

EFFECTIVE VALUE PROPOSITIONS FOR ENGAGING CONSUMERS IN FLEXIBILITY SERVICES

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Large-scale deployment of flexibility schemes faces a significant barrier: consumers' reluctance to participate due to perceptions of limited value. This reluctance puts the viability of aggregator-led business models at risk. To address this challenge, it is essential to understand which value propositions can effectively motivate consumers to enrol in flexibility schemes. Without a clearly perceived value, aggregators and flexibility service providers will struggle to scale their services and unlock the full potential of distributed flexibility.

Through a combination of literature review, interviews with ten European aggregators and consumers, and the application of the Value Proposition Canvas, this work explores how value is perceived across residential, commercial, public, and industrial segments. Five key value propositions were evaluated to identify different consumer motivations, including economic, environmental, caring and self-growth. In practice, these propositions can be translated into (1) optimizing consumption through dynamic tariffs and automated control systems, (2) earns revenues by providing flexibility, (3) explore solutions for community-based sharing flexibility when the regulation allows this, (4) enabling consumers to understand, monitor, and improve their energy usage, and (5) access to upgraded or better-maintained equipment.

The evidence gathered ratifies that direct monetary remuneration remains the most compelling motivation. However, money alone does not secure long-term engagement of customers. Automated optimisation of assets came through as an important complement, simultaneously lowering energy bills and carbon footprints, through real-time price signals. Access to better equipment further reinforces the offer of discounted batteries, smart controllers and continuous monitoring to protect consumers' existing assets, extend their life and unlock deeper flexibility, aligning with the caring motive of safeguarding infrastructure. To turn these insights into actionable strategy, this research proposes a Value Proposition Canvas for residential, commercial, public buildings and industrial segments, mapping the diversity of needs, jobs-to-be-done, potential barriers and opportunities. This reinforces the importance of segment-specific strategies in value creation. This canvas shows how a transparent revenue model, optimisation-as-a-service layer, relieves the most significant pains identified in the interviews. Collectively, the findings underscore that aggregators can succeed when they present a coherent package of economic reward, smart operation and asset care, supported by intuitive digital tools. By aligning offerings with consumer real motivations and designing customer-centric business models, aggregators can foster deeper participation, ultimately unlocking the full potential of distributed flexibility.

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