

APPENDICES

APPENDIX A

FOCUS GROUP INTERVIEW GUIDE

Focus group from November 30th 2017

Users of EDP Online

How can EDP encourage more customers to adopt to its self-service channels?

Introduction

The moderator opened the discussion and explained the purpose of the focus group and how the information from the focus group will be used. Some ground rules were stated; the timeline was established and individuals could introduce themselves shortly. The participants were told that there are no right or wrong answers, and they can feel free to ask questions and agree or disagree with others.

The focus group began the discussion with the following opening questions:

- Do you know what a self-service technology is?
- Can you name some self-service technologies?
- Do you often use self-service technologies to accomplish your tasks?

Motivators

Before the focus group was conducted, EDP and the researcher agreed on three factors that generally positively influence the adoption of self-service technologies and for the company made most sense to investigate further. Before asking more specific questions to these three factors, two more general questions about motivations regarding the participant's usage of self-service technologies were asked.

- What are reasons you use self-service technologies?
- Tell me about positive experiences you had when using SST's

Enjoyment

- Can you think of any SST's that are fun to use? What exactly makes them more enjoyable than others?
- Do these fun or engaging elements make you use these apps? Do they make you use them more often?
- What kind of positive feelings do you have when using EDP Online?

Convenience

- How do you feel about SST's saving you time?
- How do you feel about SST's saving you effort?
- Do you feel completing transactions via EDP Online saves you time and effort? How exactly?

Ease of use

- Can you generally get SST's to work the way you want them to?
- Do you find them easy to use?
- Do you find it easy to navigate through EDP Online while trying to complete a task?

Barriers

At the same time, EDP and the researcher agreed on three factors that generally hinder the adoption of self-service technologies and for the company made most sense to investigate further. Before asking more specific questions to these three factors, two more general questions about barriers regarding the participant's usage of self-service technologies were asked:

- What are reasons for you not to use self-service technologies?
- Tell me about negative experiences you had when using SST's

Perceived Risk

- How do you feel about companies using your personal information online?
- How do you feel about using your credit card for purchases online?
- How do you feel about giving you bank card details to EDP?

Complexity

- What kind of difficulties do you come across when using self-service technologies?
- What kind of difficulties do you come across when using EDP Online?
- Do you ever find using EDP Online confusing?

Need for Human Interaction

- How do you feel about using a self-service technology when you could be talking to a person instead?
- Does personal contact with a customer service employee make completing a purchase or service more enjoyable to you?
- When you have the option, do you generally prefer to interact with a company's employee in-store or via phone or use their self-service technology?

Specific questions to Users about EDP Online

- What are the reasons you use EDP Online?
- Which platforms do you use – EDP Online app and/or website?
 - Why don't you use the app / Why don't you use the website?
 - After the answers, participants were shown either app or website, depending on their usage
- How often do you login on the platform?
- Tell me about negative experiences you had when using EDP Online. Are there any pain points you come across when using EDP Online?
- What do you think can be improved?
- What would motivate you to login more often?

Ending

At the end, all participants should look at the app EDP Online (the ones who didn't download it were given the researchers phone one by one) and say what they like and don't like about the app. This could include anything from design, content to navigation.

The last question that was posed to the group in case there was still something left unsaid:

- Is there anything we forgot or you would like to add?

APPENDIX B

FOCUS GROUP INTERVIEW GUIDE

Focus group from December 2nd 2017

Nonusers of EDP Online

How can EDP encourage more customers to adopt to its self-service channels?

Introduction

The moderator opened the discussion and explained the purpose of the focus group and how the information from the focus group will be used. Some ground rules were stated; the timeline was established and individuals could introduce themselves shortly. The participants were told that there are no right or wrong answers, and they can feel free to ask questions and agree or disagree with others. Because this time the focus group is conducted with nonusers of EDP Online, some of the questions were altered accordingly to fit the circumstances.

The focus group began the discussion with the following opening questions:

- Do you know what a self-service technology is?
- Can you name some self-service technologies?
- Do you often use self-service technologies to accomplish your tasks?
- Have you heard about EDP Online? The possibility to login on the website or download the app EDP Online?

→ After, all participants were shown the app and website; the features were explained and everybody could navigate through the app independently

Motivators

Before the focus group was conducted, EDP and the researcher agreed on three factors that generally positively influence the adoption of self-service technologies and for the company made most sense to investigate further. Before asking more specific questions to these three factors, two more general questions about motivations regarding the participant's usage of self-service technologies were asked.

- What are reasons you use self-service technologies?
- Tell me about positive experiences you had when using SST'

Enjoyment

- Can you think of any SST's that are fun to use? What exactly makes them more enjoyable than others?
- Do these fun or engaging elements make you use these apps? Do they make you use them more often?
- What kind of positive feelings do you have when using SST's?

Convenience

- How do you feel about SST's saving you time?
- How do you feel about SST's saving you effort?
- Do you feel completing transactions via EDP Online would save you time and effort?

Ease of use

- Can you generally get SST's to work the way you want them to?
- Do you find them easy to use?
- Now that you've seen the app and website, do you feel it is easy to navigate through EDP Online to find what you need?

Barriers

At the same time, EDP and the researcher agreed on three factors that generally hinder the adoption of self-service technologies and for the company made most sense to investigate further. Before asking more specific questions to these three factors, two more general questions about barriers regarding the participant's usage of self-service technologies were asked:

- What are reasons for you not to use self-service technologies?
- Tell me about negative experiences you had when using SST's

Perceived Risk

- How do you feel about companies using your personal information online?
- How do you feel about using your credit card for purchases online?
- How do you feel about giving you bank card details to EDP?

Complexity

- What kind of difficulties do you come across when using self-service technologies?
- Do you feel that EDP Online would be difficult to use?
- Do you feel that EDP Online would be confusing to use?

Need for Human Interaction

- How do you feel about using a self-service technology when you could be talking to a person instead?
- Does personal contact with a customer service employee make completing a purchase or service more enjoyable to you?
- When you have the option, do you generally prefer to interact with a company's employee in-store or via phone or use their self-service technology?

