WaterTalk:

Smart Metering Customer Research

UNITED UTILITIES
DISCUSSION GUIDE – BUSINESSES / LANDLORDS
V9

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Energising Insight

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Background & Research Objectives

There are 1.2million Non House Hold (NHH) properties in England and Wales. They consume around 30% of England and Wales' total water about 3bn litres per day.

The water demand is heavily skewed toward a few very large users. 1% of NHH customers use half of all NHH water and 3% use 70%. That means the other 97% of customers use just 30% of NHH Water. This is because the vast majority of NHH properties are very similar to domestic settings. By this we mean you are using water for everyday activities like making drinks, washing up and flushing the loo.

Nearly 90% of the NHH market's 1.2 million customers have water meters. Of these, 75% need to be read manually and 24% have enhanced technology that can be read when walking or driving by. Just 1% are 'smart', i.e., able to record granular data and transmit it over longer distances.
From Artesia report – I don't know what this looks like for UU in terms of Visual vs AMR we have no Smart – Gavin Shirtcliffe should be able to provide details

Recent investigations by Thames Water indicated that 25% of NHH properties that they have digitally metered show a continuous flow. This could be legitimate use though is potentially an indication of a leak on the property

With a growing population and the uncertainty of climate change, water increasingly becomes a precious resource that must be protected at all costs to ensure a sustainable supply for the future. Part of reducing the demand on water resources is looking at how we use water in commercial settings for both large and small users.

In order to meet demand reduction targets across the AMP8 (2025 – 2030) period, United Utilities has proposed an ambitious rollout of water meters for both domestic and non-domestic properties, comprising of:
1. Delivery of 500k new domestic smart meters
2. Replacement of 250k end of life domestic meters with smart
3. Replacement of 200k end of life non-domestic meters with smart

This is expected to bring meter penetration to 70% at the end of AMP8 across all customer trpes United Utilities wishes to conduct a 'foundational' piece of research to set the baseline for developing the customer facing smart metering strategy, to aid with proposition development and communication.

The business objectives are as follows:
- Understand awareness of the benefits of Smart Meters and the support for their roll out.
- Understand any resistance as a result of transitioning to smart meters.
- Explore propositions to encourage positive attitude towards the rollout of smart meters with domestic and non-domestic customers.
- Harness these insights to inform United Utilities on how best to clarify the proposition in future comms messaging to maximise the likelihood of successfully meeting the AMP8 objectives of increasing Smart Meter penetration from 52% to 70%.

The research will cover the following broad objectives:
- Explore smart meter proposition with domestic and non-domestic customers
- Understand levels of awareness of the benefits of smart meters and willingness to install, bill through the meter, and interact with data from the meter
- Understand barriers to smart meter installation, billing & data interaction

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- Explore propositions to encourage smart meter installation, billing & data interaction Consider the 'smart' name and whether another name may be more suitable
- Deliver ideas/territories/collateral to develop as messaging to encourage meter/'digital' meter uptake

Project Timings
- Recruitment: 6th– 13th June 2022
- Materials development with United Utilities assistance: 24-30 June 2022
- Platform setup: 1-4 July 2022
- Fieldwork: 5-8 July 2022
- Interim Analysis and reporting: 11th – 15th July 2022
- Report submitted to United Utilities: 18th July 2022
- Debrief: 22 July 2022

Target Audiences:

10x Business customers
- 5x water reliant (5% of turnover) / 5x non water reliant (up to 5% of turnover)
- All metered – mix of meter types, meter only or automatic meter reading
- Mix of employee sizes
- All to be
    - Solely responsible/main person responsible for deliaing with water company/billing
    - Partially responsible / one of several people responsible
    - Bill payer / administrator for water companiy/billing

5x Landlords
- All to own 3+ properties
- Mix of metered and unmetered at their rented properties

Discussion Flow

DISCUSSION GUIDE	
TASK DETAILS	**TEXT**
Day 1 – launches 5th July	
Title: Welcome! **Day(s):** 0 **Allocation:** N/A **Task type:** Welcome screen as they login	Hi everyone and welcome to your new community! Over the next 4 days, we'll be looking to get your views on water meters. Each day, we'll post some activities for you to respond to. These should take no longer than 30 minutes per day to complete and you can do them at any time that is convenient for you. This community is designed to be very informal, but we do want you to think about the answers you give. There are no right or wrong answers; we simply appreciate your honesty. Don't forget – as long as you respond to all the activities each day, you'll receive a £120 payment as a thank you for your time. If you are new here, click the 'Get started' button, then enter the email address we used to invite you. Next, you will be asked to complete a few

