

Vulnerable Customers

Cameron Fitzgerald, General Manager, Service Sustainability
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City West Water

Vulnerable Customers Plan

CWW VISION...A truly sustainable water business

**CWW MISSION...Guarantee affordable and safe water for today and tomorrow,
and contribute to a healthy urban habitat**

STRATEGY...

**To have 'services matched to customer needs' and
ensure customers are 'identified, supported and educated' throughout their financial continuum**

IDENTIFICATION

*...15% of households are experiencing
financial difficulty with their water bill*

SUPPORT

*...58% of customers don't know what
support is available*

EDUCATION

*...effective communication is difficult due
to illiteracy or language barriers*

PLAN OBJECTIVES

- To know our customers better ie. vulnerable to hardship
- To address stigma's and assist customers in self-identifying
- To further utilise community sector counsellors and research/data analysis

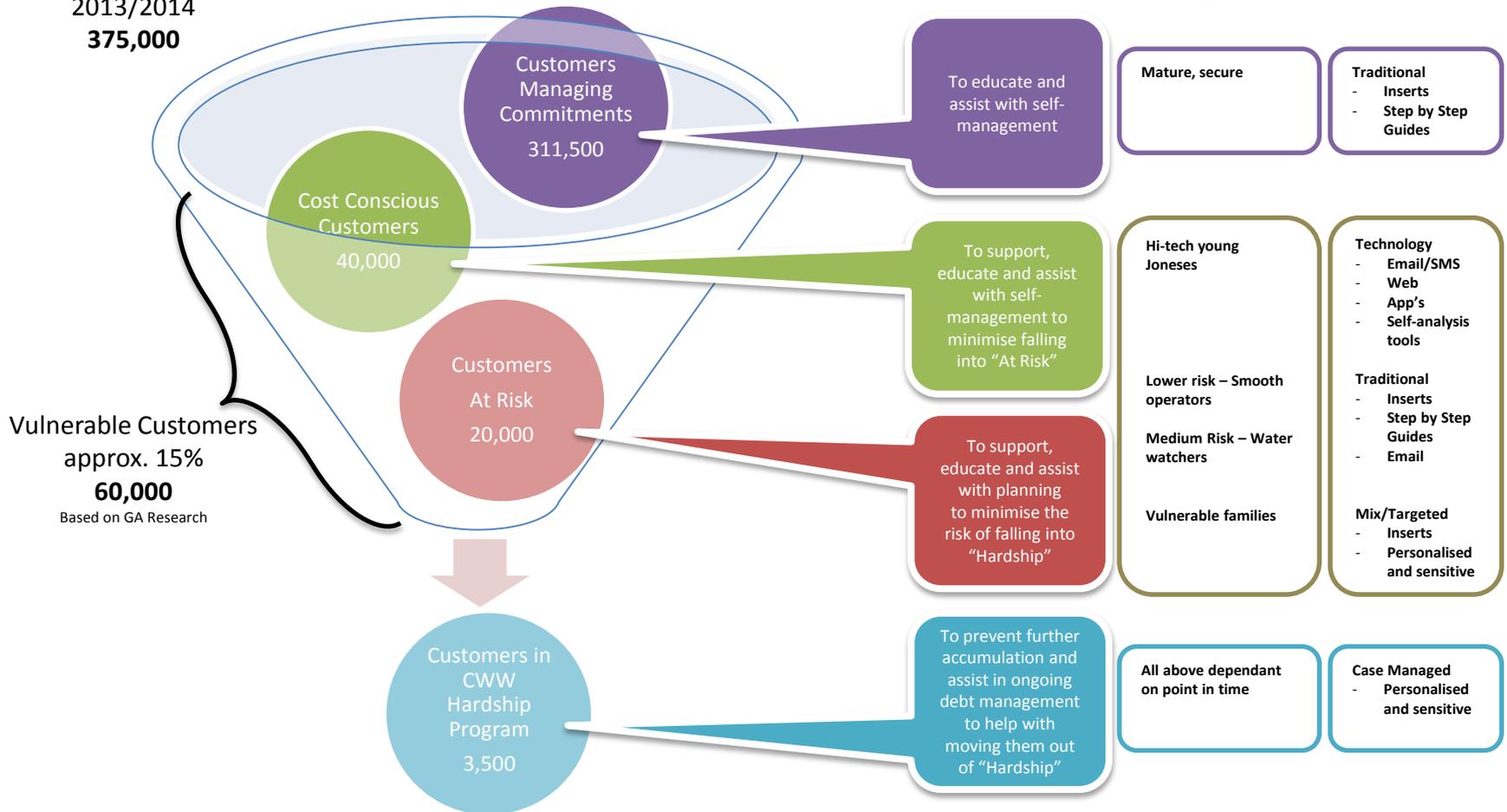
- To ensure support is known, easily accessible and scalable
- To have programs that suit customers specific needs and continue to evolve
- To have people who are skilled, empathetic, respectful and helpful

- To continue to educate customers on water efficiency and self-management
- To further community awareness including school education programs
- To further education and collaborations with at risk communities

ASPIRATION...Water should not cause financial stress

Customer Vulnerability Funnel

Forecasted customer #'s
2013/2014
375,000



Vulnerable Customers
approx. 15%
60,000
Based on GA Research

Customer Segment	Customer Focused Objectives	Preferred Communications
Mature, secure	To educate and assist with self-management	Traditional - Inserts - Step by Step Guides
Hi-tech young Joneses	To support, educate and assist with self-management to minimise falling into "At Risk"	Technology - Email/SMS - Web - App's - Self-analysis tools
Lower risk – Smooth operators Medium Risk – Water watchers	To support, educate and assist with planning to minimise the risk of falling into "Hardship"	Traditional - Inserts - Step by Step Guides - Email
Vulnerable families	To prevent further accumulation and assist in ongoing debt management to help with moving them out of "Hardship"	Mix/Targeted - Inserts - Personalised and sensitive
All above dependant on point in time		Case Managed - Personalised and sensitive

Key Initiatives

Key Initiative	Description	Funding \$	Partner Stakeholder Engagement	Program Status
Community Involvement	Continue events participation and community awareness	Existing Budget	NA	Existing
Education Programs	Continue programs to schools and new migrants and extend existing education programs run by external service providers, to vulnerable customers outside of our normal scope	Existing Budget	NA	Existing
Program Review/Consulting	Review our current approach, programs and plans etc.	Existing Budget + New Funding	Kildonan	Extend Existing
Data Analysis/Reporting	Use available data to better understand our customer base	Existing Budget + New Funding	CWW Working Group	Extend Existing
Awareness Programs	Develop targeted promotions to increase awareness of programs available	Existing Budget + New Funding	NA	Extend Existing
Dedicated Financial Councillor	Invest in a dedicated financial counselor to refer CWW customers to for immediate assistance	New Funding	Good Shepherd / Kildonan	New
Proactive Programs	Develop proactive identification and calling programs to high bill customers (within criteria)	New Funding	CWW / Kildonan	New
Training	Develop targeted hardship and early identification training for the contact centre, collections and metering partners	New Funding	Good Shepherd / Kildonan Collections Partner Metering Partner Working Group	New
Water Efficiency Program	Identify inefficient consumption and retro-fit targeted households with water efficient appliance ie. replace faulty washers etc.	New Funding	NA	New