Specific questions to Users about EDP Online

- Do you have a positive or negative feeling towards EDP Online?
- Do you understand what you would have to do?
- Would you use the EDP Online now that you know more about it?
- What are the reasons you don't use EDP Online?
- What would motivate you to use EDP's SSTs?
- How likely would you use EDP's SSTs in the future?

→ Scala

Ending

At the end, all participants should look at the app EDP Online (the ones who didn't download it were given the researchers phone one by one) and say what they like and don't like about the app. This could include anything from design, content to navigation.

The last question that was posed to the group in case there was still something left unsaid:

- Is there anything we forgot or you would like to add?

APPENDIX C

TRANSCRIPT FOCUS GROUP

USERS

To give all participants anonymity, the first letters of their first names are shown. The researcher received the abbreviation R.

R: Do you know what a self-service technology is?

L: Not really, please define

R: So, self-service technologies, you also call them SSTs, are technological interfaces that allow customers to produce services without a direct service employee being involved through for example apps but also on websites. This way they are replacing many face-to-face service interactions

L: Ah ok...I get it, sure

W: Yeah I know that

G: Ok

R: Can you name any self-service technologies now?

K: I for example have my banking app on my phone, I do everything myself there...so this is a self-service technology, right?

R: Yes, exactly, something like that for example

L: Ok, let me see, I also have online banking, maybe Uber, I use that a lot, or drive now...It doesn't have to be only apps, right?

R: No, not at all

L: Hmm ok, so for example at the supermarket, you know for example at ElCorte Ingles they let you scan your own stuff now without an employee. I mean I'm not sure I like it a lot but I guess it can be faster sometimes...

W: Ah yes right, I also saw that...I can also only think of Uber is use that a lot

L: Ahh, and for example EDP Online right? That's why we're here haha

R: Yes exactly

R: What are reasons you use self-service technologies?

G: Practicity, because it's easy and it's fast, convenience, you don't depend on anyone, that's practically it

L: Yes, get rid of the people

G: And speed of putting in the reading for example or sending out a help request whereas instead of waiting on the phone and listening to a random symphony of Mozart you get to send them ok I need help on this and they call you back whenever, its more efficient

L: Also trustworthiness I think, because basically it's just very objective where you get your information or asking for a service or whatever... for example when a service employee tells you something that is not exactly true and with SST's you have a machine telling you exactly how it is

W: Yes I also think convenience and because you don't rely on anyone, it's also just faster most of the time

R: Any other reasons you could think of why you would use it?

H: I think they said everything

G: Speed, Efficiency, convenience, what else...maybe cost as well, sometimes you can compare costs with several companies and doing it like that is cheaper

R: Tell me about positive experiences you had when using SST's

L: I mean just think of Uber, Uber is the best example, it's just easy to get yourself mobile anywhere, and you can see if the guy is late, if he's just right there, is he around the corner, how much he's going to charge you, what route he's going to take you through etc...

G: They are also very intuitive...I find it easier to get something done through one of these apps than if you would have to call someone up...that ties into a lot of things, it's almost a catch all into other characteristics - personally I really like the drive now app, where you can just grab a car that is parked next to your house and drive somewhere, I find that extremely useful

W: For me at EDP I remember requesting a power increase in the middle of the night because we were having lots of power failings and the next morning I got an SMS and the scheduled maintenance is booked for one hour

R: Can you think of any self-service technologies that are fun to use?

W: I don't think so...

H: Well I can think of apps that are fun to use, I really like Snapchat for example where you have all the different funny filters and can send them to your friends

L: Yes, but that's not a self-service technology...Actually, when I think about it, like I said before Uber, it can be a little fun because you have all the control and you know no matter where you are you can find someone and when you order a driver you can always see where he is driving and follow him, it looks a little bit like a video game, a really bad one though haha...

G: Yes that's definitely more fun than looking and waiting for a taxi

W: Ah I just looked at my phone, I really like the Urban Outfitters app...we don't have Urban Outfitters here in Portugal and I really like it you can order things to here. It's actually pretty

cool, and it's also fun because you can get rewards for doing stuff like buying something online or making a new wish list or when you connect your Facebook with the app for example. You can get like a 5 Euro discount or something the next time you shop there...here you can see it. The app also really looks nice. See when you get 100% you get the reward, I only have 35% because I'm not doing anything really..

K: Ah yes, I also really like Urban Outfitters, I didn't know they had, looks cool

L: Yeah pretty nice

R: How important do you think it is for you to have elements in an SST that make the usage more fun?

W: EDP Online is not fun

L: In general with other apps where you pay online and they would incentivize the use of it, I wouldn't say so much that it's fun it would make it maybe a deal that if you paid online more often or login more often you get a reduction in the bill...that would be fun.

G: Ahaha. Great Idea.

K: I mean it's always better if it's fun, but it doesn't have to be if everything works well and the design is good...yes I think if you have a good design like Apple for example everything is more fun to use, I could never use an Android phone like Samsung, I just don't like it and all the apps look differently

R: What kind of positive feelings do you have when using SSTs?

L: I think it's more relaxing, it's about evading the stress of all the reasons we said they were convenient, if you get an Uber it will be faster and you'll be instantly calmer because you have a bit more control, it's a bit more in your own hands

G: Yes I also think you feel more at ease because you have your phone and you know that if you need something you can get it

W: Yes I think I feel that I have more power because I can do it myself and I'm the one who can decide how I'm going to do it

B: With the app of EDP Online for example I just find it's a more efficient use of my time, it's more convenient, I just go see the reading and put it and sent it off.

R: How do you feel about SST's saving you time?

L: Yes they definitely save me time, like I said before a lot of times already, Uber for example saves me a lot of time because I don't need to look for a taxi anywhere

W: When I order something online like on the Urban Outfitters App, I don't need to go to the store so that saves me a lot of time I would say. The only problem is that I can't try it on, that's what I don't like so much so I can't buy everything online like pants

G: They save time for sure, I think that's what it's all about, right?

R: How do you feel about SST's saving you effort?

