

Referral scheme

Build, Optimise and Adapt

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Referral scheme

Contents and approach

- **Discovery**
Prerequisites
- **Optimise**
Need for change
- **Adapt**
Going beyond refer a friend
- **Roadmap**
The next 3 months



Discovery

Hypothesis

We believe that offering a referral scheme
for existing customers
will help the business grow

Discovery

Measuring success

Referral rate

Half our customer base referring every six month

Increase lifetime value

Attracting customers that appreciate the importance of good service should extend their lifetime, increasing LTV, when targeting the right customers

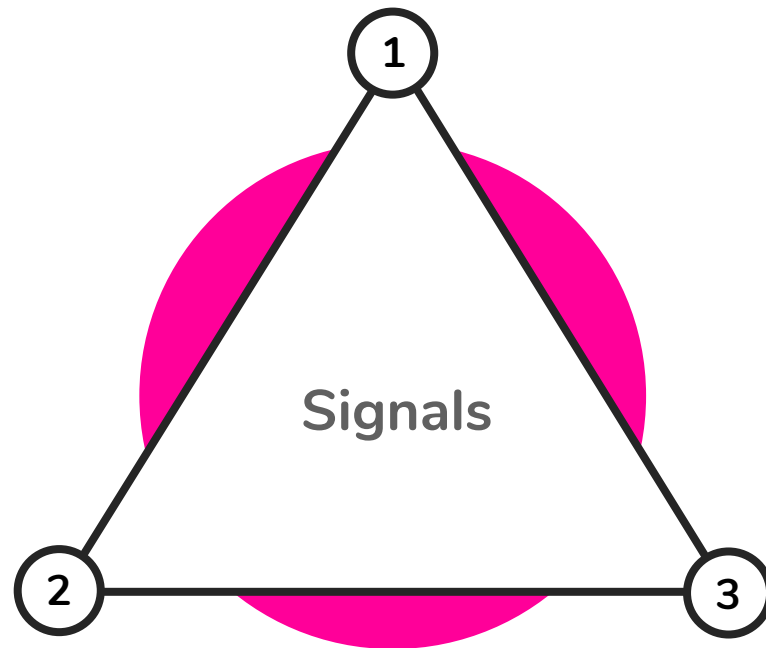
Works engagement

Targeting the right people, building leads for the Home Services business, will support our mission to help customers to become smarter and more efficient.



Discovery

Validating assumptions



1. The hunch

- It works for Bulb
- OVO achieved a >10% increase in acquisition
- 37% increase in retention from referred customers

2. Data

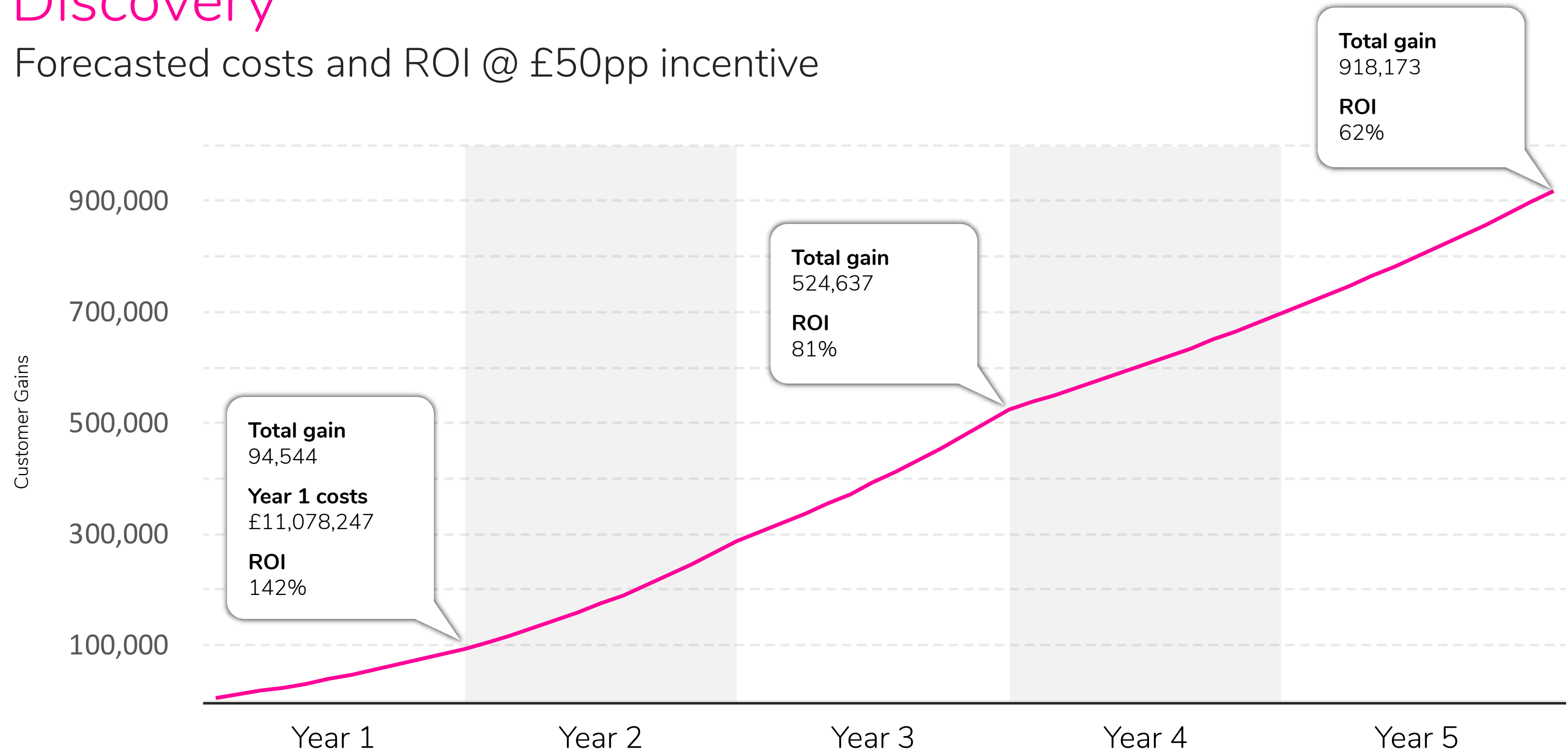
- Phantom links in the online account dashboard could help calculate demand
- A/B testing with different values could identify the sweet spot (£30, £40 and £50)
- Calculate cost, value and ROI to determine if the commercials stack up

