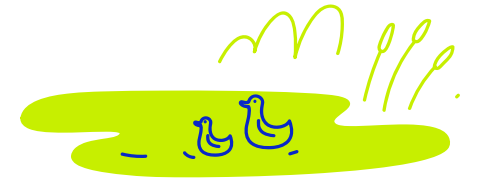


AffinityWater

Highlighting financial support information on PSR welcome packs.



CCW Independent Review of water affordability



- **Recommendation**

- Water companies should take a proactive approach to identifying those customers who may need support.

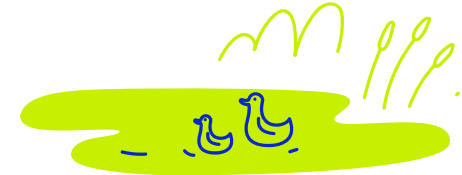
- **Actions to deliver recommendation**

- Water companies should ensure all Priority Services Register registrations receive a welcome page or communication which should include information on financial support options.

- **The stats**

- Pilot commenced 28th April via welcome email and letters added from 15th October.
- Just under 15000 welcome comms issued to end of Dec 21.
- 678 clicks through to dedicated webpage resulting in 135 applications – approx. 20% of those visiting the page.
- Click through rate of approx. 4.5%

Examples of welcome packs



Affinity Water
Your local supply, on tap

Mr A B Sample
123 Sample Street
Sampleton
Sampleshire
AB12 3AB

Your customer number
1234567-8

Date
15th October 2021

Dear Mr A B Sample

Welcome from Affinity Water

Thank you for registering on our Priority Services Register. It helps us to know more about you and tailor our services. To make sure we can best support your needs, we may contact you to check your details are accurate and up to date.

Updating your account

If there are any changes to your situation or you want to be removed from the Priority Services Register, it's easy to update your details on My Account.

You can login or register for My Account at myonlineaccount.affinitywater.co.uk. Once you've logged in, select "Register for Priority Services" from the left-hand menu.

Or if you'd prefer to speak to someone, you can reach us on 0345 357 2406.

We may be able to lower your water bill

If you think you might struggle to pay your bill, we wanted to let you know there's information about the support we offer on our dedicated webpage affinitywater.co.uk/billing/struggling-to-pay. This includes our fixed rate tariff for people on a low income, which can reduce how much you pay for your clean drinking water.

It's quick and easy to apply for our low-income tariff. You can do this online at affinitywater.co.uk/psreg or if you have a smart device, why not scan the QR code?

We'll check if you're eligible for a discount on your wastewater services at the same time. To apply, you'll need to upload supporting documents from either your computer or smartphone.

Kind Regards,
Liz Freitas
Priority Services Manager
Affinity Water

Looking after your data

We'll take good care of your information, and we'll never sell your details on. You can read more about how we use your data and your rights in our Privacy Notice at affinitywater.co.uk/privacy.

Dear Customer,

Welcome from Affinity Water

Thank you for registering on our Priority Services Register. It helps us to know more about you and tailor our services.

To make sure we can best support your needs, we may contact you to check your details are accurate and up to date.* If there are any changes to your situation or you want to be removed from the Priority Services Register, it's easy to update your details on My Account. Simply log in and select "Register for Priority Services" from the left hand menu.

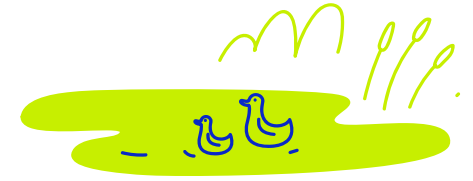
We may be able to lower your water bill

If you think you might struggle to pay your bill, we wanted to let you know there's info about the support we offer on our dedicated webpage www.affinitywater.co.uk/psreg. This includes our fixed rate tariff for people on a low income, which can reduce how much you pay for your clean drinking water.

It's quick and easy to apply for our low-income tariff. You can do this online using the link above and we'll check if you're eligible for a discount on your wastewater services at the same time. To apply, you'll need to upload supporting documents from either your computer or smartphone.

Yours sincerely
Priority Services Manager

Implementation and Next Steps



- Clear call to action – ‘We may be able to lower your water bill’ was easily added to our PSR welcome comms.
- Customers are directed to a webpage with trackable links which is an online application form for social tariffs. This is used to track click through rate and applications for social tariff made through this route.
- Customers are also provided with multiple options to apply for social tariffs such as WhatsApp and telephone.
- Customers are also assessed for any applicable waste water tariffs at the same time making it easy for customers to get support without multiple applications.
- This is a permanent change fully embedded and now form part of business as usual welcome comms.
- We are working with our customer communications teams to identify how we can improve click through rate.
- Further opportunity to use the same principle to promote PSR when updating our customers on the outcome of social tariff applications.