K: Yes also effort, for sure, you put in less effort to do things

G: Like we said for example with EDP Online you don't need to call the hotline and wait forever because that can be very annoying and they don't always know what they are talking about

W: Like I just said you don't need to take the metro or the car or something to drive to the store, you can just sit on your couch and do everything from there, it's much easier

L: Yes or for example with my banking app, I can transfer money to everyone super easy and fast, I think some time ago you had to go to the bank and do that

R: Do you feel completing transactions via EDP Online saves you time and effort?

G: Definitely....

L: I'm not a big user, when I started my contract I was introduced to it by the salesperson and I guess I logged in a few times at the beginning, but there was not enough information for me to really engage with it, you know so it wasn't...I guess If I had any reason to go there more often I would probably go, so for instance if I knew I would save energy or if I did something that resolved in some kind of ecological benefit or something like that I think I would engage more, but that...

W: Yes for me it does

G: Yes because I just go on the website and put it in the reading and it's done, I don't get overestimated that way

R: Can you generally get SST's to work the way you want them to?

L: Generally yes definitely, it's usually pretty easy and if it's not I just don't use it, then it's the problem of the company and not my problem

W: I don't think I ever had problems

G: Usually I would say they are intuitive and you understand yourself how to use them, I think it's mostly about how a company design for example the app. When the design is good it already is a lot better and easier to understand where everything is

R: Do you find them easy to use?

L: Yes I think they are

W: I think it depends on the app, some a really just not so user-friendly and then you don't want to use them

G: Totally...I feel the same way, when the app is done well it's easy but some are just shitty and the design is bad and then you're like forget it

R: Do you find it easy to navigate through EDP Online while trying to complete a task?

W: No...I have a lot of apartments, and I show you, If I open the app I have the numbers of the contract, I don't have the address, so I have to open all to see where is the apartment. It's not easy, you can't rename them and you can't memorize the numbers

L: So I have to open, so this apartment ok...so I have to see how much each apartment spent...how much they have to pay and you're giving readings or whatever. The thing is, this app is useful for people who have one apartment

G: I think the website is pretty easy

K: Yes I always find what I need

H: I use the app and website I think both are easy to use

R: So what are the reasons for you in general not to use SST's?

G: I've got this niggling issue with some of these technologies which is what happens if my battery dies while I'm using it, what happens if my battery dies when I'm in a drive now for example. Or boarding a plane and the boarding pass is on your phone and your battery dies. Like the contingency plan for when the battery dies.

L: Some apps you just can't for example because it's a matter of space, and they take up too much.

K: Privacy issues, basically it's like you really need to trust the development side of it that its secure and that you're data is not going to be shared with so many other people

L: For instance, in terms of banks, I don't use that kind of apps to go around my accounts just because of security issues

R: Tell me about negative experiences you had when using SST's

G: I would say when I use Uber or Drive Now for example, what can be a negative experience is that with Drive Now, when there is no car available close to you, so the app can't really help you. Or when an Uber driver can't find you and you are waiting forever

W: For me a negative experience is when I order something online, like clothes and they don't fit or something, so for example some companies don't pay the shipping when you want to exchange something so you have to pay it yourself

R: So, generally how do you feel about companies using your personal information online?

L: I'm very much aware that data is the new gold so I try to protect my personal information as much as I can and I feel very used when companies exploit the users for their personal data. So I think especially with apps when they want to link with Facebook or Instagram I find that a bit invasive

G: I think it depends, when I get something out of it and I also have a benefit I'm more willing to give out my personal information...but of course I still don't like it

W: Hmm...I don't like it either, especially with Google and all, they know everything

R: And how do you feel about purchasing things online with the credit card?

L: No, I'm ok with that...

K: Me too..

H: Yes it is

G: No problem at all, it's fine nowadays

W: Yes the banks give you the money back if something happens

R: And how do you feel about EDP having your bank card details?

L: They have them. I suspect that some readings, some estimates are overvalued and so I don't know if it is a reality or not but I have the feeling that they always overestimate instead of underestimating so in a way when you give your direct debit card, EDP is using our money to get to money. They will return it after a year, but the thing is they will use the money to finance things and do what ever and I think they do it on a large scale because they have a huge number of customers and access to their bank accounts. But I'm sorry I'm not saying it's something that they actually do.

W: No but it's true, in order to get your money back you need to call the call center and get your money back. You don't get the money back automatically.

B: I'm not as sensitive on this issue as you, but I think customers should be paid for their data in terms of how much and how intensive is the use the company gives from the user's personal data. I've read that these sort of or that the industry is going more towards that model. Because there's been a lot of privacy concerns and there have been a lot of deractivates in the European Union about who ones the data so there might be a move towards users paying the data so you might get some reductions...everything should be monetized because at the moment companies are getting valuable data for free which is very unfair to the consumer

K: But it's an exchange of benefits to the consumer, so your experience is enhanced in a sense, so it's free but...

B: Sure, but that's not quantifiable, at least they should show how much they are giving you for your data and quantifying this, so saying look, you're getting this service for free or that one or that one, so you get a better idea of what you are getting back for your data and it's not just like a catch all.

R: What kind of difficulties do you come across when using self-service technologies?

L: Sometimes I have problems for example with Uber when the driver just doesn't come and it shows me he will be there in one minute and after 5 minutes he is still not there or the driver just stays and I can't see where he is driving. The technology that is stuck or something

W: I don't think I ever had problems

G: Well sometimes you want to do something and you just can't find what you are looking for you know, like with the banking app, I'm looking for a feature and I can't find it, it can go crazy sometimes

H: I made the experience that things don't load or something doesn't work the way it should, its usually a technical problem I guess

R: Do you ever find using EDP Online confusing?

G: Maybe sometimes the website is a bit confusing, there are so many options

H: No, not really, I think it is pretty clear

L: I wouldn't say confusing, I think it's just boring and I don't get anything out of it

R: How do you feel about using a self-service technology when you could be talking to a person instead?

L: Well I feel more independent when I use a self-service technology and I can do things on my own and nobody has to help me I would say, it's a good feeling. Because a lot of people just have no idea what they are talking about and everybody says something different.

W: Yes I think so too

H: Sometimes I feel bad for some employees because all the technology is going to replace them but I that's the way it goes I guess

R: Does personal contact with a service employee make completing a purchase or service more enjoyable to you?

