

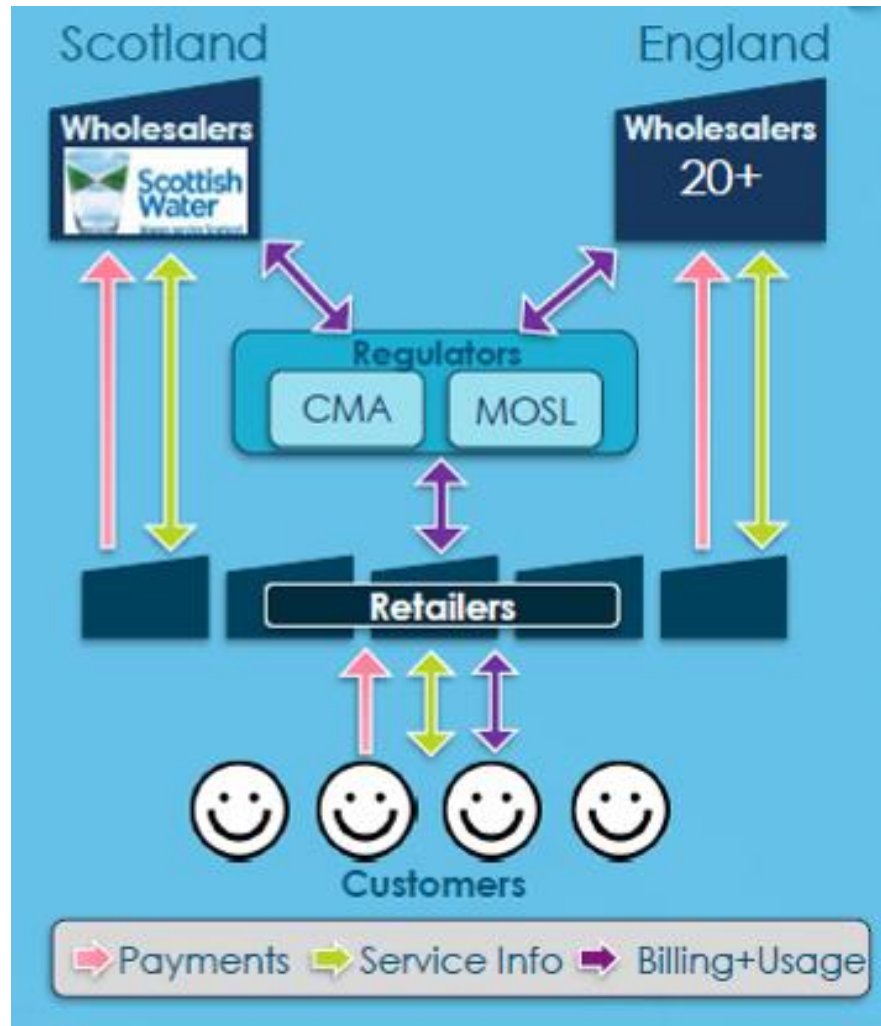
Water Market Deregulation – what it means for the customer

Lynne Hall
Business Development Manager

Waterplus
with you every drop of the way

- **Water market landscape is changing**
- **Introduction into Water Plus**
- **Key points about buying water/services**
 - **Myths, facts and figures**
 - **Getting ready**
- **Summary**

The water market landscape is changing



Who we are....

