

INTRODUCTION TO RETAIL COMPETITION:

Introduction

Governance

Wholesale &
Retail

Scenarios

Recap

DESCRIPTION:

An Introduction to the
Non- Household Market
Opening for you and your
teams

Duration: 15-20 minutes



START LEARNING

Ready4Retail?

We all need to remember some key things when we have any conversation with a non-household customer. Whatever we do has to be fair and consistent, whilst still delivering unrivalled service.

We are asking everyone to complete this learning module. The first time you do it you will need to complete it all in one go, including answering the questions at the end. It is important that we are confident you have an understanding of the market changes. The questions generate a pass/ fail mark and we ask that if you do get a fail that you revisit the learning a second time.

You can then go back into it as many times as you wish to remind yourself.



Ready4Retail?

**CLICK HERE
TO BEGIN**

To navigate through the learning module click on the arrows at the bottom of the page to go to the next or previous page; click 'home' if you want to go back to the beginning; you can click on the different modules below if you want to do them in a different order.



We would like to help you ...

- Understand what the changes are and your part in them
- What we mean by household and non-household
- Answer questions about dealing with customers day to day
- With ideas on how to continue to provide unrivalled customer service



What is Changing?

In April 2017, all of NWG's non-household customers will **automatically transfer** to a **retailer** for:

- billing services
- meter readings
- customer contact services

Today is about helping YOU understand what the changes mean to YOU and our END CUSTOMER (whoever their chosen retailer is)



We need to be in shape for future changes in the water industry:

We've created a separate retail business (NWGB) and a wholesale services team who will deal with the market and ALL retailers.

The market will work in a similar way to the energy market. Think of it like your electricity bill: if you choose to change supplier, the electricity remains the same, but you're billed and receive customer service from a different company.

If a non-household customer chooses to switch, the same water will come out of their taps and we will continue to treat wastewater. However, the customer will get their bills and customer service from their chosen retailer



Governance

Level Playing Field Approach

There is strict **Governance** to ensure Water Companies comply



- **MOSL** – Market Operator Services Ltd
(the central market operator which helps retailers and wholesalers communicate)



- **DEFRA** – Implementing Government Policy



- **OFWAT** – The Authority/Regulator
(protects the interest of customers, promotes effective competition, ensures resilience)



Definitions

Non-Household Customers:

Occupiers of eligible premises, including small, medium and large businesses, charities and non-profit organisations.

Household:

A property is considered a household when its main use is a home.

Retail:

Provides services, including customer facing activity such as billing, customer contact, meter reading etc.

Wholesaler:

The collection, treatment and delivery of water and the collection and treatment of wastewater. NWG's everyday activity!



Market Opening:

The creation of a competitive market so that non-household customers can choose their water and sewerage supplier and service provider.

Shadow Operations:

The six month period before market opening, where we will be working with the market operator in preparation for go live on 1 April 2017.

Open Water:

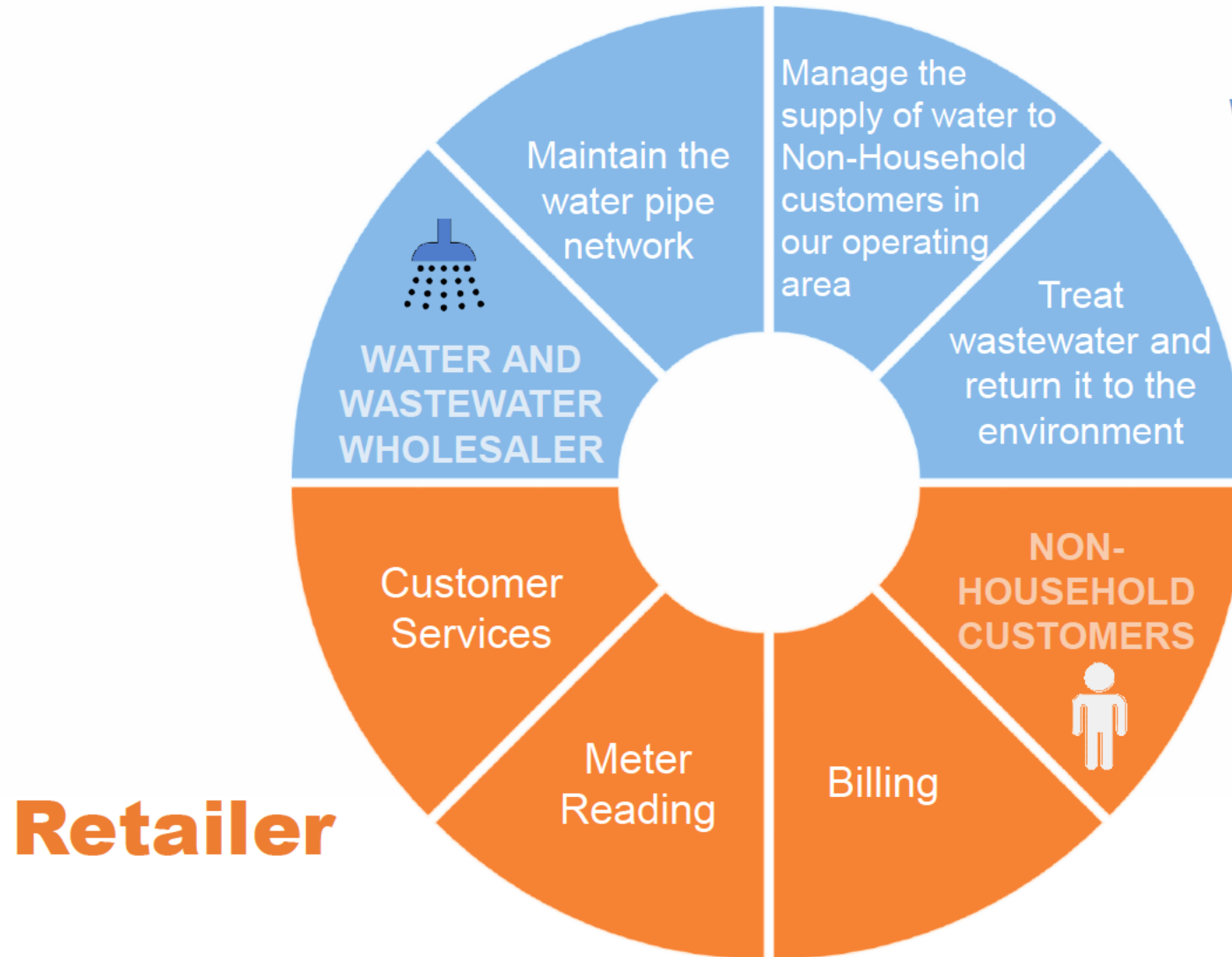
The programme set up by the Government to coordinate the opening of a competitive market for non-household water and sewerage retail services. You can find more at www.open-water.org.uk



