

Utilities Conference 2018

The Utilities Conference highlighted some interesting themes this year. Here are Gusto's top three take outs...

1

There are currently circa. *6 million customers* listed on the PSR, therefore engaging with these consumers within research is crucial



Vulnerable customers are *transient*

Digitisation is leading to a new level of vulnerable

We therefore need to be more lateral in research recruitment

2



Clear implications for managing the local structure, but the scale of the issue is a very big 'unknown'



60%

Of EV users are open to the idea of a tool to manage charging of their EV

3

The Plastic issue continues to make waves



Plastic Pollution

Schemes such as 'Refill' demonstrate an opportunity to engage with customers, whilst tackling real environmental issues



<https://refill.org.uk/>

26,708

bottles saved so far

Let us know if you want to hear more about the conference this year, or have any specific research needs