

Every Customer Matters – an inclusive service for all

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Wessex Water

YTL GROUP



Water is unique

- Duty to supply with no name/contract
- No choice for domestic consumers
- No right to disconnect domestic consumers
- Customer interaction
 - Multi-channel for billing and operational contact
 - Most operational contact will require a visit to the home to diagnose a problem and then to fix it



Our research shows customers have complex needs

MEET SARAH



CHRONIC ILLNESS Sarah has been suffering from Spondylosis for many years triggering a number of other risk factors.

MENTAL ILLNESS She suffered a mental breakdown a few years ago but still feels the effects of depression and anxiety in her life today.

LOW INCOME Sarah doesn't work. She lives alone in a one bedroom council flat in Yeovil.

TRANSIENT / IN CRISIS Sarah is divorced. She also lost her brother which was part of her breakdown. Battling both her mental and physical health is an on-going battle.

"Because of my illness I'm not always in control of my money so if I miss a payment it's good if they [companies] understand and don't put pressure on me."

"Mental health makes you very vulnerable to people."

MEET JOHN



TRANSIENT John's wife died 3 weeks ago. She was disabled and required round the clock care - which he provided. His sister also died just this week.

CARER As a primary carer he has been largely housebound and constantly anxious about his wife.

MOBILITY IMPAIRED While he is fit and active, he has a spinal condition and he is unable to maintain the house as he did - including issues like reading hard-to-access meters.

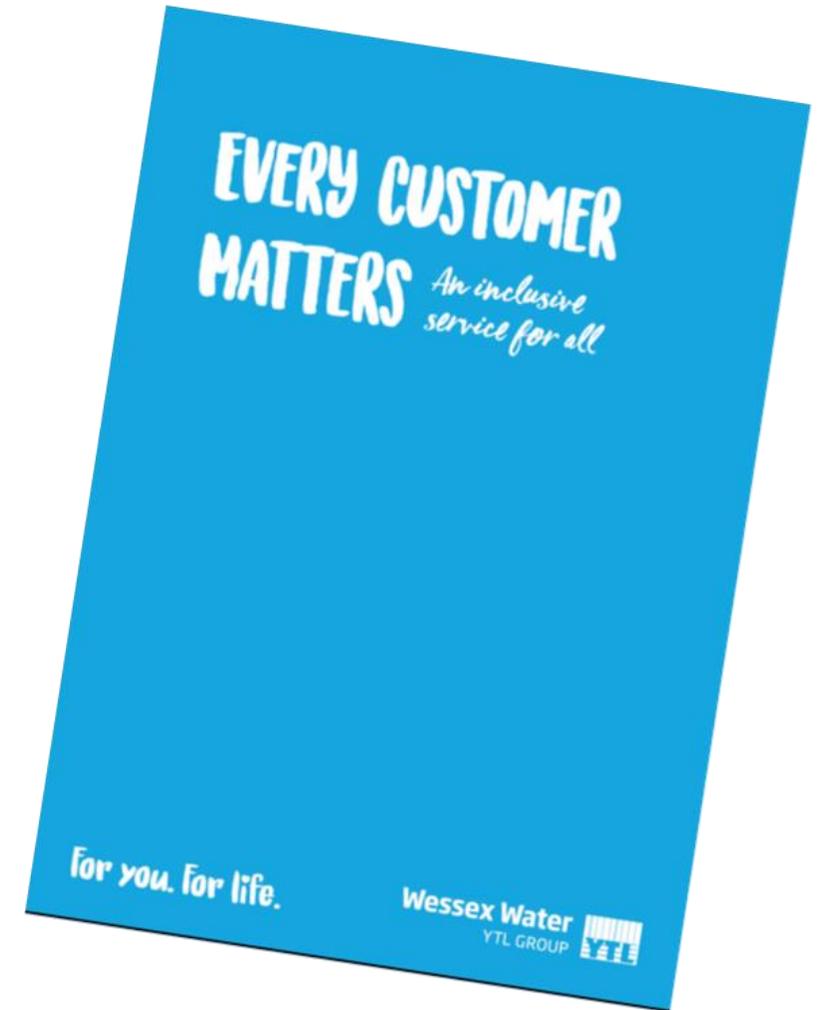
NO DIGITAL ACCESS He does not use the internet or mobile phone. His wife managed most admin and communications including bills etc. so he is feeling very worried about managing this now.

"[Re boiler service] I had to plead with them to come out before the winter - I couldn't bear the thought it could break down with my wife..."

