

# Digital transformation in the water industry

Katharine Walker-Mead, Customer Innovations Manager

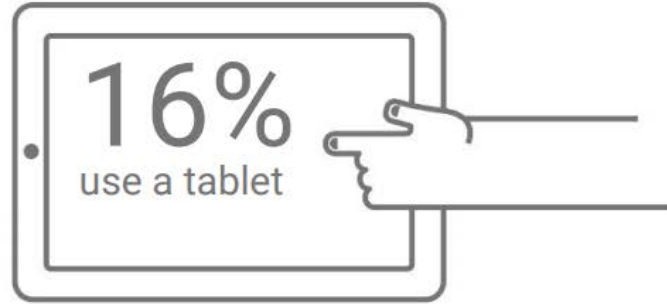


**What is digital transformation?**

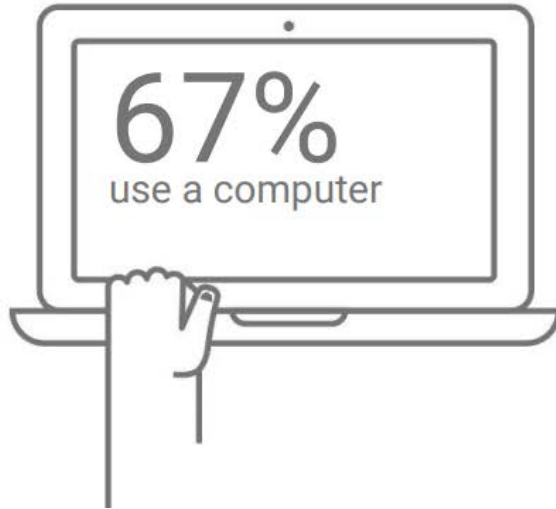
Device usage in an average day:



**80%**  
use a smartphone



**16%**  
use a tablet



**67%**  
use a computer

**Moving from  
non-digital to digital**

# Never-ending journey

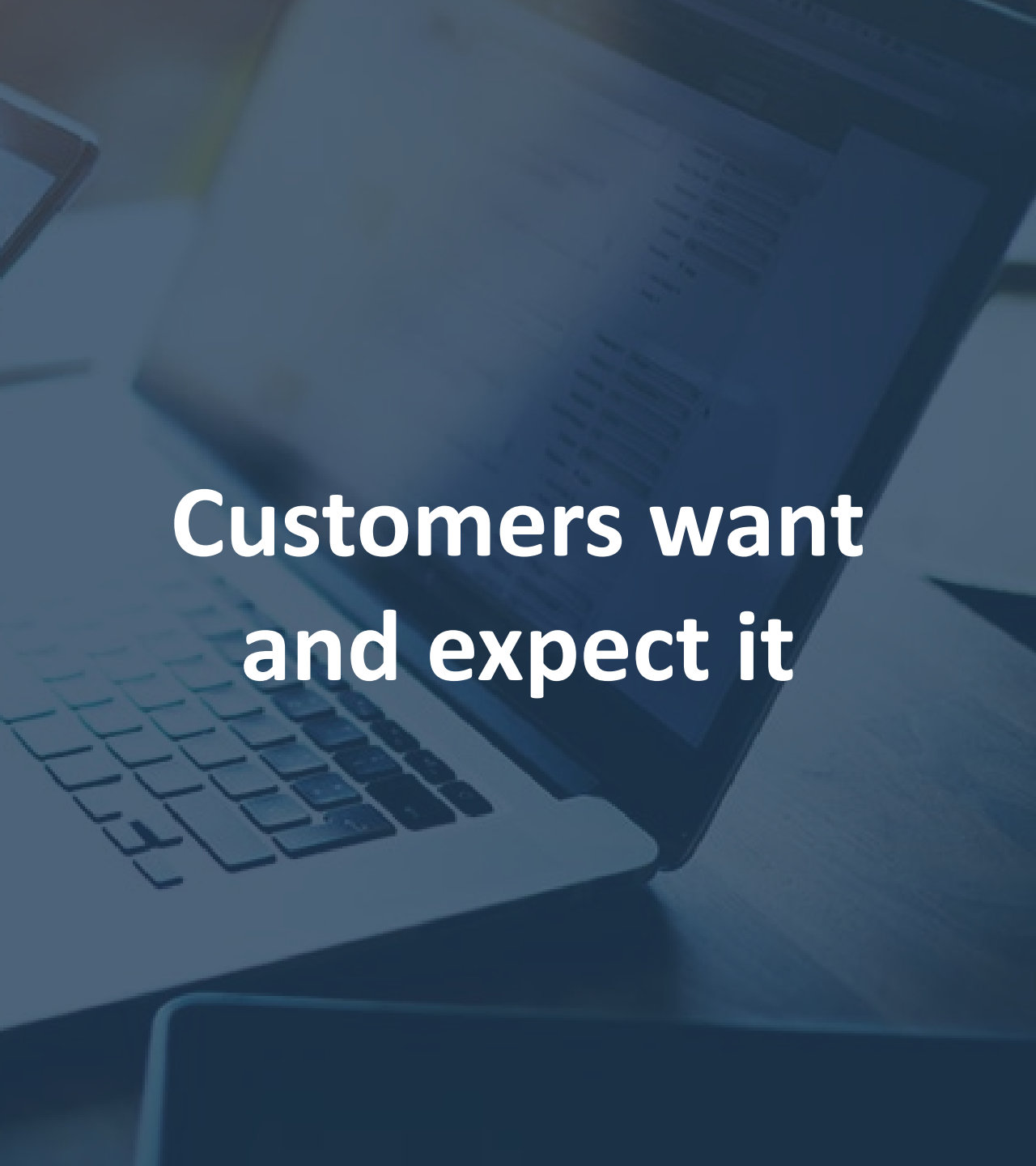


A composite image featuring a person in a white lab coat on the left, holding a smartphone. The right side shows a laptop on a desk with a screen displaying various data charts and graphs. The entire image has a blue overlay on the left side where the text is located.

**Why is Watercare  
doing this?**



**Customers want  
and expect it**





What are we  
digitising?



Report a fault



Pay my bill



View account balance



Save water



Moving house or business



Building and developing

### How can we help you?

[I need financial help](#)



[I want to setup e-billing](#)



[I want to submit a meter reading](#)



[I want to setup a direct debit](#)



[I want a copy of my bill](#)



[Tenants and landlords](#)



[More help & advice](#)

[Learn about](#)



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- Mobile development
- Smart metering
- Robotic Process Automation
- Future digitisation
- ChatBots and AI



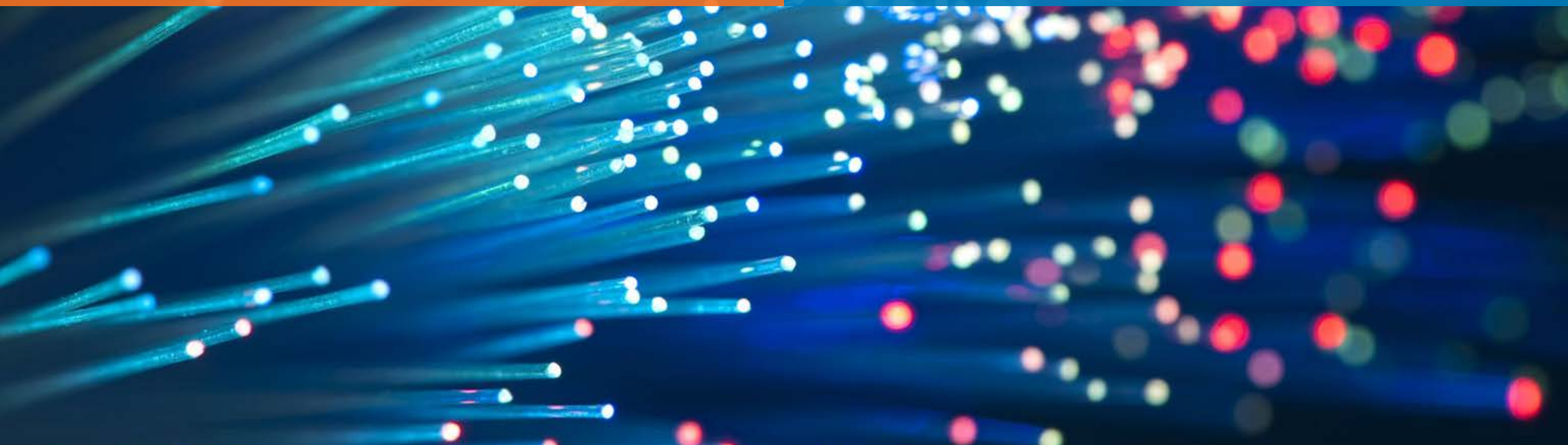
**How are we approaching it?**

# PERSONALISATION



**PERSONALISATION**

**CHANGING  
ROAD MAP**



**PERSONALISATION**

**CHANGING  
ROAD MAP**

**TALKING  
TO CUSTOMERS**



**PERSONALISATION**

**CHANGING  
ROAD MAP**

**TALKING  
TO CUSTOMERS**

**PARTNERSHIPS**



# **BENEFITS FOR WATERCARE**



Operational efficiency

Bottom line

Brand perception

Customers like us





**Enables us to have  
better relationships  
with customers**

**And prepare for  
future competition**

# **BENEFITS FOR CUSTOMERS**



Friendly

Easier and more info

Get what they want

Get it how they want



**Watercare can help  
customers**

**With more than just  
water**