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	profile questions, along with your password. **NOTE**: the second time you log in, enter your email address and your password. You might want to bookmark this page for future use.
Title: Welcome! **Day(s):** 0 **Allocation:** All **Task type:** Welcome activity	Hi everyone and welcome to your new community! Over the next 4 days, we'll be looking to get your views on water meters. Each day, we'll post some activities for you to respond to. These should take no longer than 30 minutes per day to complete and you can do them at any time that is convenient for you. This community is designed to be very informal, but we do want you to think about the answers you give. There are no right or wrong answers; we simply appreciate your honesty. Don't forget – as long as you respond to all the activities each day, you'll receive a £120 payment as a thank you for your time.
Title: Welcome to my world **Day** 1.1 **Allocation:** **Businesses** **Task type:** Individual blog	To start off, we would like to get to know you a little better. Please introduce yourself • A bit about you – name, age, what you like to do in your spare time • What type of business do you work for / own? • How big is the company? How many employees? • How does the business use water? **Moderator** – Welcome the respondents Probe if business is on one site or multiple sites Probe on whether water is key part/cost of product or service and how, or is it just used for
Title: Welcome to my world **Day** 1.1 **Allocation:** **Landlords** **Task type:** Individual blog	To start off, we would like to get to know you a little better. Please introduce yourself • A bit about you – name, age, what you like to do in your spare time • How many properties do you own? • Where are they located? • What type of properties are they? **Moderator** – Welcome the respondents Probe whether properties are household or non-household
Title: Thinking about sustainability **Day** 1.2 **Allocation:** **Businesses** **Task type:** Individual blog	Thinking about the business you own or work for: • What enviromental and sustainability goals does the company have, if any? (Feel free to think outside of water) • What is the company doing to work towards these goals? • Is there anything holding the company back from achieving these goals? • What about sustainability goals relating to water specifically?

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	• How do these compare with the company's overall sustainability goals?
Title: Your water usage **Day** 1.3 **Allocation:** All **Task type:** Individual blog	Great! Thank you for introducing yourself. Now we'd like to learn more about how you feel about your current water usage • How much water do you currently use? (e.g. is this domestic / for industry?) • Which of your activities use the most amount of water? • How do you feel about the bills you currently pay for your water supply? Are they fair? Does it feel low, reasonable, expensive? Why? • How much do you monitor your usage / bills? What do you do, if anything, to minimise this? • Does your bill remain mostly constant, or does it go up and down? Why is this? **Moderator:** Do they do anything to limit / reduce usage? What sustainability goals do businesses / landlords have, if any?
Title: Your water supply **Day** 1.4 **Allocation:** All **Task type:** Individual blog	And now we'd like to know a little about what you know about your water supply: • What do you know, if anything, about about how your water supply works? • How about leakage within the network / within your home or business? Do you have any experience of this? If so, tell us about it. • Do you have any concerns about your supply or leakage when it comes to your business / properties? **Moderator:** Probe on how important the issue of water wastage/leakage is to them Have previous leakage been picked up after or before a meter read and what was the response to fixing the leak
Title: Thoughts on water meters **Day** 1.5a **Allocation:** **Businesses** **Task type:** Individual blog	Now let's think more specifically about water meters in your business: • Do you know how your water meter is read? Tell us what you know about this • In your opinion, what do you think is the main purpose of a water meter, in a business? • What do you like or find useful/helpful about your business' current water meter(s)? What are the downsides? • Does your retailer (the company you pay your water bills to) provide you with any data / insight on your business' water usage? If so, what do you receive? How often & how? **Moderator:** Listen for knowledge of dumb vs. smart meters – do they understand the difference in terms of how they are read? Probe on channels for receiving data about water usage

