

Making a Positive Difference to our customers

We're committed to going over and above for our customers and we're continually investing in our people, processes and technology to ensure we can meet our customers' needs. This has never been more important than in the past two years when our customers have needed our support through the COVID-19 pandemic.

We're also passionate about water efficiency and recognise that we have an important role to play in supporting our customers to reduce their water use, helping to generate financial and environmental savings. Since launching our pledge to help our customers reduce their water use by 20%, we've introduced a series of initiatives to help achieve this ambition and in the past year we've delivered over £14million in savings for our customers through water efficiency measures.



Helpful by nature.



Enhancing our customers' experience

We've introduced a number of award-winning initiatives since launching our vision that are helping to deliver real benefits to our customers and which have helped us achieve our customer satisfaction score of 88% and an average Trustpilot score of 4.6 out of 5 in 2021. These initiatives include enhancing our single site onboarding journey which provides a bespoke and engaging experience for new customers and our customer dashboard, which enables us to seamlessly manage a customer's entire estate.

In order to continue providing a market-leading experience for our customers we've also invested in a multi-million pound transformation programme, which is currently underway, designed to transform our systems, processes and the way we work. This includes replacing our current technology with a scalable, resilient, modern technology platform that will directly benefit our customers and our people and help us achieve our aim of delivering a first-class customer experience.

Supporting our customers through the COVID-19 pandemic

The COVID-19 pandemic and containment measures presented unprecedented challenges to businesses across the UK. Following the introduction of the containment measures in March 2020, many of our customers were forced to close their business properties overnight, which resulted in their revenue and cashflow either stopping entirely, or reducing significantly. They understandably looked to us as a critical supplier for reassurance and support throughout.

We quickly put in place the technology to channel inbound calls to our colleagues' homes. Following a number of heartfelt conversations with customers, we knew we had to do even more, so we immediately suspended all debt recovery activity, ahead of regulatory guidance; offered flexible payment support arrangements; and we worked closely with both Governments and our Regulators to develop industry-wide schemes that offered real support to customers while their businesses were closed.

Recognising that the pandemic isn't over yet and its impact will continue to be felt for some time, we've extended and enhanced a number of our support measures to provide ongoing help to our customers who need support.



Our commitment to driving water efficiency

We're passionate about working with our customers to help them realise the benefits of reducing their water use. By saving water customers can lower their water bills, reduce their carbon emissions and help protect our natural resources and planet. To help deliver this commitment, we've introduced our water efficiency pledge, which is supported by a range of initiatives designed to help our customers save water. We've also looked beyond our customer base at how we can promote awareness and influence policy to deliver greater water efficiency savings for our customers.



Our pledge to help our customers reduce their water use

To support the delivery of our pledge, we're working with our customers, in particular those that haven't yet adopted water efficiency measures, to identify and deliver the right water efficiency solutions for their needs. To help achieve this goal, we've:

- issued free water efficiency packs providing water saving devices to our smaller customers
- created our online water efficiency website hub, providing a wealth of resources to help customers understand their water use and ways to save
- launched our online shop providing an easy way for customers to purchase effective water efficiency interventions
- created free online water saving resources for employers to be able to use in their workplaces to help encourage the right behaviours, and
- enhanced our training collateral to ensure our colleagues have the confidence and skills to talk to our customers about water efficiency.

Our vision is helping us to think innovatively about how we can deliver water efficiency propositions and services in a way that has a wider benefit on the environment and society as a whole. For example, through the Public Sector Scotland Water and Waste Water Framework Contract we've:

- Launched an annual water efficiency fund, awarding nearly £100,000 of funding to nine public sector initiatives in late 2021. The successful initiatives include a Council scheme educating young children about the importance of saving water; an innovative water capture and recirculation project; and the introduction of rainwater harvesting at an NHS body.
- Delivered re-usable water bottles to primary school children and created free online resources for pupils (along with teacher guidance notes) to help educate the next generation about the importance of saving water.

To build on the initiatives we've launched so far, we're also in the process of enhancing our Intelligent Water Management (IWM) system, which enables us to analyse and benchmark customers consumption data to identify anomalies and deliver water efficiency savings. And we're working with Central Solutions to create a Water Stewardship programme that will enable businesses to gain water efficiency training and accreditation, supporting their wider sustainability targets.