3. Customer feedback

- Have customers been asking if we have a scheme?
- Add a survey after sign up or log in asking if customer would refer a friend
- What percentage of customers score big on the “Would you recommend Igloo to your friends?” NPS question?

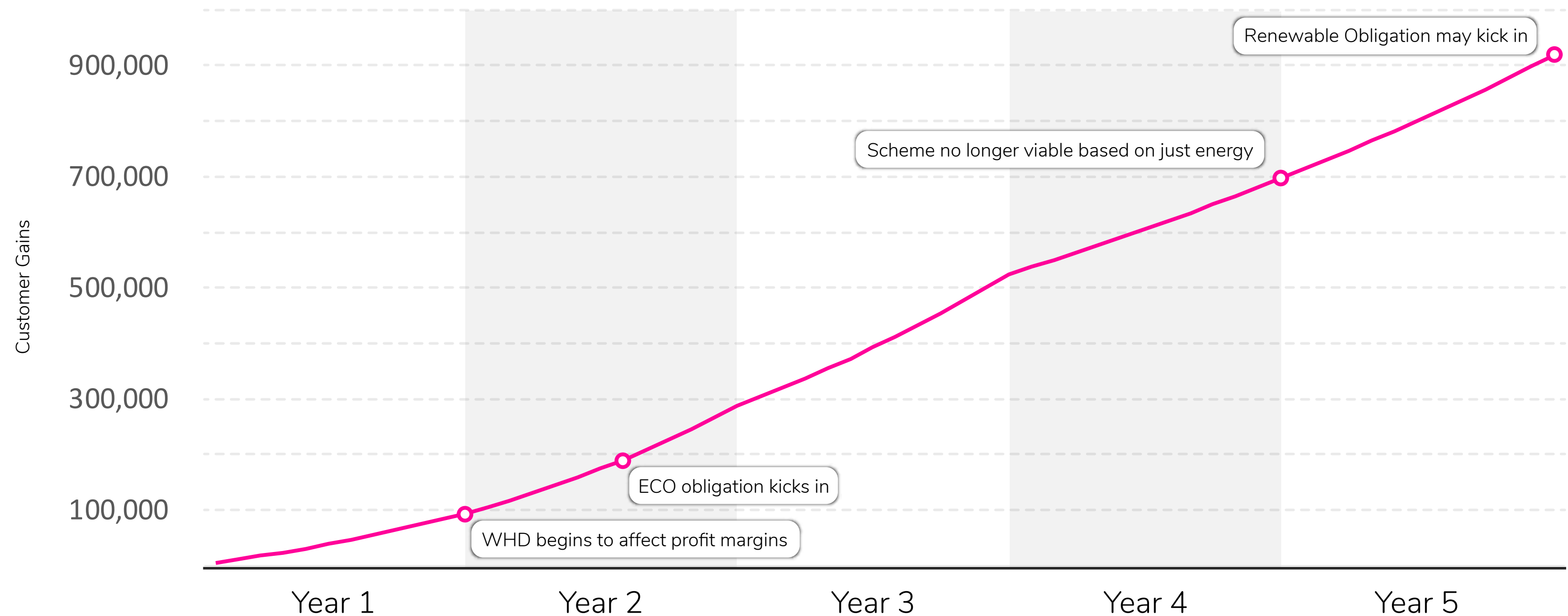
Discovery

Forecasted costs and ROI @ £50pp incentive



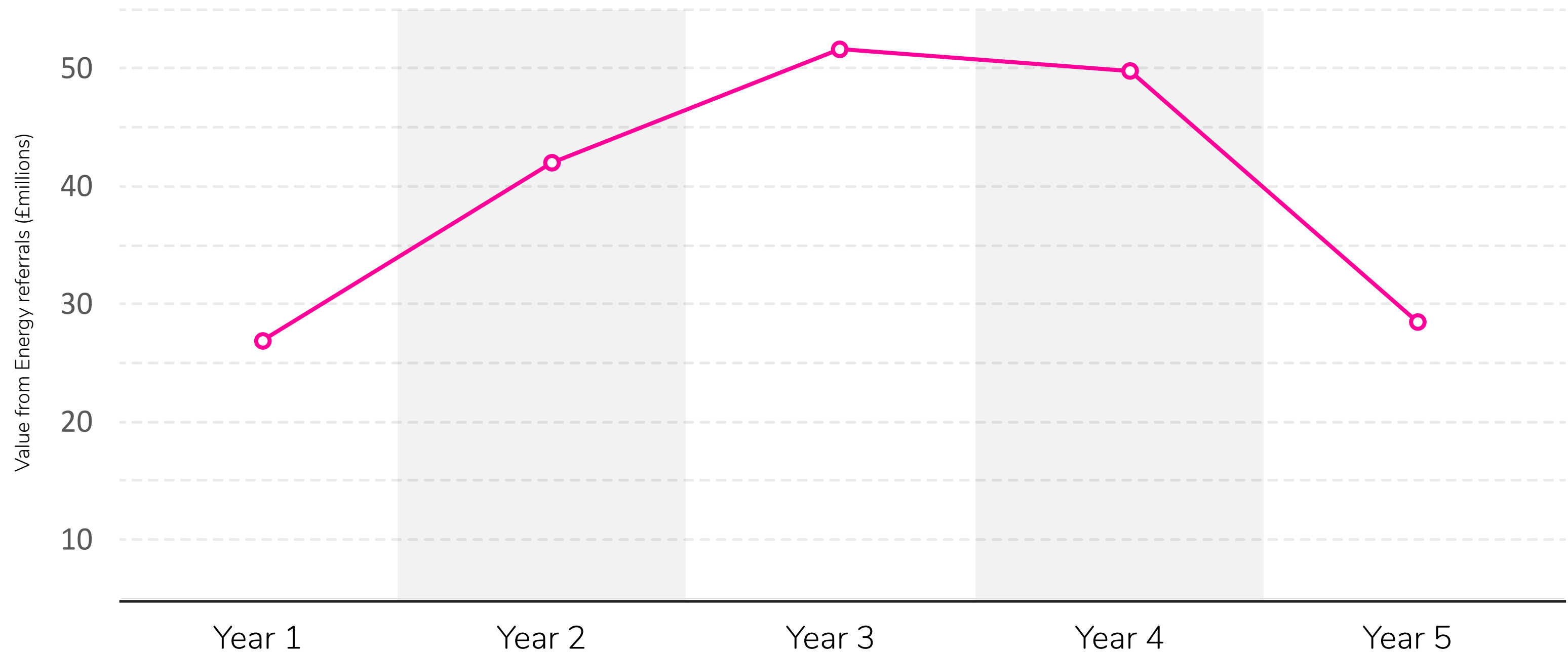
Discovery

Points of interest



Discovery

Referral product lifecycle



Referral scheme

Optimise and Adapt



igloo 

Get 1/2
the base
to refer
every 6
months

New Customers

make a new
customer aware

home page
content

'Find a friend'

don't take our word for it
(social)

* 100 changes
wouldn't
affect this

Share after
sign up

thank you page

Welcome email

Dashboard content (first login is key)

Day of the switch comms "How easy was that"

make it
fun

Gamification

leader boards

multi refer awards

Existing Customers

Welcome to
RAF

Email Campaigns

Dashboard messaging

* 80% logged in (last 3 months)

First Bill msg "this could've been £xx"

