

Investigating the role of socially normative behaviours to deliver water efficiency

Initially presented in April 2017 by

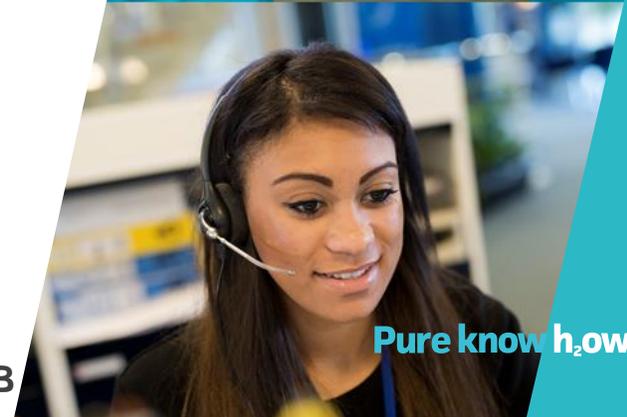
Dave Hinton

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Presented at the **SWAN conference, May 10th 2017, London**

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Pure know h₂o

Water efficiency - South East Water- some context

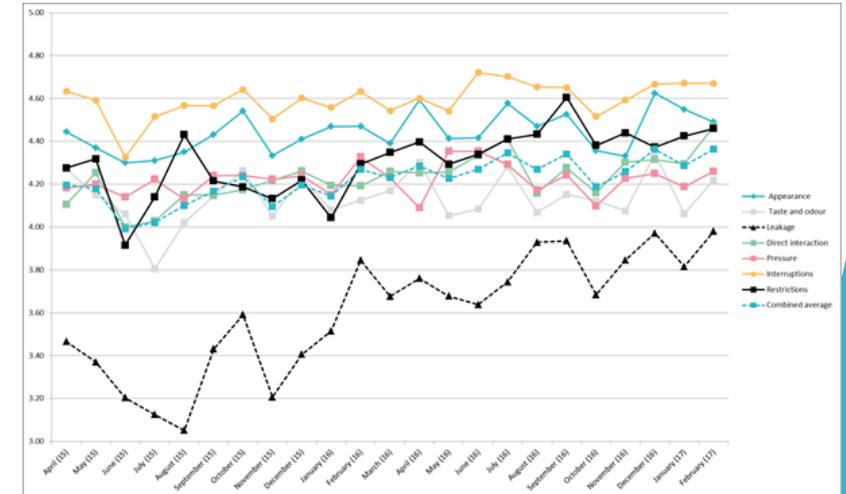
- South East Water is in a water stressed area
- Demand management is really important to us
- Will be over 90% metered by 2020
- Have been active on the usual demand reduction path, devices, audits, advice etc
- Good performance on leakage, consistently top 5 in in the industry
- Held many focus groups and surveys with customers
- Pretty clear that sustainable water efficiency requires a behavioural change



2.1 million consumers, and over 890,000 properties across parts of Kent, Sussex, Surrey, Hampshire and Berkshire

More context

- In addition to the water efficiency driver we have incentivised ourselves to improve customer satisfaction across a range of service priorities
- We had developed a KnowH₂O brand to explain to customers what we are doing to raise the brand profile, this activity shifted satisfaction across the board most significantly for leakage
- We wanted to expand the KnowH₂O brand to give customers KnowH₂O in how to use water, this would also increase satisfaction and pass the “what's in it for me” test
- So an approach that informed customers, provided them with targeted information that led to water use behavioural change whilst increasing satisfaction was clearly the answer.



