



South Staffs Water



Cambridge Water

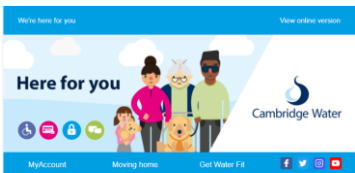


Availability of financial support – through bill transparency

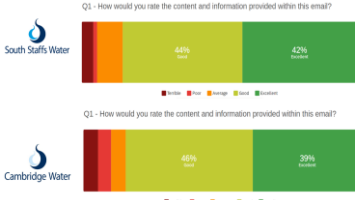


The voice for water consumers
Llais dafnyddwyr dŵr

Scope: Showcase financial support available on all bills, contact channels to be clear for engagement at the earliest intervention, customers to feel supported and encouraged to speak with us about help schemes and alternate payment arrangements



New bill design on hold post new billing system 'go live'



We're here to help
Contact us by phone, web chat or social media to discuss our support schemes available to you

Mass communication using segmentation

Community & digital campaigns

White space mail & Ebilling

Stakeholders & MP's



Omnichannel – Digital, SMS, rich text SMS, written, face to face

Mass communication using segmentation

- Segmentation has been a critical factor in engaging our customer base with we've seen an improvement in CMEX scores again in Q3 and no complaints on the back of the out reach. The omnichannel approach is working to reach our whole customer base. Future enhancement here that were working on is heat mapping our customer debt hot spots in GIS for both regions – **here to stay**

Community & digital campaigns

- Whilst we were already strong in this space use of correct messaging over a blanket approach is working with over 42% of customers rating the comms excellent in SSW and 39% excellent in CAM. We'll then trial 5 affordability campaigns pre and through annual billing – **here to stay but with a fresh approach each time**



White space mail & Ebilling

- Second half billing pushed through enhanced bill messaging for RV customers and a continued message for measured – easy ways to pay and our affordability 'Here for you campaign' these will remain a core focus as we move into 22/23. Since the last update 50k customers have received an additional message on the envelope of their bill to encourage engagement of support messaging - **here to stay**

Stakeholders & MP's

- Enhanced stakeholder messaging – summer and winter campaigns targeted to key stakeholders, over 400 and partners communicated to with an enhanced share to local MP's in both regions – **six monthly here to stay**



Assure Assist – larger social tariff discounts for customers moving to UC

Overall purpose of pilot: to understand the benefits, costs and scalability of using larger social tariff discounts to increase engagement with, and support for, customers moving to Universal Credit and experiencing a period of financial hardship due to delayed Universal Credit payments

Outline

- Delivered through trusted community partners (a partnership with our Community Team, Citizens Advice and DWP/Jobcentre Plus), Assure Assist increases the social tariff discount to 100% of water charges for customers applying for Universal Credit for an 8 week period while their application is being processed
- All discounted charges are covered by social tariff cross-subsidies; no charges are written off
- After the initial 100% discount for 8 weeks, the customer moves to the Assure social tariff with lower discounts (60% for year 1; 40% for year 2)
- Aim is to increase engagement with financially vulnerable consumers at a time of acute vulnerability, and encourage ongoing engagement
- Currently operating at low volumes (<100 customers) as Covid-19 restrictions have reduced customer access to Citizens Advice and DWP/Jobcentre Plus

Pilot scope

- Work with trusted partners to gain insights into challenges customers face during UC application period to inform a potential industry-wide approach
- Explore take up volumes throughout the pilot as Covid-19 restrictions ease
- Understand customer journey and engagement levels before, during and after the initial 100% discount period
- Understand customer payment behaviour following initial 100% discount period and what other support the customer accesses as part of their journey
- Record and evidence the cost of the scheme and specifically the impact of the larger discounts on the overall social tariff fund
- Assess the scalability of this approach, including a) delivery capacity and costs b) impact on social tariff capacity and c) opportunity costs

Timeline: 1 August 21 to Jan 22

What does success look like for the pilot?

- Improved understanding of whether this approach, when operated at a small scale with a tightly targeted group of financially vulnerable consumers, improves customer engagement and payment behaviour
- Improved understanding of the benefits and costs, including opportunity costs, of applying this approach at a larger scale

Covid restrictions have continued to limit pace with third party organisations volumes remain low but critical for customers with no total HH income

This tariff will remain in place as lifeline for those awaiting UC acceptance within 8 week period

Increase scalability of roll out now more organisations are returning to office – such as housing associations. Results are ongoing