Meter reading email

Bill ready email

Payment Page

DD review time

happy customers

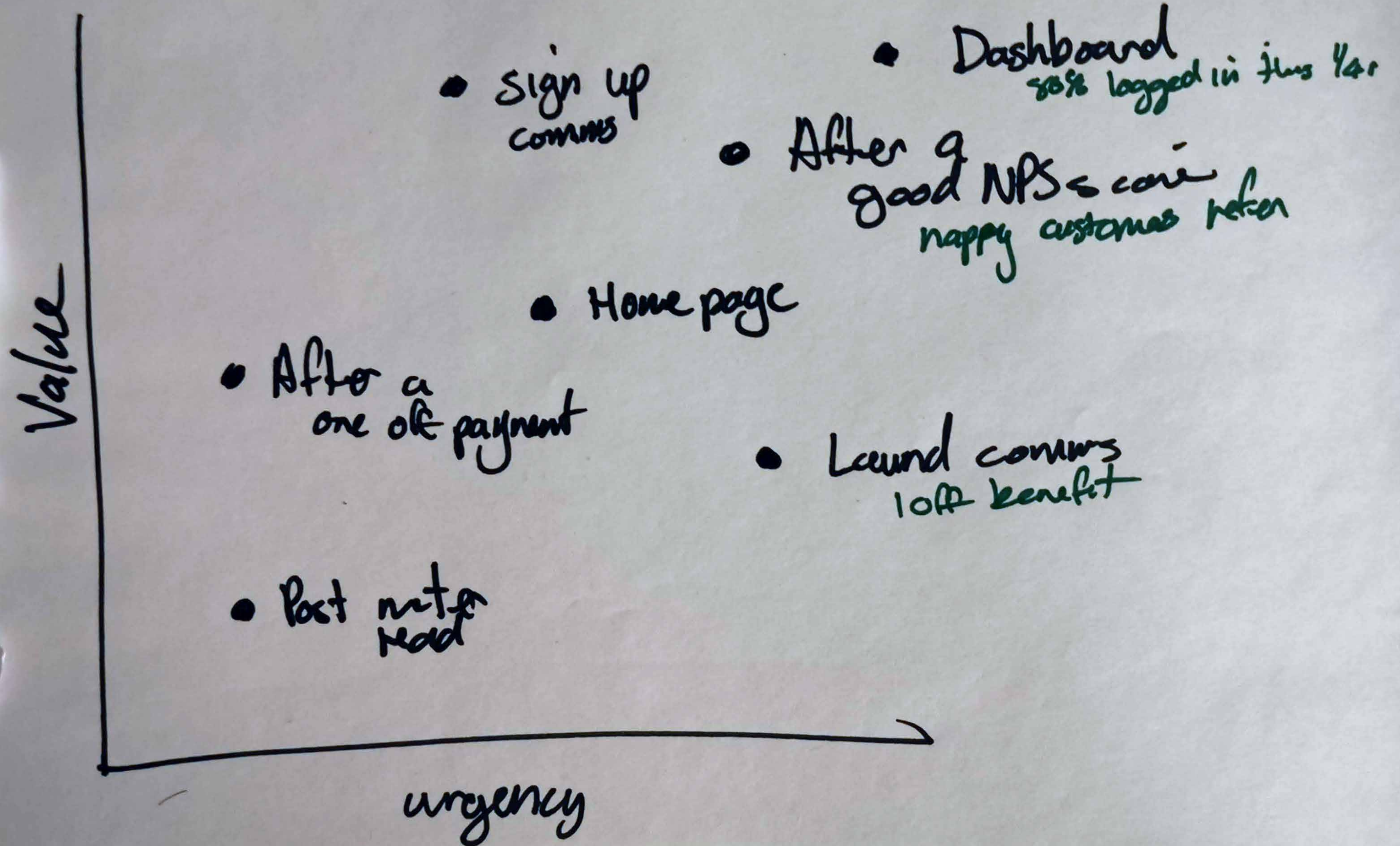
Good
HoJiar
feedback

thinking
about
money

SMS
after a
quick wait time




Good NPS
Score
Survey thank
you


Perceived Cost of Delay



Optimise Outcome

Research - Gamification








Menu

My Rewards


Your reward balance is:

£50.00



12345

Just 2 more referrals to be in with your chance to win a free Tado Smart thermostat



Pending Referrals




£100.00

Completed Referrals

£50.00



Your Referral Link




https://refer.igloo.energy/fergusk3249




COPY MY LINK

Test - Payment page

09:47 4G



Account Balance




£85.01

Earning 3% Interest


MAKE ONE-OFF PAYMENT

Bills & Payments


Fancy clearing your balance for free?

Refer a friend and we'll give you and your friend £50 each x2

FIND OUT MORE

Date	Type	Amount	Balance
19/02/20	Payment	£71.78	£85.01
18/02/20	Interest	£0.21	£13.23
18/02/20	Bill	-£81.31	£13.02 
04/02/20	Card Payment	£10.00	£94.33
21/01/20	Payment	£71.78	£84.33
18/01/20	Interest	£0.20	£12.55

Deliver - Email



Hi Alexander,

Account – 80571

Good news, your new bill is now available for you to view online, simply [click here](#) to access your Igloo account. If you've forgotten your password, or haven't yet set one you can do so by following the link above and clicking on Password Help.

Your account balance is now £13.23 (in credit), your next payment will be taken on 18th March 2020.

If you have any questions, head over to our website [FAQs](#), give us a call or drop us an email.

How are we doing?

How likely are you to recommend us to a friend?

1

2

3

4

5

6

7

8

9




10

Best regards,



Team Igloo.

0333 405 5555

[www.igloo.energy](#)



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Adapt

Why do people refer products to their friends?

