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**Programme Area:** Buildings

**Project:** Building Supply Chain for Mass Refurbishment of Houses

**Title:** Appendix 1 Summaries for the 10 Customer Segments – Transitional Retirees

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**Abstract:**

Please note this report was produced in 2011/2012 and its contents may be out of date. This document is an appendix of deliverable D4.1 of the Optimising Thermal Efficiency of Existing Housing Project.

**Context:**

This project looked at designing a supply chain solution to improve the energy efficiency of the vast majority of the 26 million UK homes which will still be in use by 2050. It looked to identify ways in which the refurbishment and retrofitting of existing residential properties can be accelerated by industrialising the processes of design, supply and implementation, while stimulating demand from householders by exploiting additional opportunities that come with extensive building refurbishment. The project developed a top-to-bottom process, using a method of analysing the most cost-effective package of measures suitable for a particular property, through to how these will be installed with the minimum disruption to the householder. This includes identifying the skills required of the people on the ground as well as the optimum material distribution networks to supply them with exactly what is required and when.

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**Transitional Retirees - Empty nester owner occupiers making little use of public services,**

- Age 56-65
- Close to/just recently retired; only 50% in employment
- Length of residency 11+ years
- Living as a couple for 20+ years, empty nesters
- Detached/bungalow and some semi-detached housing types
- Older housing (pre-1995)
- Higher prevalence in more rural areas
- Mid Council tax bands
- Not claiming benefits and pensions more from previous employer than the state
- Tend to have decent savings (ISAs, etc.) and will save or invest for the future.
- Face-to-face communications preferred, some Direct Mail
- No particular affinity to grocery shops but lean towards M&S and Waitrose
- More 'green aware'; educated with some knowledge but often misinformed (often think climate change is exaggerated and doesn't need their personal action to address it)
- Purchase energy-efficient electric products and cars
- Actions are not taken 'out of concern for the environment' but for other reasons

**Mathias Grid - Perceptions**

<b>Self perception Now</b>	<b>Would like to be</b>
Financially secure In control of money Independent Doing more on green issues than others and motivated Don't waste money and not stingy Fairly sociable OK with new technology	Comfortably off Warm and comfortable Secure / safe Independent More travel / holidays Improve the home / reduce bills Better / greener car Good social life Embrace new technology Enjoying new retirement

<b>Perception I believe Others have of me</b>	<b>Would like others to see me as</b>
OK financially Independent Not very green – have missed the point Take occasional holidays Look after their home Frugal Smug	Comfortably off Cares for the environment Take great holidays Like to improve home Socially responsible Generous

	<b>Benefits</b>	<b>Sacrifices</b>
<b>Doors / Windows</b>	Security. Investment. Reduce outgoings. Increase asset value. Better environment. Financial security. What the neighbours think.	Cowboy Builders Overpaying Vs DIY Snake oil salesmen. Why bother. Early adopters cost. Opportunity cost. Less £ Less holidays. Wealth not I cash. Don't want another loan. Who to trust ? / Brands. Guarantees worthless.
<b>Insulation</b>	Good enough solutions, not premium. Seek advice from family and involve them. Pass on in 20 years.	Quality finishes, new stuff, technology, reliability? Disruption, hassle, preparation and getting back to normal.
<b>Space and water heating</b>	More hot water, Eat @ home not out. Kid pressure – more baths and showers.	Don't want to miss out on grants. Will I be forced later ? One hit more affordable and effective? One point service for a quality job ? Will I get the benefits? Regulation is worthless. New house, car or retrofit? Living there in the meantime ?

**Value Proposition**

	<b>Pre Sale</b>	<b>Sale</b>	<b>Survey</b>	<b>Installation</b>	<b>Through Life</b>
<b>Functionality</b>	Showroom Stand with real product Mates and family who have it Site visit Which ? Magazine or on line Newsletter / magazine On line (kids)	On ljne Almost certainly a site visit home or trade outlet or phone	Options Turnkey Technical not geeky Thermography / technology Estimated savings Virtual image Something to talk through with family and friends. Electronic / paper Not pressured Technical options Furutre proofed, road map.	Who ? No rubbish Tidy work Progress updates How to Go the extra mile	Single point of contact Email service reminder. Service booking / DIY Summer / winter Cold Snap Remote diagnosis Upgrade. Lower cost of bathroom change Re-useable components Speed. Show off. Track my usage
<b>Speed</b>		Time to think Time to cool off	Sequence Implications, cut down trees? 2 hours target . Book survey within a week, confirm time		
<b>Dependability</b>	Familiar brand Local reputation Energy supplier	Feeling of substantial trust Scope of competence	Educated Trust Professional look and behaviour Certainty / speed Quality standard Performance/behaviour	no surprises. Water TV Time. Manage expectations. Over deliver recognised Communication ID/Brand Smart	Lifetime support
<b>Flexibility</b>			Choose time , week, day		
<b>Price</b>			Upsell Paid consultant. Ammunition to shop Firm price / ideally instant, If not, because... Price fixed Payback options Cost Breakdown. Options Pays for itself / free Payback, CO2 / £Costed		free support through life

**Supply Chain Building Blocks**

	<b>Marketing Insight</b>	<b>Survey</b>	<b>Impartial advice</b>	<b>Finance Body</b>	<b>Manufacture</b>
<b>Functionality</b>	Pricing and proposals system Web site Technical expert People Technical information House type option. Download Showroom to visit Database of successful case studies System for recommending friends Marketing team Pricing and proposals system	Surveyor. Energy performance certificate Thermography photo Enabling software. IT solution Expert system Survey process Virtual model options Survey tools Printer or web application			
<b>Speed</b>					
<b>Dependability</b>					
<b>Flexibility</b>					
<b>Price</b>	Energy saving £, payback model				

	sale	Survey	Design	install	maintain
<b>Functionality</b>				Skilled engineers, contract manager Training Tools, comms, consumables Site facilities, Van, Welfare Process, windows, insulation, Boiler, enabling works Product availability Distribution	Time frame or schedule. Complaint process Skilled engineers. Technical support Guarantee / warranty Performance reports Email server. Technical centre/ one point of contact Sell more team / upgrade. Complaint coordinator
<b>Speed</b>					
<b>Dependability</b>					
<b>Flexibility</b>					
<b>Price</b>					

# Supply Chain Map