	Are businesses aware of the sustainability benefits of water meters / using less water? Have water meters changed their attitudes towards water use / water wastage? Are they aware that a meter can help detect leaks that they may have in their business? Are they aware of impact on carbon footprint? Do they care? Are they aware of the direct impact of water wastage on energy bills? Listen for mentions of energy smart meters & probe – to what extent does this inform their perceptions of water meters?
Title: Thoughts on water meters **Day** 1.5b **Allocation:** **Landlords** **Task type:** Individual blog	Now let's think more specifically about water meters: • Do you have water meters installed in your properties? If so, what type(s) and why? • In your opinion, what do you think is the main purpose of a water meter, in a property? • What do you see as the advantages and drawbacks of having a water meter for you as a landlord? • If you have a water meter(s), what made you get one in the first place? • If you have a water meter(s), has anything changed since you got one? (e.g. water bills, water use). Tell us about this • What do you/would you do if a tenant wanted a water meter? How would you feel about it? **Moderator:** Are landlords aware of the sustainability benefits of water meters / using less water? Probe on reasons why they may not be metered To what extent was sustainability a driving force in the decision to get a water meter in the first place? Have water meters changed their attitudes towards water use / water wastage? Are they aware that a meter can help detect leaks that they may have in their properties? Are they aware of impact on carbon footprint? Do they care? Are they aware of the direct impact of water wastage on energy bills? Listen for mentions of energy smart meters & probe – to what extent does this inform their perceptions of water meters? Listen for mentions of concern about prices (considering the cost of living crisis) – to what extent does that make them feel more / less favourable towards water meters?
Title: Challenges faced by United Utilities **Day** 1.6a **Allocation:** **Businesses** **Task type:** Individual blog **Stimulus:** challenges relating to reducing leakage	Now, there are several challenges water companies such as United Utilities might face when it comes to water supply and leakage. Have a look at the image which highlights some of these challenges. 　　　CHALLENGES GRAPHIC • What are your initial impressions now that you have read this information? • Did anything shock / surprise you? If so, what & why? • To what extent have your opinions about water supply & demand changed now that you have read this information? How?

	• How important are the issues of rising water consumption / extreme weather events / water wastage & leakage to you within your role in your business / company?? • How important is the issue of potentially being able to identify leaks (that you may not be able to see) as part of your business? • Whose responsibility is it to address these challenges? e.g. Business owners / employees? United Utilities? Your retailer (i.e. who you pay your bills to)? Anyone else? Why is that? • What do you think would be the best solution to tackle these challenges? Why? **Moderator** – Which of the challenges is the most surprising / shocking? Which of these challenges should be a priority for United Utilities to tackle? Assess if stimulus changes their perception of water supply & demand issues creates greater urgency to tackle this issue. Assess how important the issue of water wastage/leakage to them – should it be a priority for United Utilities to tackle? How should solutions to tackle water challenges be communicated?
Title: Challenges faced by United Utilities **Day** 1.6b **Allocation:** **Landlords** **Task type:** Individual blog **Stimulus:** challenges relating to reducing leakage	Now, there are several challenges water companies such as United Utilities might face when it comes to water supply and leakage. Have a look at the image which highlights some of these challenges. CHALLENGES GRAPHIC • What are your initial impressions now that you have read this information? • Did anything shock / surprise you? If so, what & why? • To what extent have your opinions about water supply & demand changed now that you have read this information? How? • How important are the issues of rising water consumption / extreme weather events / water wastage& leakage to you as a landlord? • How important is the issue of potentially being able to identify leaks (that you may not be able to see) within the properties you own? • Whose responsibility is it to address these challenges? (e.g. Landlords? United Utilities? Both? Anyone else?) Why? • What do you think would be the best solution to tackle these challenges? Why? **Moderator** – Which of the challenges is the most surprising / shocking? Which of these challenges should be a priority for United Utilities to tackle? Assess if stimulus changes their perception of water supply & demand issues creates greater urgency to tackle this issue. Assess how important the issue of water wastage/leakage to them – should it be a priority for United Utilities to tackle? How should solutions to tackle water challenges be communicated?
Day 2 – Launches 6th July	

Title: Digital / Smart Tech
Day: 2.1a
Allocation:
Businesses
Task type: Individual blog
	Welcome to Day 2 of the community! Today we're going to think a little more about 'smart' or 'digital' technology.
	
	• First of all, without thinking about entertainment devices, what do you associate with 'smart' or 'digital' technology in a business?
	• Do you use any smart or digital equipment/devices/technology within your business? Tell us about this:
	   ○ What does this help you with?
	   ○ How do you feel about the use of data from these sources?
	   ○ What does it enable?
	   ○ Are their any drawbacks / do you have any concerns?
	
