

## Video Transcript: Customer Case Study – David Cowell

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### Time

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00:00

Background video: David Cowell is seated, wearing a checked shirt and laughing. The image appears behind central text and is blurred.

Text centre: David's ECO story

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00:06

David comes into focus and takes a sip from a blue, patterned mug

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00:12

Background colour: Orange

Text centre: What made you decide to enquire about having the product installed?

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00:16

Yes, we moved in in October 2016, and the EPC report

David is seated in his living room and speaking to the camera. Behind him is a window with the curtains drawn, a sofa, and a lamp.

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00:22

that you get when you purchase the house was pretty scathing about its energy efficiency, measuring only 'F'

David is using his tablet computer to review the EPC rating for his house. On his screen are two bar charts showing his energy efficiency and CO<sub>2</sub> ratings.

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| 00:22 | on the scale of A to G where 'G' is the worst, so it was quite apparent things had to be done.   | The camera returns to David, still seated in his living room. Initially it focuses on his hands, before resuming the interview face on.  |
| 00:35 |  | Background colour: Orange<br>Text centre: How did you find out about the ECO scheme?   |
| 00:39 | I did online research at my desk, and the ECO scheme came up very quickly.   | David is using his computer. Initially the camera focuses on his fingers typing on his keyboard, before cutting to the computer screen where EDF's ECO scheme information page is shown. |
| 00:47 | I contacted EDF because they are my service provider, energy provider, and Suzannah got in touch with me within a matter of hours and the process was started. | David is seated in his living room and speaking to the camera.   |
| 00:59 |  | Background colour: Orange<br>Text centre: What was the experience like from start to finish?   |
| 01:03 | Suzannah and I had a conversation  | David is seated in his living room and speaking to the camera.   |

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| 01:06 | after that an arrangement was made for a surveyor to call  | The camera focuses on a blue patterned mug   |
| 01:08 | and to ensure that the property was suitable for the cavity wall and loft insulation that we were looking at having done. And with weeks of advance notice, a team turned up to carry out the work | David is seen with a surveyor, initially outside and examining an external wall. David and the surveyor are then seen at the entrance to David's property, where they shake hands. |
| 01:22 |  | Background colour: Orange<br>Text centre: How did the installers present themselves on the day?  |
| 01:26 | They were fine. There was very little intrusiveness, all the cavity wall insulation was carried out outside, and the person doing the loft insulation  | David is seated in his living room and speaking to the camera.   |
| 01:37 | needed access obviously to the loft, but they put down   | The loft area is shown with insulation in place.   |
| 01:43 | covers to ensure the carpets and flooring was not disturbed at all, and it really happened like clockwork. The property was left as if they had never been here in the first place.                | David is seated in his living room and speaking to the camera.   |

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01:51

Background colour: Orange

Text centre: Have you noticed any benefits to the install?

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01:56

Yes, it's very difficult to decide what the benefits are because you can't see anything, so therefore most of it is empirical observation. So for example, this morning when I woke up at 6:30, the house was 17.5 degrees and the outside temperature was 10 degrees. So that tells me it's lost half a degree overnight, which must mean it's working.

David is seated in his living room and speaking to the camera.

The camera briefly focuses on his hands, before returning to David speaking to the camera.

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02:22

Background colour: Orange

Text centre: Would you recommend other EDF Energy customers take advantage of the ECO scheme?

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02:27

I would have no hesitation recommending this, there is no downside. If you have any concerns

David is seated in his living room and speaking to the camera. Initially, he is seen from side on and laughing

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02:33

EDF will answer any questions you have, the surveyor will also put your mind at rest, so just go ahead and do it.

David and the surveyor are speaking outside his front door.

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02:39

Background colour: Orange

Text centre What else have you done to be more energy efficient?

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02:44

Apart from the insulation, double glazing was installed. I do keep control of what's happening within this environment by using two things:

David is seated in his living room and speaking to the camera.

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02:54

one is the thermostat control, so we set it at 6.30 in the morning to come on at 18 degrees,

The camera pans across a wooden upright piano and stops on a thermostat which is placed on top of it.

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03:01

it goes of at 9 and I leave it for 16 degrees which it's never gone below throughout this winter, which says something I think about the insulation. And then at 3 o'clock or 4 o'clock in the afternoon it comes on at 18 degrees for us to settle in for the evening. It works well for us,

David is seated in his living room and speaking to the camera. For a moment, he is seen from side on and is laughing

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03:19

the cost side is appreciably lower,

David is viewing his energy profile on his tablet computer, including his current tariffs for electricity and gas.

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03:23 I estimate 30% saving on our energy bills and it could even be higher, but 30% is a safe figure to use. So I do have a smart meter which was installed by EDF,

David is seated in his living room and speaking to the camera. For a moment, he is seen from side on whilst speaking.

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03:31 and that just informs you about things you could possibly be doing that are more efficient.

David's wife approaches a smart meter which is sitting on a table. She is holding a mug in her right hand and begins adjusting the display with her left.

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03:42 So a silly example is I never fill the kettle fully anymore because I know it costs 4p to boil a kettle,

A metal kettle is shown against a blurred background of David's kitchen.

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03:46 and so by not filling it fully I economise on the use of water and also on the cost. Doesn't mean I don't have a cup of tea, just means I know what the cost is. I'm a firm believer that: don't be afraid of knowledge, be afraid of not having knowledge. So I can tell you that a shower costs 10p and the overnight cost of running a fridge and the little clocks that sit on various devices is 7p. But that just informs you of what these costs are, it doesn't change the way you behave necessarily.

David is seated in his living room and speaking to the camera. He is briefly seen from side on whilst speaking, and his blue, patterned mug is also seen on the table, which he picks up.

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04:21

Background colour: Orange

Text centre [edfenergy.com/eco](https://www.edfenergy.com/eco)

Text bottom: 0800 096 8634

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