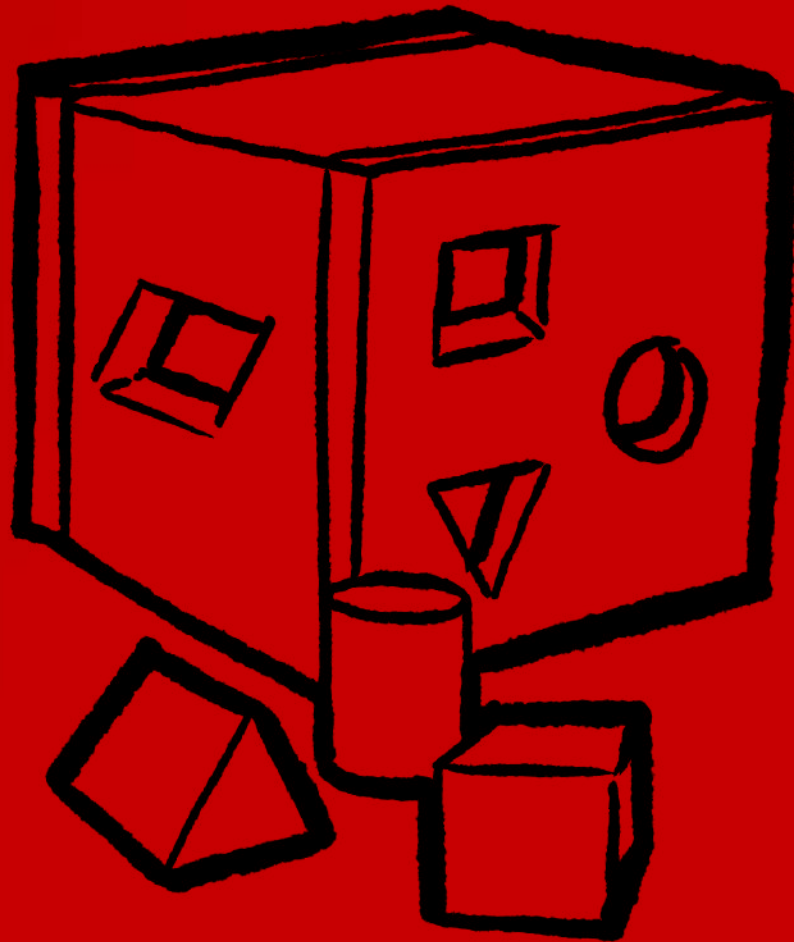


Ding Learning Case Study / E:ON Energy



the challenge

- E:ON Energy are a UK utilities company.
- E:ON wanted to adapt the training they provide for Smart Meter Technicians to focus on introducing customers to net zero technologies.
- The company operates in a strict regulatory environment where technicians are prohibited from selling directly to customers.
- They wanted to help their technicians recommend and advise on potential net zero technologies and solutions while working with the framework set out by the energy regulator.