	Moderator:
	If struggling, prompt with ideas such as Energy smart meters, BMS (building management systems), smart lighting, smart heating etc.
	Understand acceptance of companies analysing data in general – is this something they can generally be open to?

Title: Digital / Smart Tech
Day: 2.1b
Allocation:
Landlords
Task type: Individual blog
	Welcome to Day 2 of the community! Today we're going to think a little more about 'smart' or 'digital' technology.
	
	• First of all, without thinking about entertainment devices, what do you associate with 'smart' or 'digital' technology in the home?
	• Do you use any smart or digital equipment/devices/technology within the properties you own? Tell us about this:
	   ○ What does this help you with?
	   ○ How do you feel about the use of data from these sources?
	   ○ What does it enable?
	   ○ Are their any drawbacks / do you have any concerns?
	
	Moderator:
	If struggling, prompt with ideas such as Energy smart meters, BMS (building management systems), smart lighting, smart heating etc.
	Understand acceptance of companies analysing data in general – is this something they can generally be open to?

Title: Sharing your data with your water company **Day:** 2.2a **Allocation:** **Businesses** **Task type:** Individual blog **Stimulus:** explaining digitally enabled smart meters	Great! Now we'd like to understand how this might apply to your interactions with your retailer / water company. In the future, United Utilities may be able to analyse your data from a water meter to provide water usage guidance for you and your business: • How do you feel about your retailer (who you pay your bills to) analysing your business' water usage data, to provide water usage guidance (e.g. leaks and water efficiency advice)? Why? • How would you feel about your water company (e.g. United Utilities) having access to your water usage data to understand their network (e.g. supply management & leakage analysis)? Why? • In an ideal world, what kind of water usage information would you like to receive? Why? • What is the ideal frequency of your business' water usage data readings being taken (by your retailer or by United Utilities) – e.g.

	every 15 minutes, every hour? Would this differ depending on who is taking the readings? Why?
	• How frequently would you want to receive updates about your business' water usage data? E.g. hourly? Monthly? Annually? Why?To what extent do you think smart technology could be a viable solution to the problem of water wastage/ leakage? Why/ why not?
	Moderator: Have they had any reservations about sharing data in the past? How might they suggest United Utilities communicate to businesses to help put them at ease about sharing their data with a water company/ retailer? Are they happy for water companies to contact them about supply issues / anomalies / leaks? Are they happy for water companies to have access to their data as well as their retailer? Why / why not? In an ideal world, what role should their water company play? How does this compare to the role they expect their retailer to play? Would they be open to e.g. telling them they have a leak and/or if their use is high compared to others nearby? Or would they just want the raw data? Any concerns about data privacy / ability of United Utilities to establish usage patterns and tell whether the business is occupied or not?
Title: Sharing your data with your water company **Day:** 2.2b **Allocation:** **Landlords** **Task type:** Individual blog **Stimulus:** explaining digitally enabled smart meters	Great! Now we'd like to understand how this might apply to your interactions with your water company. In the future, United Utilities may be able to analyse your data from a water meter to provide guidance and/or optimised rates for you and your properties. This information would only be sent to tenants / occupiers of the properties, rather than you as a landlord, even if you pay the bill: • How do you feel about your water company (e.g. United Utilities) analysing your property's water usage data to provide **tenants with guidance e.g. identifying leaks and water efficiency advice** • How would you feel about your water company (e.g. United Utilities) having access to your property's water usage data **to understand their network (e.g. supply management & leakage analysis)?** Why? • In an ideal world, what kind of water usage information would you like to your tenants to receive? • Do you care how often this water usage data is read by United Utilities? How often would you expect these readings to be taken? E.g. every 15 minutes? Every hour? Less frequently? • Do you care how often your properties' water usage data is provided to tenants? E.g. hourly? Monthly? Annually? Why? **Moderator**: Have they had any reservations about sharing data in the past? How might they suggest United Utilities communicate to landlords to help put them at ease about sharing their data with a water company? Would they be open to e.g. telling them they have a leak and/or if their use is high compared to others nearby? Or would they just want the raw data?

