

Referral scheme

Build, Optimise and Adapt

Fergus King



Referral scheme

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- **Adapt**
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- **Roadmap**
The next 3 months



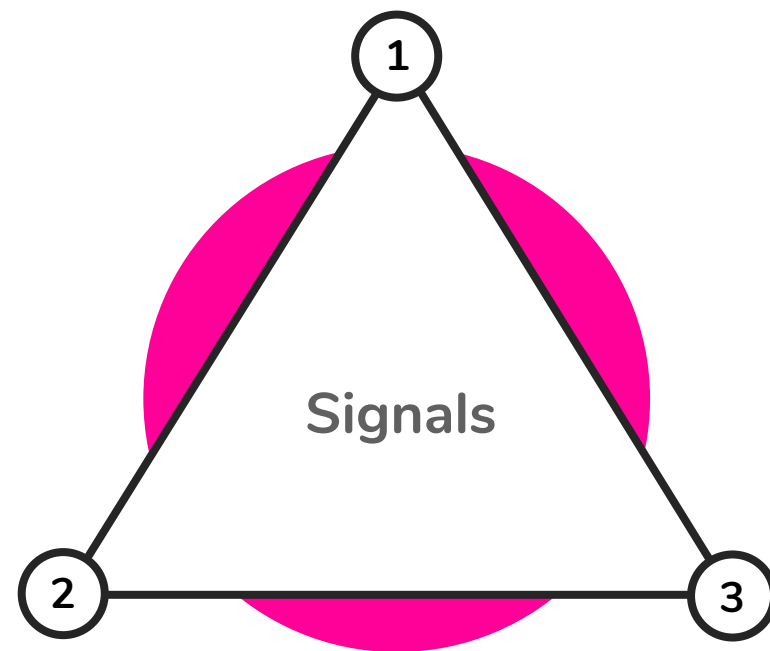
Discovery

Hypothesis

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

Discovery

Validating assumptions



1. The hunch

- 20% of Bulb's total acquisition sales
- 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

