

## Customer Challenge Group Vulnerability sub group

Meeting 4, Information Paper

External Reports:

**UKRN** – Making Better Use of Data

**CCWater** – Staying Afloat

20 November 2017



# External Vulnerability Reports

- Summary of key issues for SEW from two recent reports...
- **UKRN – Making Better Use of Data**
  - [Published](#) October 2017
- **Consumer Council for Water - Addressing customer vulnerability in the water sector**
  - [Published](#) September 2017

# UKRN – Making Better Use of Data

- Ofgem / Ofwat focussed report
- Shared objective to “improve experience for customers in vulnerable circumstances”.
- Report aims “to pave the way for greater **future collaboration**”
- focuses on non-financial vulnerability



# Report Context

- Customers in vulnerable circumstances should...
  - Receive a seamless, stress-free experience from their utility company
  - be able to easily access the support available to them, and
  - benefit from progress and innovation in how they are supported.
- UKRN thinks there is scope for water and energy to work more closely together
- SEW agrees, and is actively engaging through local and industry initiatives

# Principles [1]

- Building Customer confidence [in data sharing]
  - Pooling data will lead to better customer insight
  - 3 key themes
    - Customer Empowerment
    - Targeted engagement
    - Demonstrable benefits

## 1. Customer empowerment

Customers should be empowered through the transparency of processes, have access to their data and be able to exert personal preferences in how their data is used.

## 2. Targeted customer engagement

Customers should experience positive engagement in a timely, accurate and consistent manner. Companies should seek input from 'trusted partners', such as consumer bodies and charities, where they are best placed to advise or take engagement forward.

## 3. Demonstrating customer benefit

Customers should receive value from their data being shared, through a more tailored service or a better understanding of their needs. Customers that understand how they benefit from data sharing will have more confidence in the process.

# Principles [2]

- Effective Collaboration
  - Companies have begun to work together
  - 3 Areas where greater collaboration can help
    - Data quality [share only good-quality data]
    - Documenting customers' needs
    - Security of data in transit

## 1. Data quality

Companies should only share data that is good quality, up-to-date and accurate. This will enable them to better identify and support customers in vulnerable circumstances.

## 2. Documenting customers' needs

A more consistent approach to documenting customer needs is a key enabler of efficient data sharing and will help build customer confidence.

## 3. Security of data during transfer

By working together, companies can share learnings and best practice around good data security culture, better protecting themselves from cyber-attacks and data breaches that can erode reputation and customer confidence.

# Existing Collaborations

- Report highlights good examples of ongoing collaboration, e.g.
  - Demographics [e.g. WPD Social Mapping]
  - Data matching
  - Signposting [e.g. WPD and SW regional water companies]
  - Using referrals [e.g. Wessex and SSEN]
  - Multi sign-up tool [e.g. SEW's approach with West Kent Housing Assoc.)

## Going Forward

- Spring 2018:  
Ofwat and Ofgem will ask companies to demonstrate how they are taking these principles forward
- Autumn 2018:  
Follow-up report will report on progress
- SEW supports the principles in the report, and is actively pursuing initiatives, individually, and through Water UK

