TRANSFORMING THE CUSTOMER EXPERIENCE

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LGNSW Water Management Conference
30 August 2016
Triple Crown

Reduce Costs

Grow Revenue

Customer Experience
A Growing City

Population

- 1959: 2m
- 2016: 5m
- 2055: 8m

Sydney
$350 million
Water a Priority

2006

75%

2016

0%

Customer Sentiment Monitor (2016)
Customer Value

SERVICE

WHAT MAKES UP YOUR BILL

52% Hardwater service
39% Water you use
9% Water service

IMAGE

Do you know we offer financial hardship programs to our customers?

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Value Means Different Things to Different People

- Future Focus 25%
- Efficient Usage 18%
- Price Control 18%
- Basic Needs 24%
- Uninvolved 15%
Era of the Customer

More Informed
Socially Connected
Environment Awareness
Ready to engage

An Empowered Customer
Any Guesses?

8 seconds
95% say they are customer focused
80% say they deliver a ‘superior experience’
Only 8% of their customers agree

Bain & Co., 2009
Design Thinking

Empathy
Define
Ideate
Prototype
Test
Empathy

Sydney Water Customer Relationship Survey

Your Feedback

Hi there,

Thanks for taking the time to complete this feedback form for Sydney Water.

Your feedback will help us improve customer service and ensure a better experience for all.

Estimated time: 2 minutes
Survey length: 6 questions
Survey closed: Monday, 11th November 2013

Thank you for your time.

Sydney Water

Sydney Harbour Beach
<table>
<thead>
<tr>
<th>Information</th>
<th>Knowledge</th>
<th>Insights</th>
</tr>
</thead>
</table>

### Define

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Customer Journey Map

SYDNEY WATER CURRENT CUSTOMER JOURNEY MAP

AWARENESS AND PERCEPTION

1. Awareness of Sydney Water
   - I am aware that Sydney Water is my service provider
   - My past experiences with Sydney Water

2. Past experience
   - I would like to find out more information about Sydney Water

3. Require General Information
   - I visit the Sydney Water website for

ENGAGE

4. Visit the Sydney Water
   - I want to be kept up to date with green initiatives and recycling
   - I use Sydney Water to help me with tips on saving water

ISSUES

- Transforming the Customer Experience
- Sydney Water
- Customer Journey Map
- JOURNEY PHASES
- SERVICE TOUCHPOINT
- LEVEL OF DIFFICULTY
- KEY INSIGHT
- SERVICE THEMES
- Understand Me
- Educate Me
- Make it Easy For Me
- Be Related
- Keep Me Informed
- Be Fair With Me

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Sydney WATER IDEAL FLOW

SERVICE THEMES
- Understand Me
- Educate Me
- Make It Easy For Me
- Be Reliable
- Keep Me Informed
- Go Far With Me
- Value Me
- Support Me

CX HIERARCHY OF NEEDS
- Make My Life Better
- Make It Easy
- Meet My Needs

SYDNEY WATER IDEAL FLOW

AWARENESS AND PERCEPTION

ENGAGE

Ideal Flow

Service Themes

CX Hierarchy of Needs

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Prototype and Test

Not like this...

...instead like this!

Minimum Viable Product
Minimum Viable Product

Taufiq Zainal
@taufiqz

Hey @Qantas, how are we supposed to use your app on Apple Watch, when clearly there is no way your wrist will fit under the gate scanner.
6:22 pm · 26 Apr 15

Ben Crosby
@BenCrosby

@Qantas Your scanners don’t fit wrists with watches - back to iPhone for lounge access. I wasn’t allowed to take a picture. #AppleWatch
6:24 am · 29 Apr 15
Prototype and Test

4. TRACKING AND COMMUNICATION

- **Real-Time Tracking**
  - Granular progress data updates are automatically uploaded in real-time to customers.
  - The system provides visibility into each stage of the project, allowing customers to track progress.

- **Easy Upload**
  - Customers can easily upload photos and assets to the system.
  - This information is integrated into the real-time tracking system.

- **Let’s Fix It**
  - Customers can request repairs or maintenance through the mobile app.
  - The system alerts the relevant team members to address the issue.

- **We’re In This Together**
  - Customers and stakeholders collaborate on project updates.
  - Communication channels are established to keep everyone informed.

- **Times Are A Changing**
  - The system adapts to new features and improvements.
  - Customers can request and receive updates as needed.

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Questions

‘Water Bar’ @ Art and About