

Agenda: Workshop on addressing sales and marketing activities during the installation visit

Agenda for the workshop on addressing sales and marketing activities during the installation visit	From	Ofgem E-Serve
	To	Stakeholders
	Date	25 November 2010

Objective

The Prospectus proposed to require that the installation visit is not used for unwelcome sales activities. The programme team is holding a workshop on the morning of 25 November to discuss this proposal. The workshop will consider the range of sales and marketing activities possible during the visit, the degree to which each might be unwelcome and the possible limits that could be placed on such activities.

Agenda

- 1. 09.00 – 09.15** Introduction and context - Ofgem
- 2. 09.15 – 11.40** Discussion on the questions set out below
- 3. 11.40 – 12.00** Wrap up and review - Ofgem

What might be considered acceptable and unacceptable uses of the installation visit, in terms of marketing and sales activities?

- What could the installation visit be used for, in terms of sales, marketing and information provision?
 - What sales and marketing activities might suppliers seek to undertake during the visit?
 - What information and advice could be provided, for example about the smart metering equipment or energy efficiency?
 - Might any of these activities be suitable for after the installation visit instead of during?
- To what degree would consumers welcome or find these activities of benefit?
 - What information should be provided during the installation visit?
 - Would consumers welcome or find of benefit any sales and marketing activities?
 - What would consumers generally not welcome or find of benefit?

For those activities that might be unwelcome, what limits might be imposed?

- To what extent are limits necessary on sales and marketing activities?

- What limits might be appropriate? Possible limits could include requiring suppliers to obtain prior consent (opt in or opt out) from customers before conducting any sales and marketing activities at the point of installation.
- Should there be a requirement to signpost to independent sources of advice?
- Are additional measures needed for vulnerable customers?