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

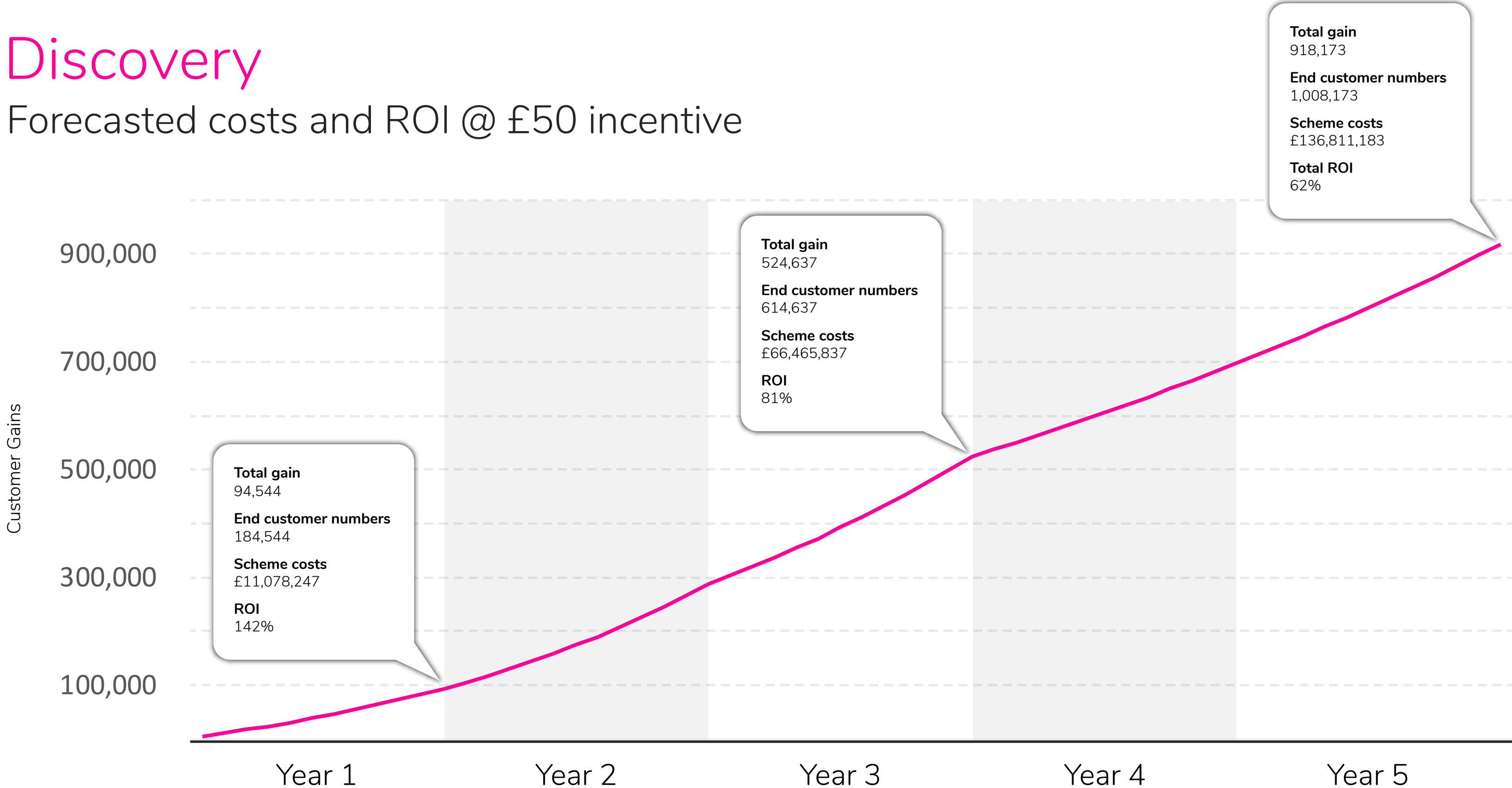
Works engagement

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



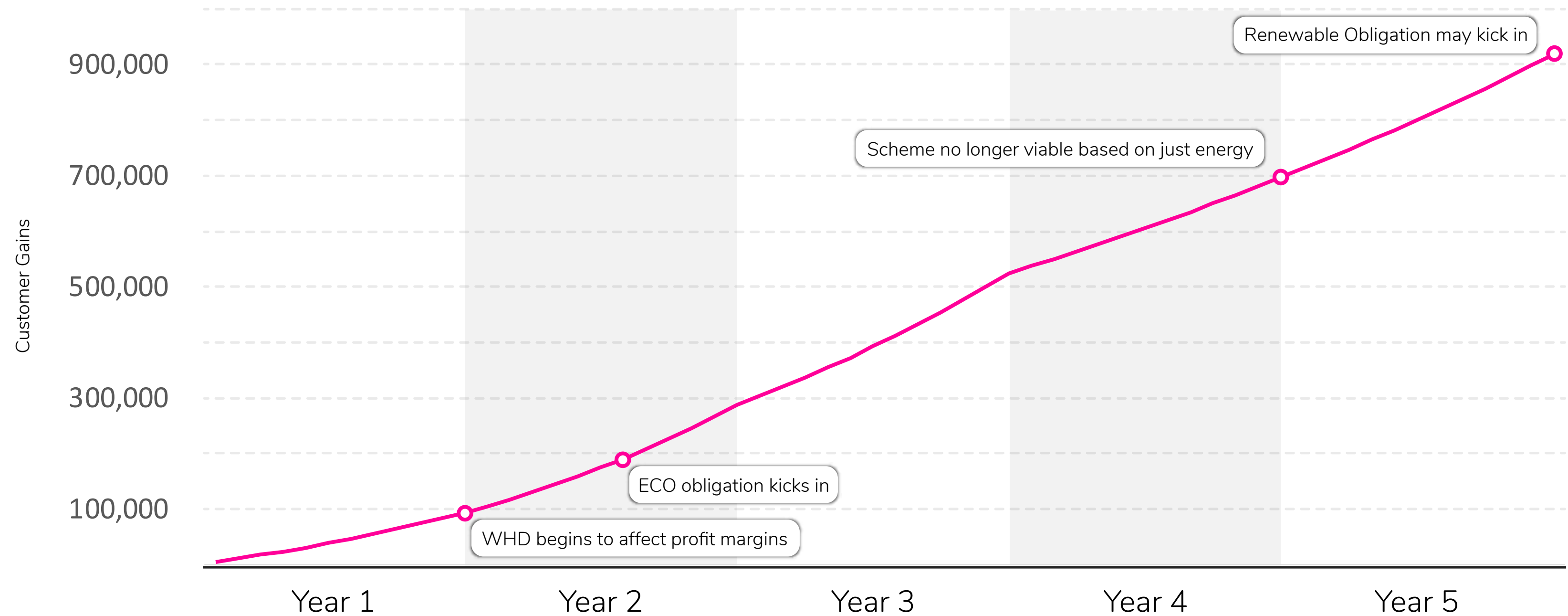
Discovery

Forecasted costs and ROI @ £50 incentive



Discovery

Points of interest



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

Discovery

Ideation

Gamification








Menu

My Rewards

Your reward balance is:


£50.00

[View details](#)



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](#)

Payment page

09:47



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

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



Download the Igloo app today.

