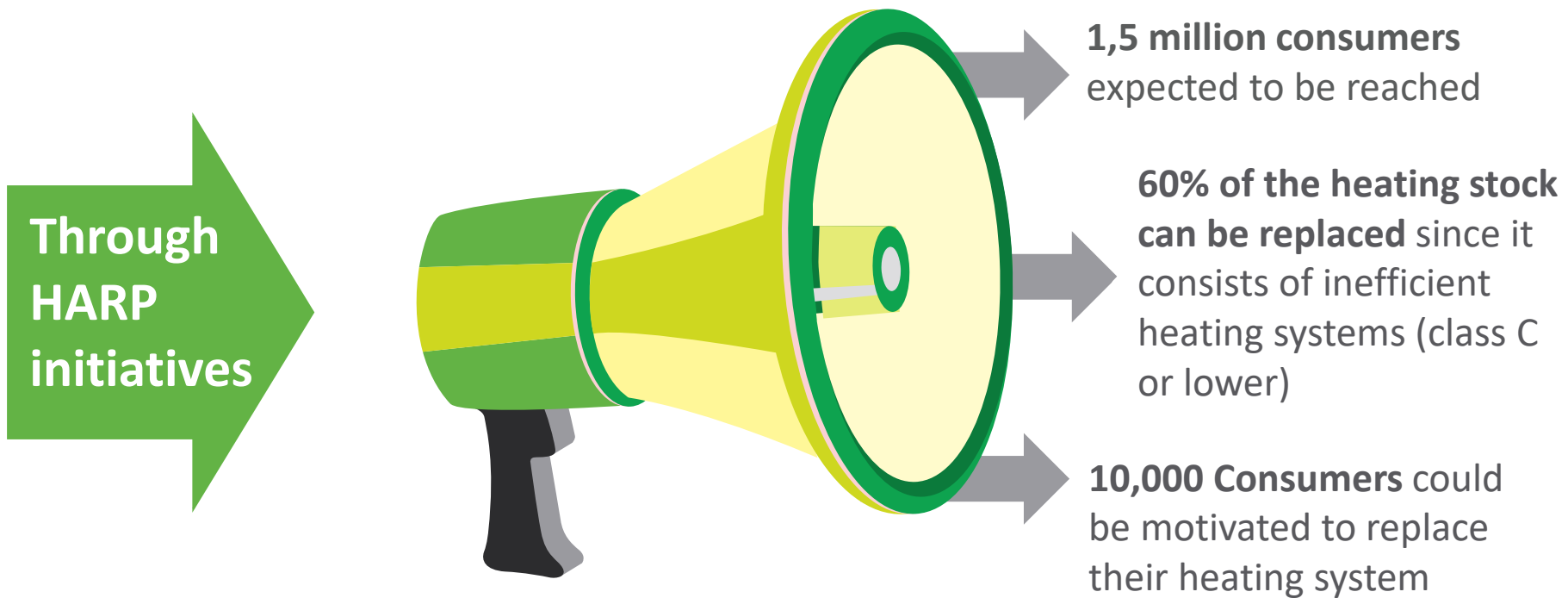
- **WORD OF MOUTH:** is the most trusted communication channel; this could be a differential factor among the competence



# Motivating replacement



# Huge dissemination campaign



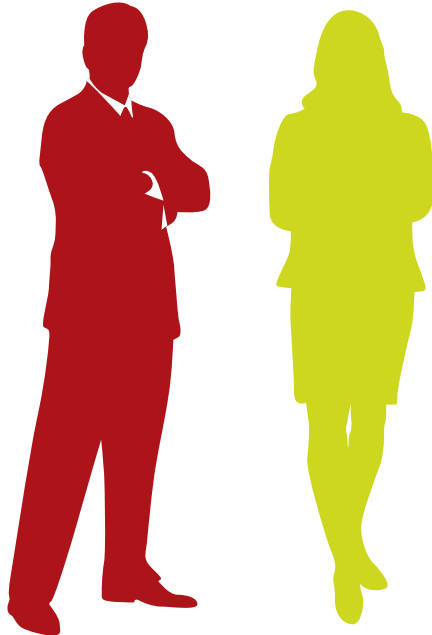
Significant efforts will be made to reduce the information gap between consumers and professionals, targeting professionals' competence development (via **training activities**) and **consumers perceptiveness (reached via consumer organizations, energy agencies and market associations)**

# National Heating Community

The consumer will have access to the **National Heating Community**, namely providing:

1

Direct contact to the **professionals** that have committed to the HARP and can assist acquiring the new heating solution



2

Access to information on the **incentives** made available by the national authorities in the country





# Conclusions

- Greater **awareness, information and advice** on the technical possibilities and actual energy costs **would support the** current low **replacement rate** of inefficient heating appliances (4%).
- HARP will create a **National Heating Community** where consumers will have access to **HARP trained professionals**
- **Professionals play a key role in the consumer decision-making process** with:
  - ✓ The overview of the most efficient alternatives available on the market
  - ✓ List of other co-benefits beyond energy and costs savings
  - ✓ Information about the national current public subsidies for the replacement of heating appliances

