Appendix
YKY49_Service Priorities for 2025-30

Contents

1. Service Priorities for AMP8

1.1   Introduction

Throughout AMP7, we have made progress in providing a base to build on to improve service journeys as we move into AMP8. This has included investing in improving our channels and systems, so customers have more options for how they pay bills, and raise issues etc. We have also been working to further improve our end-to-end customer experience, introducing our 'Operations 2.0' in 2023, and to further improve our operating model, we plan to introduce new platforms to manage customer work. This progress throughout AMP7 has established a strong foundation for us to build on across AMP8, to further improve customer journeys and experiences through our base retail funding. The tables below demonstrate how we plan to further improve our customer's experience and journeys through a more proactive service, super simple customer journeys and effective, optimised, multichannel experience. They demonstrate the key results of providing these improvements to our business, key customer outcomes, and exactly how we plan to achieve this.

1.2   A more proactive service

Table 1 - Outcomes of a more proactive service

Key result:	**How we'll achieve this:**
Fewer contacts reporting issues due to both a reduction in network failure, through our systems of monitoring and analysis, identifying issues before our customers do, and through proactive communication.	Improvements in asset health that will reduce the incidence of issues such as supply interruptions and sewer flooding occurring (see ch8.8 and 8.9) Development of systems using improved insight and greater channel breadth, enabling: • Real-time progress tracking of an issue to resolution. • Notifications of activities that may impact customers such as roadworks in their area. • Highlight potential issues such as high consumption. • Behaviour change campaigns aimed at reducing blockages. • Support for customers through our priority services register (PSR) and financial support schemes.
Customer outcomes: • Customers will be notified through channels based on their preferences when we identify a network issue that may impact them • Customer care plans will be implemented during high impacting incidents so that customers get the help they need and know what is happening. • Customers will be engaged with positively on steps they can take to help prevent issues occurring such as blockages caused by wet wipes and fats, oils and greases (FOGs). • Customers who struggle to pay their bill will be proactively identified and help offered to ensure they can afford to pay. • Customers with vulnerabilities or other additional needs will be identified and offered support. • Smart metering will ensure we're proactively keeping bills accurate and up to date. For further details, see Chapter 8 of the PR24 Business Plan.	

1.3   Super simple customer journeys

Table 2 - Outcomes of super simple customer journeys

Key results:	How we'll achieve this:
• Reduce 'follow-on calls' to 10% (currently up to 30%) • Less than one in five jobs raised are found to be private issues upon inspection – freeing up capacity for customer work. **Customer outcomes:** • Customers find it easy to get in touch with Yorkshire Water, whatever their needs and preferences. • Customers agree a plan to resolve their issue that attempts to fix it in one visit, in timescales that meet customer expectations and are proportionate to the priority of the issue. • Customers are kept informed and updated after reporting an issue affecting them – and are able to track progress themselves via a self-serve portal. • Customers with the most complex issues will receive dedicated recovery support until their problem is fixed. • Our policies and commitments to customers are clear, easy and fair • Customers are billed in a way that meets their needs – for instance, being able to receive a monthly bill.	Continue to develop our online account providing customers with a single portal for all their needs, covering all billing and operational service needs, in a secure online account. This secure 'logged-in' environment will also provide us with the opportunity for greater personalisation, making the customers experience easier and more relevant to them. Customers would have the ability to: • Complete Billing requests such as payments, submitting meter readings, moving home or applying for financial support. • View water consumption data, and where enabled, offer this on a more frequent basis through smart metering and provide customers with intelligent prompts on how they might reduce their consumption. • Complete Operational requests such as reporting a problem, understanding existing issues or tracking the progress of a job. • Managing customer preference such as contact preferences, paperless preferences or PSR. • View all correspondence online. • Leverage smart metering capabilities to offer new billing options such as monthly billing.

1.4   Effective, Optimised, Multichannel experience

Table 3 - Outcomes of effective, optimised, multichannel experience

Key results:	How we'll achieve this:
50% of operational contacts through self-serve	

Customer outcomes:	Improved customer channels.
- Customers can choose to self-serve on almost all operational enquiries using digital channels and tools that deliver a great experience – such as being able to track a problem in real time through a portal. - Customers can manage all their billing and payment transactions through digital channels, including being able to apply for financial support and manage priority service register needs, and requesting a meter installation. - Customers will be guided to the best channel that fits their needs. - Customers will increasingly see less dependency on paper communication, in line with expectations around increasing use of simple, effective digital channels, better value and reduced environmental impact.	**Improved customer channels.** Building out from our core telephone channel, and our customer facing website, we will offer customers a greater choice of channels to interact with us on. Our approach is to have highly adaptable platforms so that we can harness the best technologies and capabilities in a rapidly evolving customer experience environment, but examples could include: - Mobile App – replicating the functionality available on our customer facing website within the convenience of a dedicated Mobile App. - Chat Bots – to sign post customers to the right place and to deal with straightforward queries. - Web Chat – as an additional support channel for those customers that prefer this means of communication and assistance for those who are using self-serve channels. - Social Media / Asynchronous chat – where the customer need is not urgent, we will give customers the opportunity to have a two-way conversation through social media channels such as WhatsApp, responding within agreed timescales.

1.5   Conclusion

Our planned improvements for AMP8 are designed to lead to far better customer outcomes and, as a result, reduce pressure on our services as customers will not need to contact us. Customers will find it easier to resolve issues through the provision of self-serve and will be actively notified and updated in respect of potential issues in their area or notifications specific to their journey.