



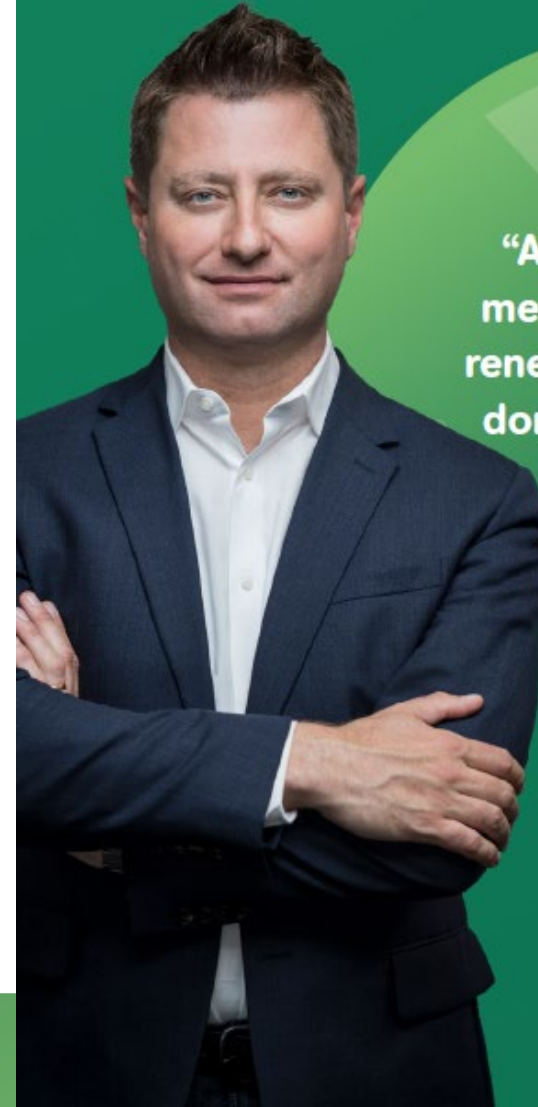
# Energy Efficiency Association

Faisal Hussain, Chief Executive

# About HIES

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- Establish 2012
- Operate mainly in renewables residential market
- CTSI Consumer Code in 2015
- CTSI ADR Competent Authority
- TrustMark Scheme Provider
- Named in legislation for gov grant schemes, e.g. RHI, BUS etc
- 900 members mainly doing solar, battery and heat pumps
- George Clarke brand Ambassador



**“Always use a HIES member when buying renewable products for domestic properties.”**

George Clarke  
Brand Ambassador

**Join over 400,000 consumers who have used a HIES member.**

# All in One Consumer Protection Solution

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- **Vetted and accredited installers**
- **Consumer Advice line**
- **Deposit and stage payment protection insurance**
  - 120 days from contract signed date
  - Up to 25% of the contract value or max £5,000
- **Insurance backed Guarantee - range from 2 to 10 yrs**
- **Alternative Dispute Resolution Service**
- **Access to independent ombudsman**



# Benefit to Installers joining HIES – Business Support

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- **Getting Started**

- Template contracts, T&Cs, policies
- Introduction to manufacturers / distributors

- **Marketing and digital**

- Introduction to lead gen providers
- Website audit and performance feedback
- Assist with scheme marketing materials

- **Selling**

- Sales training available
- Introduction to finance lenders / brokers

- **Installing**

- Introduction to sub contractors
- 24 / 7 access to our online portal

- **Customer service**

- Advice on difficult customers
- Customer survey feedback
- ADR for dispute resolution

- **Annual review**

- Annual health check to help you comply with legislative requirements

# Key stats HIES

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Over 539,000  
consumers  
protected



Over £456 million worth  
of deposits protected via  
the insurer



Over £5 billion worth of  
contract value protected  
via the insurer



Over 6,000  
consumer  
disputes handled

# Dispute Resolution Statistics

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- **487 complaints in 2025**
- **Main reasons for complaints**
  - Workmanship 20%
  - Product 21%
  - Performance / estimates 10%
- **Product complained about:**
  - Solar PV 56%
  - Air source heat pump 34%

**2.74 days**

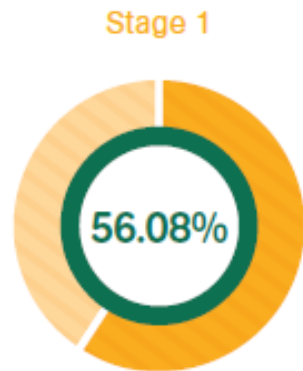
was HIES' 2025 average dispute resolution time for Stage 1

**14.50 days**

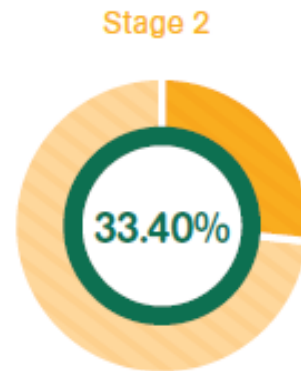
was HIES' 2025 average dispute resolution time for Stage 2

# Dispute Resolution Statistics

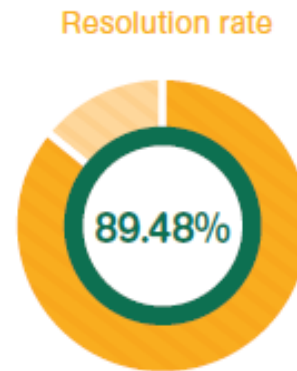
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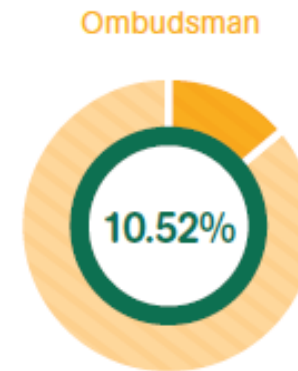
**Initial mediation**  
56.08% of complaints were resolved at this stage