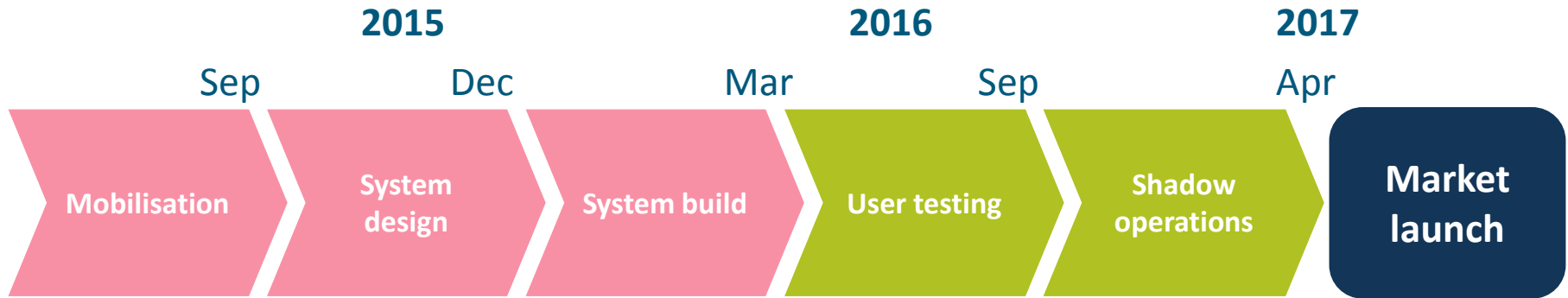
Water⁺plus



Why create a joint venture

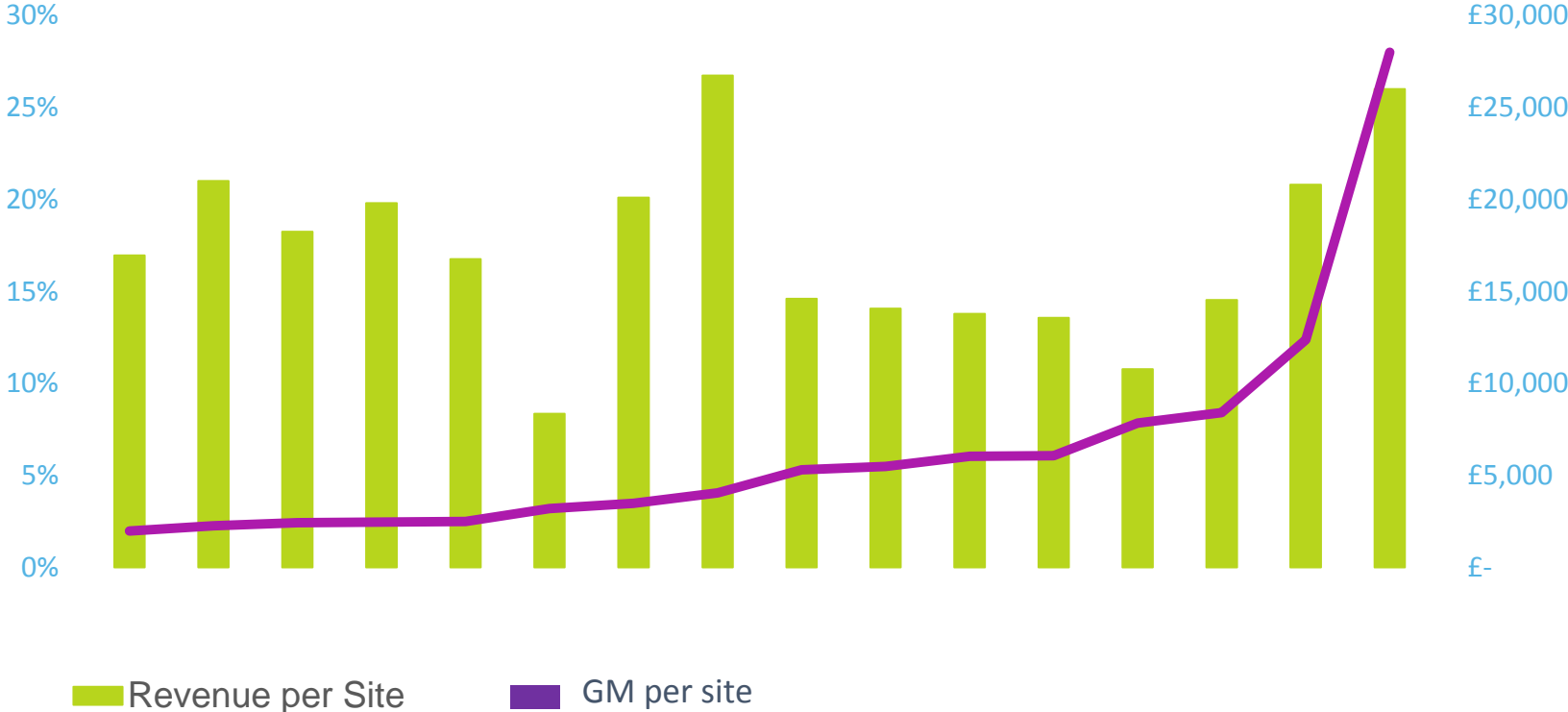
- 100% focus on B2B service and B2B billing
- A hand picked team
- The agility of a new start
- The scale to invest in great customer experiences
- The contacts and ability to support all needs