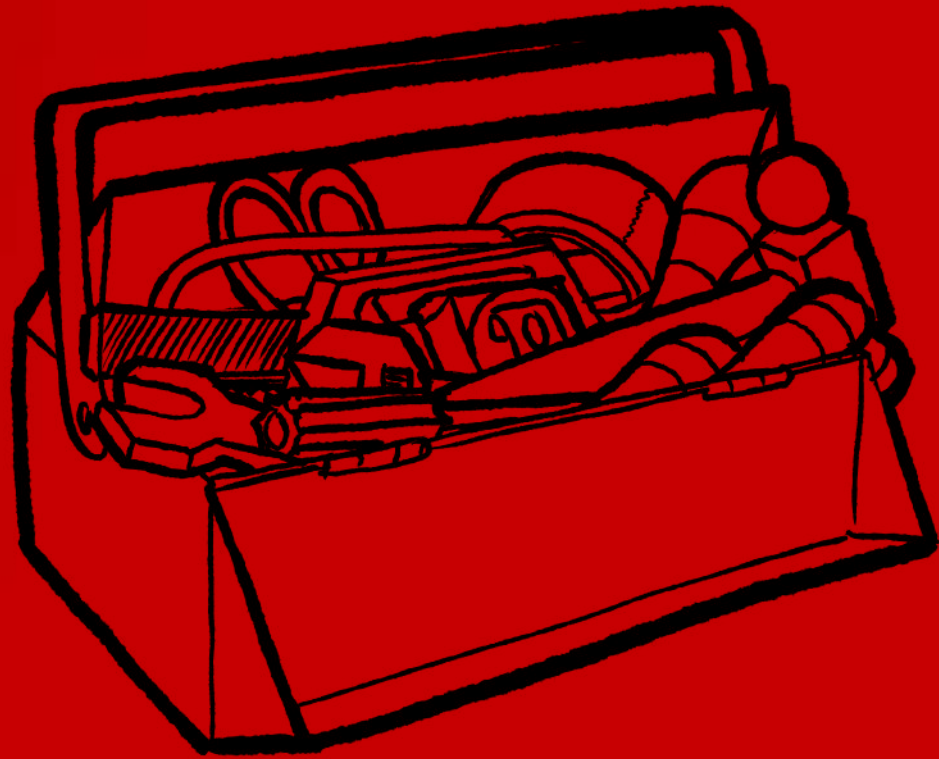




the brief

- Ding worked with the client to establish the extent of the current training, and identify ways to improve its effectiveness.
- The training needed to extend an existing in-person workshop by providing a pre and post-workshop learning experience.
- The experience needed to empower Smart Meter Technicians with the ability to initiate conversations with customers about net zero technologies during callouts and home visits.
- Our brief was to deliver a pre and post-workshop training module to onboard technicians and assess the impact of the training workshop.





our approach

- During the sprint, we worked with subject matter experts to identify the core content and suitable scenarios.
- We then developed scripts and engaged professional voice artists to record the scenarios.
- We used the scripts to develop scenario-based quizzes that reinforced the soft skills technicians required to introduce net zero technologies to customers.
- The scenarios were developed into online learning modules to enable technicians to access them on their company mobile devices.
- We also created guidance for the training managers to help them onboard technicians effectively





The Learning Experience

The use of relatable fictional scenarios and characters throughout this training programme is a deliberate strategy to engage your technicians, foster empathy, and create a sense of shared progress.

Presenting them with scenarios that mirror their real-world experiences will help you better address their needs and concerns. This in turn will prepare them to be confident and effective net zero solution advocates.

Each module is carefully aligned with the overall learning objectives and E.ON's official resources, ensuring a cohesive experience that maximises the impact of the training.

Your technicians will confidently progress from building climate change awareness and net zero knowledge to developing customer engagement skills, all within the context of a relatable narrative.

As training managers, you can be confident that this approach will not only onboard your technicians effectively but also foster a positive and productive mindset as they embark on their role as net zero solution advocates.

If you can empower your technicians with the right knowledge, and a relatable narrative grounded in E.ON's own materials, you'll set them up for success in delivering exceptional customer experiences.



Pre-workshop Module

We kick off the learning experience with an engaging online pre-workshop module that introduces your technicians to Jason, a relatable smart meter installer.

Through a series of short audio scenarios and quizzes, Jason explores his own uncertainties and builds his confidence around the key topics to be covered in the 1-day workshop.

The content of the pre-workshop quizzes and scenarios is closely aligned with the information presented in E.ON's official solutions advocacy brochure, as well as the climate change and sustainability data available on the company's website.

This ensures your technicians are building a solid foundation of knowledge that is directly relevant to their role and the resources they will use when interacting with customers.



"We want to ensure that attendees are in the right mindset to get the most from their training, so they can fully engage with the content and maximise the benefits of the one-day workshop."

