

### Top 10 tips for customer recruitment

At EA Technology, we are keen to share our experience of customer recruitment to a Low Carbon Networks Fund project, using methods never before used within these types of projects – and so we have collated a ‘Top 10 tips for customer recruitment’.

#### 1. Learn from other projects

Speak with other projects about their customer recruitment experience; the highs and the lows, what approaches work and what don't. Consider holding an event to share learning, which you can then take forward into developing your own projects.

#### 2. Partnership working

Bring on board the right mix of partners for timely and effective project delivery. Does your project require a niche partner approach to effectively engage with customers? Identifying and engaging with expert parties can bring huge benefit; perhaps a partner who knows a certain locality or sector.

#### 3. Plan communications and marketing approach

Have a solid recruitment strategy, agreed with all partners, from the outset. It is vital to agree key project messages and approach in order to effectively engage customers, and to make sure that the messages are clear, consistent and above all, enticing.

#### 4. Mind the gap

Recruitment to research trials can seem like a leap of faith for customers, and possibly too great a leap if they don't know, or have little awareness of the company/ies involved. Tapping into community circles and networks can be invaluable in bridging that gap, bringing you closer to customers to help get your message across.

#### 5. Aspire

Aspire to exceed targets and make the impossible happen!

#### 6. Brilliant branding and marvellous marketing

Who will be doing your project branding and marketing? Whether in-house or outsourced, ensure that the project brief is clear and that you know your audience. In order to engage customers, consider what will attract them to take part in your project – what benefit will it bring to them?

#### 7. Hook

It helps to offer a great ‘hook’, especially if you need to recruit trial participants to your project.

Project leads



Project partners



My Electric Avenue has received support from Ofgem through the Low Carbon Networks (LCN) Fund.

### 8. Trust

Engender trust with partners and prospective customers. Clear, honest, and consistent communications are essential; regular updates to partners and customers will help them to feel involved and valued, even if project activity has slowed down for a time.

### 9. Manage customer expectations

Be clear about what role the customers will have in the project, how they contribute to the trial and what's expected of them. Goalposts can often change in research, and if they do, stay positive and keep customers updated.

### 10. Say 'thank you'

Make customers feel valued – after all it's difficult to have a project testing customer technology, without customers! Include a 'thank you' to customers in project newsletters, brochures and updates.

## How can EA Technology help you?

### Partnership brokering and management

Identify and engage project partners at bid stage; managing those partner relationships throughout project lifecycle.

### Customer engagement and recruitment management

From inception to completion we'll manage and report on the whole project view of recruitment of customers for trials or other activities.

### Dissemination management

Ensure the right messages and project outputs reach the right audience to maximise project and organisational impact.

## Contact

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