

UK WATER INDUSTRY RESEARCH LIMITED

Collaborative, Impartial Research

EXPLORING CUSTOMER COMMUNICATION GOOD PRACTICE & MANAGING CUSTOMER USE DURING SUPPLY INTERRUPTION EVENTS

DATES: 18th June 2021 and 7th July 2021

VIRTUAL WORKSHOP

Chaired by Jo Parker, Watershed Associates and Dr Joe Sanders, RPS.

Reactive customer engagement during an operational incident can be challenging and water companies have been criticised in the past for providing inadequate levels of customer communication. Customer expectations and the available channels for communication continue to increase. Water companies currently utilise several communication methods for the dissemination of information regarding interruptions and availability of temporary supplies with varying levels of success. Proactive, timely and accurate communication throughout the lifecycle of an incident is essential to ensure continued improvement against key ODI's and water company C-Mex targets. Efficient information provision can also be used to encourage customers to reduce consumption to better manage the overall incident impact.

This pair of UKWIR workshops, being delivered by RPS, will explore and consolidate current good practice regarding effective communications during supply interruption incidents and opportunities to improve, including through the use of new and emerging technologies and platforms where appropriate. The workshops will also look at the improved management of customer use during incidents in order to reduce the interruptions impact. The first workshop will explore current good practice and new opportunities along with how the customer is considered in company's emergency plans. The follow up workshop will focus on both short-term deliverables and long-term recommendations, such as research projects and their suggested delivery routes.

The aim is to fully engage and align with the appropriate customer groups to ensure the recommendations proposed meet water company customer needs and expectations.

These workshops will be of interest to water company field teams who interact with customers during incidents, communications/call centre teams, control room/incident management teams, operational systems staff, field repair service providers in addition to consumer groups, customer service staff and wider communication specialists.