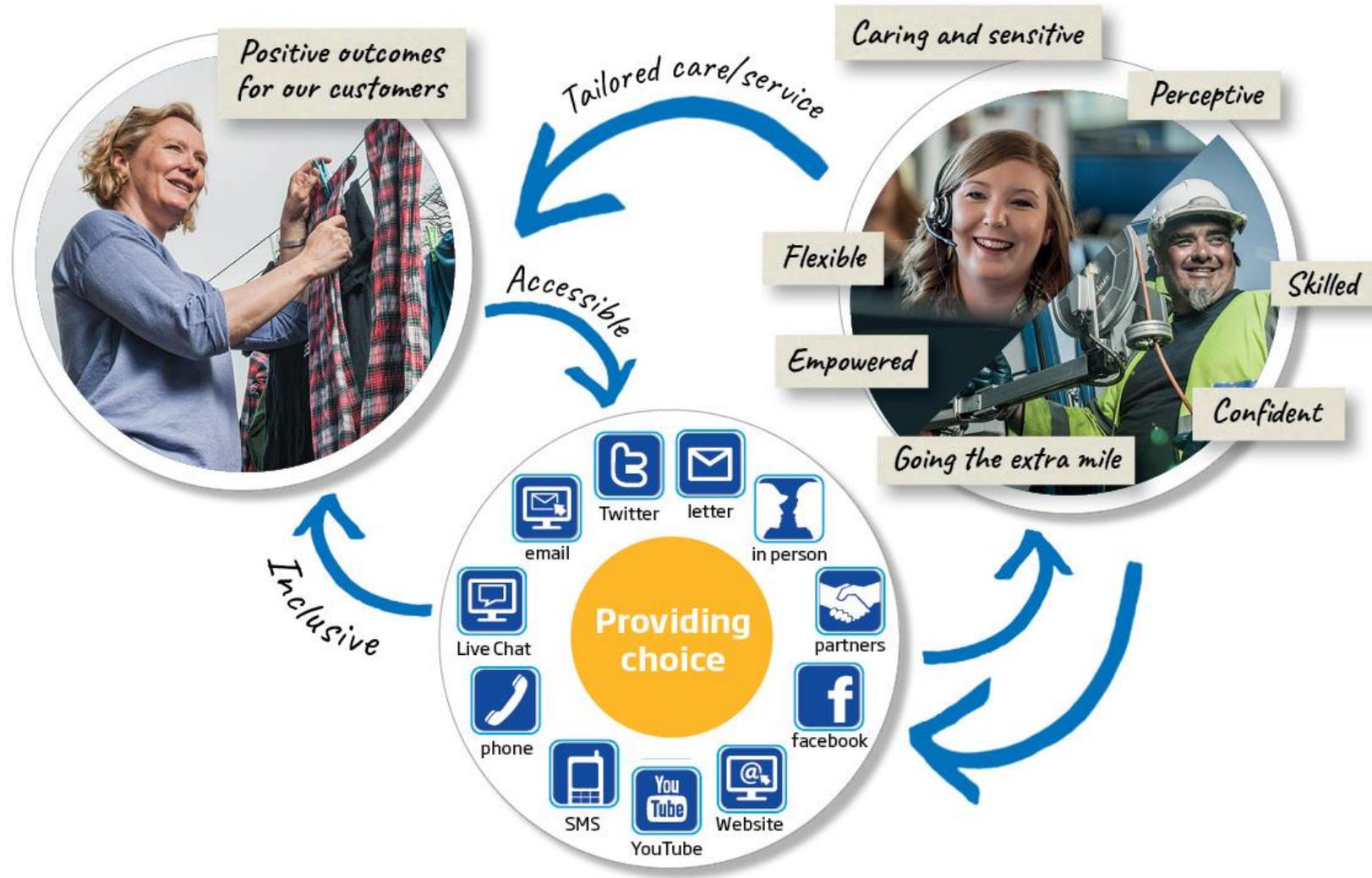
"I don't know about this [PS]. I expect my wife sorted that out."

Every customer matters

- Strategy published on 3rd September alongside our Business Plan
- Original strategy launched in 2013 so very much building on what has worked well over time
- Revisions and new initiatives co-created with our customers, partners, stakeholders and advisors



Our approach to customer care



Going the extra mile

- Sums up our approach to customer service
- GEM incorporated into:
 - Staff recruitment and training
 - Rewards and recognition schemes
- We ask our staff to:
 - Look for opportunities to go the extra mile
 - Put themselves in the customer's shoes and "imagine it was you"
 - Remember it is often the little things that make all the difference



And for the financially vulnerable

- Water use should not be rationed by a customer's ability to pay
- Encourage engagement with customers who are financially vulnerable
- Build relationships of mutual trust with debt advice agencies/partners
- Support a holistic approach to debt management
- Offer tailored solutions with flexibility to meet an individuals financial circumstances
- Prefer a sustainable and affordable level of payment of whatever size to no payment at all

Tailored assistance programme



Priority Services

- Support for customers with additional needs in terms of billing, communication and during operational incidents
- Service promises reviewed, co-designed and endorsed by charities and organisations



