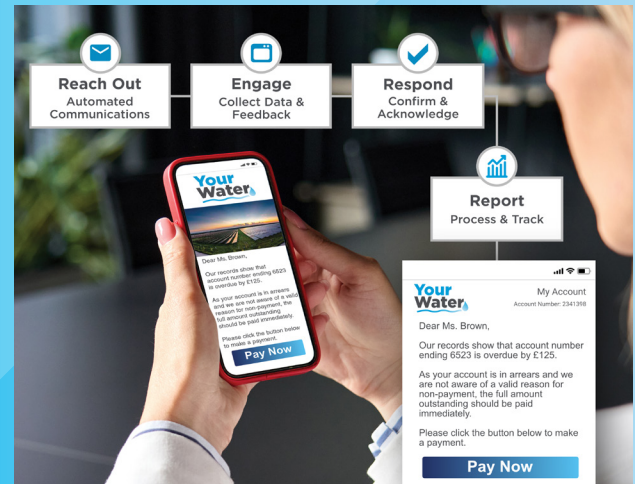




Customer Engagement for the Water Sector

Customer engagement has become a clear priority for water companies as regulators place an increased emphasis on customer outcomes. As a result, water companies are facing the challenge of reevaluating their customer engagement strategies. Introducing Which50, a transformative platform that enables water providers to place customers at the heart of their operations. Embrace this new era of customer engagement with the power of the Which50 platform from CustomerMinds.



Companies working with Which50



5Cs for the Water Sector

At CustomerMinds, we believe that the **Customer** should always be at the heart of what we call the **5Cs** for the Water Sector, alongside the key pillars of **Communication**, **Data Capture**, **Consultation**, and **Collections**. By leveraging the power of digital journeys built within Which50, water companies can create personalised experiences for each pillar, streamlining internal processes and delivering seamless customer interactions and outcomes.

Please refer to the sample journeys overleaf, which showcase the powerful features and benefits of digital engagement in the water sector, with the Customer as the focal point of the communication process.

Outcomes and Benefits

For Water Provider - Enhanced CMEX

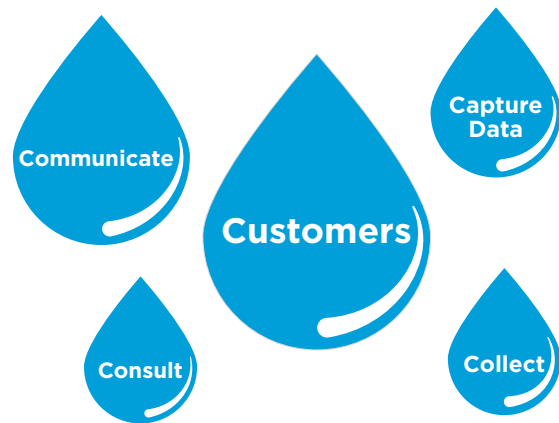
- **Cost Savings:** Switching to digital can reduce paper-based communication costs by over 50%.
- **Resource Optimisation:** Dynamic, self-serve digital journeys minimise the need for resource-heavy call center engagement.
- **Enhanced Customer Experience:** Personalised communications delivered via the customers' preferred method, improving efficacy and speed of response.

The Results

Portsmouth Water were able to surpass their regulatory targets for the Priority Service Register in a fraction of the time and cost required for the traditional methods of customer communication - [click here](#) or use the QR code in the corner to access the full case study.

"We had great success using multi-channel communication to maintain the vital Priority Services Register for our vulnerable customers. Thank you CustomerMinds for your excellent support and know-how!!"

Bob Taylor, Chief Executive Officer at Portsmouth Water



For Customer - Trusted Engagement

- **Convenience and Time Savings:** Access services and information digitally, on phone or PC, saving time and eliminating in-person visits or phone calls.
- **Enhanced Engagement:** Engage actively in consultations and provide feedback on key issues and initiatives.
- **Prompt Issue Resolution:** Receive faster responses and resolutions to queries through efficient digital communication channels.