Going beyond
the money



U B E R



T E S L A

~~Financial~~

- ~~- It's the main reason I joined~~
- ~~- I aim to pay for the full service through referrals~~
- ~~- It's a bonus~~

Respect and Recognition

- I know something you don't
- I'm a total expert
- This will make me look really cool to my friends

Evangelicalism

- How amazing is this product
- I genuinely believe in what you are doing
- How easy was this, everyone should try it

Social responsibility

- I think it's the right thing to do



Adapt

Improved hypothesis

We believe a targeted referral scheme for home owners with Oil, LPG or Gas heating will help increase Lifetime Value through the cross sell of our Home Services products



Adapt

Know our customers

Maximise the opportunity by focusing incentives on customers that can benefit from the Works products.

Capture home data on every customer

- **Sign up journey**
 - Introduce property type questions to the estimation section
- **Thank you page**
 - Help us help you, property survey
 - Property ownership
 - Heating type
- **First login**
 - Dashboard notifications
- **Analytics improvements**
 - Build out end to end segmented funnel analysis
 - Segmentation and GA audiences
 - Post login DataLayer

Research the impact

Incentive value

Could we reduce the incentive for non-Works eligible customer?

Property and heating types

Where is our biggest opportunity, what customer types are most likely to engage with our works proposition? My hunch is Oil and LPG.

Do referees share similarities to their referrer?

Is there any heating types that result in more referrals (eg. Oil and LPG customers are usually off grid). Do they refer customers in a similar boat?

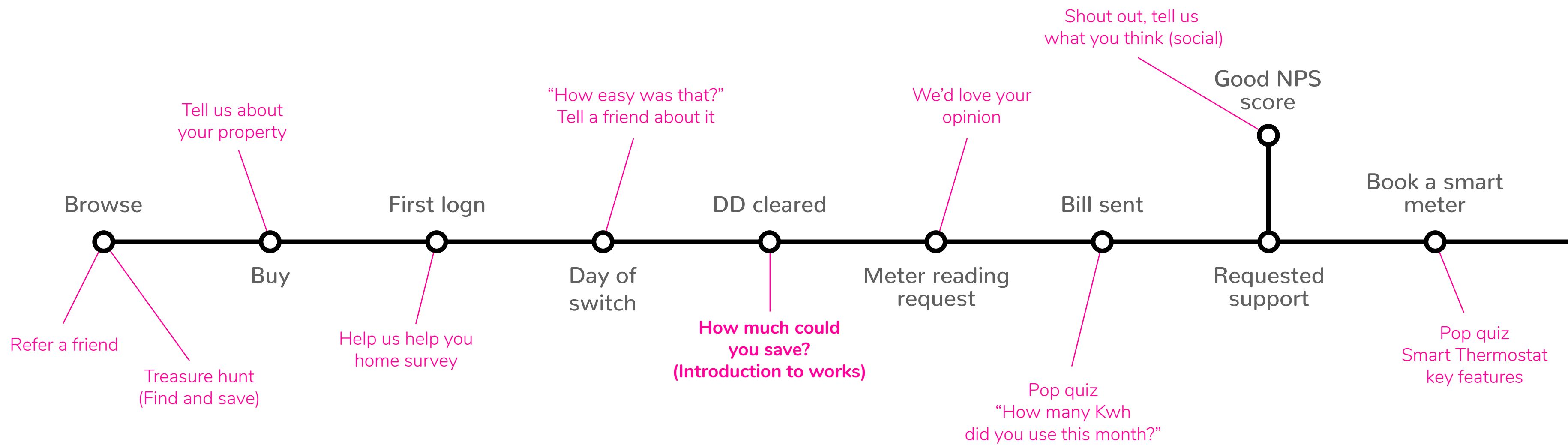
Ongoing engagement vs Refer a friends

Is there something that we could learn from the games industry? Identifying key touch points within the customer experience that, if we were to incentivised could drive greater ROI?