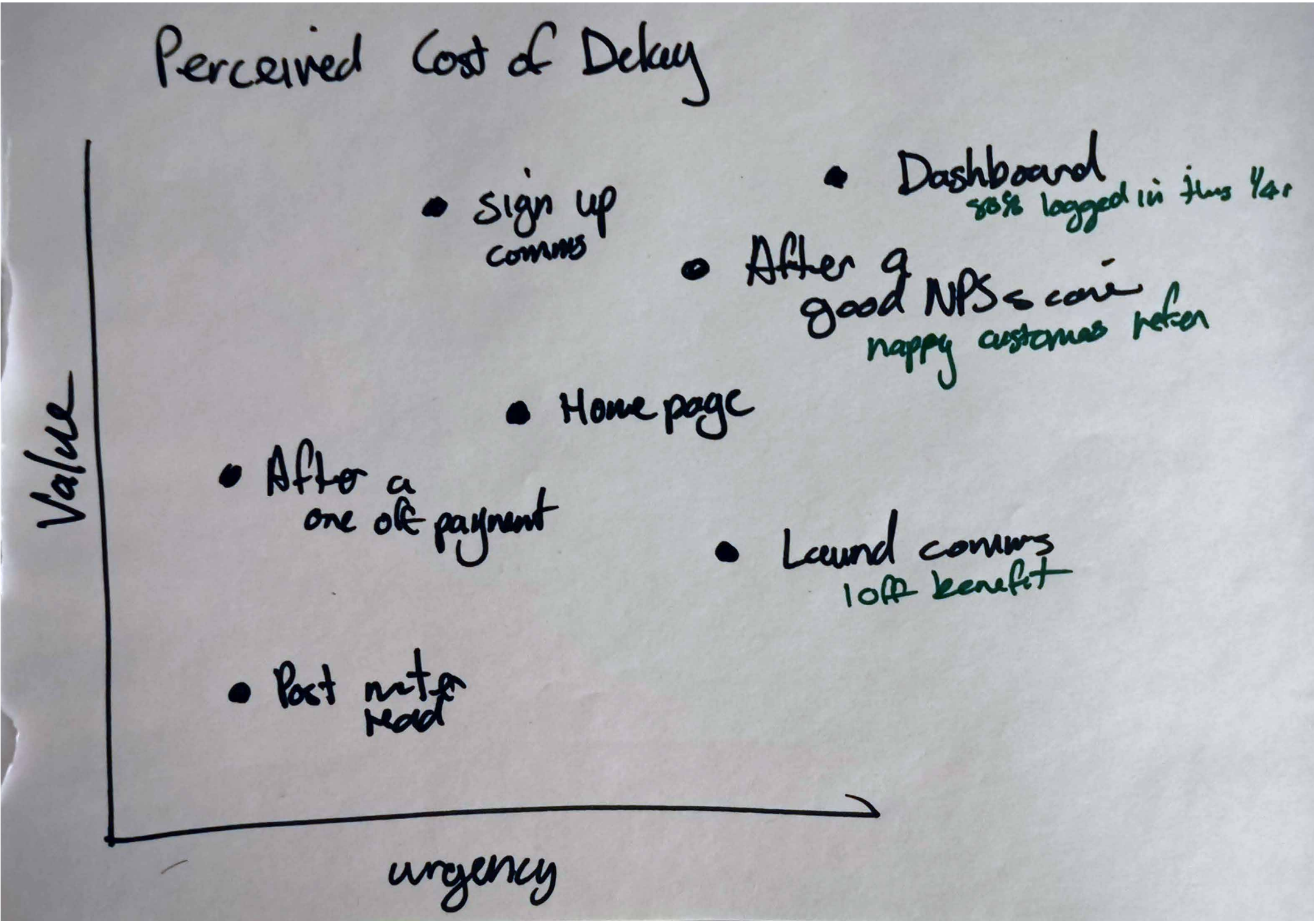


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Our mailing address is:
The White Building
1-4 Cumberland Place
Southampton, Hampshire, SO15 2NP
United Kingdom

