

Get smarter customer service



Customer service teams are problem-solvers.

But they're often missing tools & insight that Waterfall can provide, which can substantially reduce inbound negative calls regarding customer concerns by putting Water Companies on the front foot. They can then use the capacity freed up to have much more positive conversations via outbound calls.

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"Hello, my pressure seems low, might I have a leak?"



"If only we had Waterfall located at key points around the DMA, we could tell if there were signs of supply issues to properties - and in many cases proactively take steps to prevent outages."

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"I have hardly any running water, do I have a leak?"



"If this home had Waterfall, I could see if their neighbours had water & tell if it's just this home, so a leak is likely."

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"Hello, my bill is quite high but it's only two of us in a flat?"



"If only they had Waterfall, they would get regular insight as to their usage and nudges on how to save water - avoiding an unexpectedly high bill. If there was an underlying leak, it would tell them that as well!"

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"Hello, my elderly neighbour just rang me to say water is running down my outside wall but I am on holiday in Devon."



"If this home had Waterfall he could use the app to turn off his supply."

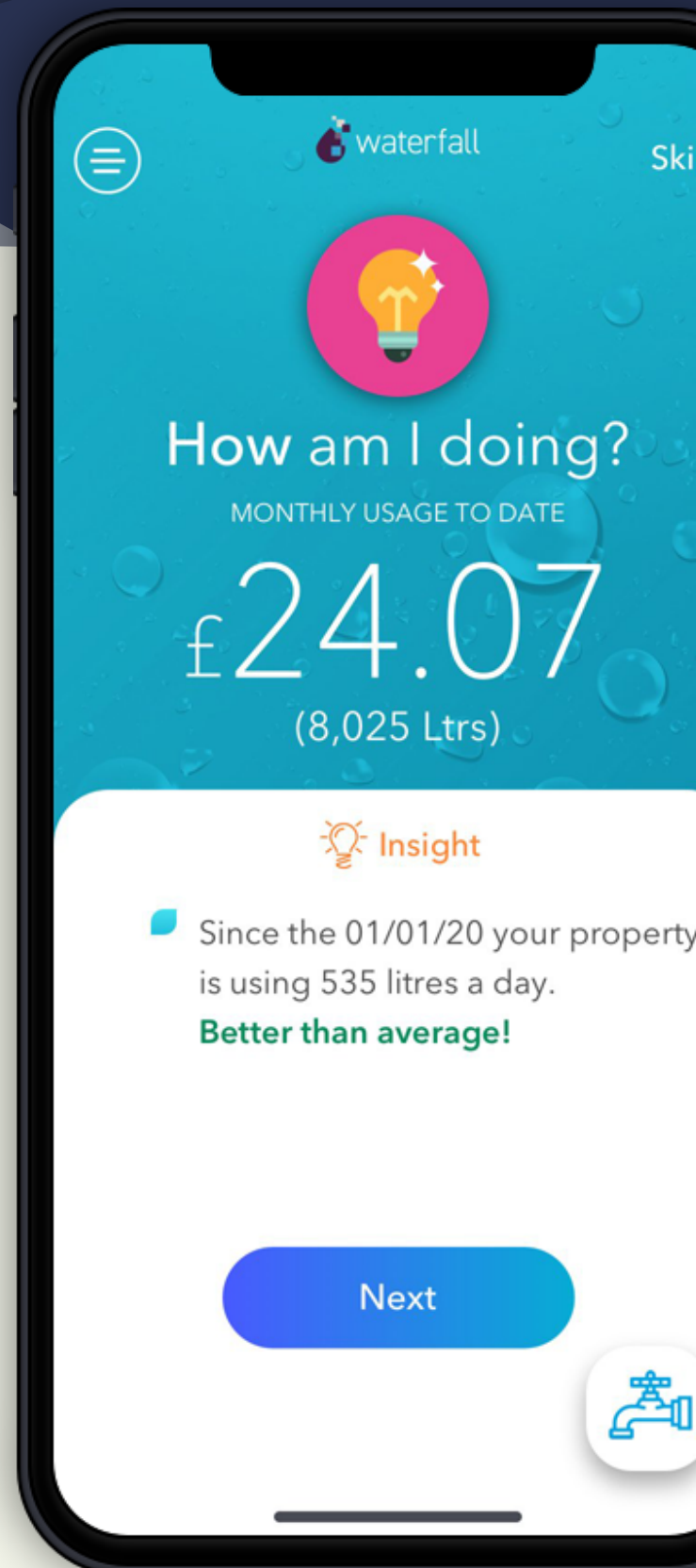
More than this...

Waterfall allows your customer services to be proactive.

High-use customers

- App tracks and communicates consumption patterns in real-time
- Customer AND customer service teams have detailed insight
- Easy to see how to bring water use & bills down
- No surprises when it comes to billing

"My bill is quite high. The Waterfall app tells me that using the garden sprinkler 2 hrs a day and the dishwasher twice a day is expensive."



Real examples from our trials

35-minute shower every weekday at 3.30pm?

Daughter:



"The first 5 minutes warms the shower and the room up, then I have a 10-minute shower, then I let it run. The steam helps my hair dry straight."

Outside tap on every Wednesday lunchtime?

Neighbour who shares the drive:



"I don't have an outside tap, so I borrow yours to clean my car mid-week during the day when you're not in. I won't do it again!"

Other ways Waterfall can help your customer service teams

Virtual water labelling

- Customers can label appliances through the Waterfall app
- Pinpoint high-use households with inefficient appliances
- Target resources where they'll have the most impact

Vulnerable customers

- Monitor wellbeing of elderly & vulnerable via water usage
- Highly insightful but non-intrusive
- Know when someone is struggling
- Alert social services to irregular water use patterns

How customer behaviour can change

- Proactive messaging via an app on customers' smartphones
- Incentivise careful water use rather than penalising careless water use
- Huge impact if a majority take action

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"I'm from the Dept. of Environment and we've found evidence of water contamination. You need to warn your region now to boil all water."



"If we had customer engagement with the Waterfall solution this could be an app alert."

"My bill is quite high. How can I bring it down?"

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"Waterfall shows your shower heads, toilets and washing machine are not water efficient. Use aerator heads and cistern bags, and consider replacing the washing machine."



"This customer is only turning the tap on once a day, I'll call them to check they're not struggling with mobility or bill payments."

"Hello, we estimate the reservoir will be dry within 4 weeks if current low rainfall continues."

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"If we had customer engagement with Waterfall we could offer customers an incentive to reduce water use."



Smarter metering with Waterfall can help you:

- ✓ Improve your net promoter score
- ✓ Know your customers better
- ✓ Keep customer bills down
- ✓ Keep water usage down
- ✓ Open up a positive dialogue