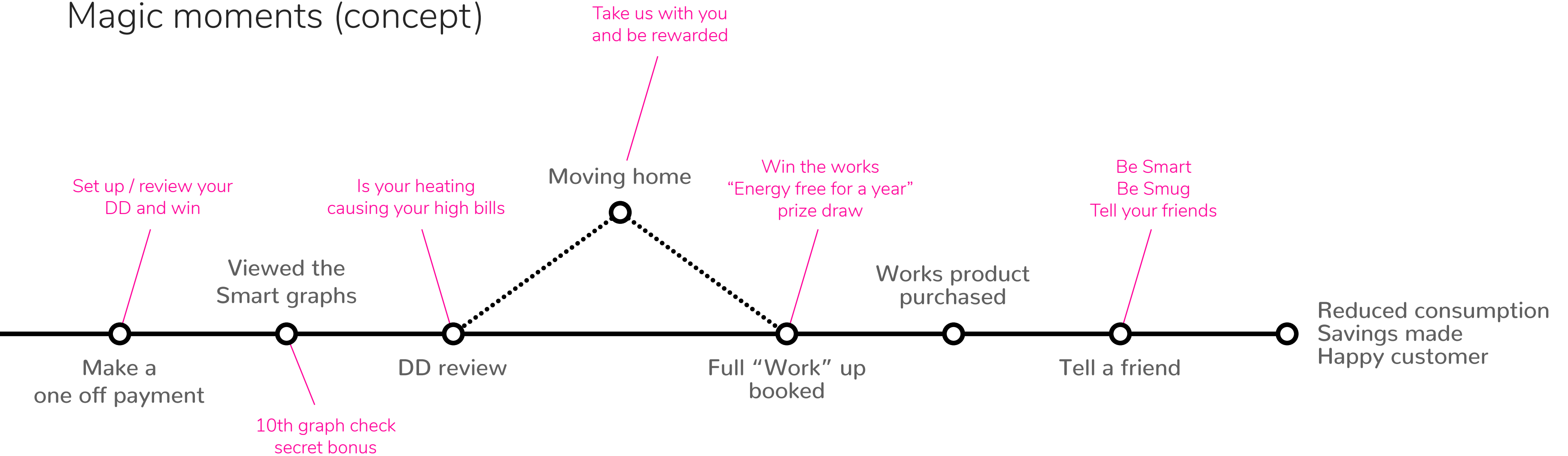
Adapt

Magic moments (concept)