G: I think sometimes it can be nice to talk to someone who is really nice and helpful and you have a good feeling after you bought something

L: Not really, most of the time it is not more enjoyable and you are annoyed because they are annoyed

W: No it doesn't really make it more enjoyable

R: When you have the option, do you generally prefer to interact with a service employee or use their self-service technology?

L: It depends on the service...So with some things I really value an opinion, so with EDP with very basic things I prefer technology, but of course there are situations where it doesn't follow the standard, where actually someone really can help you to go around the traditional way.

W: That's totally true, sometimes only person can help you

G: Yes

R: What are the reasons you use EDP Online

L: I don't, so at the beginning, I logged in, I tried to see what was there on information, what could I...just the website and to be honest, it wasn't exciting, there wasn't enough information for me to engage with, so I love numbers, I love lists and I love getting information and working with the data, I love Excel and all of this crap, and there was no way of exploring the data, it was all very closed up, I didn't engage with it in any way, it wasn't exciting. And something that would be useful is if it told me or gave me advice on the usage of energy and maybe estimating it and seeing if I spend more than my average in my neighbourhood or whatever, stuff like this that I would actually engage and understand and that I'm doing well or doing badly in comparison to others or if my carbon footprint is much higher than whatever, these kind of things I would find to be exciting and to be able to retrieve all that data in an excel or a format and then later be able to manipulate it in terms of how many days I used it and with what power which is especially useful because if the houses that I rent out, so it's useful to understand that some clients were spending a lot of energy in that week, all of this kind of stuff.

G: So you'll be amazed, I use only use the website, I'll tell you why I don't use the app, I have dozens of app on my mobile phone so don't annoy me with an app. Why I use the website is because usually I live in a large building so they don't go door after door to check the energy I use monthly. So they do estimates and they estimate higher so I think the main feature for me is that I can tell EDP how much I really spend that month. I actually booked on

my phone when should I tell them because I miss steps never mid, try next month, so I think that would be very funny to gamify the website. How, I'll tell you an example, it's a little bit different, so for example we can recycle this and that, for example a bottle, and I think it would be fun for me with some friends of mine, ok I have recycled this amount of boxes or bottles or whatever. So I could say with others friends who also live alone, I can say how much energy did you spent this month. Like make a competition.

L: So you can make a group...

G: So it's ecofriendly and you give out little prizes who is more efficient... Do you know Strada...Imagine you run these 10km...but it's the same but ecofriendly, gamified thing, so I think that would be a very fun think to have.

L: Yeah I would also go for that

W: Yes me too

G: Another thing I think they want to do they might have already started is managing the consumption of energy in your room or in your place, so for example you spend on your washing machine that amount of energy...why because your plugging it at one 1 o'clock in the afternoon but if you do that at night...

L: So giving you advices for how to save energy and if you could gamify it with your friends they could say hmm you didn't save because you did this...the ecofriendly way.

N: So personalized energy tips

G: Ah what was the question again, sorry

R: What the reasons are you use EDP Online

G: I started using it because I really find it helpful to be honest to give the correct amount of energy that I consume that month but I have apps for this and this...

So I don't for example don't like direct debit because once Galp Gas they billed me 27000 euros....it was like a shock, so I like paying directly...So I really don't trust the companies

and especially in Portugal it's really difficult to get the money back again that's my experience in different kind of services. It's not exactly EDP but more in general because you must call someone that send a letter to someone, a guy...and Online I just check if it's ok and then it's fine, let's pay.

W: I use EDP Online because the call center is impossible, you have to wait one hour, it's impossible. It's easy and faster to use online.

G: It would be really cool if they had a graphic where you can see and compare, e.g. I used for like one year and a half, it was an app, I don't want apps but that time I really wanted, so wallet, so everything that you spend you could put it there, your incomes, everything, then you could compare, uhh I spent 500 Euros in restaurants and last month I only spent 100 euros. So you could compare, imagine that with energy, so for example I can see last Winter I spent 200 Euros but this Winter I spent 100 Euros, why? Because I changed my windows, so efficiency.

L: It could be fun to compare, for example in kilowatts.

G: We would definitely use it more if they would have these gamifications. So for example fun tips: do you know that when you put this and this on your window it will be much more efficient.

L: And something that could estimate your spendings. So for example if the house is 300m² and you are doing very well or you are doing very badly. So you can also put in sun exposure so they can estimate your spendings.

B: Just convenience for the readings for example, so I just use the app because of I just do the readings if I get a notification, I need to be alerted in order that energy consumption exists.

N: How often do you login on the platform?

B: I login in every two months

W: Every week

H: App and website but app more often because it's easy

L: I can't remember, I'm not logging in at the moment

L: So how many contracts do you have with EDP, W?

W: Over 10

R: So why do you use the App and not the website?

B: Because of the notifications, I preferred if I could just take a picture of the meter and that would be even more efficient.

W: In EDP there are a lot of mistakes so I have to control every month everything

L: Don't use website or App frequently, just at the beginning

H: I use both so..

R: Why do you use the website and not the app?

G: Just because like I mentioned before I don't want another app on my phone

R: Are there any painpoints you come across when using EDP Online?

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W: The contracts, please put the address on the contract not the number, or name contract with any other name, to differentiate between

B: Sometimes the notifications are warning me today is the last day for your reading, sometimes they just don't send them, so there have been some problems with the notifications, they are very infrequent. I only remember the reading when I get one of these notifications. So for me to use it more or at least to not skip my readings, having better

notifications appearing on my cell would be best. Maybe get an email send to me to reinforce it and be able to customize it, what sort of notification would you like to receive

K: Yes, customize push notifications, so you can say, for example, I want to get push notification two days before the meter reading or not just on the day of the reading because sometimes I miss it because I'm not home and I'm travelling or I get home late and I forget.

G: The billing address is different from the invoice address

Lia: I don't agree with the TV tax because I don't have a TV

R: What do you think can be improved?