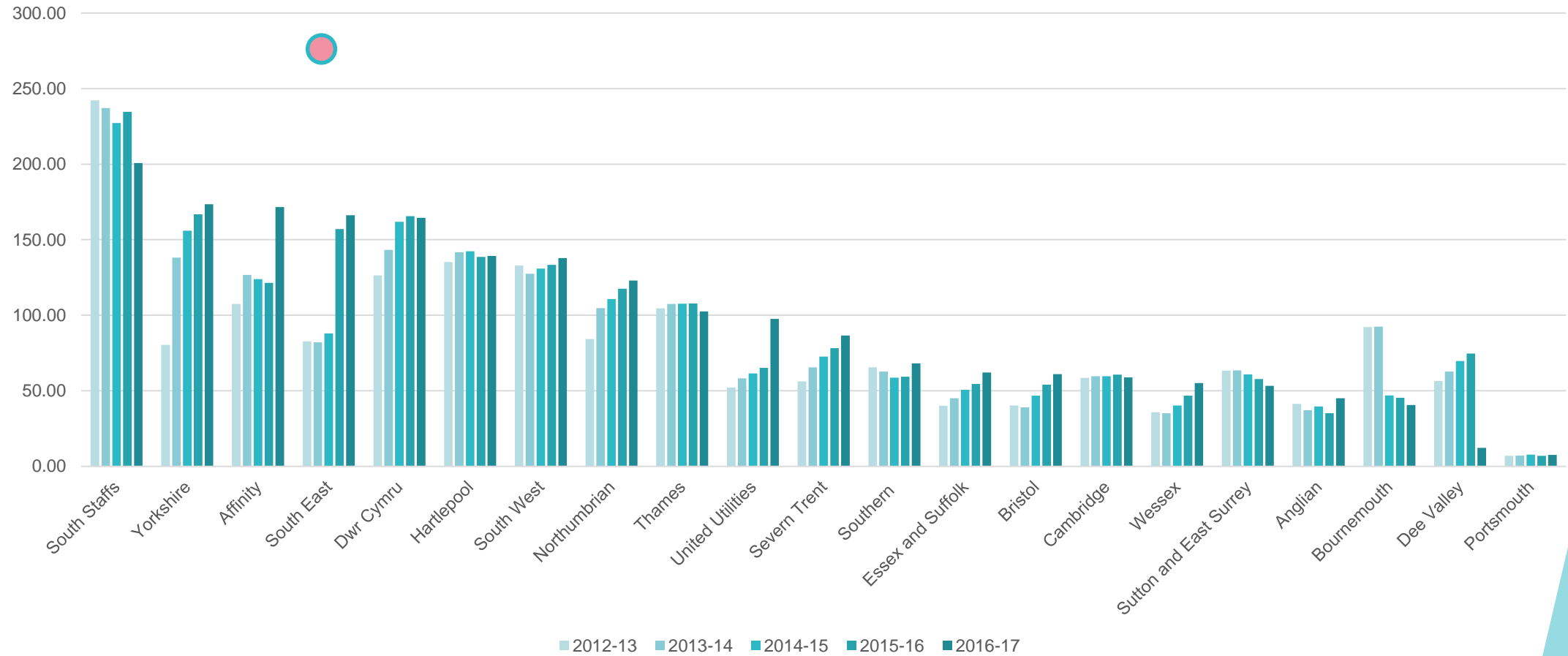


# CCWater – Staying afloat

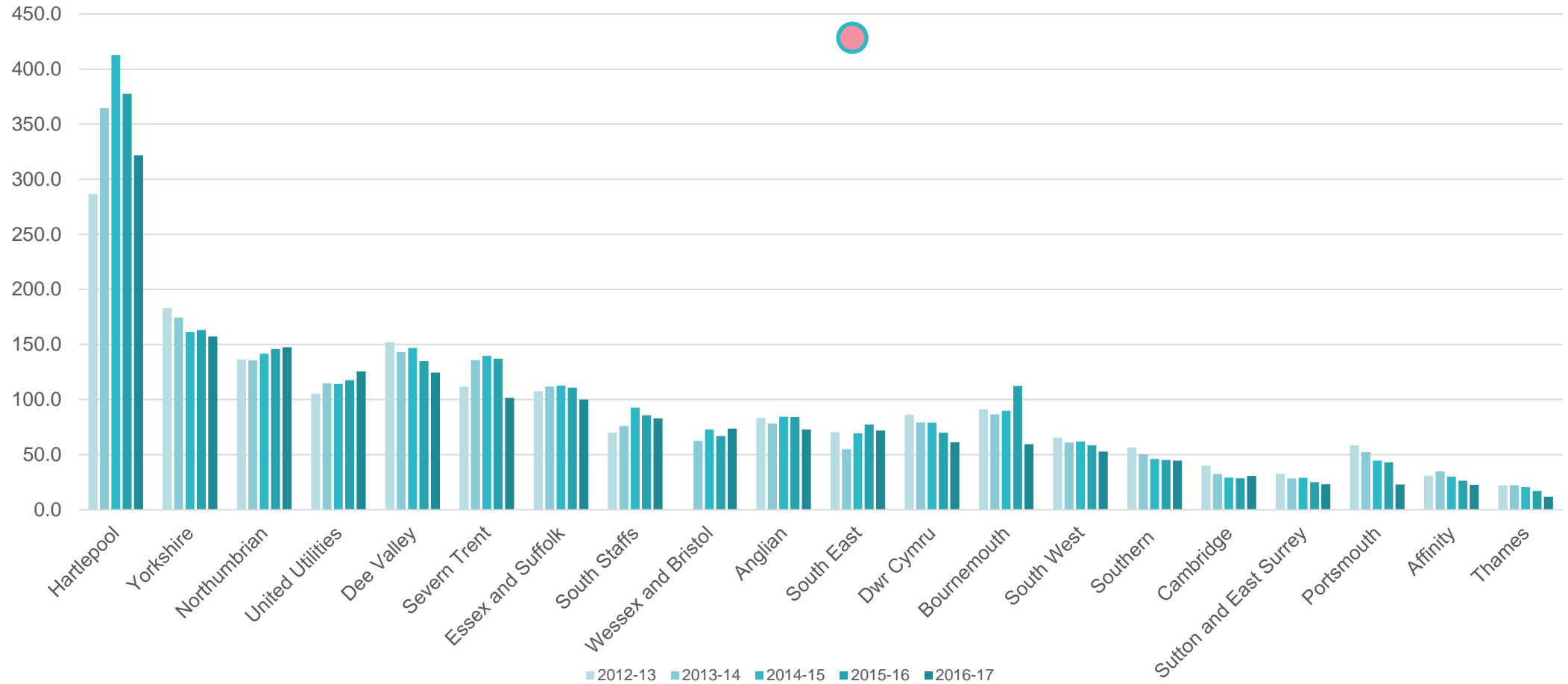
- Annual CCWater Report
- Reports on progress towards supporting customers who are financially vulnerable and those needing extra help accessing water services.
- Uses standard company provided data to compare positions across the industry



# Customers on Companies' Priority Services Register



# Customers Paying via Water Direct



# Summary

- Helpful report, although data needs explanation due to regional economic and demographic variation
- Similar data likely to be included in Ofwat industry performance comparison for vulnerability support in PR19
- Highlights challenges for companies to do more, or explain why they vary from others.