Discovery

Prioritising - Cost of delay



Launch email campaign

Customer base	90,000
Marketing consent	90%
Available for launch campaign	81,000

Launch email

50% Emails Opened	40,500
30% then click through	14,175
50% referral rate	7,088

Follow up email

70% Emails Opened	28,350
30% click through	8,505
50% referral rate	4,253

Total referrals made	11,340
10% referral conversion rate	1,134



Delivery

Delivery options



£130k (Year 1)
£85k (Annually)



£100k (Annually)



£60k (Annually)



Engagement

Pop-up interrupters	Yes	Yes	Yes
Standalone landing pages	Yes	Yes	No
Integrate into CMS content	No	Yes	No
Test and learn (A/B testing)	Yes	Yes	Yes

Design

RAF provider logo removal	No	Yes	Yes
Customisable templates	Partially	Fully	Fully
Customisable email templates	Partially	Partially	Fully

Delivery

Delivery options



Experience

Basic referral incentives	Yes	Yes	Yes
Advance incentivisation	No	Yes	No
Offline referral approach	Yes	Yes	No
Staff incentivisation	No	Yes	No
Click and go	Yes but inconsistent	Yes	Yes
Named referrer field in sign up	Yes	No	No
Customer dashboard allowing them to track their referrals	No	Yes	No

Integration

Emails sent from igloo.energy	No	Yes	Yes
Integrates with last click attribution	No	Yes	Yes
Tagging approach	Custom by page	Global	Global
Mailchimp integration	Yes	Yes	Yes
Pre-enrol for existing customers	Yes	Yes	Yes
Marketing consent passed for re-marketing	No	Yes	Yes

Delivery

Delivery approach (90 days)



Validate our assumptions

- Add phantom links to thank you page, welcome emails and post login
- Customer survey to calculate the optimal incentive
- Plan first 2 months of launch activity and prioritise based on web traffic and potential volumes and CTR for emails.



Build online service channels

Focusing initially on service channels will drive genuine referrals based on actual customer experience.

- Dashboard
- Statement notification emails
- After a online payment
- Following positive NPS feedback



Rewards dashboard

Building the dashboard showing incentive rewards will help promote user to continued involvement in the scheme.



Build out acquisition channels

- Sign up thank you page
- Welcome emails
- Day of switch emails
- First bill notification