PSR Objective 1 : Customer Contact



PSR Objective 2 : Customer Engagement

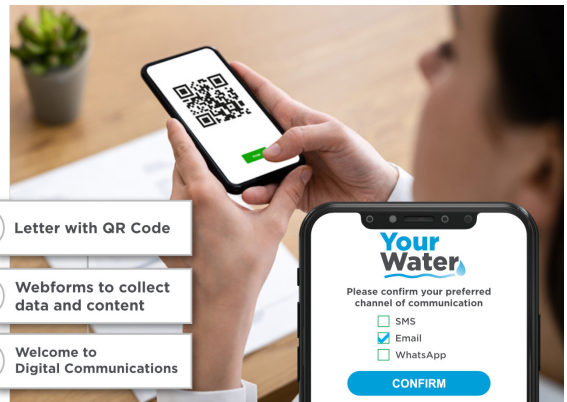




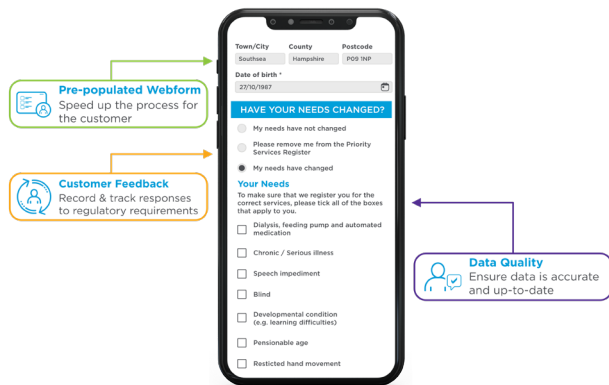
Which50 for Water - Digital Journeys that Work

Communicate

- Engage proactively and effectively with customers to educate and inform them on key topics of interest.
- Promote certain solutions and offers and provide online sign-up capabilities.
- Deliver automated, branded communications across multiple channels including digital and print.
- Leverage QR codes to promote 'switch to digital' options to drive sustainability targets.



- Letter with QR Code
- Webforms to collect data and content
- Welcome to Digital Communications

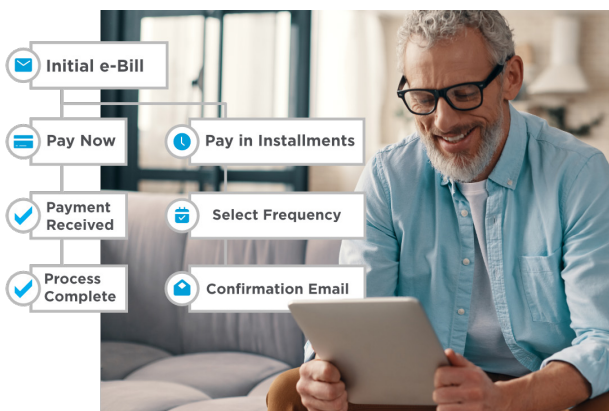
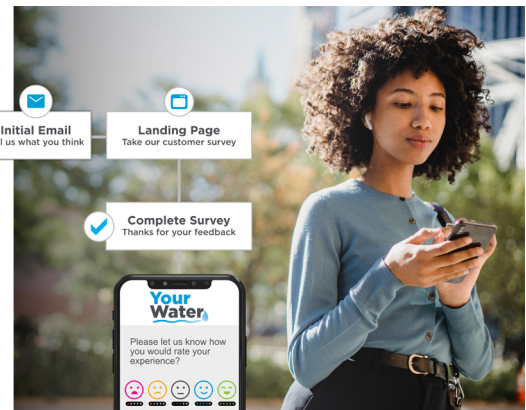


Capture Data

- Simple setup of engaging webforms to collect data and documents.
- Forms can be pre-populated with existing data where appropriate to streamline the data capture process for the customer.
- Multi-Factor Authentication (MFA) can be easily deployed if sensitive data is displayed or captured within the form.
- Documents can be easily uploaded by the customer using the DocUpload functionality built into Which50.

Consultation

- Engage and connect with customers to get their input and feedback on key issues and initiatives.
- Self-service 'digital outreach' via choices/surveys that customers can fill in without the need for physical meetings.
- Automated reminders and follow-up messages can ensure that all customers have been contacted enabling regulatory outreach targets to be achieved.
- Multi-channel delivery across both digital and print to suit each customer's preferred method of communication.



Collections

- Migrate from paper to digital billing to support environmental and cost targets.
- Flexible payments can be offered to customers via 'self-serve' digital journeys.
- Engage sensitively and effectively with vulnerable customers who have difficulty paying to provide suitable payment solutions.
- Accelerates payments and cashflow for organisation and reduces traditional contact centre and postage costs.