**More formal mediation**  
33.40% of complaints were resolved at this stage



**HIES resolution**  
In total, 89.48% of complaints were resolved in-house



**Ombudsman**  
10.52% of consumers where deadlock was reached were provided free access to the Ombudsman

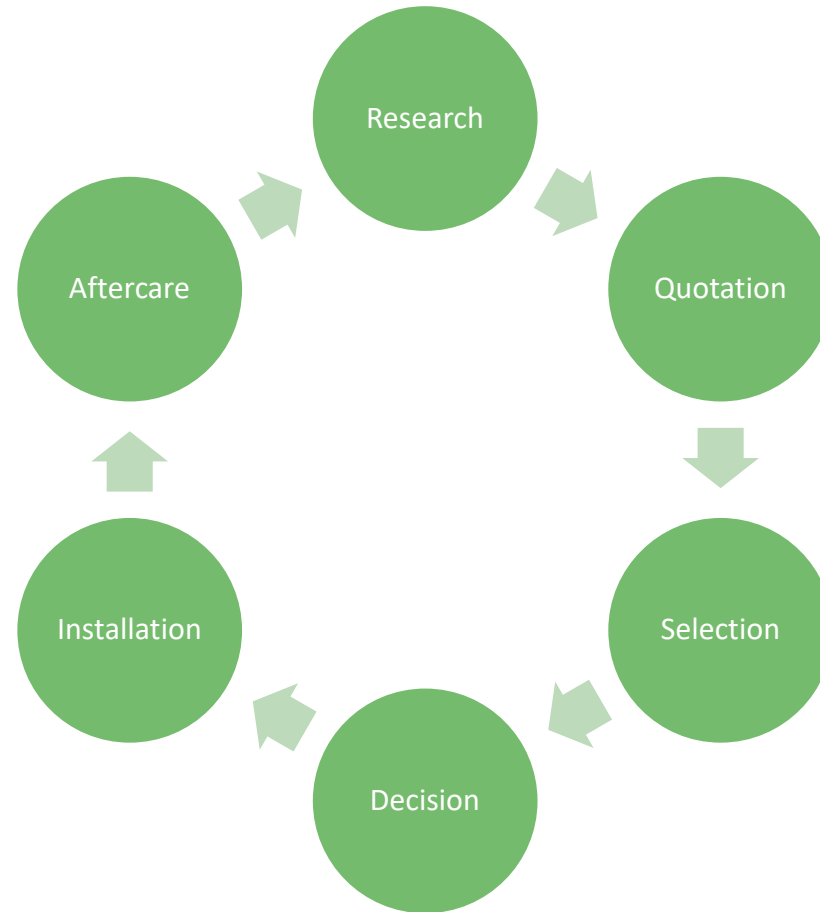
# Where are we now

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- Increase in consumer enquiries for solar up 20% due to middle east crisis
- Heat pump installations have gone down due to closure of ECO
- Warm Homes Plan due to launch direct to consumers in 2027 with gov. backed loan scheme
- Consultation due out today about consumer protection in warm homes plan
- £4.4 billion directly to low income households to installer solar, battery, heat pump, insulation
- Up to £1.7 billion for low and zero interest consumer loans
- Across all schemes deliver up to 3 million extra rooftop solar installs by 2030

# Consumer journey - Renewables

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# Consumer Journey

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## Research

- Consumers are using a mix of online and offline to help educate them
- News plays crucial element to impact demand
- Ofgem price cap increase announcement increases demand
- Friends and family members are becoming more important

## Quotation

- Online tools are making it easier for consumers to obtain quotes
- Comparing 2/3 quotes in general
- Independent advice is becoming more and more important
- If quotes are vastly different then consumer dropping out

# Consumer Journey

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## Selection

- Installers need to sell themselves better rather than just price
- Installers offering finance options is helping to secure more deals
- Over promising on installation dates is something to watch out for
- Don't be afraid to talk about your accreditations and what they mean

## Decision

- Clearly lay out a plan of what happens next for the customer
- Register consumer with financial protection provider to protect their deposit
- Easy communication with consumer helps consolidate sale, e.g. Whatsapp
- Remember consumer cancellation rights under Consumer Rights Act

# Consumer Journey

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## Installation

- Provide consumer with clear installation plan
- Tell the consumer what you need from them
- Rules of conduct during the installation for fitting team, e.g. no swearing
- Do it once and do it right – avoids you having to go back

## Aftercare

- Walk through of the installation with the customer
- Get the customer set up on any apps
- Send the customer instruction video on how to use system
- Talk through consumer about the Do's and Don'ts, e.g. how to use solar



# Workshop for EEA members

A circular logo with a green gradient and a glossy effect. The text 'HIES' is in large, bold, white capital letters. Below it, 'Consumer Code' is written in a smaller, white, sans-serif font, stacked on two lines.

**HIES**  
Consumer  
Code

**Thank you**

Find out more: 0344 324 5242 | [info@hiesscheme.org.uk](mailto:info@hiesscheme.org.uk) | [www.hiesscheme.org.uk](http://www.hiesscheme.org.uk)