INSIGHT-DRIVEN CUSTOMER EXPERIENCE

Explore an exciting future where data analytics redefines customer engagement and experience.

Imagine a world where customers only pay for what they use…and no more. A world where consumption behaviours are fully understood, and users are empowered. It's a world where brand and reputation rely on timely transparent usage and accurate billing.

Today's customers are ever more environmentally conscious, and a utility's green credentials are increasingly subject to consumer and media scrutiny. A poor record of burst pipes and leaks flies in the face of today's sustainability agenda, while high profile OFWAT fines damage customer confidence. But it's an opportunity too. All the evidence this far shows that if consumers are empowered to reduce their water consumption, they will. And they'll thank you for it. Not just because they're paying less money, but because you've helped them make a difference…no matter how small. And even small reductions in an individual's consumption can have a big impact on wider industry targets.

None of this is possible without the ability to extend meter coverage as widely as possible, and deliver accurate billing and leakage data, even in hard to reach areas such as rural locations.

There's another well-established reason beyond brand or customer satisfaction. Accurate meter readings and easy access to usage data allows users to augment a water utility's own automated monitoring systems. If there's a leak, they may be quick to spot the anomaly and get in touch – thus helping to speed resolution. Moreover, if customers are using more water than they thought, they may cut back and contribute to wider industry reduction targets.

Government and customers expect water companies to continue to reduce demand for water supplies. A smart water network, built to your specific requirements, returns the insights to help customer-facing brands and partners engage effectively with customers and drive change.

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