

## Digital Tools from Electrical Safety First Helping to Keep Consumers Safe

In the UK, the response rate to an electrical product recall or safety notice is less than 20%. With low levels of product registration, manufacturers can find it very challenging to trace affected products, leaving consumers unaware that they have a potentially dangerous appliance in their home.

The leading consumer charity Electrical Safety First has developed some free digital tools that will help people check for electrical product recalls and register their appliances.

A survey carried out by the Charity showed that around 80%<sup>1</sup> of UK adults who own a smart speaker would be keen to use it to check for product recalls, so the new Voice App will definitely appeal to its target audience!

### How to use Alexa Skills / Google Home Voice App

The app makes it easy for people to find out if they own an electrical item that has been subject to a recall or safety notice. It's very simple to use on both Alexa and Google Home.

1. Ask your device to "Open Electrical Safety First"
2. You can then ask if your product type has been recalled, the device will then ask you for a brand name:  
"Alexa, has my fridge been recalled"  
"What brand is the fridge?"  
"[Brand Name]"  
  
or, ask immediately for a specific brand and product:  
"Alexa, has my [Brand Name] fridge been recalled?"  
  
or, ask for any product manufactured by a specific brand:  
"Alexa, have any [brand name] been recalled?"
3. The device will then either tell you that there are a certain number of recalls for your search or, if not, encourage you to sign up for email alerts from Electrical Safety First when there is a product recall.

You can download the app for Alexa [here](#) and for Google Nest [here](#).

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<sup>1</sup> Survey carried out by Censuswide between 14<sup>th</sup> and 15<sup>th</sup> January, with a representative sample of 2002 UK adults who own a Google Home and/or Alexa smart audio device. Asked "If you were able to ask your smart home device such as your Google Home or Alexa if an electrical appliance such as your washing machine, tumble dryer or phone charger has been recalled by the brand, due to a fire risk, would you do so?" 46.25% said they definitely would and 35.21% said they probably would, with a net result of 81.46% responding positively.

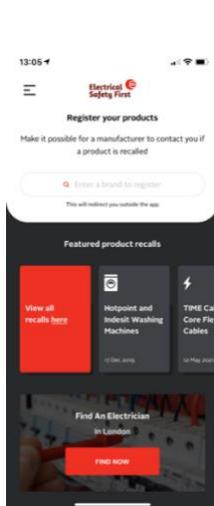


## iPhone App

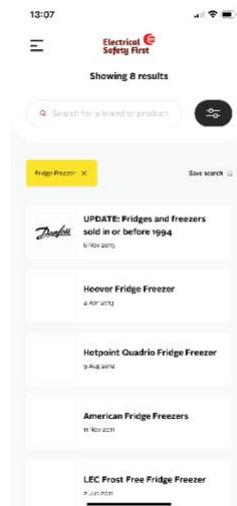
The Charity has developed a new smartphone app, launched in Spring 2021 on iOS with Android coming later in the year. It takes popular content from the Charity's website and delivers it in an easily accessible format for mobile users:

- Product Recalls –users can check electrical product recalls and safety notices, find out what to do next and save the products they want to keep a particular eye on;
- Product Registration – the app includes links to electrical manufacturers' websites so that users can register the products in their homes, making them easy to trace in the event of a recall;
- Find an Electrician – using your current location or postcode search, the app will take you to the relevant website to find a local registered electrician;
- Q&A – users can search for answers to electrical safety questions or submit their own to the Charity's team of experts.

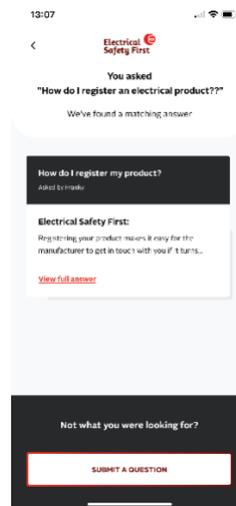
You can download the app [here](#).



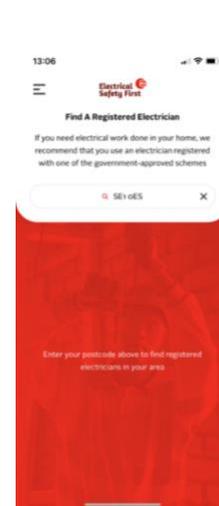
Home Page



Product Recalls



Product Recalls



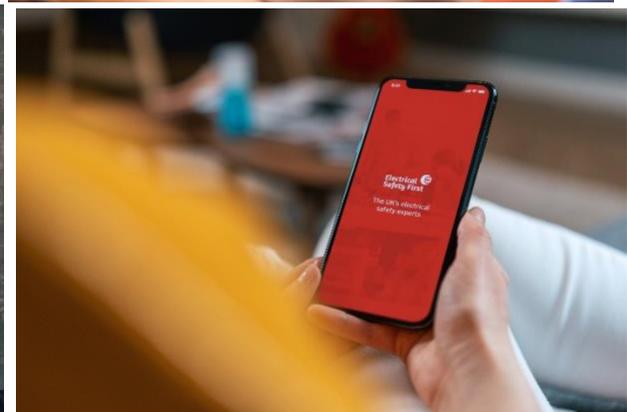
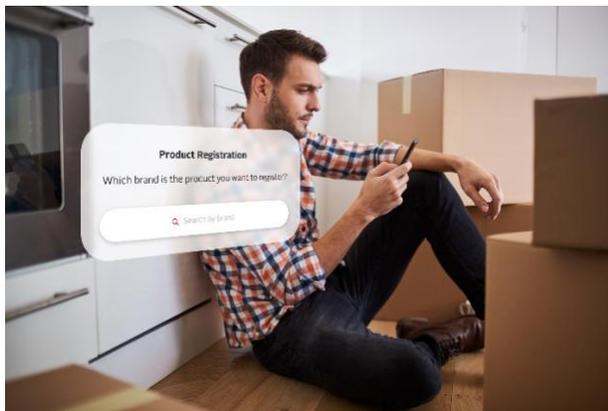
Find an Electrician