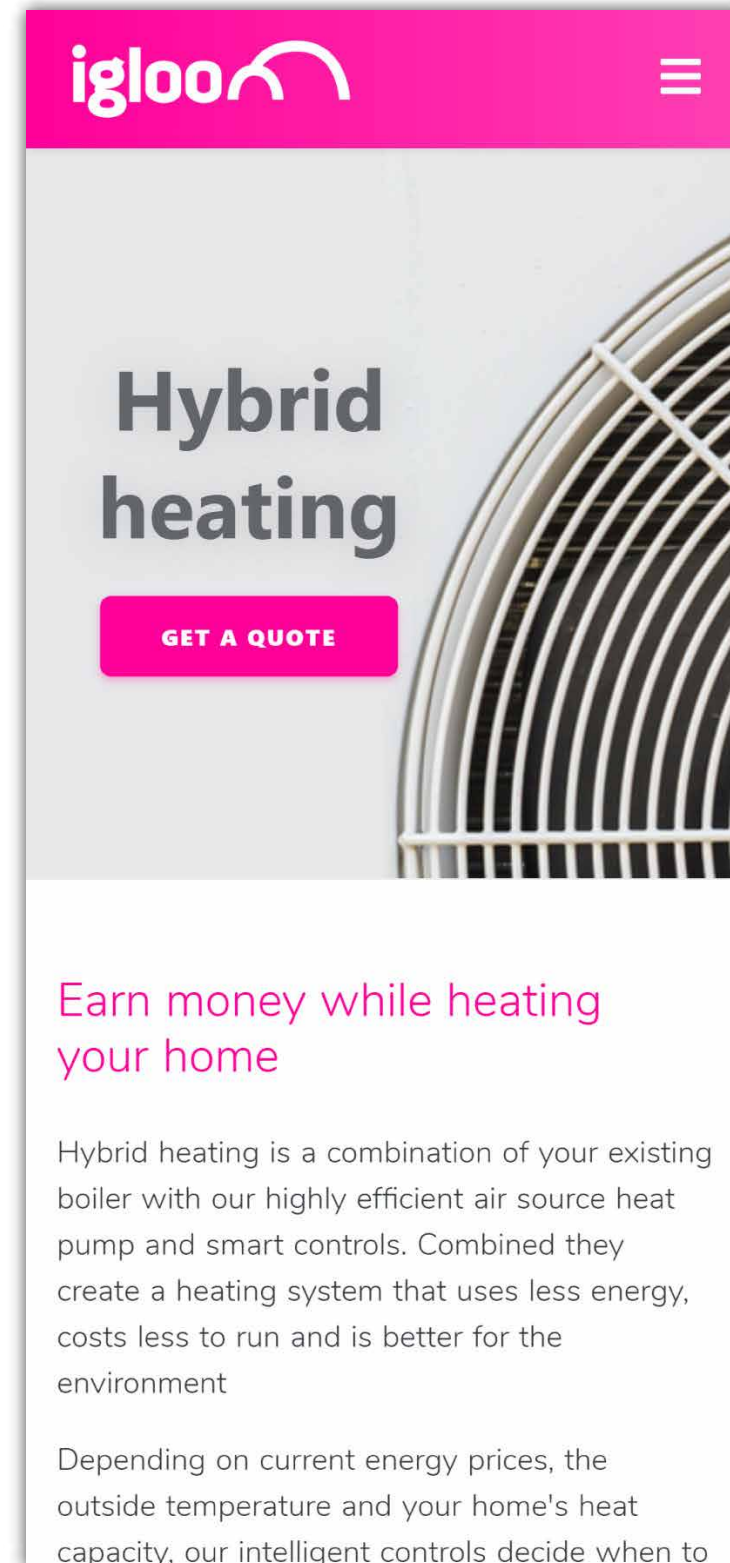
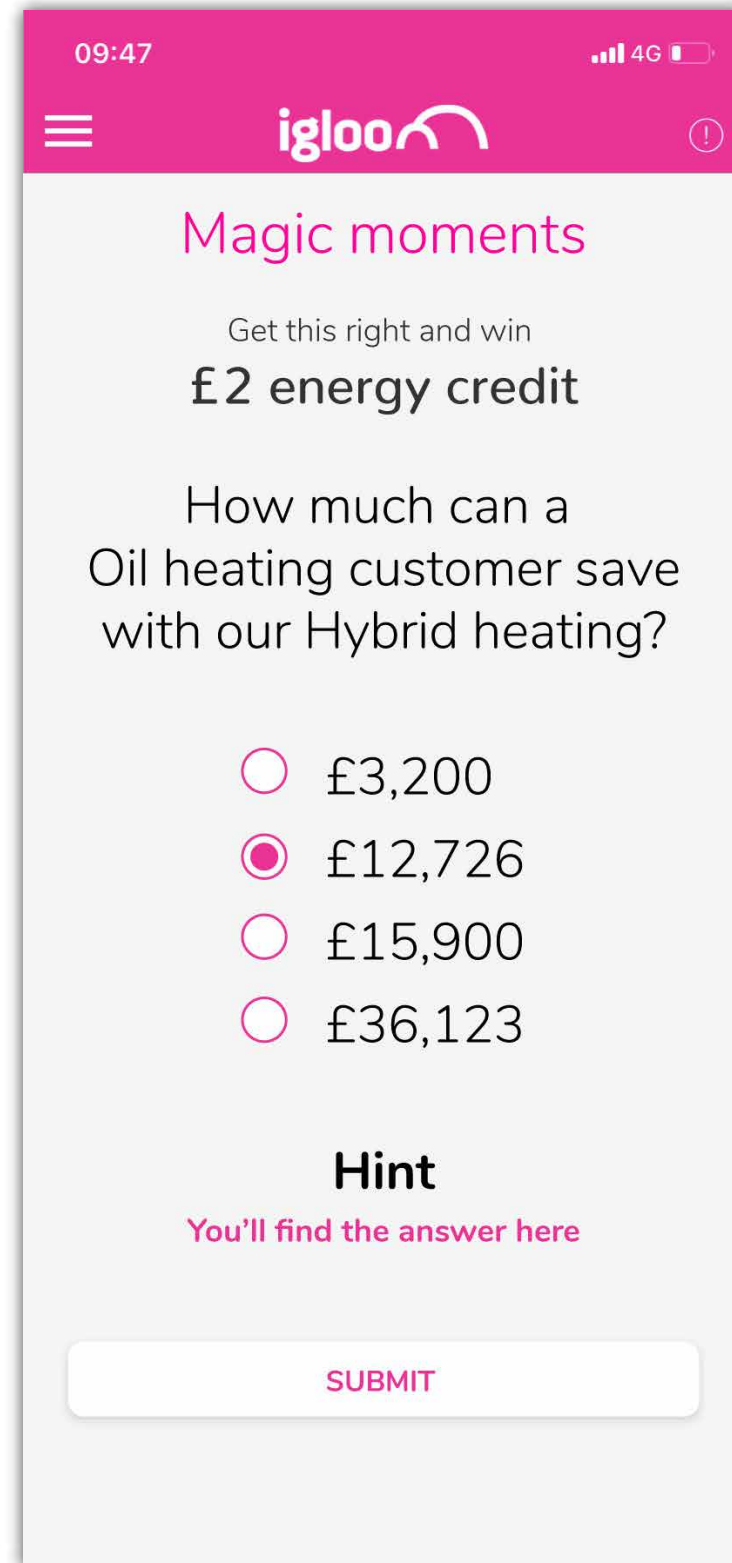