Everybody: no taxes

L: When you have an apartment that you can rent sometimes, and it's your apartment and you have a contract with EDP that you are a user but you travel a lot, so when you're gone you want to rent it Airbnb style. You have to register at the city hall and make it legal that you sometimes rent this apartment, basically the contract from EDP goes to a commercial contract and you pay a bill, that is much higher because of taxes.

There is not the flexibility of saying I'm renting, but then I'm using it personally and not to rent it to others...Changing the parameters or the mode of the contract could be for example be done in the app

G: Hmm ok

L: What happens is, basically let's say short rentals is a big business here. You spend electricity on each rental and for that you should be able to see the reading beginning and after. Daily. So you can say from this to that day somebody is coming and you can see directly how much your bill would be for just that period after they leave. With taxes if course...it's not possible yet.

What I was saying before though was that to be able to change the mode of the contract to commercial to normal in a flexible way...Because right now I'm living in a house, it's my house and I'm paying like a commercial establishment and why I keep doing this is because sometimes when I leave I want to rent out, so for me to rent I need to register it as a commercial space. I doesn't mean it's always a commercial space, because it is my living space, so this flexibility they don't tolerate. And maybe you could do it in the app.

G: But it's difficult to do that, it's not that easy...be this at night, that during the day, this doesn't work like that..It's always a contract and they need lawyers

L: Be flexible with everything that I have..

G: Well, do you know naughty? In a perfect world I call it naughty world, we have something that is recording the electricity daily, so for example you can read your phone and look at the agenda and just click on 1,2,3,4,5 days and I want to see how much I spent on these days, ah ok 10 Euros, so you can go to the customer and say give me 10 Euros. Like how much they consumed.

L: The new meters have access to the readings

G: Especially for people that work with short rents and not spent one hour at the help desk..

R: Any other things that would motivate you to login more often?

G: Like we said gamification but it not just normal gamification, it should be tied to the ecofriendly thing. Not just hmm I spent 50 Euros what did you spend. But in kilowatts, comparing kilowatts.

L: So basically, they have two kinds of spending, night and weekends

G: Night's it's a little bit less..

L: There is a way to get

G: So for example I work Monday to Friday, I'm not at home during the day so I just plug in my heaters at night or when I wake up I programmed it, it's really cool, that's cheaper for me because I have the double schedule..

So I could say to a friend of mine oh you're not ecofriendly because you're spending more kilowatt and you're not using the double schedule for example. But since you are using this during the day you should use it at night in this eco friendly thing

If you don't care about the planet you will never use it.

L: They don't make user-friendly terms I can really relate you

B: Make the reading more practical, just take a picture of the meter reading and send it off

G: Or cool tips for you to...they want to sell, so I think it would be really cool if they said how to spend safe energy...hmm so these lights are not very low consumption, you should use these. or this dishwasher is really cool but spends a lot.

B: Yeah we all like rewards

L: He said comparing year after year to make charts and comparing charts with whatever, I think it would be also fun to compare several contracts to understand why one house is spending a lot more than another in this period...basically I'm thinking of my own contracts I have, I think I have like 5 houses. But I would like to compare my several contracts, I would like to see why is one house is spending so much more than the others. So have it in a chart...to see and compare I don't want to see numbers.

And it would be fun when it comes to advising you on your spending, if you could say like I have a washing machine of this characteristics or if I have so many plus, I have so many lamps, I have a house with so many heaters and then they would calculate and see how the spending would be. So how much it should be in general and how much I'm spending...so how many devices I have and see if there's some device that is broken or overspending.

G: Or if you want to take this to another level what would be cool is like the same building, same walls, same windows, that if my neighbour upstairs has the same place is spending more, that's how I know if he's more efficient or not.

L: Or, let's say I think of investing, so basically If I buy a house I could calculate on the base of the area, on the base of the sun exposure, a number of situations, I can say I'm gonna spend that much per month on energy...So I know that if that house is better than if I buy it o the third floor or instead of buying it on the rooftop in energy spending kind of estimating of an investment.

W: They already have that...

L: But that doesn't show the actual amount I'm going to spend in kilowatt. So I know if the house is efficient or not efficient. So you can have an estimate in terms of if there is a relationship between...you know they can easily compare all the houses that are in this category in this area, they normally potentially will spend this much...

G: For example last weekend I spent two hours, I don't know how to say it in English but putting stripes along the windows so I don't have a lot window going through my place..

L: Isolating windows..

G: Isolating stuff...so for example a lot of websites and people that work as engineers, they say that you gain 20-30% efficiency. So you will spend 20-30% less on energy...Imagine, for example this is the window, and when where you open the window there is a gap and when it's windy and cold it will pass and you put a little rubber around everything and it saves a lot.

R: I will show you the App and let you check everything out, tell me what you like and don't like about it

L: The issue that I have is that you can't export the actual values if consumption like kilowatt and of your spendings...e.g. excel sheet. There are a lot of people that use this stuff for commercial points

K: Actually I think it's fine for a utility

L: I like the design actually

G: Because EDP send me a letter and told me to pay something that I never spend and it took forever to resolve, I had to talk to help desk and they didn't even solve it when I called...so a really negative experience with EDP

L: To be honest, actually they have a lot more than I thought they had. Basically they do have the energetic efficiency hints that you can check which is pretty cool and stuff where you can get discounts

K: But also things that are on Wikipedia and I can look up myself?

L: The thing is though that they are not tailored to your usage so they are not looking at you, so personalized tips would be nice and useful, looking at how big your apartment is etc. and especially being able to compare it with similar apartments and similar usage.

But it's pretty cool I really like the app to be honest but what disappointed me was that I couldn't take the values out and it was very closed and all you can take of information is the invoice

L: Design is pretty cool, it's just that I would like to get more out of it

R: Something you would like to add, something I forgot?

Everybody: No

NON-USERS

R: Do you know what self-service technology is?

M: No

P: I don't think so

R: So, self-service technologies, you also call them SSTs, are technological interfaces that allow customers to produce services without a direct service employee being involved through for example apps but also on websites. This way they are replacing many face-to-face service interactions

P: ok

M: Mhm

R: So, can you name any self-service technologies now?

M: I'm not sure

P: Yes sure, Uber for example

Bf: Or online banking, I use that all the time

M: ok yes I sometimes have that when you are at a gas station and you do everything by yourself in the middle of the night with the credit card

P: Or online shopping, right?

