

Customer Experience Strategy Overview



WHY

We are here for our customers and community. This is our plan to succeed - delivering on our ambition of becoming a customer-centric organisation



Customers' needs are evolving rapidly



Customers are the heart of our strategic ambition



Our regulators and shareholder expect us to be customer focused

WHO

Our customers extend beyond the bill payer to anyone who experiences our core products and services

WHERE

We're guided by the ways our customers interact with us



Engaging with customers & community



Developing the water and sewer network



Connecting to the network



Using the network

WHAT

Three principles form our Customer Promise, which drives our customers' experience



Make it easy



Respect me, respect my time



Resolve the situation

- I can easily find and understand information relevant to my needs.
- I can use your services and interact easily, in the channel of my choice.
- I know what support is available and how to access it.
- I have access to flexible billing and payment options.

- I am treated with care and respect.
- I don't need to repeat myself.
- I can easily contact the right person to help me.
- I trust you will keep my personal information safe and secure.

- I know you will act on what you say you will do.
- I am kept informed with clear and timely communication.
- I trust you will always try to resolve my issue first time, every time.

HOW

We will deliver our Customer Promise by being an organisation that can adapt and evolve quickly with our customers



Evolve CX foundations

- Establish customer experience foundations: structure, governance and capability.
- Implement a framework to identify, prioritise and deliver customer experience improvements.
- Expand customer experience measurement framework to measure our progress.
- Evolve customer research capability to improve our understanding.



Optimise service delivery & technology

- Review processes and responsibilities.
- Validate process automation and service delivery opportunities.
- Maintain our digital services so they are easy to use.
- Establish the technological foundations for proactive notifications and alerts.
- Centralise customer interaction records, enabling seamless and personalised responses.



Embed customer culture

- Implement Customer Experience Strategy engagement activities.
- Build empathy and knowledge of customer experience through training and coaching.
- Empower our people to identify and deliver experience improvements.
- Reward and recognise our people delivering great customer experiences.