

Outage Notifications to Domestic Customers



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Challenge for Uisce Éireann

- Uisce Éireann needs to re-establish a relationship with its Domestic Customers. In an era where legislative change means UÉ is no longer billing its ~1.5 million domestic customer base, there is still a requirement to know who our domestic customers are and understand how they perceive UÉ should proactively re-engage with them.
- We need to engage on a regular basis and providing customers with relevant, up to date information that they expect from a utility provider.

Research Conducted

Uisce Éireann carried out 2 phases of research.

- 1st Research with 2,000 Domestic Customers to understand:
 - what services would customers like to receive from UÉ
 - how do they want UÉ to engage with them and
 - what personal data is the customer willing to share to enable the above
- 2nd Research – Technical research to:
 - Understand the “art of the possible”
 - Benchmarking with other water utilities in issuing notifications to customers
 - Benchmarking with other organisations internationally issuing notifications to customers

Research Findings

- 80% of Domestic customers are keen to avail of a notification service
 - Utilities have integrated, multi-channel communications systems.
 - Proactively notifying customers of service disruptions
 - Automatically updating customers of repair status
 - Minimal customer data required to opt in
 - Notification can be stopped or returned at any time
- **Reduce Customer Burden through improved engagement** (move from reactive to proactive engagement, omni-channel, self-serve capabilities, increase CX)
- **Get the basic right** (predict outages and let me know)
- **Warn me, through my medium** (channel of choice)
- **Data and Asset Optimisation** (sign-up on website, Customer platform uses assets to inform me)
- **Make my experience personal** (understand my individual needs, increase self-serve, enhance digital)

Key Domestic & Technical Research Findings

- **An alert system:** 7/10 favourably disposed to the idea of receiving alerts from UÉ
- **Method:** SMS preferred method. A choice of alerts may be a route to consider.
- **Data Sharing/ Privacy:** 7/10 likely or very likely to share their Eircode or email.. Privacy/ spam/hacking reasons not to share.
- **Eircode:** 82% of public know their Eircode & >7/10 willing to share, the research suggests that a system built on this foundation would have good chances of success
- **Spam/ Notifications:** Consideration to the type and frequency of alerts. People value water-related alerts, they do not wish to be overwhelmed.
- **Website/ Social Media:** Investment into the website (1/4 visit it for water issues) and twitter should be considered. A small minority prefer 'non digital' methods of notification.

Global Trends:

- Utilities have integrated, multi-channel communications systems.
- Proactively notifying customers of service disruptions
- Automatically updating customers of repair status
- Minimal customer data required to opt in
- Notification can be stopped or returned at any time
- **National Rail:** "Alert Me" – user chooses platform (messenger/ WhatsApp) proactive service disruption notifications updates. No registration required very little personal data
- **Anglian Water:** "SMS Updates" - Users have an option to sign up for email or SMS updates by registering Online postcode, and either phone number or email.
- **ESBN:** "Power Check" register for updates on specific outages in area via email or SMS. Register Eircode & number
- **DAA:** "Flight information" departure & arrival times, delay updates. Option to 'receive updates' for each flight. Proactive and use real time information.

- **Increase Public Trust through messaging** (Lack of domestic sentiment, get the messaging right)
- **Reduce Customer Burden through improved engagement** (move from reactive to proactive engagement, omni-channel, self-serve capabilities, increase CX)
- **Better Understanding the customer through improved Data** (loyalty schemes, rewards for engagement, providing data)
- **Grow Ecosystem Partnerships** (open new avenues for customer engagement)
- **Severn Trent:** In My Street App- view work in an area, reason, live updates, photos, facts, workers, learn
- **Thames Water:** Challenges with fragmented systems - joining via a Salesforce solution. Quick & easy access to details of current and previous customer interactions. Real-time visibility of progress, provide proactive updates to their customers.

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- **Support my community** (conservation tips , engage with community)
- **Water Watchers:** Community Awareness and Sign-Up via Website - Customer choose either SMS or Email through a form mobile, address and name, email
- **Severn Trent:** Leak Locators, TapChat – online customer community, Web Self Service. SMS Messaging: Post across all social channels urging customers to sign up for alerts via SMS. Opting-in a simple - free text YES to 60267 to activate the service



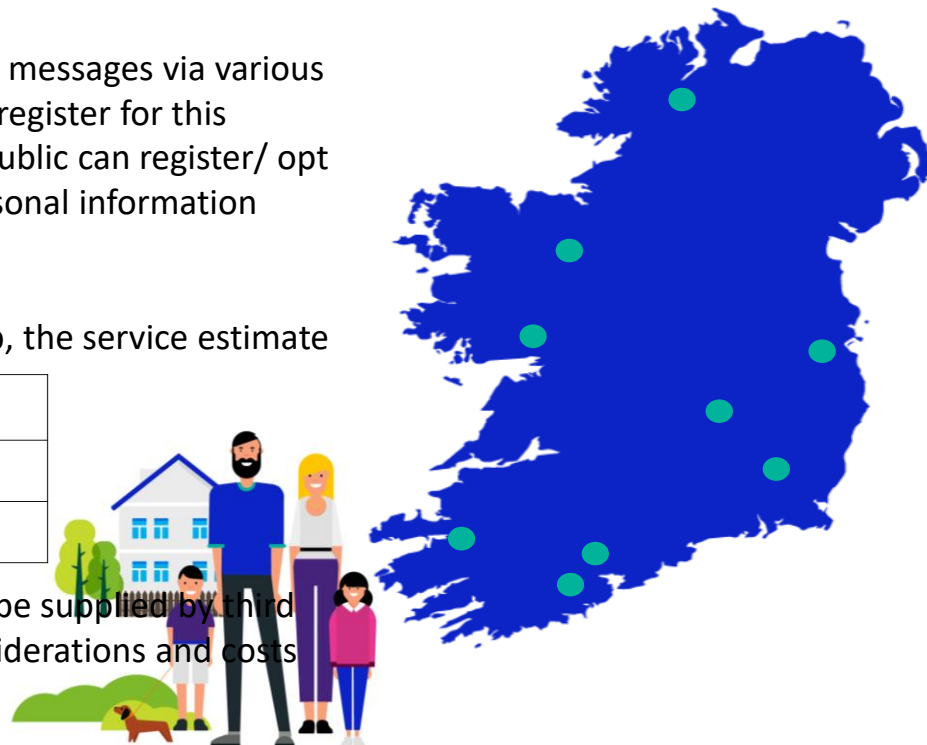
Objectives

Uisce Éireann is looking for a third-party provider to issue messages via various channels (SMS/What's App, email etc) to customers who register for this service. There is a requirement that any member of the public can register/ opt in for these notifications online by providing minimal personal information (Eircode, mobile, email only etc).

Initially focussing on domestic customers at 100% take-up, the service estimate would be:

2022	Planned	Unplanned	BWN	Total
Total	1,485,540	2,847,200	95,940	4,428,680
Average per Week	29,128	54,754	3,690	85,167

Uisce Éireann is looking to understand what services can be supplied by third parties, technical integration required, data security considerations and costs for implementing and operating this service.



Thank you.