Since 2008, we have helped our customers save over:

£305million
in discounts and water
and energy efficiencies

**52billion
litres of water**

the equivalent
of nearly

**21,000 Olympic-sized
swimming pools**

And in the past year alone we've:

helped our customers save over
**three billion litres
of water**

delivered over
**£14million in
water savings**
through our efficiency and
leakage detection services

A case study: Glasgow City Council

Glasgow City Council is the largest local authority in Scotland, employing just under 19,000 people to deliver essential services and facilities to the city and its residents. In order to keep track of its water use, the Council uses smart monitoring devices across its estate. The devices, known as automated meter readers (AMRs) are used to identify near real time patterns in water usage and identify any irregularities, including higher than normal consumption levels.

When we began working with the Council we reviewed the AMR data for a handful of sites where water consumption was higher than expected. This included two of the Council's primary schools - Notre Dame Primary School and Riverside Primary School – where, it transpired, there had been on-going issues for a number of years. An analysis of the AMR data, coupled with our Senior Account Manager's knowledge of the site and a detailed discussion with the Council's Carbon Management team, determined that a combination of factors was causing the spike in water consumption – and that a number of different solutions would be required to fix the problem.

A hybrid approach was agreed, which included leak detection work, a water efficiency audit and a cold-water tank inspection – all of which were carried out quickly by our team. Our specialist contractor then undertook all the remedial work, including the sourcing and fitting of specialised parts. Through our effective management of the project, we helped to fix the issues quickly and **delivered a combined annual saving for the two schools of over £54,000**. Both sites have also benefited from an **annual water saving of 34,177m³** - the equivalent of 13 Olympic-sized filled swimming pools.

“I am delighted we have managed to make substantial efficiency savings with these two schools, considering this has been an ongoing problem over a number of years.”

Greig MacDonald, Project Officer, Carbon Management – Neighbourhoods & Sustainability, Glasgow City Council



Promoting the importance of water efficiency

Awareness levels around the importance of using water wisely are relatively low. To help address this issue, we've identified opportunities to play a wider role in promoting the importance of water efficiency and we're working with the UK and Scottish Governments, Regulators and industry stakeholders to identify opportunities to deliver more water efficiency savings for business customers.

Our partnership with waterwise

To help raise awareness, we became the first water retailer to partner with Waterwise, the UK's leading non-governmental organisation (NGO) on water efficiency and conservation. Through our partnership we:

- helped set up the Waterwise Retailer Leadership Forum, which our CEO, Jo Dow, co-chaired, to facilitate a dialogue on how we can deliver greater water efficiency savings to customers
- became the first retailer to be awarded the Waterwise Water Efficiency Checkmark for our Head Office, recognising our efforts to practice what we preach and ensure our office is operating as efficiently as possible
- contributed to Waterwise's campaigns and conferences to help advocate for and promote their water saving ambitions.

In addition, we sit on the Waterwise Water Efficiency Strategy Group to help create a blueprint to deliver *'a vision of a UK in which all people, homes and businesses are water-efficient, and where water is used wisely, every day, everywhere'*.

Influencing policy to deliver the right outcomes for customers

As one of the largest water retailers in the UK, we also want to share our experiences and expertise to help shape the future water market and ensure it delivers benefits to all customers, both in terms of water efficiencies and customer service. To help achieve this ambition, we sit on a wide range of Boards and member associations to represent our customers and help to positively influence policy decisions.

We're represented on the Defra Senior Water Demand Reduction Group, the Retailer-Wholesaler Water Efficiency Group (RWG) and the Waterwise Water Efficiency Strategy Group, which provide an opportunity to champion change and identify and deliver further water efficiency savings for business customers. In addition, our CEO is a Non-Executive Director of the Central Market Authority (CMA) in Scotland and a Non-Executive Director of the MOSL Board, to help represent business customers and shape the market for the better.

Our future ambitions

We're driven to go that extra mile for our customers and we'll continue to invest in our services, technology and people to ensure we can meet our customers' needs. Through our commitment to driving water efficiency, we'll continue to develop and deliver solutions that will help our customers reduce their water use – and we'll identify opportunities to promote the importance of this issue and advocate for changes to the market that will help deliver further water efficiency savings for business customers.

The image features three silhouetted figures against a blue sky with light clouds. On the left, a person in a red jacket holds a bundle of bare tree branches. In the center, a person with a beard and a blue jacket uses a shovel. On the right, a person holds a small sapling in a pot. The text 'Thank you' is written in a white, cursive font across the middle of the scene.

Thank you

Naturally different.

business stream
A SCOTTISH WATER COMPANY