## Messages and Collateral

We have produced a short video that promotes the Voice Skills app, with versions highlighting Alexa Skills and Google Home. The video is available in two formats so that you can use the right one for different social media channels.

We also have a series of images that can be shared on social media to promote the Smartphone app. Encourage people to visit the App Store and search for Electrical Safety First on their iOS devices.



**Download the images and videos from:**

<https://www.dropbox.com/sh/ivvbvtfx2c6mzop/AACk9TWZC0k5TXkOxvFofpVHa?dl=0>

## Social Media Messages

### Voice App (replace Alexa with “Hello Google” as required)

Download the free app from the charity Electrical Safety First, available on Alexa Skills and Google Nest, and find out whether any of your electrical appliances have been recalled – it could save a life.

If you're not sure how to find out if an electrical product in your home has been recalled, why not ask Alexa? Open “Electrical Safety First” and check your appliances today.

“Alexa, has my fridge been recalled?” – download the free app from Electrical Safety First for an easy way to check that the electrical products in your home are safe

### Smartphone App (Add link to App Store in messages)

Download the new iPhone app from Electrical Safety First – you can check for electrical product recalls and register your appliances with the manufacturer, all done in one place on your phone! Search for Electrical Safety First in the App Store.

Did you know that the success rate for an electrical product recall is less than 20%? Register your appliances via the new Electrical Safety First app so that you can be contacted if there's a problem. Search for Electrical Safety First in the App Store.

The new iPhone app from Electrical Safety First lets you save the brand names for the electrical products you have in your home so that you'll be alerted if there's a product recall, keeping your family and home safe. Search for Electrical Safety First in the App Store.

**If you are sharing content on social media, please tag Electrical Safety First:**

[Facebook](#) - @ElecSafetyFirst

[Twitter](#) - @ElecSafetyFirst

[Instagram](#) - @ElectricalSafetyFirst

[LinkedIn](#) - @electricalsafetyfirst

#productrecalls #electricalsafety



## Suggested Website Copy

If you would like to embed the promotional video for the Voice App or information about the smartphone app on your website, the suggested copy below gives more information about the tools.

### Voice App

Electrical Safety First is the UK charity dedicated to preventing deaths, injuries and damage caused by electricity. It has developed a Voice app, available on Alexa Skills and Google Nest, that makes it easy for you to find out if the electrical products in your home have been subject to a recall.

Simply ask your device to "Open Electrical Safety First" and ask if a product has been recalled.

You can ask about general products ("Has my fridge been recalled") or check by brand name.

You'll then be told whether there are any recalls you need to be aware of, and you'll also have the option to sign up to receive email alerts from the Charity when a new recall notice is issued.

You can download the app for Alexa [here](#) and for Google Nest [here](#).

### Smartphone App

Electrical Safety First is the UK charity dedicated to preventing deaths, injuries and damage caused by electricity. The Charity's smartphone app, available on iOS (with Android coming later in 2021), makes it easy for you to:

- Check electrical product recalls
- Register your electrical appliances
- Find a Registered Electrician local to you
- Ask the Charity's expert team your electrical safety questions.

You can download the app [here](#) or search for Electrical Safety First in the app store.



## About Electrical Safety First

Electrical Safety First is the UK charity dedicated to reducing deaths and injuries caused by electrical accidents. Our aim is to ensure everyone in the UK can use electricity safely. We campaign on behalf of consumers and electrical trade professionals to improve safety regulation and make sure that safety messages are appropriate, up to date and well communicated.

We provide expert information and advice to help people protect themselves from faulty, damaged, sub-standard and poorly maintained electrical installations and appliances. We are recognised by government and industry as the leading campaigning charity and technical authority on electrical safety.

### Keep in Touch

[www.electricalsafetyfirst.org.uk](http://www.electricalsafetyfirst.org.uk)

Facebook [www.facebook.co.uk/elecsafetyfirst](http://www.facebook.co.uk/elecsafetyfirst)

Twitter [www.twitter.com/elecsafetyfirst](http://www.twitter.com/elecsafetyfirst)

Instagram [www.instagram.com/electricalsafetyfirst](http://www.instagram.com/electricalsafetyfirst)

LinkedIn <https://www.linkedin.com/company/electricalsafetyfirst>

The Charity has a range of videos on its [YouTube channel](#) which help raise awareness of electrical safety issues, including plenty of content on the importance of product registration. Please feel free to share any of this content on your own social media channels.

If you have any questions about our consumer-facing campaigns or digital tools, please contact Penny Walshe at [penny.walshe@electricalsafetyfirst.org.uk](mailto:penny.walshe@electricalsafetyfirst.org.uk)

