ESTABLISHMENT OF ENERGY CONSERVATION AWARENESS CALL CENTRE/ENERGY INFORMATION CENTRE

Problem Statement

- Pakistani households have very little access to credible information about energy conservation and solar energy usage.

- Women manage domestic energy use and would be interested in means of saving energy and reducing their household energy bills, if they had easy access to reliable information.

- An interactive service that offers useful information within the privacy of their own homes will allow them to reduce their energy costs while at the same time reduce the country's energy supply gap.

Scope Statement

- To establish Information Call Centre accessible across the country. The main objective is to improve energy efficiency. Information on solar energy devices and systems is an important component of the service offered.

- The objective of establishing Energy Information Centre is to conserve energy and improve energy efficiency and promote Alternate Energy.

- The awareness campaign will be initiated to reach out every consumer of the country to sensitize them to save every single Watt of Electricity; because saving a one watt would contribute into savings of Mega Watts and make a success story for energy security of Pakistan.
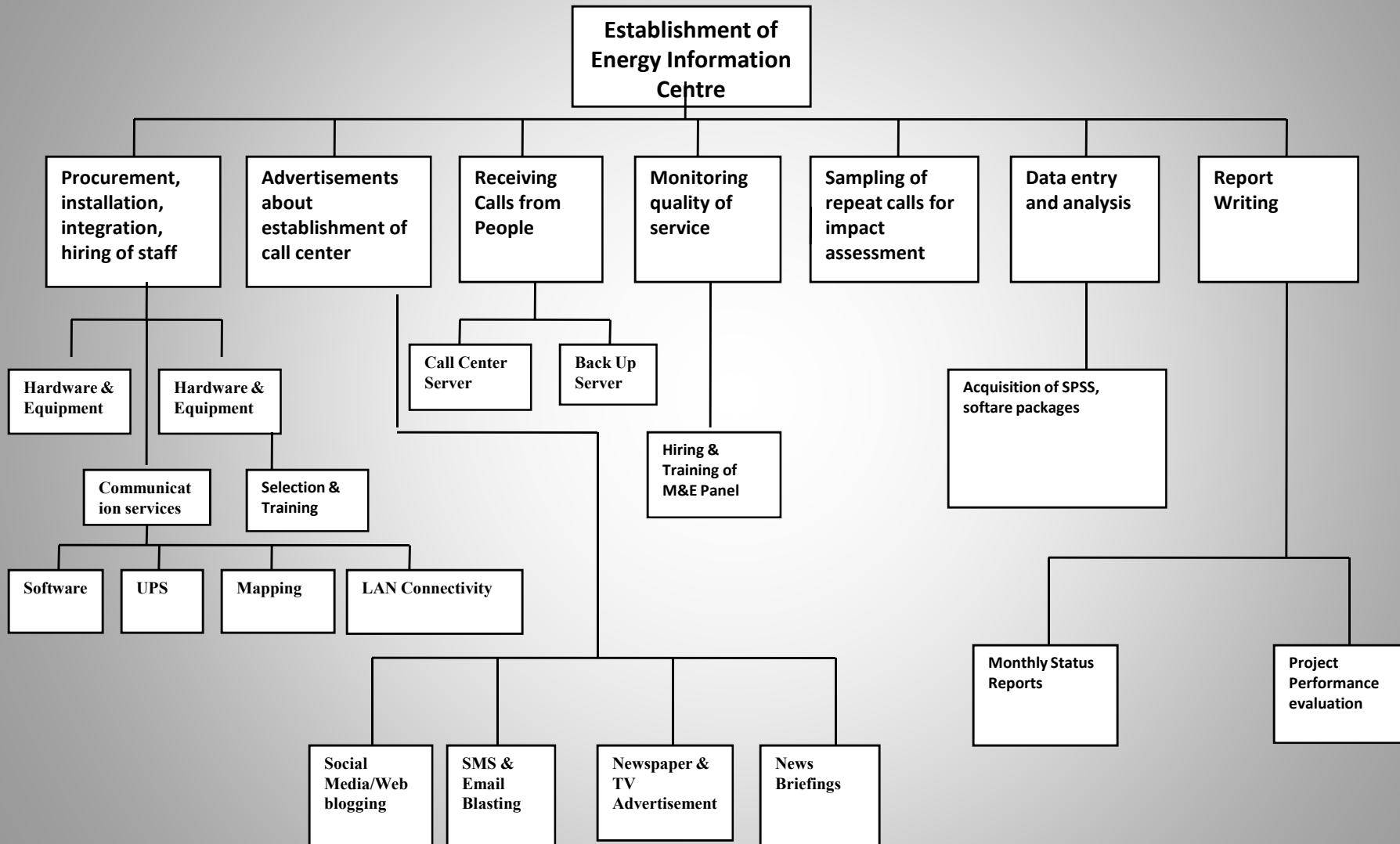
Target Group

