

# UNRIVALLED CUSTOMER SERVICES

During 2015, we have worked with our customers, employees and supply chain partners to develop 'Our Unrivalled Customer Experience Strategy' – Living Water, Loving Customers.

Living Water, Loving Customers expresses our customer service ethos as a core element of our brand and culture. It communicates how we will achieve an unrivalled customer experience in line with our vision and values. It is designed to drive a positive change across the business, a change that happens not through traditional, formal processes, but because our people actively want to please customers.

Our strategy addresses each of the areas that our customers have told us are important priorities. These include:

- Showing each customer that they are special – make service extra personal.
- Taking personal ownership for customers' problems.
- Keeping our promises.
- Making it easy.

To help us to improve service we have invested in new workforce management tools and field equipment enabling our people to deliver improved customer service more efficiently. This means that our people have all appropriate customer information accessible to them when working throughout our operating regions.

We understand that our customers have individual requirements and expectations and want a choice in how they contact us. In the last year we have introduced a web-chat option and we typically see over 800 customers per week choosing to use this service.

We use text and voice messaging to keep customers informed of events in their area or to confirm recent transactions. Some 10,000 to 20,000 messages are sent each week on average.



Our unrivalled customer experience strategy coupled with Our Way, the service mindset cultural change programme we have been working on over the last four years, positions us well to realise our aspiration to deliver unrivalled customer service and to be the national leader in the provision of sustainable water and waste water services.