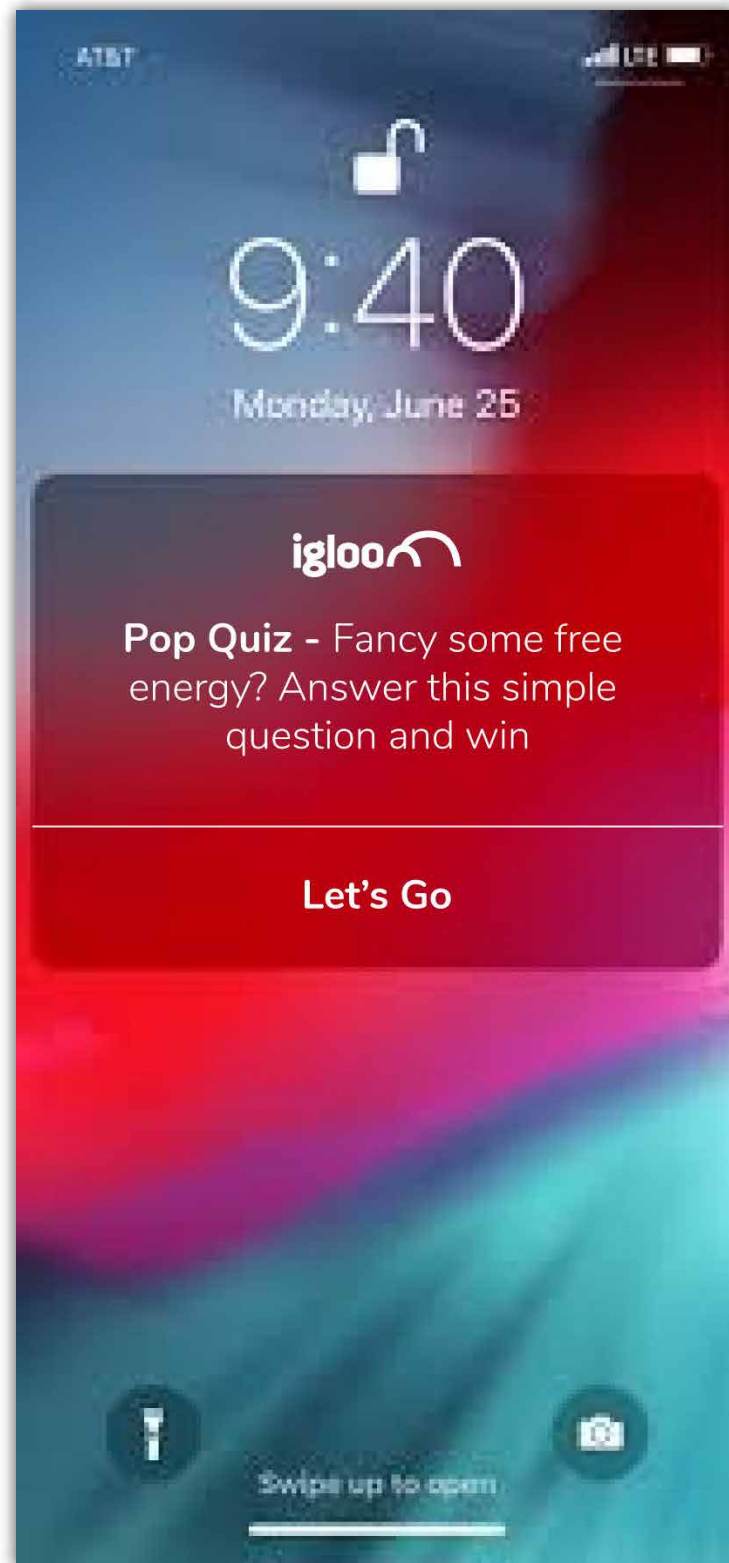
Adapt