- All energy consumers throughout the country. On the current interest of the people, queries received and the awareness level observed in various interactive sessions, it is estimated that a good number of calls will be received every day.

- **Location:**   The call center has been planned to be based in Karachi, Pakistan.

Project Duration

- The project is targeted to self sustainable by following means:

- By putting suitable charges per minute to each caller.

- The services of energy audit and retrofitting of existing buildings, information of solar equipment, and gadgets to be tele-marketed with collaboration of concerned firms

Work Breakdown Structure

Establishment of Energy Information Centre

- **Procurement, installation, integration, hiring of staff**
  - **Hardware & Equipment**
  - **Hardware & Equipment**
    - **Communication services**
      - **Software**
      - **UPS**
    - **Selection & Training**
      - **Mapping**
      - **LAN Connectivity**
- **Advertisements about establishment of call center**
  - **Social Media/Web blogging**
  - **SMS & Email Blasting**
  - **Newspaper & TV Advertisement**
  - **News Briefings**
- **Receiving Calls from People**
  - **Call Center Server**
  - **Back Up Server**
- **Monitoring quality of service**
  - **Hiring & Training of M&E Panel**
- **Sampling of repeat calls for impact assessment**
- **Data entry and analysis**
  - **Acquisition of SPSS, softare packages**
- **Report Writing**
  - **Monthly Status Reports**
  - **Project Performance evaluation**

Monitoring

- In order to monitor the quality of information and service, every call will be recorded and analyzed for improvement. Monitoring will also be important to assess the results of this service; numbers and types of calls, intention to take action, changes made.

Result

- ## Analysis:

Every day, the recorded calls will be analyzed randomly to assess the quality of information given by the call center representatives. The callers will be given a unique ID to make a log of their calls. Incentive will be given to those callers who remain in contact and give measureable feedback on the benefits of using energy efficiency, energy conservation and solar energy. Success stories will be projected on the website. Moreover, monitoring calls would be made to callers to know what action or changes they have made in their living places.

- ## Impact:

The level of questions repeated by the people will help assess the impact of the service to raise awareness.

Time line & Sequencing of Activities:

	1st Month		2nd Month		3rd Month		4th Month		5th Month		6th Month	
	1	2	1	2	1	2	1	2	1	2	1	2
Setting up the call center including procurement, installation, integration, hiring of staff etc.	X	X										
Advertisements about establishment of call center through advertising agency in two Urdu and one English newspaper with wide coverage	x	X	X	x	x	x	x	x				
Receiving Calls from People			X	X	X	X	X	X	X	X	X	X
Monitoring quality of service				X				X				X
Sampling of repeat calls for impact assessment						X						X
Data entry and analysis											X	X
Report Writing												X

Sequence of Activities

Activity	Description	Predecessors	Duration (in weeks)
A	Advertisement of hiring of staff	-	1
B	Selection & Training	A	1
C	Acquiring hardware & equipment	-	1
D	Communication Services	C	1
E	Newspaper & TV advertisement	-	4(ongoing)
F	Social Media/Web blogging/News briefing	E	8(ongoing)
G	SMS & Email blasting	E	4(ongoing)
H	Receiving calls through call centre server	B,D,F,G	20
I	Monitoring & Control	H	6
J	Data Entry through SPSS	I	4
K	Monthly reports	J	1
L	Project Performance Evaluation	K	1

Activity On Arrow