Monitor and optimise



Referral scheme

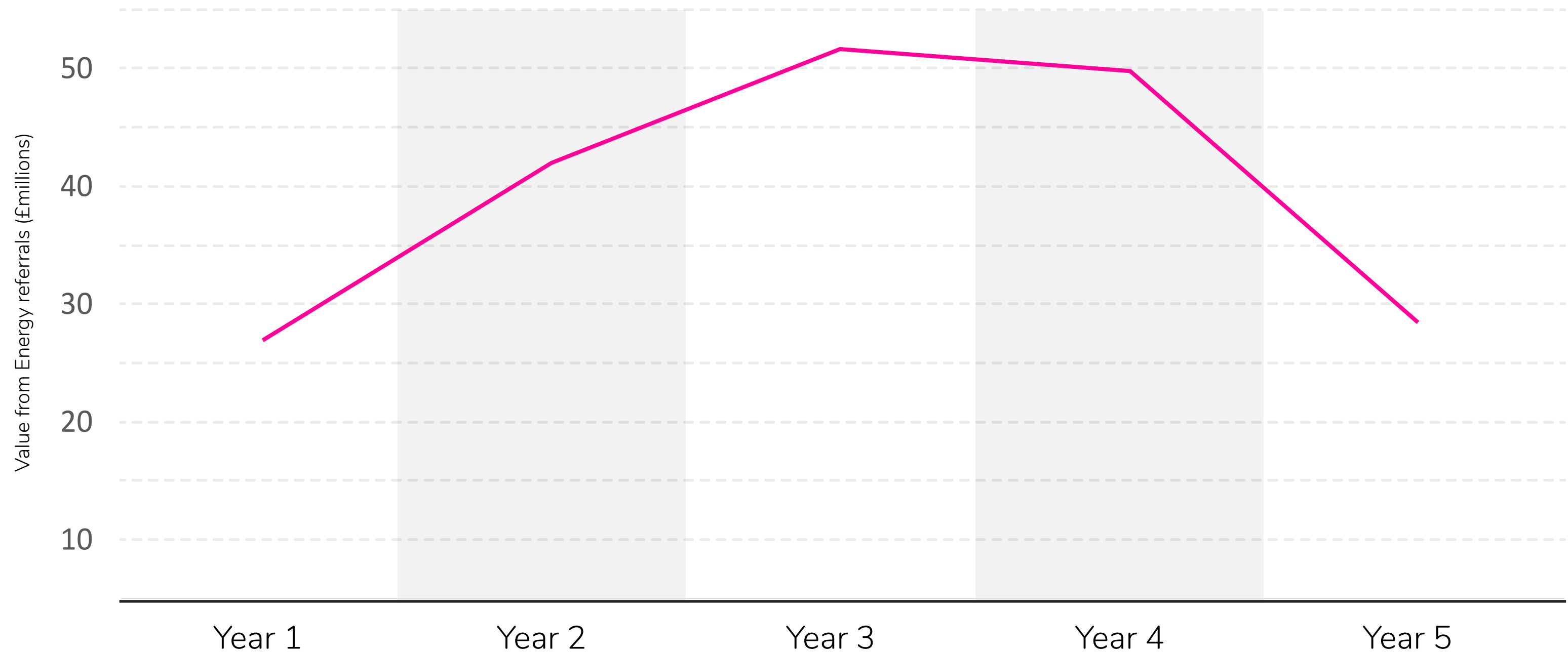
Optimise and Adapt

Fergus King



Optimise

Why do we need to optimise and adapt?



Optimise

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



Optimise

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

Optimise

Know our customers

Data capture

To maximise the opportunity to focus our referral scheme on customers with properties that could benefit from the Works product set, we need data.

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, promoting survey to users who didn't complete it during the sign up process

Analytics improvements

- Build out end to end segmented funnel analysis
- Segmentation and GA audiences
- Post login DataLayer

Research

What would the impact be if we focused incentives on homeowners, with property types that can benefit from our works products

Incentive value

Could we reduce the referral incentive to £20:£20?

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?

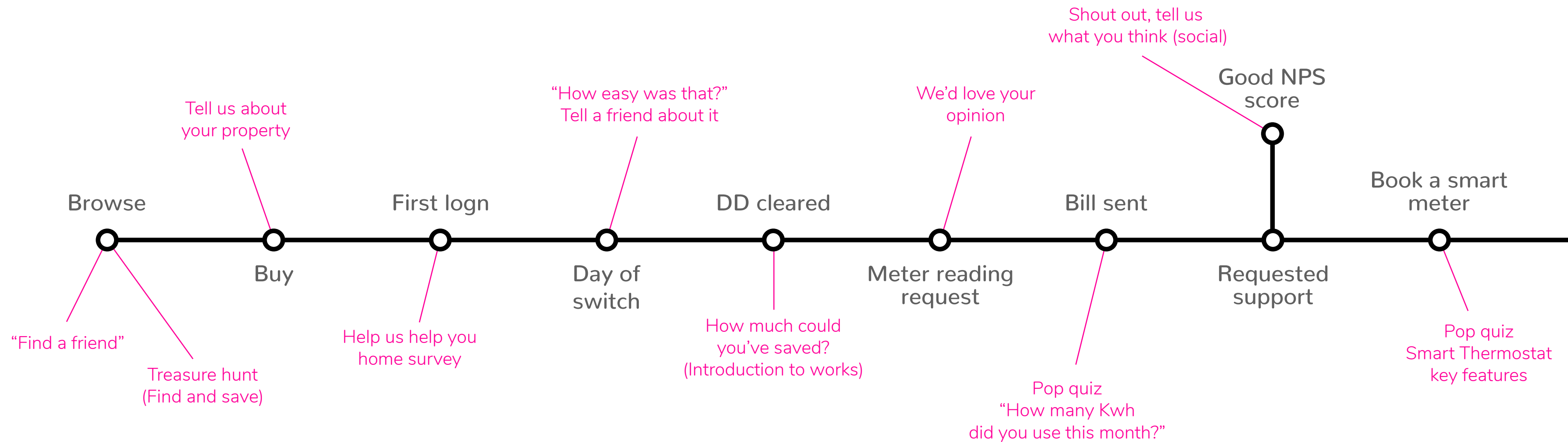
Moments vs Refer a friends

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.