R: Yes exactly

R: Have you heard about EDP Online?

M: Yes I have

P: Me too

I: No

B: Yes

M2: Yes

R: What are reasons you use self-service technologies?

M: It's faster

I: It's easier

B: It's more convenient, you can pay at 11 pm for example

M2: Practical, I don't have to stick to opening hours of the business, I can do it from anywhere, I am very...sometimes I forget things and then suddenly I'm just ahhh I need to pay so then I just pay

B: You can be more up-to-date with any change, any billing you don't have to wait one month and half until the bill...

P: Sometimes if you have to interact with people, if it's not face to face but via phone call or something like, there might be some misunderstanding in the communication and might cause some problems, so when you can do it online yourself you can do it more precise because you can take your time...for example when you take a taxi you need to tell them where you want to go and might be a detour or whatever but if you take an Uber you can simply say your location and the thing will get more precise, you have more control yourself..you don't need

to try another person understand what you actually want if you can do it .yourself and you understand the system well

R: Can you tell me about positive experiences you had when using self-service technologies?

M: Poring gas for instance, sometimes at late hours some gas stations allow you to pay by credit card or debit card and it's very nice because sometimes you see your level of gas going down and you don't see one open and it's quite scary

M: Maybe for the checking when you fly maybe when you don't have something to print and now you can just bring your phone...I realized that when I didn't have a printer and I would have had to go somewhere to print

B: I'd say Revolut, you download the app, you request a credit card, they send it over to you, you spend like 4, 5 euros and then you have an online account to which you deposit the amount of money you want and then you can associate that card with the Mastercard or Visa account. Virtual or real card, you can have both. So let's say I use Uber, instantly I get a notification the card has been used for three or something Euros two seconds after it happens. And let's say I go abroad, usually I have the card off. I can do that with the app, and let's say I go abroad to some shady place in Africa I turn it on when I need to use it and then 3 seconds after I use it it's blocked, so the card is 99.9% of the time blocked. So I can have very fine control of the card and I know to the second when something happens. It's very self-service you know..

R: Can you think of any self-service technologies that are fun to use?

B: Well for me, I find Revolut fun what I just mentioned, it's fun in a different way, maybe because I have all control and I always know what is happening with my money right away, I instantly get a notification

P: Yes, that seems pretty cool actually

M: Let me think

M2: I like shopping apps or websites because I don't have to go to the store but I wouldn't say it's fun

R: How important do you think it is for you to have elements in an SST that make the usage more fun?

M: Not important, it's just important to be easy to use...intuitive

B: It should be user-friendly, it should be very user-friendly, some self-service apps really suck. But some are decent.

M: You shouldn't have to read the manual before

B: Intuitive

P: It would also be nice to use the app and get some monetary discount or something, that would be great as well. Because actually we are saving costs for the company so we should get something in return. If we get a slight discount probably I would feel even better

R: So generally, what kind of positive feelings do you have when using SST's?

M: Comfort, easiness

B: Power, It's very powerful, you don't have to think uhh I have to get up or they open at nine or ten in the morning

M2: You know you have your phone to do what you want and you don't have to worry before so you feel safe

R: How do you feel about SST's saving you time?

P: Yes in general they definitely save you a lot of time and nerves

M: Haha yes

B: I feel they save me time, I think that's kind of what they are also made for right? Sometimes they don't though because something doesn't work with the app for example and then you have to write an email or so and then it cost you a lot of time

R: How do you feel about SST's saving you effort?

P: It's cool

B: Mostly because I don't have to remember I have to do something, I just do it. Oh I have to do this, so mental space.

M: They save a lot of effort for sure, everything is easier because you just need your phone and that's it, maybe your brain as well haha

Nina: Do you think if you used EDP Online, it would save you time and effort? How exactly?

P: For sure

M: Probably, but for me EDP is a company who provides the service and I pay, so I only have these two actuations with them so I don't know..

B: I does save some time, so on the invoice they say you can report your reading in a few set of days and you can go online and do that...because they always overestimate your consumption, right. So you can pay temporarily a little bit less

R: Can you generally get SST's to work the way you want them to?

P: I would say yes I guess, I'm just thinking of a time maybe when something didn't work or I couldn't do something

B: I think usually what happens is that the problem is not that the customer doesn't know how to work it, it's usually the companies fault because there are problems with the technology or bugs or just a bad design and people don't find what they need

M2: Yes exactly, I also think most people know how to use SST's, except the older generation, they have a lot more problems, so for them the design and everything has to be very user-friendly and easy

R: Do you find them easy to use?

P: Yes I find it easy

B: Yes me too, it's easy to use

M: Yes easy

R: Now that you've seen the app and website, do you feel it is easy to navigate through them to find what you need?

M: yeah it seems pretty easy..

B: It's more or less good, so when I tried to pull it up it disappeared.

P: The menu on the side gives a good overview, it feels easy to navigate and find what you need.

M: Yes not all complicated

R: What are the reasons for you not to use self-service technologies?

M: The only reason is if I don't know how to use them

P: It sounds absurd, but I don't have a credit card so... I don't know, for example in Taiwan where I come from it's for me like we have something more I wouldn't say more convenient but for me it's easier and it's more traditional. It's semi self-service so for example I can book things online but I can still pay cash. So in that case I can still buy stuff..

M: You know it's really easy to order a credit card, you can do it online and pay 20 euros and connect it with your debit card...and then you can do everything with it..

P: yeah that's cool...what I need

M2: Maybe when you're not sure about something and you don't know how to do it and you want someone who knows something better than you and you can just call...

B: That's what I was going to say, so some SST apps they do have a chat function so you can kind off communicate with another person if you are for example a guy who doesn't like to talk...But most companies don't have this in my experience.... So the problem is a lot of times that there is a huge gap between the SST app and the traditional channels...So in that case where we have something where we have a special case and you go and they out a special request for you, like sometimes you really need another person. So it would be nice if companies would be able to close that gap...other companies have it like google or amazon...But most don't have it I think

R: Tell me about negative experiences you had when using SST's

P: I don't know, like, I think the most negative feeling people have for example it happened to my sister, she went to Australia for a business trip so when she was there she wanted to use Uber somehow and after she registered she immediately received a call from those criminal groups and they said oh now you are trying to register at Uber and then you need to put money in their account and that amount was absurd, so 2000 Euro or something and of course my sister didn't do it and she refused because of course she knew it wasn't Uber. But on her way back to China someone used her card to do online shopping. So I think safety is the biggest problem for most people.