The four workstreams

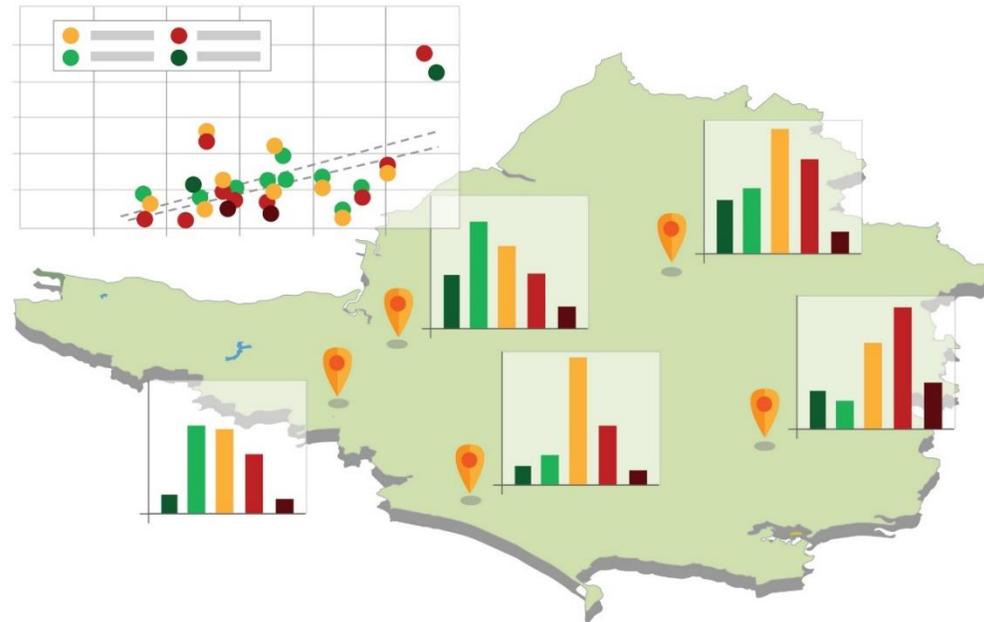


Using data wisely

1. Using data wisely

this helps us assess the effectiveness and uptake of our support and identify and target activity proactively and effectively

- Layering multiple internal and external data sets to identify customers in vulnerable circumstances
- Local pilots with SSEN, WPD, health trusts and councils
- National energy data share due to launch April 2020



Extra support during power cuts or water supply interruptions

Register for Priority Services

Growing partnerships

2. Growing partnerships

this workstream is designed to increase the number and variety of our partners and to work with them in a way that suits them to best engage with their clients, who are our customers

- Partner Hub launched April 2018
- Two-way digital engagement with our partners, ability to self serve and network
- Joint partner event with SSEN



Welcome to Wessex Water's Partner Hub

We want to work with you to support customers throughout our region, particularly those who are having difficulty affording their water bills or who have additional needs that we should be aware of in our day to day services.

Our hub provides you lots of information about the support we offer and gives you access to resources to help you raise awareness and apply on behalf of our clients.

It should also encourage you to share good practice and ideas with each other.

If you represent an organisation interested in partnering with us, you can also find out more about the opportunities we provide and how you can work with us.



Do you want to work with us?

Our partners work with us in many ways including: raising awareness of our many affordability schemes and increasing take up providing customers with expert and independent debt advice, benefits checks and income maximisation alerting people to Priority Services and the extra care we can offer.

If you would like to work with Wessex Water, please [get in touch](#).

Alternatively, if you would like us to attend an event you are holding, please [email us](#) with further details and we will contact you shortly.

Partner funding

We fund partners who provide debt advice and apply for our main affordability schemes on behalf of their clients.

Funding grants are determined by the volume of applications to our schemes in each year. [Contact us](#) to find out more.

We also fund local community projects to reach out to customers in the most deprived areas and to develop customers' financial capability.

[Find out more about these projects](#)



Community engagement

3. Community engagement

to extend our reach and engagement across communities to break down barriers to engagement and reach those who might otherwise not have been heard

- Community events with and without partners
- Joint working e.g. Foodbanks

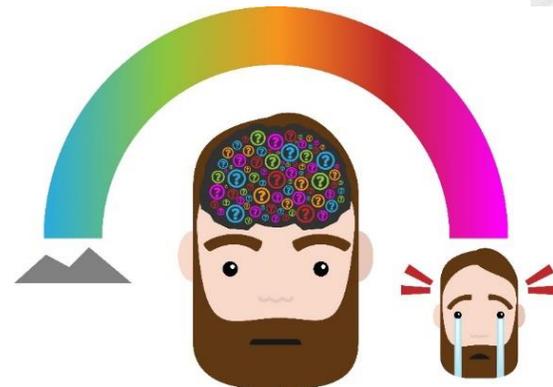


Improving the customer journey

4. Improving the customer journey

to make it as easy as possible for customers to know about and access our support through the channel of their choice and to have an excellent customer experience

- Specialist staff training
- Dementia Friends
- Customer journey mapping



Debt awareness and signposting

MONEY
ADVICE TRUST

BUSINESS DEBTLINE NATIONAL DEBTLINE WISER ADVISER
ADVICE YOU CAN TRUST

Matt Vaughan Wilson
Money Advice Trust

Wessex Water / Bristol Water

MONEY
ADVICE TRUST

Measuring success

- Best practice
- External endorsements
- Commitments on growth in numbers receiving support and awareness
- Wessex Community Foundation to share outperformance



Questions