The industry has a lot to get ready

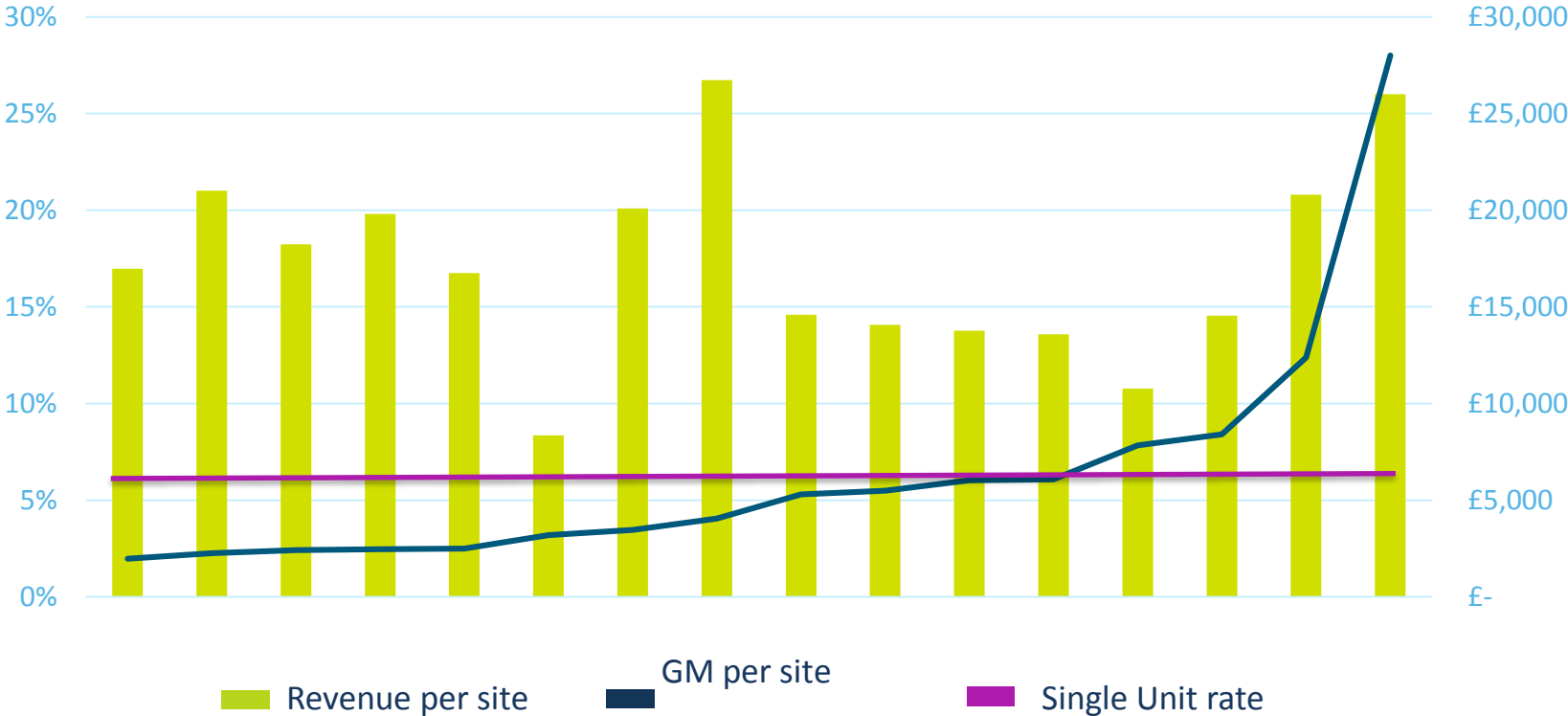


- Licences published
- Ofwat/MOSL planning letter submitted
- Companies completed risk assessment, operations, data and IT for compliance
- Connectivity with market operator completed
- Corporate audit completed
- System and process user testing
- Data validation and upload
- Company readiness and certification
- Board statement