B: I don't think I ever had a bad experience with a self-service technology

M2: I know, one time I flew with a really cheap airline and I downloaded the E-Ticket, but it was the wrong one somehow and I had to pay because they had to print it out for me

M: Ah oh no, that's typical with cheap airlines though

N: How do you feel about companies using your personal information online?

B: I dislike it...So I don't like it if they ask more than they need to know and they make it mandatory

I: Yeah also me..

B: But when they ask too much because they want to profile you I dislike that...

M2: Yes I feel the same

Nina: How do you feel about using credit cards for purchases online?

M: I usually prefer to use the ones that are temporary for security reasons...the ones I told you that you can generate on your ATM

M2: It depends...

I: It depends on the site, so if the site is famous and safe I think it's ok..

M: yeah so it depends on the credibility of the page

M2: And I need to see positive feedback online so I can say the site is ok..If you don't know anything maybe you ask some questions but now I think banks have a good safe...so they let us be safe to use the credit card..I think it's coming with the time so we have been using credit cards for a long time so now it should be ok t use.

M: But also banks demand that you don't have a risky behaviour online because if you do they might not cover it...they cover it for normal transactions but if they think what you do is kind of crazy already they don't...So the fact is if you are normal person they will cover it up if they think you are a risky person they won't..

N: How do you feel about giving your bank details to EDP

P: I feel safe

B: Usually they give you a heads up 1 or 1,5 months in advance concerning direct debit for example so it's ok I think

M: Yeah I no concerns I guess

M2: No should be fine, I feel they wouldn't misuse the data or anything

N: What kind of difficulties do you come across when using SST's?

B: Sometimes they are a bit square in a way only a computer knows how to be...Ok so let's say there is programming error or something and they don't match the data and they think you're putting in some wrong data...sometimes it can be...you have to know oh they want this, however if you talk to person they understand exactly what you mean and they will adapt the input...sometimes it has to be in their exact format that the self-service app wants. Some have a good design so they avoid you falling in to those painpoints but other not so much

M: Also, when for example the internet falls, everything falls...

N: Would you think EDP online would be difficult to use or confusing in any sense?

B: Not really, but I think the website is more user friendly than the website...the website has too many submenus and sometimes you don't know exactly where you were. The app has one menu on the left so it's easier..

R: Do feel that using EDP Online could be confusing?

P: I think maybe the design is not as good as maybe other good apps so I could imagine that people can't find everything they want, especially because there are so many things you can do

B: I feel that the website could be more confusing because you can do more things on it but I guess because some things you can't do on the app it could be a bit frustrating

M: No I don't think it would be confusing

R: How do you feel about using a self-service technology when you could be talking to a person instead?

M: I feel good because nobody bothers me and I can take my time

P: Yes I also feel good because that means I'm able to solve things on my own

B: Sometimes I like talking to a person that knows what they are doing and in some cases it's faster than a self-service technology

I: I don't feel good or bad, I don't really care

R: Does personal contact with a service employee make completing a purchase or service more enjoyable to you?

P: That depends, sometimes service employees are really nice and it's more fun that way yes. But in general, I would say no

B: No, not really

I: I also say it depends, if the person you are talking to is nice then the average it's nice, but that doesn't happen a lot

R: When you have the option, do you generally prefer to interact with a service employee or use their self-service technology?

P: I prefer the technology..

B: Me too

M2: Yes generally me too I would say

P: Unless maybe it is something I really don't understand

I: So with EDP I don't use the app or anything else because I just pay and that's it, it's not complicated and I don't need to interact with anybody

B: For EDP not so much because I think their customer service whenever I had to interact with them was very good. But some companies that have self-service apps, their customer service sucks and they don't know what they are doing so they will give you a different answer than what the app is saying for example and there is a contradiction and you call again the next day and they say something different again so I would assume that the SST app has a better understanding of the rules and internal procedures than the people on the phone.

M: Because sometimes the people just arrived there yesterday and they still don't know yet

B: Or they give you a really flat answer

R: So generally do you have more negative or positive feelings when it comes to EDP Online?

M: So I don't have any experience with them like I told you

M: I don't have positive or negative feelings

P: I have positive feelings

B: Me too

I: Yes me too

N: Do you think you have the ability to use the app and/or the website?

All: Yes

P: What I wanted to ask before I forget I think there is also another side pros and cons when it comes to interacting with people. Because like B. said the app can be a bit squared, so if you really have a problem for example he mentioned the supervisor or something...maybe when you really can't deal with the app or do something or in your special case you want an exception, then maybe when you call the real people can give you an alternative way to solve a problem

M: So the app should give you an opportunity to get an assistant maybe, if you're case is not solvable by the app.

P: For example if you miss your flight you can sometimes just call...from the policy they have they don't refund but if you call sometimes they will actually give you a refund right? And so that's what why maybe you would sometimes would less prefer to use the app.

N: Now that you know more about the app, would you use it in the future?

M: I might use it for readings as it says because sometimes for instance now I'm paying a lot because I never go there and I'm still with my last winter contract and if I'd do it with the app maybe I won't.

I: Yes I might use it now

P: Yes I actually would, you can do more than I thought

R: What are the reasons you don't use EDP Online?

M: Laziness I guess and because normally I have very little space on my phone and the phone always says you don't have enough space to download the app. That's the main problem

P: I think that's really true, this happens to me a lot...but sometimes also if the interface is too complex you know it's difficult to tap the right place then you think like, fuck it..