	Any concerns about data privacy / ability of United Utilities to establish usage patterns and tell whether the property is occupied or not? Probe on levels of detail, types of water usage information that they would find useful
Title: Openness to digital water meters **Day:** 2.3 **Allocation:** All **Task type:** Survey	**SINGLE SELECT** How likely do you think you would be to install a water meter that details your water usage and patterns of use, based on what you know so far? 1. Very likely 2. Quite likely 3. Neither likely nor unlikely 4. Quite unlikely 5. Very unlikely **OPEN** Please explain your answer
Title: Digitally enabled meters **Day:** 2.4 **Allocation:** All **Task type:** Individual blog **Stimulus:** explaining digitally enabled smart meters	Now we'd like you to have a look at this image, which shows you more details about digitally enabled water meters compared to regular water meters. Thinking specifically about **digital water meters**: ==DIGITAL METER FUNCTIONALITY GRAPHIC (INC DATA FREQUENCY EXPLANATION)== What are your initial impressions of this idea? What do you think would be the key benefits to you and your property of having this kind of meter? Do you have any concerns about this? What do you think about the set up process? What would United Utilities have to do to make set-up as seamless as possible? What kinds of updates would you expect? What do you think about the frequency of data available? Do you have any concerns about this? How would you feel about readings being taken hourly? How about every 15 minutes? Why? How frequently would want updates to be delivered about the property's water usage data? E.g. Every 15 minutes? Hourly? Monthly? Annually? Why? **Moderator:** Probe to ensure participants answer every question & address all aspects of the questions Are they more open to sharing data now they have more information? Are they more open to water meters now they have more information? What are the top benefits that they can see here? What would be the ideal frequency of receiving this information? Any concerns about data privacy / ability of United Utilities / retailer to establish usage patterns and tell whether the property is occupied or not? How would people feel about data being logged by retailer or United Utilities every 15 minutes vs. every hour? What difference would that make? Benefits / concerns? Are there differences in the frequency they would expect data to be collected vs. frequency of data updates? Why is this?

	Listen for conspiracy theories e.g. are smart meters safe? Are smart meters secure? Will smart meters impact my health? And probe to understand where they heard these messages

Title: Digitally enabled meters - continued
Day: 2.5
Allocation: All
Task type: Survey
Stimulus: explaining digitally enabled smart meters
	SINGLE SELECT
	Overall, how likely do you think you would be to install a **digitally enabled** water meter based on everything you have read today?
	    1. Very likely
	    2. Quite likely
	    3. Neither likely nor unlikely
	    4. Quite unlikely
	    5. Very unlikely
	
	OPEN
	Please explain your answer
	
	Moderator:
	Probe to understand how this might have changed since before reading this information
	Which pieces of information are most convincing?
	Which pieces of information about smart meters are still causing doubt / hesitation?

Title: Questions / concerns about digitally enabled meters **Day:** 2.6 **Allocation:** All **Task type:** Individual blog **Stimulus:** explaining digitally enabled smart meters	Great! This is the last question for today. Here we would like you to think about everything you have learned so far about digitally enabled water meters. Do you have any further questions or concerns that you would like answering at this point? • Please let us know anything that is on your mind. We will answer any questions you have throughout the day tomorrow **Moderator:** Answer any comments / questions participants have at this point
Day 3 – launches 8th July	

Title: Digitally enabled meters - features
Day: 3.1a
Allocation: **Businesses**
Task type: Individual blog
Stimulus: Digital meter functionality graphic
	Welcome back to Day 3 of the community! Yesterday, you saw some information about digitally enabled water meters and gave us your reactions. Let's think about this in a little more detail today.
	
	A digitally enabled water meter may allow United Utilities and/ or your retailer to offer the following services.
	    1. Where leakage is identified from your water usage data, a fix service is offered or plumbers recommended
	    2. Data analytics of your water usage, E.g. helping you to have more of an understanding and control of your water usage
	    3. Visualisations of your consumption data over time and/ or how you compare to other peers
	    4. Frequent business water audits – an advisor will attend the premises to assess water usage and help identify leaks and opportunities for reducing water usage

