

# Helping customers that need extra support

Our Customer Vulnerability Strategy

## Appendix



from  
**Southern  
Water** 



No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
1.1	Companies should adapt their services to customers in line with any known extra help needs. This is especially important during times where there is increased risk of harm; for example, during incidents.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>provide various ways for customers to contact us, including, phone, text messaging services, video triage, varying language interpretation, WhatsApp, webform, webchat, phone, and Recite me. As well as the introduction of video relay service</li> <li>provide our Priority Services customers access to services including but not limited to: <ul style="list-style-type: none"> <li>alternative language communication options</li> <li>support reading their meter</li> <li>alternative Water Supply in an incident</li> <li>third party support to manage their account</li> <li>additional presence during home visits</li> <li>the opportunity to use password for additional security</li> <li>knock and wait facilities</li> <li>advanced notice of planned works.</li> </ul> </li> <li>provide up to date incident data, via our website with our website exceeding AA in some areas for accessibility</li> <li>contact Priority Services customers during supply outages via SMS or email to notify them, as well as updating our social media sites and engaging with local stakeholders for additional reach</li> <li>have a designated incident process for home dialysis patients in supply outages to ensure they remain in supply</li> <li>provide a dedicated Here to Help phone line for Priority Service customers, allowing them easy access to additional support.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>measuring customer satisfaction from insight work carried out twice yearly</li> <li>measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>monthly reporting of PSR reach</li> <li>annual reporting of our satisfaction with incident management score</li> <li>monthly review of strategy performance by Executive Performance Committee</li> <li>annual review of strategy by Environment and Social Governance Board</li> <li>review of feedback provided by upcoming CCW Vulnerability Matrix.</li> </ul>	<p>We anticipate:</p> <p>as needs evolve, maintaining consistency and awareness across all areas of the business could be challenging, particularly as numbers requiring additional service increase.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>increase awareness of PSR from 57% to 75%</li> <li>increasing PSR satisfaction score from 68% to 90%</li> <li>improve PSR reach from 16% to 26%</li> <li>improve average satisfaction score for incident management from 5.7% to 7%</li> <li>Vulnerability Matrix review score form CCW TBC.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
1.2	Companies should ensure that the level and nature of support available to customers is presented in a way customers can understand.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• have made our Vulnerability Strategy easy to find on our website, so customers can see what support is available</li> <li>• have made joining our Priority Services quick and straightforward, with only one press on our webpage</li> <li>• will include details of what Services customers can expect when joining our Priority Services Register</li> <li>• will introduce tailored communication for Priority Service customers during a supply outage, including alternative water supply timeframes so customers always know what's happening</li> <li>• offer financial assistance application forms in alternative languages</li> <li>• have made sure our privacy policy is easy to find and clearly explained, so customers always know how their information is being used</li> <li>• automatically credit Guaranteed Standard Scheme payments to customers accounts and details of the Standards are easy to find and accessible on our website.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year</li> <li>• monitor GSS Payments for priority services not received TBC.</li> </ul>	<p>We anticipate:</p> <p>keeping all information current and ensuring high accessibility standards. Providing equitable services across diverse cultural and linguistic groups.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
1.3	Companies should seek to continuously improve the service they provide to customers who need extra help. This may include finding innovative ways to design or implement services.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• have included the introduction of Personas to help us design services that are inclusive and meet customers requirements.</li> <li>• complete a bi annual survey to understand how effectively we are meeting the needs of our customers</li> <li>• have recently introduced a benefits maximisation tool and simplified financial assistance application</li> <li>• engage an independent scrutiny panel to understand any gaps in the services provided</li> <li>• engage with Stakeholders and strategic partners to help us uncover un-met needs</li> <li>• will review the services available for our priority services customers and their impact as part of our vulnerability strategy review each year</li> <li>• plan to increase the available service via 'My Account' to provide customers with more options</li> <li>• use AI and speech analytics in our contact centres to identify trends and gaps in service provision</li> <li>• ensure our services evolve by working with other organisations and cross sector working groups to share best practise.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> </ul>	<p>We anticipate:</p> <p>successfully embedding new processes across multiple business areas and integrating them into emerging customer platforms will require effective coordination and communication.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• improve PSR reach from 16% to 26%</li> <li>• maintain continued certification for BSI Inclusive services.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
1.4	Companies should use a range of data to monitor the effectiveness of their extra help services, and the satisfaction levels of customers who have made such needs known.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>conduct biannual surveys to track key customer experience metrics, including awareness and satisfaction</li> <li>monitor engagement with our priority services register to assess additional reach</li> <li>track the number of customers requiring financial assistance via our social tariff schemes</li> <li>participate in community events to gather direct feedback from customers on service satisfaction</li> <li>analyse detailed demographic data to understand the impact of our services across diverse communities</li> <li>measure how customers feel we support their needs in accessing their water supply via bi annual surveys</li> <li>incorporate independent scrutiny panel feedback to understand the impact of our services.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>measuring customer satisfaction from insight work carried out twice yearly</li> <li>measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>annual reporting of our satisfaction with incident management score</li> <li>review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>continued BSI certification for consumer vulnerability inclusive services each year</li> <li>monthly reporting of PSR reach.</li> </ul>	<p>We anticipate:</p> <p>our customer satisfaction scores can be impacted by reputational fluctuations. It is essential we understand the root cause driving customer satisfaction measures and use targeted customer insights to gain understanding.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>increase awareness of PSR from 57% to 75%</li> <li>increasing PSR satisfaction score from 68% to 90%</li> <li>improve average satisfaction score for incident management from 5.7% to 7%</li> <li>maintain continued certification for BSI Inclusive services</li> <li>monthly reporting of PSR reach.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
2.1	Companies should interact with customers in a way that is inclusive for a diverse range of audiences. This should be underpinned by relevant insights, which may include research, engagement and accreditation.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• provide various ways for customers to contact us, including, phone, text messaging services, Email, Video triage, Varying language interpretation, WhatsApp, Webform, Webchat, Recite me as well as the introduction of video relay service</li> <li>• offer alternative communication formats including, Large Print, Braille and Alternative languages</li> <li>• offer home visit and in person meetings including access at our 'Your Water Matter' events</li> <li>• conduct biannual surveys to track customer feedback on the relevance and accessibility of services</li> <li>• use detailed demographic data to tailor our services to individual communities</li> <li>• engage directly in our communities through our Vulnerability Liaison Officers</li> <li>• exceed AA standards of accessibility on our website</li> <li>• provide online account management via our 'Your Account' platform with additional services to be introduced</li> <li>• offer password schemes for account management and home visits.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> </ul>	<p>We anticipate:</p> <p>that keeping pace with the evolving expectations and diverse needs of our customers will be challenging, requiring us to remain adaptable and responsive in a constantly changing environment.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• maintain continued certification for BSI Inclusive services.</li> </ul>