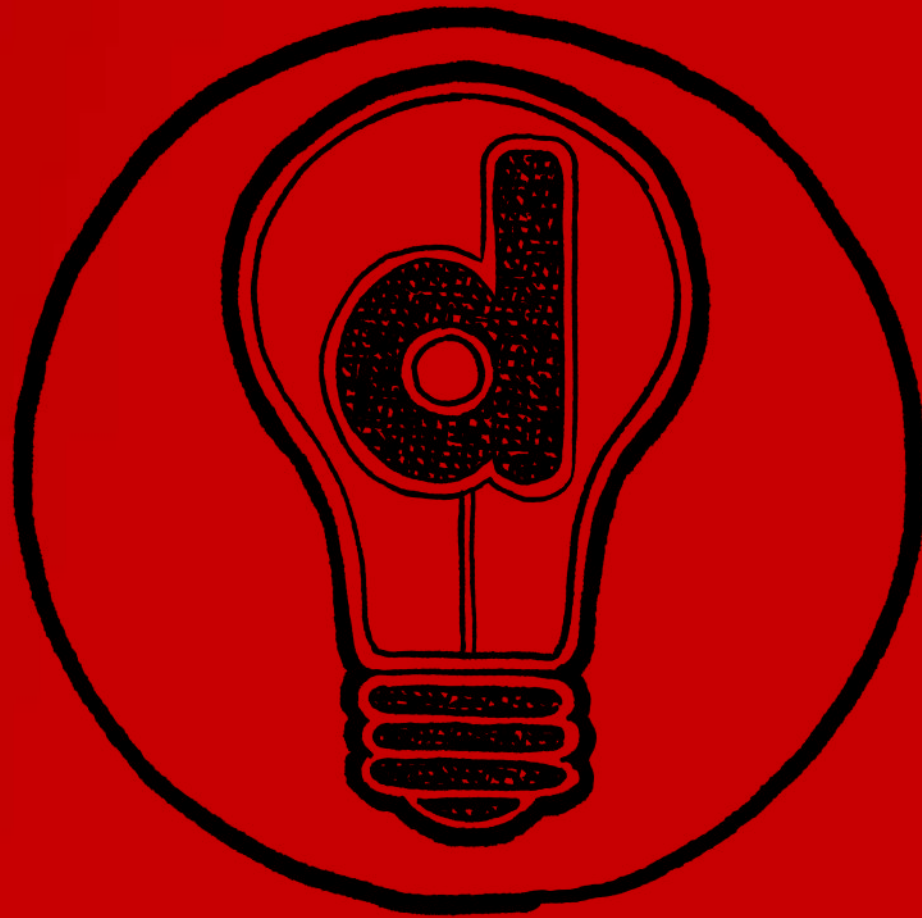
Jason & Mrs Pemberton – Quiz 5 – 'Concluding a Smart Meter Installation: Best Practices'

Jason
(mid-sentence)

... Right, so this is your main screen showing your current energy usage in real-time. You can switch between your electricity and gas usage like so, and this is now showing you your usage over time - daily, weekly, or monthly – and here, look, it will show you your energy usage in pounds and pence, so, you can see exactly how much you're spending as you boil that kettle.

Mrs Pemberton
(impressed).





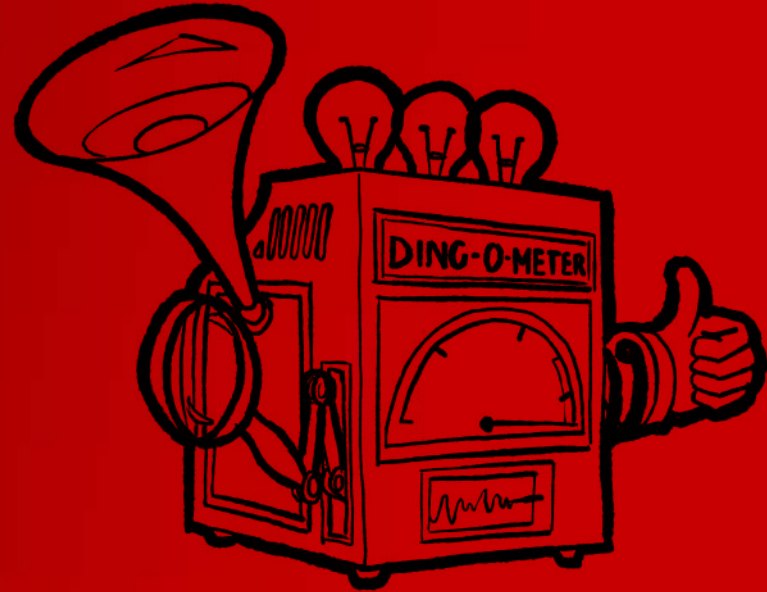
our impact

- The sprint extended the workshop training to onboard Smart Meter Technicians more effectively.
- The scenario-based content gave technicians a clearer insight into guiding conversations towards net zero technologies.
- The scenario-based quizzes framed best practice in an authentic context instead of presenting decontextualised assessments.
- The flexible design of the modules enabled technicians to access them on their company devices, minimising barriers to engagement.



Read [Ding's Learning Design Almanac](#)

Talk at hello@ding.global



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