	5. Water saving devices/products offered by United Utilities or your retailer For each of the ideas, please tell us briefly: • What do you think about this idea? • Does it matter who this information / service comes from? (United Utilities or retailer)? • How would it help you, if at all? Why? • To what extent would it help you use less water? • What are your concerns about this idea? Why?How could this idea be improved to meet the needs of your business? **Moderator:** What kind of services would they want United Utilities to provide in the event of a leak? Which is their preferred idea? Why? Which is their least preferred idea? Why? How involved do they want United Utilities to be in helping the business save water / fix leaks? Why? Any other services they would prefer to see here?
Title: Digitally enabled meters - features **Day:** 3.1b **Allocation:** **Landlords** **Task type:** Individual blog **Stimulus:** Digital meter functionality graphic	Welcome back to Day 3 of the community! Yesterday, you saw some information about digitally enabled water meters and gave us your reactions. Let's think about this in a little more detail today. A digitally enabled water meter may allow United Utilities to offer the following services. 1. Where leakage is picked up by United Utilities, a fix service is offered or plumbers recommended 2. Frequent water audits – if requested by the tenant, an advisor will attend the premises assess water usage and help identify leaks and opportunities for reducing water usage. The tenant will then be responsible for contacting the landlord in case of any issues For each of the ideas, please tell us briefly: • What do you think about this idea? • How would it help you, if at all? Why? • To what extent would it help you use less water? • What are your concerns about this idea? Why? • How could this idea be improved to meet your needs? **Moderator:** What kind of services would they want United Utilities to provide in the event of a leak? Which is their preferred idea? Why? Which is their least preferred idea? Why? How involved do they want United Utilities to be in helping the business save water / fix leaks? Why? Any other services they would prefer to see here?

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Title: Meter locations
Day: 3.2
Allocation:
Landlords
Task type: Individual blog
Stimulus: meter positioning graphic
	There are a number of considerations that are important in terms of where a water meter can be positioned within the network, including within a property or business. Please take a look at the following graphic which outlines these scenarios (note that access to the property to install a water meter would need to be arranged by the tenant)
	<mark>METER POSITIONING GRAPHIC</mark>
	
	• If you were having a meter installed (again), where would you opt to have your meter and why?
	• What is important in terms of where your water meter is positioned? Do you ever need access to it?
	• If you were responsible for making decisions about where to locate meters for United Utilities, from a business perspective (considering the pros and cons highlighted in the graphic above), what would you recommend that would have the greatest beneficial effect for all?
	    o In making your decision, please take into account the benefits to the customer, as well as the water network, and any time and costs involved. We want you to make your decision as if you were a member of the United Utilities team, rather than as an invidual customer.
	    o Please tell us how you came to your decision

Title: Thoughts on digital meters now **Day: 3.3** **Allocation:** All **Task type:** Individual blog **Stimulus: all previous stimulus materials**	Now we'd like to recap on everything you have seen so far about digitally enabled water meters. United Utilities are planning to replace 200k old meters with digital meters in businesses across the North West, in order to solve issues with water wastage & leakage. This will not be a universal / compulsory rollout, but will aim to increase the number of businesses and households with a water meter from 52% to 70%. • In your opinion, does the plan to roll out digital meters make sense? Why/ why not? • How effective do you think digital meters will be in helping you to manage or reduce your water usage? Why/ why not? • Now you have read all the information, how do you feel about sharing your water usage data with United Utilities/ your retailer? • Have you learned about any potential positives of digital meters you were not aware of previously? **Moderator**: What can United Utilities do to mitigate concerns about water meters / data sharing? Does the fact that everyone will be in the same boat alleviate any concerns?

Title: Would you adopt a digital meter
Day: 3.4
Allocation: All
Task type: Survey
	SINGLE SELECT
	Overall, how likely do you think you would be to install a **digitally enabled** water meter as part of the United Utilities rollout, based on everything you have read today?
	  1. Very likely
	  2. Quite likely
	  3. Neither likely nor unlikely
	  4. Quite unlikely

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	5. Very unlikely OPEN Please explain your answer
Title: Optimising the offer **Day: 3.5** **Allocation:** All **Task type:** Individual blog	Finally, let's assume United Utilities will decide to go ahead with rolling out digital meters across businesses & households in the region: How should United Utilities communicate with you about this? • What should the meters be called? (E.g. 'Smart'? 'Digital'? Something else?) Why? • Can you remember any messaging that resonated with you when you were considering getting a water meter (if applicable)? How helpful was this? • What further information would you need to know? • What kind of assurances would you want? • How should United Utilities communicate the rollout to customers who may be less keen or know less about them? **Moderator**: What are the hooks that might persuade people this is the right thing to do?