B: Personally, I would say I don't need a lot of interactions with EDP, I think the biggest interaction would be get the bills, review them and pay them. So I get the bills I already got them by Email, review them I check the pdf on the computer, pay them it's direct debit. Do the self-readings usually I don't need it because EDP always keeps sending guys to our building to just do the readings and if somebody's home, it's like ah ok there was a reading today sure...So the interaction is not a lot

P: Just to add something, I think that you were saying that if there's any function you would like to add to the app for example specific to EDP or something, so for me if you are sharing a flat. Let's say if you give a user a new function on the app for someone sharing the flat even when the bill is under some one's name you can put some partial payment and it would be a good idea so you don't need another app to count things and split the bill. You can put some sub owner or something and then you open your information so the just divide it. Let's say if you don't talk to your flatmate you guys don't have a god relationship...

M2: It's just that I don't have any interaction with EDP, I don't need to use it.

R: What would motivate you to try or use EDP Online

Pat. Just give discounts online...Even just one percent I would, why not...

M: If they give me discount to concerts and stuff, but I think that's EDP Comunidade..

M: If they don't give us coffee or something that was it...

B: The online chat would be nice..

M: If I need that would be good but we are only going to use it if we have a need, so either they are going to cut our electricity and we need them not to, or we have to have a specific reason for addressing it

B: The online chat would be nice, let's say you have an online chat and they already know who you are, you are already authenticated, can I have your ID number just like a pie, I have this problem and then let's say you send this message at 1 am and the next morning when they are online you'll get the notification they've replied to your online chat request. That would be sweet

P: I don't know, maybe this is a bit too out of the box, but if I'm talking to these online chat services, I always doubt they are a real person...and then if it's a computer I don't feel comfortable because if I really need to get in touch with someone I hope it's a person because then they will think...that's just my personal doubt about it

B: One of the downsides of websites or having more self-services functionalities is that it becomes harder and harder to reach a human if you have too. With EDP you dial a number and they are there, but with some companies or bigger companies you have to dive into the menus just to get the contacts otherwise they really want to avoid you and spending time with a human.

P: That's true because if you really want to contact Urban Outfitters you cannot call anyone unless they charge you, then they will give you a number so you can call...but for other cases you can only send them an email

M: I would like to know for instance, I know they are providing our energy for example but I would like to know where it comes from, how are they providing us with energy. So are we having energy from where, are we generating internal, external, who is providing us... is it done in Portugal?

B: I think they have very basic information on that in your invoice...but it's very basic for sure they should expand it more

M: For instance now those guys that had a problem on that gas pipe and were cut off energy...so it's interesting to know how vulnerable we are in our choices for energy we have made. In general, it's not my every day concern but sometimes

R: And anything else?

Everybody was rather hesitant

P: Like despite the fact if it's going to be useful or not, I think nowadays as a consumer if you can get some personal insights it's always fun..you just feel like it's for me. It's not necessary to be useful but it's like oh my god it's for me, let's check. So for example, now those watches like they can record what's your sleeping schedule or how deep you sleep – it's not useful but it's like fun to know, something like that

B: Actually I was just browsing their app and they do have that but it's very hidden...discounts and tips for energy efficiency and even then it's not very like point by point..So what they could do they could put it straight on the app as subpoint in green for example... With Comunidade you can't see it

M: So It's an organizing system...so it should be better organized so you can find it better or right away..

M: Or for example if you are a green user like if you use wisely or less energy maybe you should have a bonus...but it's a contradiction because they are a company and want to make money but at the same time we want a safer environment and we want it to be more safe so it's a difficult balance. So for me it would be nice because in my house everything is electrical sources of energy and I know more or less which parts are consuming more, but for me it would be nice to know which of my parts are consuming more or are the big consumers of my energy in my apartment.

R: What is it that you like or don't like about the app?

B: It seems handy enough

P: What I like about it is that for a lot of apps you have a lot of images like ads related to the company and sometimes that is quite disturbing but this app seems very simple in a clear way so it's like you don't get distracted you know what you need to do.

M: I like the design

M: Can we schedule the payments there? That would be nice...So for instance if I want to do it in the apartment to pay that day. So for instance you say to me that my deadline is the 21st. But if I can pay before I can make a schedule for that payment to occur for instance.

N: You can see if it's payed or not but you can't see any payment options

M: Normally I can do that for my bank for example, I can instruct my bank to pay on that day

N: So you say I want it to be paid on the 16th and it just takes the money away that day and you don't have to think about it... EDP has direct debit though

M: yes but if they take money out by debit that's always a specific date and I don't receive money on specific dates. So my income is very fluctuant. I like for instance that if I'm going to receive my money on a certain week, I want that main bills to be paid...

P: Maybe it's too out of the bugs but I think if you use these kind of app or like whatever technology, one of the biggest added value there is that it provides me with more information. I don't know if they have that but like through the apps and these kind of data things it's not too difficult to provide customers with this...So what I would also like to know is to compare years and the time period, so see how much electricity I used this year in comparison to last year, so I can see did I spend more or less or if it's possible that you can provide me with the time period during the day so this hour I spend a lot if things and then maybe I can roughly have an idea so exactly what domestic appliances spend most of the electricity.

B: I don't know if that's possible though, I'm not sure if they access to that real time consumption.

N: Not sure they can do the real time but comparing years you can do for sure..

B: I know they have that simulator were you can say I have this plasma screen, I have computer, I have a microwave somewhere on the site and you can simulate expenditures, it's just like a basic simulator and I use heater or the gas heater and it will do some calculations..

R: Something you would like to add, something I forgot?

B: Just one thing, before we were talking about credit use online...for me it is a concern, like they were saying you always have to think if they were trustworthy or not. Even big companies get hacked all the time and you get these big headlines saying 14 million accounts hacked out of Sony...there are many. So for EDP it could be a concern but I think there are measurements that can be done especially smaller companies like some use external payment providers like PayPal, so it provides an extra layer of security they don't have to use your credit cards if you don't trust them. So if they use PayPal I'll always use PayPal or more advanced payment technologies. So nowadays these banks have these things where if you use your credit card online you need to authenticate it in a second way like receiving a code by SMS. So that's an extra layer right...so if somebody copied your card and had the 3 digit code...It would be nice if people or companies having self-service apps used these external payment providers and more advanced anti-hacking measures.

So for EDP it would be nice to have the option..