

Chop-cloc



Background

Chop-cloc (Scotland) Limited is a privately owned 'green' technology start-up, founded to develop and commercialise an alternative, energy saving, bill-chopping, greener approach to domestic central heating control.

The company appointed Swift Research to help with the development of its ground breaking device - designed to reduce energy used by central heating systems and cut consumer bills.

The Chop-cloc device is a simple switch attached to central heating systems, that reduces the time the heating is on without any noticeable difference in comfort.

The aim of the product trial was to assess energy savings and how the product was used in a real home environment.

Data gathered was used to further develop the product and to provide credible evidence of savings to be used in marketing the device.

Swift Research Solution

Swift recruited 97 homeowners in the West Yorkshire area who agreed to take part in a six month long trial for the Chop-cloc device.

A second panel was set up in Oxford and London made up of people who were living in apartments and social housing.

Half of the panellists had a Chop-cloc fitted to their heating systems and the other half didn't. This

enabled comparative data to be collected from both a 'test' and 'control' sample.

Each householder was required to submit meter readings each month between November to April and supply copies of their previous energy bills to allow differences in energy usage to be measured.

The energy consumption data was handed over to a specialist team of analysts at the Scottish Institute of Sustainable Technology at Heriot Watt University in Edinburgh, who were responsible for calculating energy savings.

In addition, focus group discussions were held with 'test' choppers to discover practical experiences on using the device.

Homeowners were also called together and agreed to be filmed while being presented with the amount of energy they had saved with the objective of the film being used in marketing campaigns.

The results demonstrated an average saving of 23 per cent with some saving over 30 per cent.

Benefits

The research provided valuable first hand information to the client to fine tune their product and create a second generation device best suited to meet the needs of end users.

In addition, it provided a powerful platform for the client to market the product to major energy providers with credible results on cost savings benefits.

"Swift Research provided invaluable support in helping us understand the performance of our new Chop-cloc energy saving device and how people interacted with it. Their energy, enthusiasm and efficiency were impressive."

**– Mark Kerray
(Chop-cloc (Scotland) Limited)**