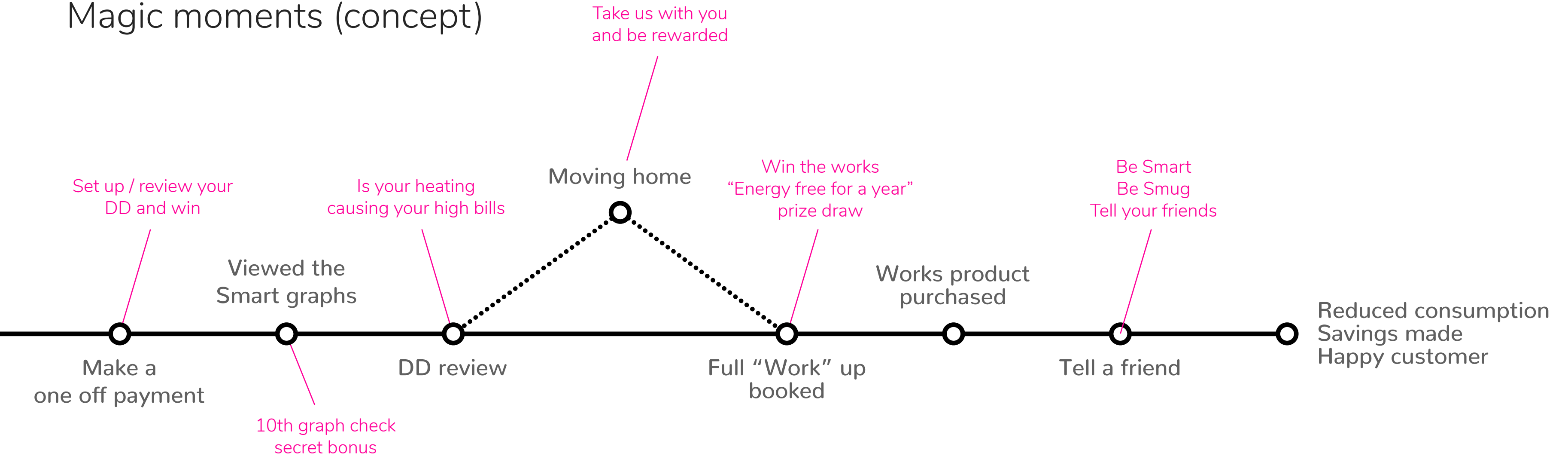
Adapt

Magic moments (concept)