So what does this mean for our teams?



Open Water Market: What will it look like?



Wholesale Business

Retailer



Level Playing Field



You will hear this term '**Level Playing Field**'. This means we have to ensure a fair and unbiased competitive environment after the market opens from April 2017.

We've designed systems, processes and procedures to treat all retailers the same.

We are asking you to be on the pitch too and help us work within the boundaries.

It's a legal requirement ...

RETAILERS compete for consumer business on an equal basis.

We must not show any preference or discrimination in favour of the newly created retail business, NWGB or any other Retailer.



Level Playing Field

The Key Messages



We must not influence our non-household customers regarding who they should choose as their retailer. We need to guide them to their retailer when they have billing, metering enquiries, complaints and concerns with the service.

Some of the retailers in the market are:-

- Affinity for Business (Retail) Limited
- Anglian Water Business (National) Limited
- Castle Water Limited
- Clear Business Water Limited
- NWGB
- Water Plus Select Limited (Formerly Severn Trent)

This list is not exhaustive and will change.

Useful reference:- <http://www.open-water.org.uk/>



Some Key Messages

It is Business as Usual for many of us ... So do as you always do by giving great service

For example

- Sewerage issues
- Blockages and sewer flooding
- Leakage, bursts
- Low pressure and water quality queries

You will:-

- ✓ Still talk to the customer, do what you need to do on site and update them on next steps.
- ✓ We want to continue providing a first class customer experience. Remember to provide correct and factual information.



The KEY Message

Only when the non-household customer:-

- has a query relating to their bill
- wishes to raise a complaint
- has a request for compensation or Guaranteed Standards of Service (GSS), claims - face to face, on the telephone or when you are out socially

The response is:-

- ✓ “Do you know who your retailer is? Who do receive your bill from? You will need to make contact with them in the first instance.” The Retailer will then work with our Wholesale Team as they are the interface on behalf of NWG.



Wholesale Services

Services Unit



Located at Pity Me, the team provide the interface between NWG, MOSL, the new retail organisations, and the non-household customer.

The Wholesale Services team will ensure that the way we operate treats all Retailers equally and we are compliant with the new Market Codes & Rules.



Wholesale Services

Service Desk



The Wholesale Services Team will receive and log any inbound contact from the Retailers
They will keep the Retailers informed. They will also create and monitor any field activities and monitor any service level agreements, making sure that processes are completed in the agreed timescales.

The team will support you with any non-household related queries you may have

The Wholesale Services team telephone number is 0191 3016066 (internal 34066)

Email: wholesale@nwl.co.uk



What this Means For YOU!

Let's go through some realistic scenarios:

Discuss the examples provided and any others you or your team may face.

The aim here is to get an understanding of the market changes when working with non-household customers.

Discussing Bills

Getting Support With a Query

Treating all Retailers the Same

Staying Impartial





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Just remember when dealing with complaints

All Non Household written complaints should be directed to their retailer with the exception of unplanned events such as loss of water, blockages, flooding and anything which has an immediate impact. These circumstances require us to respond as the wholesaler and follow operational emergency procedures



What's Next ?



This is an exciting time for our business and it's a chance to show our customers how great we really are!

Remember you always have the **Wholesale Services Desk** as a contact for more guidance

We need to build on the already great service provisions to reach the unrivalled customer service needed in the new retail space



[Click to access Last Section](#)



Recap and Check

This section goes back through the content and summarises the key points, it contains a few focussed questions, to help you see how you have built your knowledge by taking this module. It is important that you are confident on the market changes.

We monitor the results to check where people need further training and support. Remember you can retake the question section

After you have completed the questions you will end on the Ready 4 Retail Cascade page where you can find out more about the market changes

**CLICK HERE
TO BEGIN**