No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
2.2	Companies should offer their customers a range of ways to interact and communicate. This includes allowing customers to opt for third party billing where appropriate.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• provide various ways for customers to contact us, including phone, text messaging services, email, video triage, varying language interpretation, WhatsApp, webform, webchat, Recite me as well as the introduction of video relay service</li> <li>• offer alternative communication formats including, Large Print, Braille and Alternative languages</li> <li>• offer home visit and in person meetings including access to our 'Your Water Matter' events</li> <li>• offer third party support to help customers manage their account</li> <li>• engage directly in our communities through our Vulnerability Liaison Officers</li> <li>• provide our online interactive map for customers to report leaks or issues</li> <li>• will contact Priority Services customers during supply outages via SMS or email as their preferred method of contact.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> </ul>	<p>We anticipate:</p> <p>ensuring consistency of recording interactions and responses for customers choosing to interact in various formats.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
2.3	Companies should consult with CCW, and engage with stakeholders and other customer representatives, when making significant changes to their proposed service offering around vulnerability.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• conduct bi annual surveys to track key customer experience metrics, including awareness and satisfaction</li> <li>• conduct bi annual surveys to understand if our services meet customer needs</li> <li>• engage with CCW when making amends to our service offering</li> <li>• engage with our vulnerable customer panel when introducing a change to our service offering</li> <li>• work with cross sectors working groups across other industries to share best practice.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• annual review of strategy by Environment and Social Governance Board</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> </ul>	<p>We anticipate:</p> <p>coordinating with multiple stakeholders and implementing expert recommendations will need to be managed carefully through our strategic framework to ensure suitability of services.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services.</li> </ul>