Magic moments (concept)



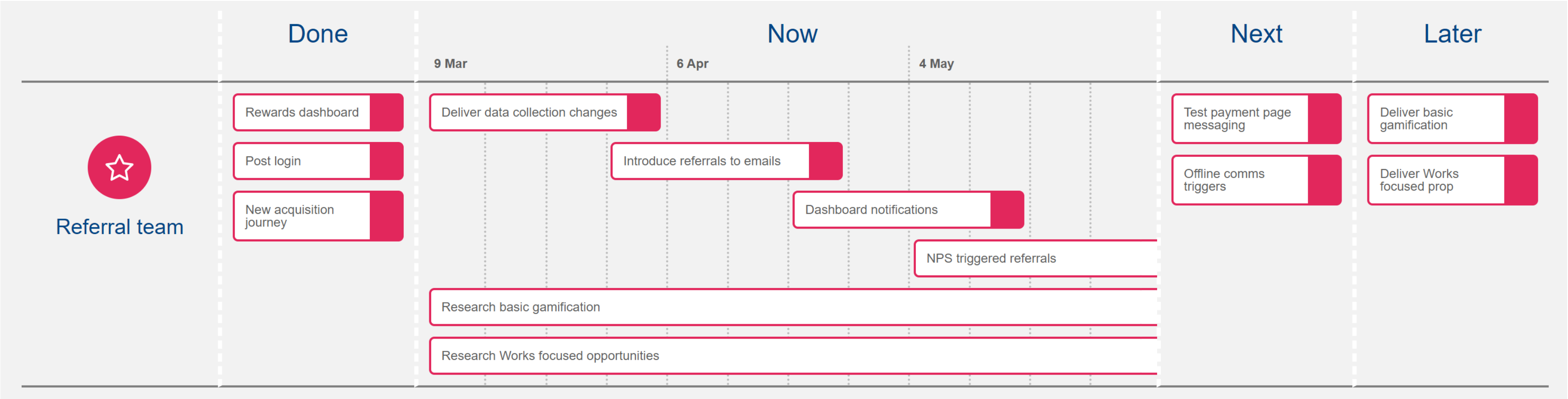
Adapt

Magic moments (concept)



Plan

Now, Next and Later



Thank you



igloo 