

Ken Hutchison

Managing Director
Scottish Water
International

Serving

Delivering for
Scotland
24/7



**Engaging
our Customers
to ensure they get the service
they want.....and deserve.**

Trusted

Putting customers
first

Blue Cities Conference,, 2018



**Scottish
Water**
Trusted to serve Scotland

Agenda

Customers
at the heart
of our business



- **Our Vital role**
- **Engagement**
 - **Strategic**
 - **Operational**
 - **Influence Behaviours**



**Scottish
Water**

Trusted to serve Scotland

Scottish Water : Our vital role



- over 5 million customers
- over 1.3 billion litres of water every day
- 2.49 million households
- 152,000 business premises
- 244 water treatment works
- more than 1800 waste water treatment works
- over 30,000 miles of water pipes
- £1.2 billion turnover
- Around 3,800 people



**Scottish
Water**

Trusted to serve Scotland

Trusted to care for the water on which Scotland depends



Serving

We delight our customers by showing that we care



Committed

Together we are Scottish Water



Responsible

We always do the right thing for Scotland



Growing

We enable a thriving Scotland



Strong

We work hard to keep our customers' prices low



Leading

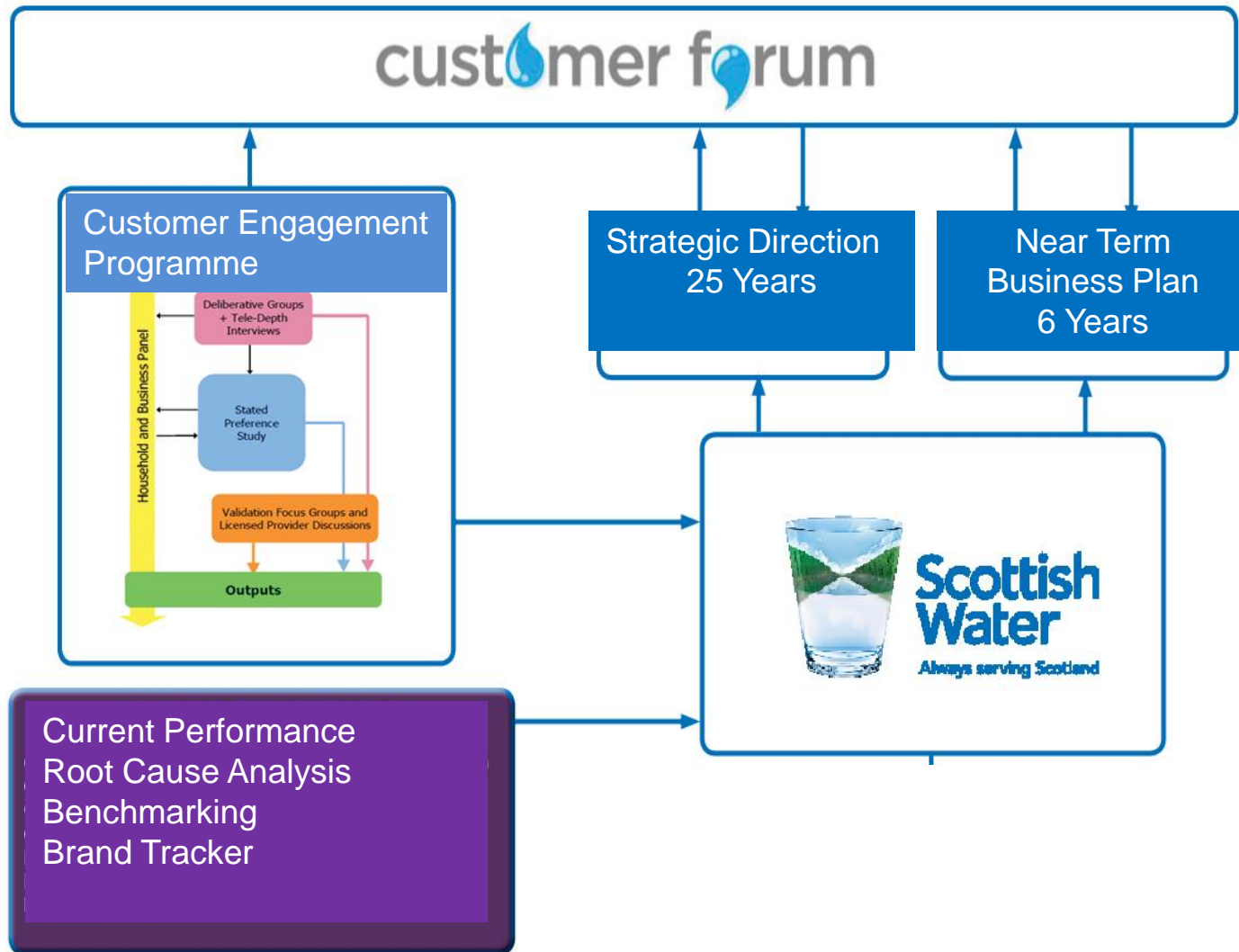
We shape our future for the benefit of customers

Their strategy & Their plan



- Strategic Direction to 2040
- Customers at heart of process
- Informed by extensive customer engagement

Build the Plan with the Customer



CUSTOMER PRIORITIES



High

Internal sewer flooding
Long term interruptions
Drinking water quality

Medium

External sewer flooding
Short term interruptions
Discolouration
Taste & odour
Visible leakage
Env pollution

