

# a customer journey – designing the future

(a value driven transformation project)

Paul de Quaasteniet

Peter Johnston

## Water sources



## Water treatment plants



## Km's of pipes



# In the next 19 minutes

What is transformation?

Why we are doing it

How Watercare is transforming

Some **Do's** and **Don'ts**

Two things to remember

# What is transformation?

**1960's  
Watercare**



**2017+  
Watercare**



# Why we are doing it

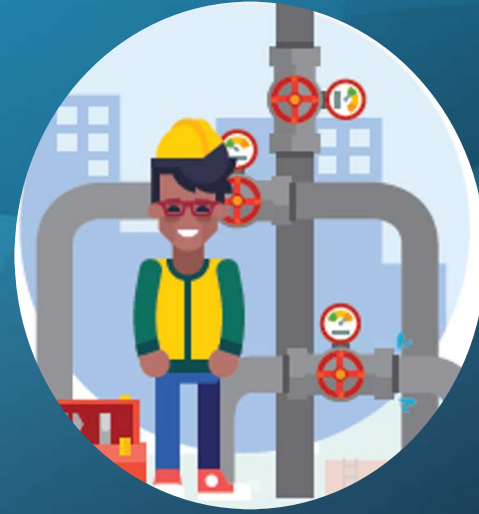
“We have to!”



# How Watercare is transforming



**Tom & Julie**  
**Residential Customer**



**Gary**  
**Maintenance Engineer**

# How Watercare is transforming



**Nikita**  
**Business Customer**

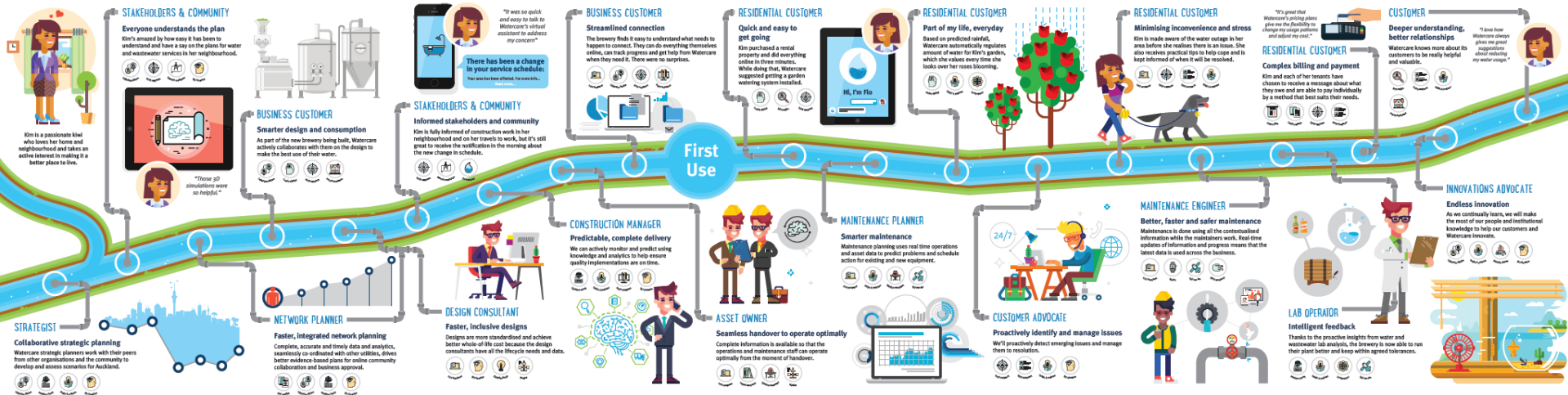


**Joshua**  
**Customer Advocate**



# How Watercare is transforming

## STRATEGIC TRANSFORMATION PROGRAMME





# Do

**Map out your customer and workforce experience**

**Leaders own the change**

**Test, flex and learn**

**See how others are doing it**

# Don't

**Lead with IT**

**Outsource the risk**

**Do it in isolation**

**Wait to use smart digital technology**

# How Watercare is transforming

**Watercare Digital Advisor**

Hi. I'm Watson and I've started learning from the IBM team about the Watercare STP. I can help with your questions about it.

What should I call you?

Paul

Hi Paul! How can I help?

What is the STP?

The Strategic Transformation Programme is about our customers, people and capability and is an enabler of Watercare's vision and strategy. It is NOT just a technology programme, it is a business transformation programme across people, process and technology.

Type your message here... **Send**

**Welcome: Paul**

**Suggested Response:**

Powered by **IBM Watson**

The screenshot displays a chat interface for 'Watercare Digital Advisor'. On the left, a conversation history shows a digital assistant named Watson introducing itself and answering questions about the Strategic Transformation Programme (STP). On the right, a green sidebar shows a 'Welcome: Paul' message with a user profile icon and a 'Suggested Response' section. At the bottom right, there are icons for printing, email, and refresh, along with the 'Powered by IBM Watson' logo.

## Two things to remember

**“Seek partners that  
you trust”**

**“Leaders visibly doing  
things differently”**