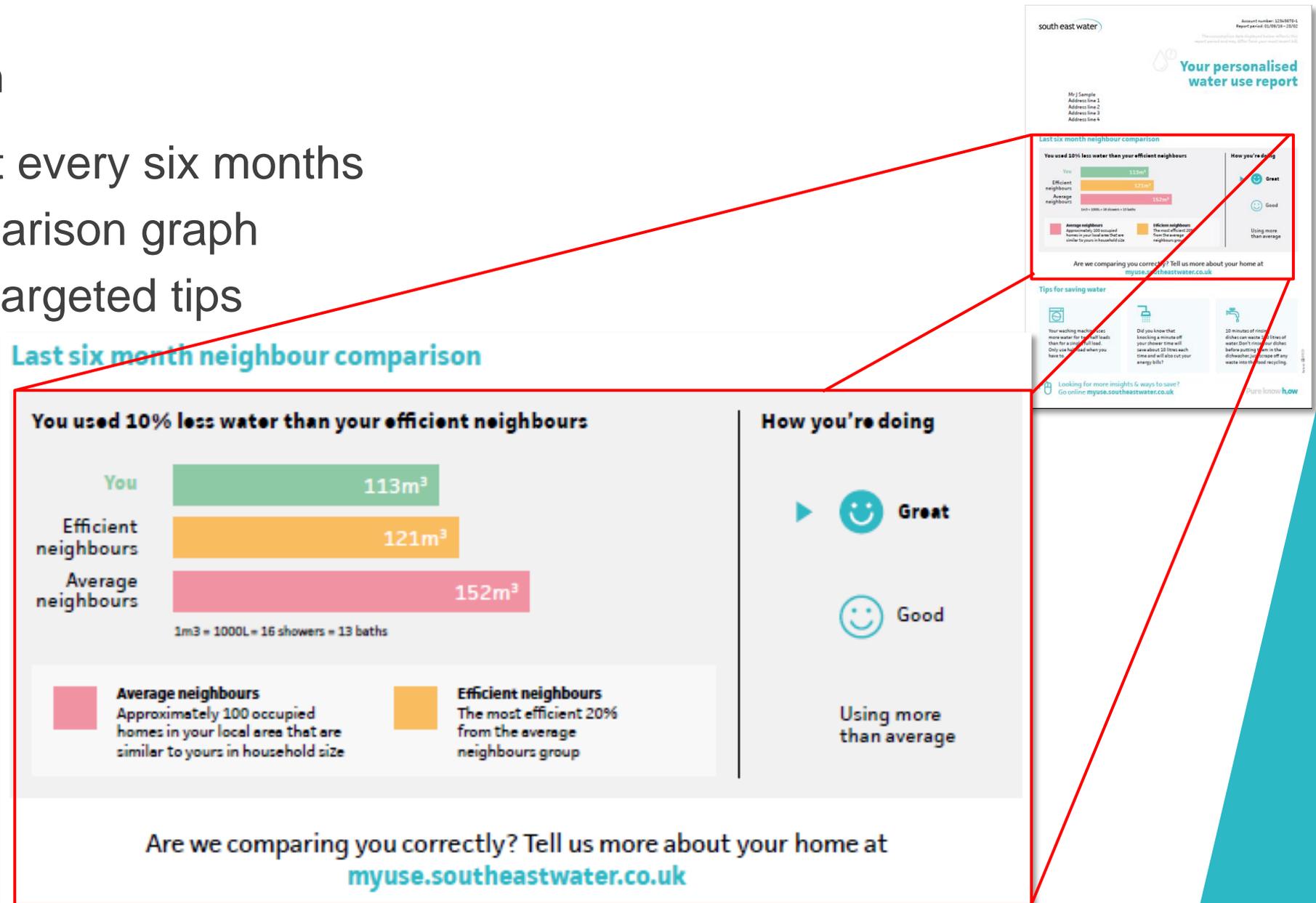
About our partner Advizzo

- Helping Utilities to engage consumers to better understand their usage and motivate them to save water, energy and money, making them happy to do so.
- Advizzo offers an agile and configurable, cloud based analytics **Behavioural Customer Engagement solution.**
- Headquartered in London and founded in 2015
- 4+ clients in the UK



The Intervention

- Water use report every six months
- Neighbour comparison graph
- Set of localized/targeted tips



Tailored Targeted Tips

- Specifics tips re garden relevant to the customer
- Once we paint a picture of each customer, we provide them with tips that are tailored to their homes and lifestyle.
- We can track uptake by customer segment



Taller blade, better shade

Adjust your lawn mower to a higher cutting height. It will shade roots and retain moisture better.

[Know more](#) [Do it](#)



Carwashing: hose vs bucket

When washing your car, a hose with a trigger attachment can be more efficient than a bucket.

[Know more](#) [Do it](#)



Two halves don't make a whole

With washing machines, avoid using half loads as it is not as efficient as full loads.

[Know more](#) [Do it](#)

Early results and learnings

- Teamed up in June 2016. Multiple test materials created and tested
- First experiment in November 2016
- Trials from 2,000 to 20,000 customers so far. Will roll out to all 2.1 million customers this year
- Improves customer data accuracy, customers have a reason to provide more information to us
- Better knowledge of clients, enhanced segmentation
- Leakage on customers side being brought to our attention via this new route
- Increase the detection for social tariffs eligibility
- Increase of sign up to MyAccount our online customer portal
- Enrichment of the call center agents customer support as “trusted advisors”
- Behavioural science levers are local and allows us to talk to communities about a communities water usage.
- One of the key success factor : unified customer experience (SEW look and feel) , from consumer to call center agent

Other considerations and key metrics

- Concerned about the impact on other incentives, additional calls, complaints, SIM, customer satisfaction.
- % of additional calls received after the 1st communication : below 1%
- % of additional calls received after the 2nd communication : 0%
- % of complaints : below 0.02 % (4/20,000)
- Opt out : 0.09% (18/20,000)

Summary

- Early feedback from customers is very promising
- There is scope to experiment and learn as you go
 - Points mean prizes and gamification
 - Differing forms of comparison
- It has wider benefits above and beyond water efficiency
- With care you can avoid negative impacts on other incentives
- There is scope to segment and provide targeted information as the characteristics we observe are key to understanding the value customers place on their water service
- The proof will be in the water use reduction combined with increased customer satisfaction

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