



## Giving customers an exceptional experience

We're a local company, which means we don't just serve our customers, we live alongside them.

They're our friends, families and neighbours, which means good enough is never enough. We do our job, and do it well. But we're always asking how we can do more to give our customers an exceptional experience, and be a part of local life.

### Our aspiration

- We'll continue to produce high-quality affordable water
- We'll improve our customer experience by investing in digitisation and customer service
- We'll continue to reduce disruption by using the latest methods and technology to keep water flowing
- We'll support more customers who are struggling to pay, and provide extra support to vulnerable customers through our Priority Services Register
- We'll continue to invest in building our brand, to increase awareness of who we are and what we do

### New tariff trial aims to make water bills more affordable and help customers use water better

In 2023, we announced plans to trial a new structure of charges for a group of pre-selected customers in order to make water bills more affordable and encourage water saving.

Our 'WaterSave' trial will assess whether the new charging system is fairer and more affordable, including a provision for free water allocation. It will also investigate if households' water consumption changes due to the tariff structure, with lower consumption contributing to sustainability and protecting water supplies and the environment.

WaterSave will be based on a rising block charge with a different price applying to the first, middle and end blocks of consumption.

The trial will involve around 1,500 customers, selected across different income levels and water usage patterns, all of whom have water meters.



Read more on [how we are supporting our customers](#) on [pages 66 and 67](#)

### UNSDGs

Our alignment with the UN Sustainable Development Goals

