



# SMARTER PCC REDUCTION

In recent years we have seen water-stressed areas struggle to cope during periods of drought, to give summer 2018 as a single example. Indeed, the National Audit Office has **warned** that unless more concerted action is taken, parts of the south of England could run out of water within the next 20 years.

The immediate future presents the challenge of meeting PR19 commitments, with up to 40% improvements needed on current levels to reach those elusive per capita consumption (PCC) reduction targets.

Through recent and comprehensive trials, Waterfall has clearly demonstrated significant PCC reductions through behavioural change as well as by addressing leakage and unmetered flows.

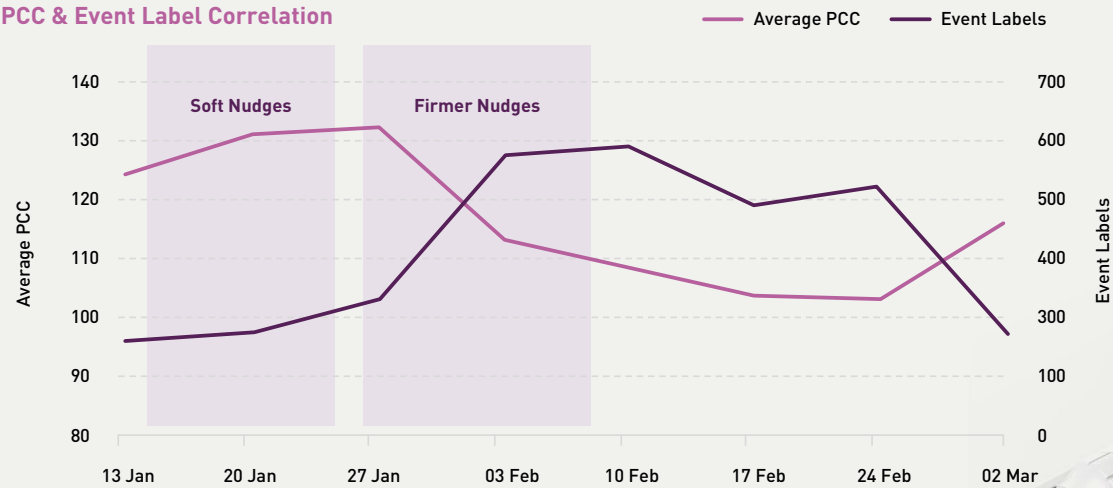


# Smarter saving

Waterfall makes it possible to measure and track consumption from household to household, even in historically hard to reach dwellings such as multiple occupancy properties and apartment blocks.

The installation of a traditional meter has been shown to reduce PCC by 15%, while existing AMR and AMI systems reduce this by another 2%. Waterfall's innovative solution enables a further average PCC reduction of 5% on installation - in addition to that 17% decrease associated with fitting a smart meter. It does so by immediately highlighting any in-home leaks such as faulty ball valves and worn out washers, so they can be addressed by the plumber during the installation visit.

PCC & Event Label Correlation



# Smarter engagement

Where Waterfall goes above and beyond any other metering solution currently on the market is its capacity for customer engagement and education. Initial trials have indicated that using the Waterfall app further reduced PCC by as much as 15%.

Using near-real-time data from the sensor under their sink, the app shares insights with the householder that reveal how much water they are using, for what, and how they could reduce their consumption.

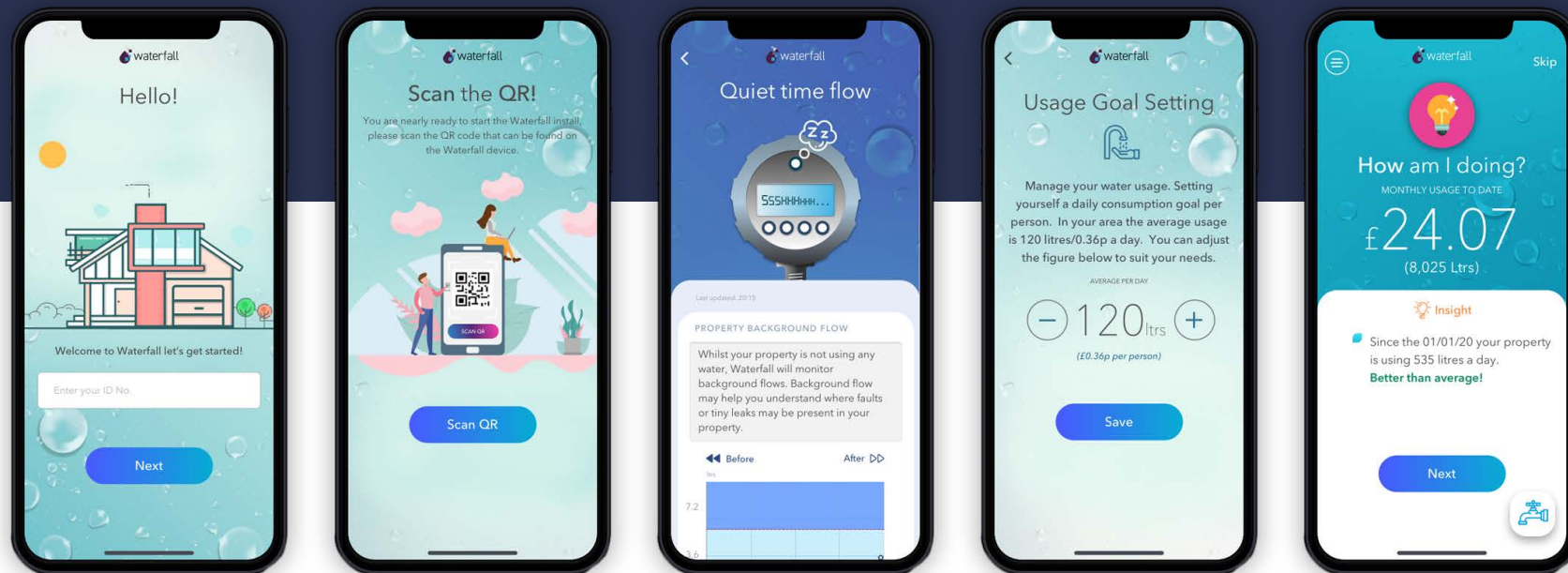
The app has in-built nudge messaging capabilities that have proven very effective in our trial, and you also have the opportunity to incentivise PCC reduction through simple integration with a rewards platform. Designed with customer experience in mind, there are gamification options within the app which are particularly aimed at children to embed more sustainable behaviours long-term.



# Smarter service

By reducing their water consumption, your customers enjoy reduced bills and you are helped towards meeting your regulatory requirements.

Waterfall gives water companies a number of opportunities for customer engagement, from the initial interaction with the qualified plumber who fits the meter and addresses any immediate issues, to ongoing daily interactions with the app. As an end-to-end solution it creates a two-way dialogue for a heavily personalised, improved customer experience as well as scope for proactive customer service.





For more information, contact [enquiries@creative-ec.com](mailto:enquiries@creative-ec.com)  
or learn more at [www.waterfallbeyondsmart.com](http://www.waterfallbeyondsmart.com)