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1. It does not match either surveys and metrics to the value of work each customer category receives/handles (i.e. where each newly connected property has the same value so large sites would be ranked against an equivalent number of individual connections). Instead both look weighted towards the easiest of all Developer Services activities, namely giving a single property a connection; and,
2. Will end up relying on “reputational incentives” (because the financial rewards/penalties are not sufficiently aligned to match workloads) to drive behavioural change; and,
3. It is unfair on those companies who are most responsive to their Developer Services customers (as they will not be able to achieve a corresponding level of reward to those who have little active connection competition); and,
4. There are far too many anomalies in what companies report (and there is now insufficient time to fix this issue); and,
5. Given that nearly all companies fully achieve all of the targets they are clearly not demanding, or structured in ways to differentiate between 'good' and 'mediocre' (but still within each target) performance.

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Martyn Speight
Managing Coordinator
Fair Water Connections

E: martyn.speight@fwconnections.org

T: 07889187717

W: www.fwconnections.org