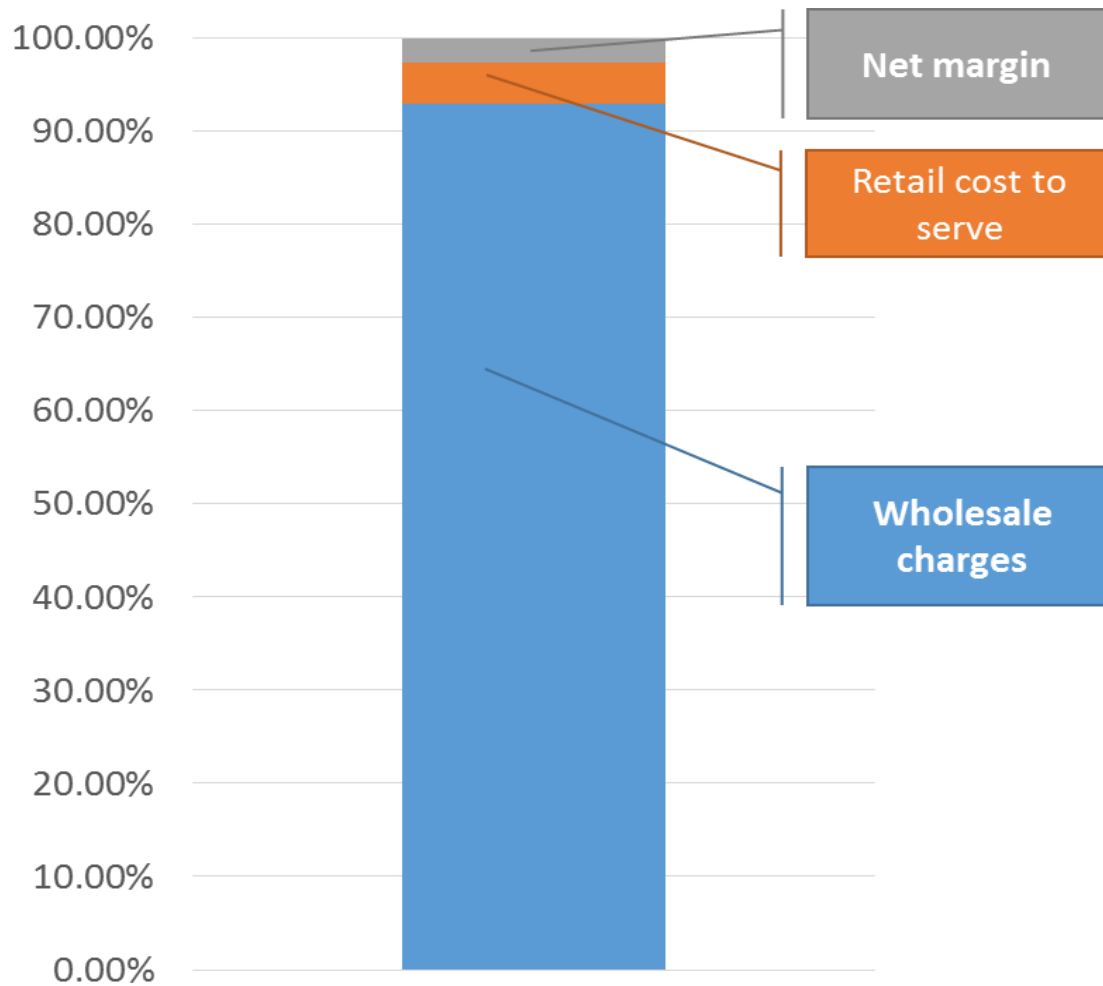
Available margins are variable



Retailers may charge in different ways



How the retail price is broken down



There's a lot we can learn from Scotland



Water Retailers – same but different

- Provide customer services, billing and payment
- Account management
- Value added services

- Water Plus
 - Personal
 - Easy
 - Experts in water/water management

What you can do to get ready to switch

- Understand your portfolio
- Data readiness
 - Sites, consumption
- Contract readiness
 - Authority and ability to switch
- Service readiness
 - What do you need/want
 - Water supply /treatment/support and VAS

What does success look like?



Market is open on time

£ £
£

Better value – service and price
Innovative products and services

Seamless cross-UK market, giving simplified bills



Wide choice of retailers

- 1
- 2
- 3

Pain free switching process

In summary

- You have a choice
- You need to be ready (data, contract, service requirements)
- You need to be clear about who's able to give you the personal service, expertise and long term efficiencies and savings you need?
- Talk to the team today

Any Questions?

**Lynne Hall – Business Development
Manager**

lynne.hall@water-plus.co.uk

Come and say Hello, I'll be in the
exhibition area!

lynne.hall@water-plus.co.uk

LinkedIn

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with you every drop of the way

Thanks for your time

Want to chat later?

Come and meet the team

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