Low

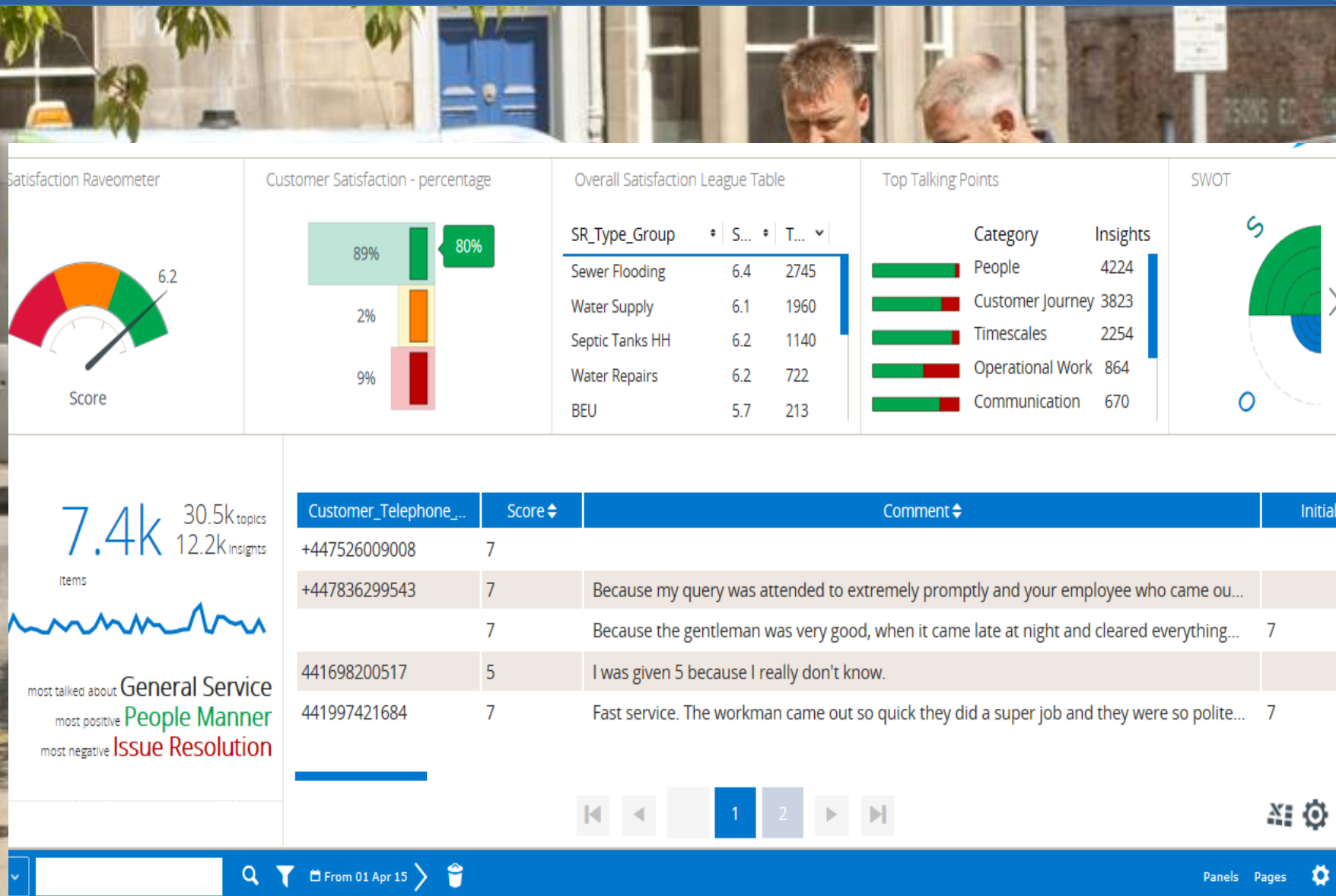
Bathing water quality
River Water Quality
Low Pressure
WWTW Odour



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Water

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If its Measured it gets managed



Quantitative Component



Service issue contacts
(including email/social media) X 0.5



All lines busy and
calls abandoned X 1



Formal complaints X 100



Regulator upheld
complaints X 1000

Quantitative Score
(Out of 50)

Qualitative Component

50 %

Customer experience survey
continuous survey with customer
contacts where work is required



30 %

No experience, no contact
conducted by You Gov on a
quarterly basis



20 %

Experience, no contact
conducted by You Gov on a
quarterly basis



Qualitative Score
(Out of 50)



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Water

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Changing Customer Behaviours



MEDIA CAMPAIGN

Keep the water cycle running smoothly

Available on our website – a great watch!



**Scottish
Water**

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**Operational
Customer
Insight**



**CEM
Customer
Perception
Survey**



**Customer
Strategic
Engagement**



High

Long term interruptions to water supplies
Drinking water quality
Internal flooding
External flooding
Short term interruptions
Visible leakage

Medium

Sewer maintenance
Customer service
Carbon emissions
Business price issues
Taste and odour
Pollution incidents
Bathing water quality
Discolouration

Lower

River water quality
Iron works/Covers
Low pressure
Communication
Odour

**Other
insight**



**Capturing customer
insight**



Trusted
Putting
customers first

Serving
Delivering for
Scotland 24/7

THANK YOU!



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Water

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Water
International**