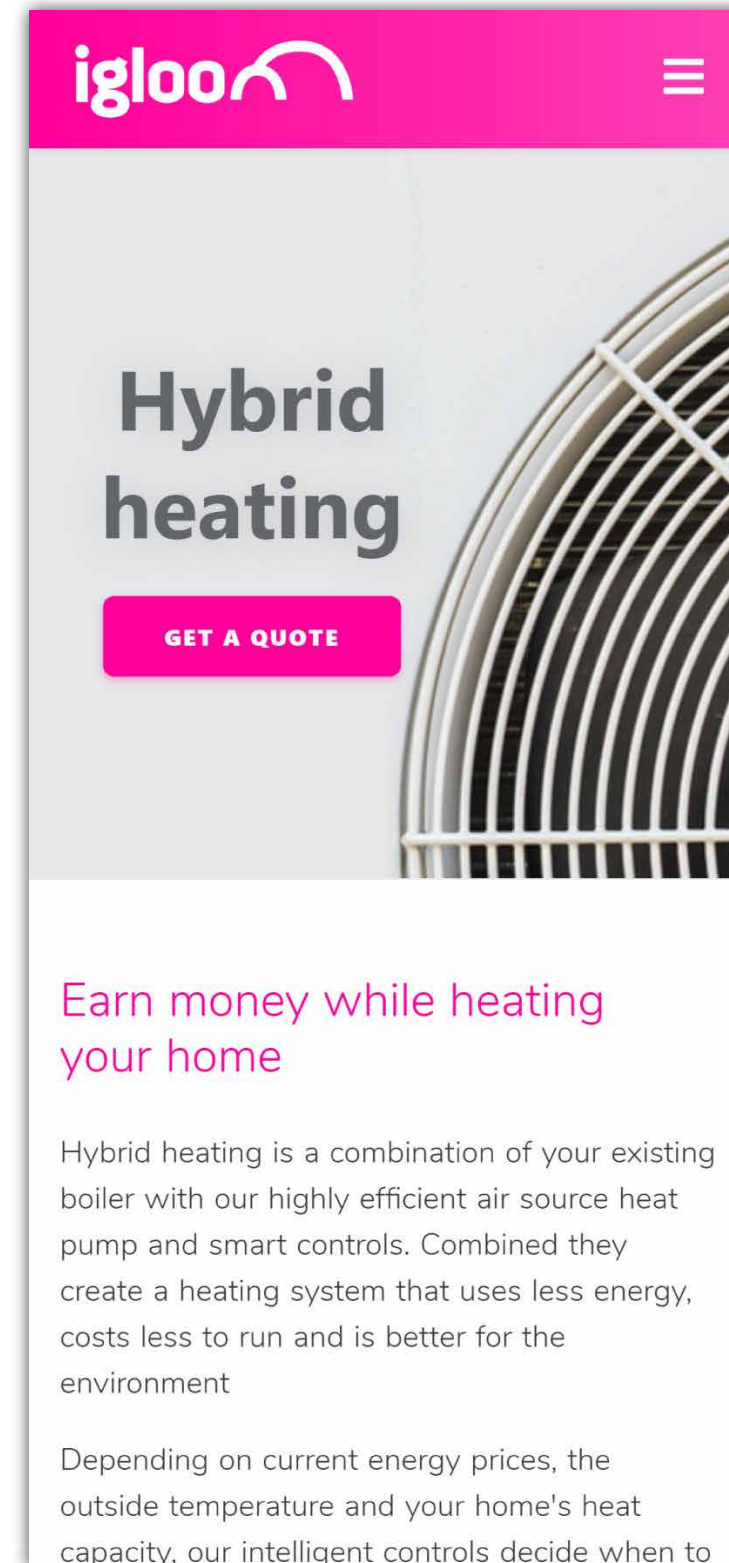
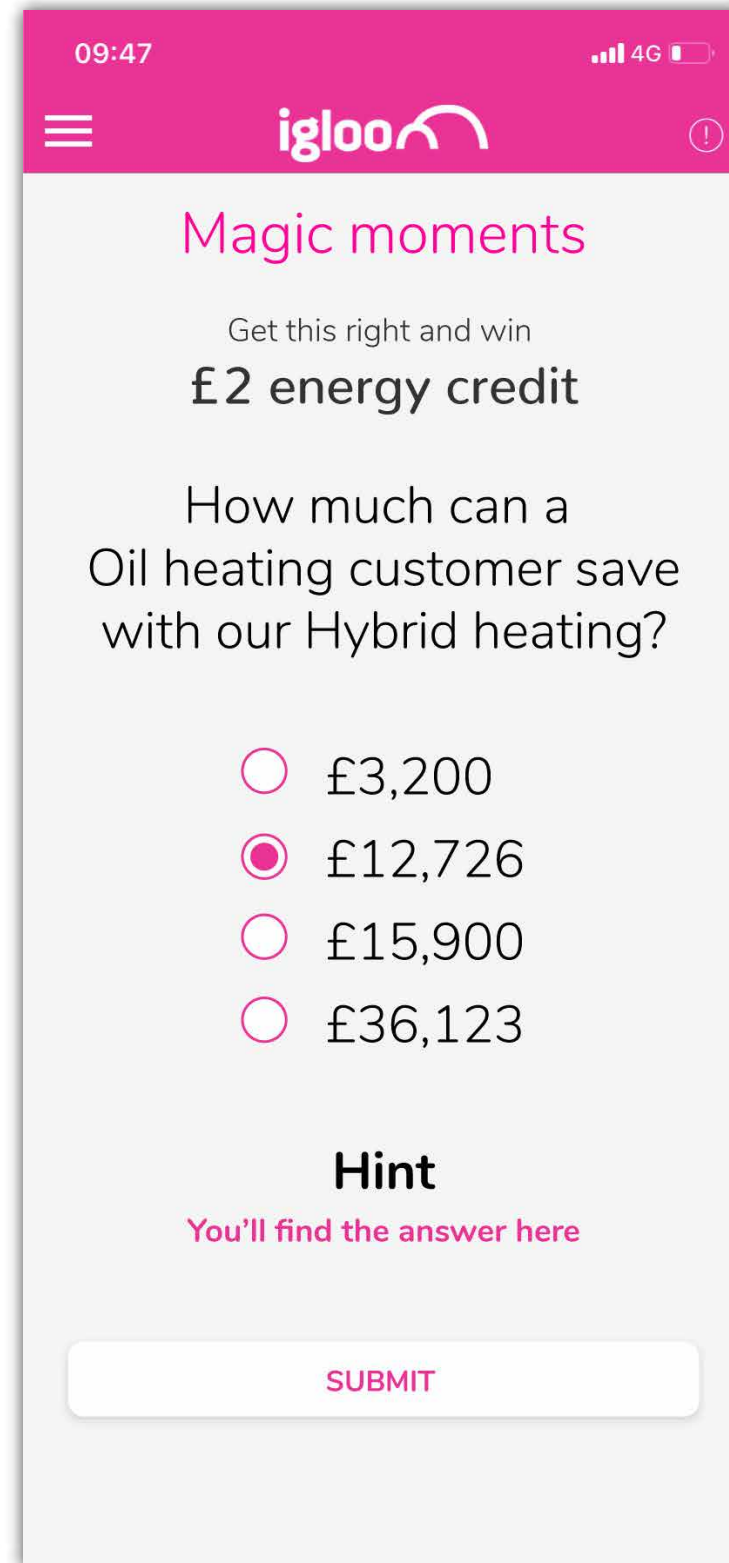
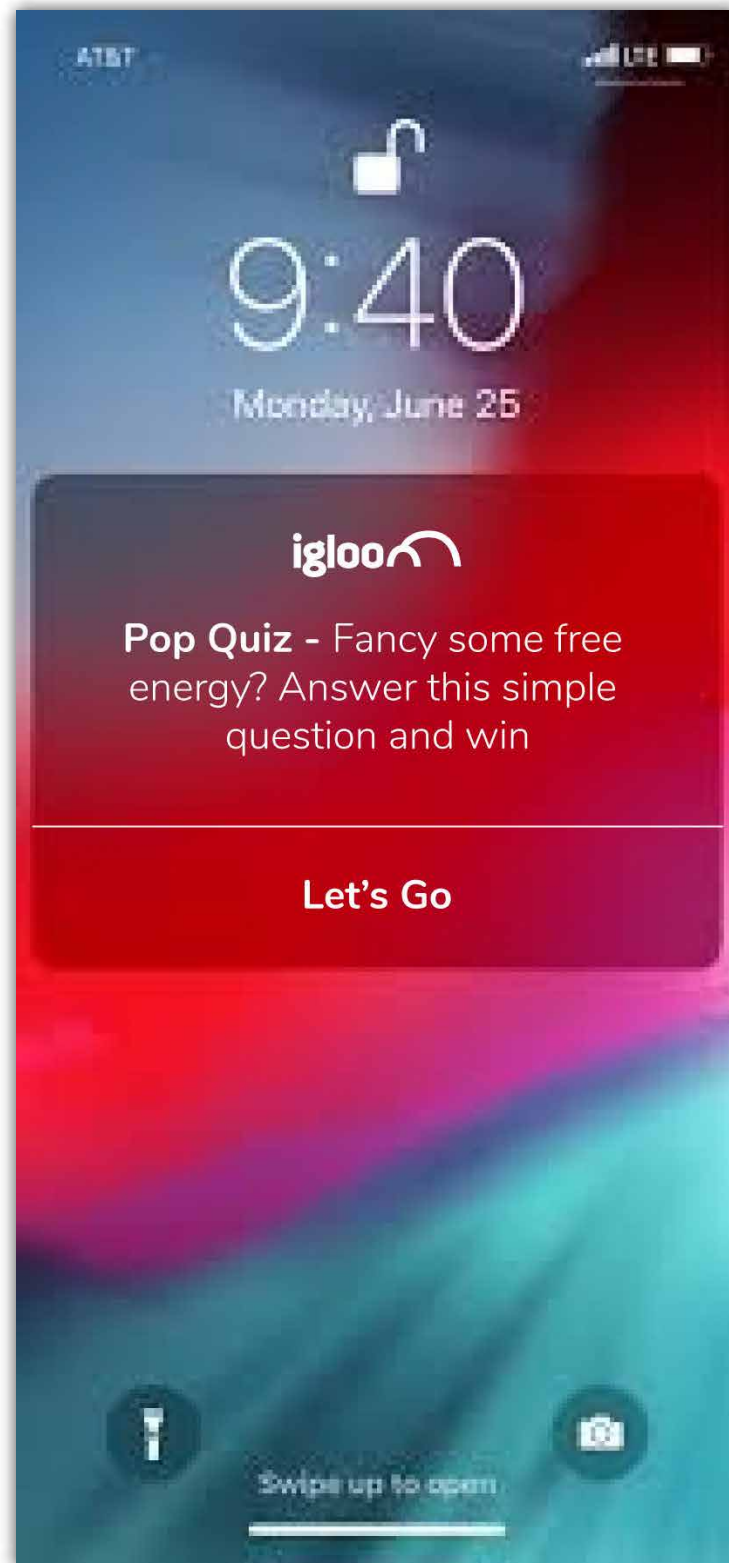
Adapt

Magic moments (concept)



Adapt

Magic moments (concept)



Plan

Now, Next and Later

