

DIGITAL STRATEGY

THE NEVER-ENDING JOURNEY



WONDERFUL ON TAP





OUTSTANDING DIGITAL EXPERIENCE

The best digital experiences are...



Easy

Minimum effort; maximum result



Quick

"Ain't nobody got time for that!"



Seamless

Take me from A to B – no unnecessary stops



Trustworthy

Informative, reliable and consistent

But behind every outstanding digital experience, there's an outstandingly customer-focussed digital expert



OUTSTANDING DIGITAL EXPERIENCE

Modernity and technology have ignited a shift in today's customer expectations



All the world's information and media is online



Mobile devices mean anyone can reach anyone, anywhere, anytime



Cloud computing puts a supercomputer in your pocket

Power has shifted from companies to consumers, and expectations have never been higher

BUSINESS RATIONALE

Turning challenges into opportunities

Our drivers for change



Climate change



Channel growth



Customer expectations

Providing one of life's essentials

- Perform among the elite both within and outside of the water industry
- Lead our field in customer experience and service
- Be recognised amongst leading customer service organisations

Led by the customer

Driven by insight into customer behaviour, preference and channel of choice



3 CONVERGING STRATEGIES

A digital shift requires a fresh mindset and strategy



Web strategy WSS and OSS



Social strategy 'Always On'

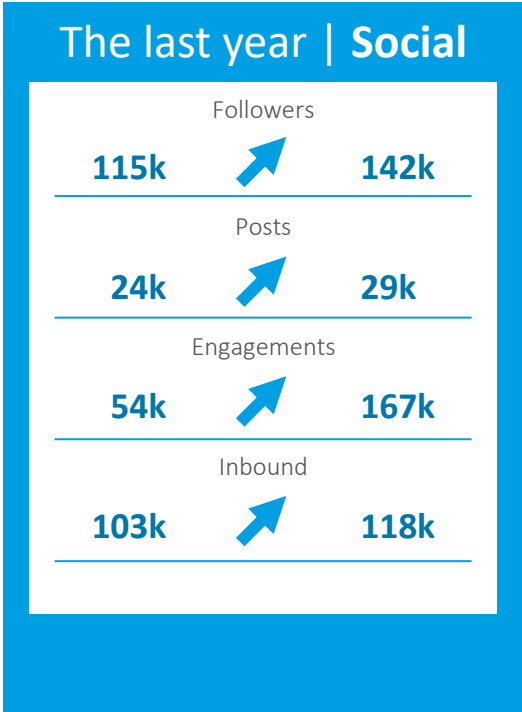
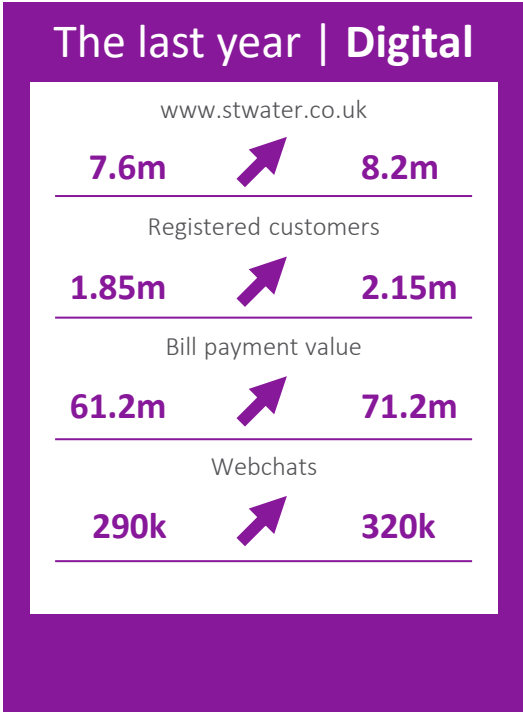


Conversational strategy Chat to Messaging



SHIFT HAPPENS

Our journey to becoming digital leaders in the water industry



OUR SOCIAL STORY

SOCIAL TRANSFORMATION

PLATFORM

Out with the old, in with the new

CONTENT

Always on content

STRUCTURE

Response Faster Proactive



A NEW APPROACH



Talk more

Answering more customer queries



Talk quicker

The best in the industry for speed-of-response



Join the chat

Joining conversations we'd previously ignored



Gem finder

Finding the content that matters



Digital alignment

Aligning our Social Media and website



Incident success

The best place to go in a crisis

ADDING VALUE



Increased engagement
Always on



Reaching the right people
Targeted



The personal touch
Flexibility



Aligning messages
Social media and website



Turning experiences around
Sentiment

OVERALL SUCCESS



Pandemic heatwave

- 25k inbound messages in just two days.
- 130 social warriors stood up to support the team
- Maintained both response rates and customer sentiment.



Michelle

An empathetic rapport with Michelle ended in:

- Personal updates
- Fundraising activities
- Office visits
- Ongoing communication

OUR MESSAGING JOURNEY



REMOVE FRICTION

Automated guided BOT conversation makes messaging seamless



20% increase in customer satisfaction



2x increase in agent efficiency, leading to increase in agent happiness



50% decrease in agent attrition



HOW'S IT GONE ?

Our WhatsApp and SMS channels have now been live for six months!
So, how's it going?



100k Conversations!



25k Conversations!



250+ Agents received virtual training!



9.22 CSAT



1.5m individual messages!



7 Back Office Teams using messaging;
9 more coming soon!



Removed Live Chat & Introduced
Web Messaging!