

Why is PCC Reduction important?

Within the next 20 years parts of England could run out of water.

Climate change is set to increase the risk of drought.

Coordinated action is needed to secure future water supply.



The challenge:

Increased water usage | Climate change | Growing population



70 million

by mid 2031, with an average daily water consumption of **143 litres** per person in England



4bn litres

of additional water needed, per day, by 2050



Up to 40%

reductions needed to reach **PR19** commitments

Ways to reduce PCC



Find and fix in-home leaks



Education, awareness and behaviour change



Water saving appliances and devices

How can waterfall help?

37%

Waterfall has been shown to reduce PCC by up to 37%.

Let's break that down....

17%

From metering of any stripe

5%

Identifying in-home leaks and fixing them

15%

Educating consumers on water usage



SMARTER SAVING

With Waterfall, ease of installation and better connectivity means you can:

- Measure and track consumption more accurately
- Onboard hard-to-reach dwellings like HMOs and apartment blocks
- Rapid find and fix of in-home leaks of all sizes
- Identify excessive consumption and target appropriately

SMARTER ENGAGEMENT

The Waterfall app shares insights with the householder that reveal:



- How much water they are using
- What they are using it for
- How they could reduce their consumption

Customer engagement and education extends to:

- Nudge messaging capabilities
- Ability to incentivise PCC reduction
- Ability to integrate rewards
- Gamification so the whole family gets involved

SMARTER SERVICE

Waterfall gives water companies opportunities for customer engagement:

- Interaction with the plumber at installation
- Ongoing daily interactions with the app
- Identify vulnerable users through usage patterns

In addition, your customers enjoy:

- ✓ Reduced bills
- ✓ Personalised, improved customer experience
- ✓ Proactive customer service

DISCOVERY WORKSHOP

The best way to understand what Waterfall can do is to see it in action. Sign up for our one-to-one discovery workshop and meet the design and implementation team, including Steve McCorry, CTO at Creative EC and architect of the Waterfall device.

ARRANGE YOUR WORKSHOP