Customer

Delivering an exceptional customer experience

NI Water staff member using smart metering technology

Strategic areas of focus

| Right place, right time, right channel | Caring for you | Getting smarter | Protecting you |

Sustainable development goals

Strategic threats/opportunities

ST1 ST2 ST3 ST4 ST7 ST8 SO1 SO4

Strategic performance indicators

Customer	Unit of measurement	Target 2019/20	Actual 2019/20	Pass/ Fail	Target 2020/21
Reduction in customers reporting service failures	Number	77,000	67,013	Pass	75,000
First point of contact resolution	%	81	90	Pass	82
More customers singing our praises (Net Promoter Score)	Number	13	42	Pass	15

Strategic areas of focus
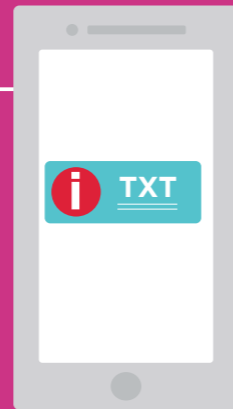
Right place, right time, right channel

Social media provides us with a fantastic platform to keep our customers informed of the challenges we face delivering great tasting, clean drinking water and recycling wastewater safely back to the natural environment. Our Facebook and Twitter accounts also allow us to reach out to our customers to change how they think about water to help reduce the pressure on our infrastructure and nature.

In our ambition to deliver an exceptional customer experience, we are embracing new ways to meet rising customer expectations. In 2019/20, we enhanced our social media platform, to keep our customers informed with live updates on planned and unplanned interruptions. By keeping customers informed of interruptions to their water supply in real-

time, they can be assured that we are working on getting their supply problems fixed as quickly as possible, avoiding the need for our customers to call us for updates.

In 2020/21, we will continue to develop our digital services for the benefit of our customers, with an exciting launch of an on-line application portal for new connections. We're extending our social media service and introducing webchat, providing more ways to keep our customers informed and offering them more choices for interacting with us. We will also use insights gathered from our daily customer surveys to champion customer service delivery and drive further service improvements.

Caring for you

Over 2019/20 we have continued to promote Quick Check 101. The Quick Check scheme provides reassurance to members of the public about callers to their door claiming to be from utility companies. Anyone who wishes to check the identity of someone who says they are calling on the pretext of inspecting water, gas or electricity can call the police non-emergency 101 number to verify their identity.

We continued to grow and raise awareness of our Customer Care Register to ensure that our services are inclusive, available and accessible to all our customers, regardless of their personal circumstances. Our Customer Care Register offers a range of free additional services for those customers who need extra help, such as an alternative water supply when supplies have been interrupted for a prolonged period. In 2020/21 we are looking to engage with a range of community groups to further promote this service.

We also provide support for our non-domestic customers who experience difficulty in paying their bills by working with them to agree repayment plans.

NI Water staff member providing photographic ID to a customer
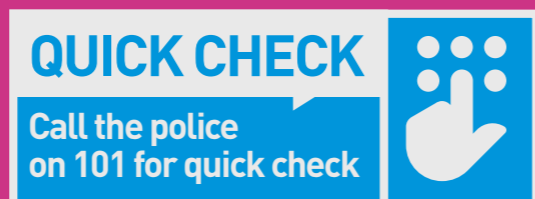
Getting Smarter

In an environment of increasing customer expectations and reducing budgets, we are continually looking for ways to provide a better customer experience. One way we are succeeding in this, is through using software robots. These robots help us to automate repetitive tasks at digital speeds and at any time of the day or night, providing staff with the ability to focus on tasks which require human intervention, judgement or experience. The robot can be programmed to perform repetitive tasks and free up our staff to spend more time helping customers on more complex tasks.

NI Water staff working with software robots to tackle sewer blockages

Reducing **mundane, monotonous tasks**

In 2019/20, we developed software robots for our Treasury Team who manage large volumes of financial transactions and our Work Control Centre who manage the allocation of our repair crews in response to issues in our water and sewerage networks. The use of robots has particularly strong

customer benefits. Our Treasury Team now spends less time manually uploading bank statements and more time on optimising the cash needs for operating and investing activities. Our Work Control Centre can now spend more time on repeat network blockages. We are looking to identify further opportunities to implement software robots in other areas of the business.

In 2020/21 we are investing around £3m in a new digital services platform, which will enable us to replace existing manual and paper based processes with a modern web-based self-service. This will allow customers to interact with our business at a time that is convenient to them to make applications for new connections to our network, track progress and make payments.

Protecting You

Be Cyber Watertight

Don't let them in

Cyber crimes are increasing in both frequency and in their disruptive potential. These crimes could lead to an interruption in the delivery of our essential services, damage our computer control systems, or lead to a data breach. We liaise closely with

the National Cyber Security Centre and the Centre for the Protection of National Infrastructure to ensure all our environments are 'Cyber Watertight'.

In 2019/20 we introduced simulated phishing campaigns to test our awareness of phishing email attacks and to help educate users in how attackers attempt to gain access to their systems.

In 2020/21 we will continue to work in collaboration with teams across the business to provide our colleagues with the knowledge and skills to recognise and avoid behaviours that would compromise security.