No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
3.1	Companies should take active steps to identify customers who require extra help who have not yet been identified.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• build and maintain relationships with community partners and stakeholder to increase customer reach</li> <li>• engage in data sharing agreements to auto enrol customers for financial assistance</li> <li>• engage in data sharing agreements to reduce burden of contact for additional support</li> <li>• utilise detailed demographic data to create targeted campaigns</li> <li>• work with strategic partners to increase awareness of support offered</li> <li>• have recruited a dedicated Partnership manager to increase strategic partnerships</li> <li>• have a dedicated Vulnerability Liaison team to work in our communities</li> <li>• create individual regional outreach strategies to identify additional needs</li> <li>• engage and support cross sector data sharing projects to increase PSR reach.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• monthly reporting of PSR reach</li> <li>• monthly review of strategy performance by Executive Performance Committee</li> <li>• annual review of strategy by Environment and Social Governance Board</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• monthly reporting for the number of customers supported by our social tariff.</li> </ul>	<p>We anticipate:</p> <p>improving customer engagement with communications will be key to raising awareness with a letter from Southern Water still being the preferred way to promote the PSR.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase awareness of PSR from 57% to 75%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• GSS Payments for priority services not received TBC</li> <li>• increase the number of customers supported on our social tariff to meet our target of 182,000.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
3.2	Companies should take steps to proactively increase customer awareness of the extra help available to those who need it.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• build and maintain relationships with community partners and stakeholder to increase customer reach</li> <li>• use social media platforms such as X and Facebook to promote awareness campaigns</li> <li>• provide targeted campaigns with customer communication via email, text and newsletters</li> <li>• engage in data sharing agreements to auto enrol customers for financial assistance</li> <li>• engage in data sharing agreements to allow reduce burden of contact for additional support</li> <li>• provide PSR confirmation detailing what services to expect and when to expect them</li> <li>• utilise detailed demographic data to create targeted campaigns</li> <li>• work with strategic partners to increase awareness of support offered</li> <li>• have recruited a dedicated Partnership manager to increase strategic partnerships</li> <li>• have a dedicated Vulnerability Liaison team to work in our communities</li> <li>• create individual regional outreach strategies to identify additional needs</li> <li>• engage and support cross sector data sharing projects to increase PSR reach</li> <li>• hold community sessions such as our 'Your Water Matter' events to promote services.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• monthly reporting of PSR reach</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• monitor GSS Payments for priority services not received TBC</li> <li>• monthly reporting for the number of customers supported by our social tariff</li> </ul>	<p>We anticipate:</p> <p>improving customer engagement with communications will be key to raising awareness with a letter from Southern Water still being the preferred way to promote the PSR.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase awareness of PSR from 57% to 75%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• GSS Payments for priority services not received TBC</li> <li>• increase the number of customers supported on our social tariff to meet our target of 182,000.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
3.3	Companies should train their staff to spot potential requirements for extra help, even when a customer has not previously declared it.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• ensure all Colleagues receive an onboarding package including PSR information</li> <li>• introduced assisted AI in our contact centres to help identify vulnerability triggers</li> <li>• provide essential on-line eLearning</li> <li>• provide mandatory training framework compliance</li> <li>• assess customer interactions against our Quality framework</li> <li>• have planned introduction of Vulnerability Ambassadors across the business</li> <li>• provide safeguarding training for colleagues across the business</li> <li>• engage partners and stakeholders to support with bespoke training and SME advice, including dementia Friends, Autism awareness and Survivors of Economic Abuse.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• mIncrease awareness of PSR from 57% to 75%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services</li> <li>• maintain a minimum 95% compliance each year for required training modules.</li> </ul>	<p>We anticipate:</p> <p>Training could quickly become outdated and requires regular reviews by our Learning and development team to ensure it remains fit for purpose.</p> <p>Ensuring widespread understanding and compliance.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase awareness of PSR from 57% to 75%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
4.1	Companies should take appropriate steps to record customers' extra help needs. These records should be held securely and in line with wider data protection requirements.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>record extra help needs on our secure customer system</li> <li>can easily identify a customer who requires extra help through flags on their accounts, and large font prompts</li> <li>ensure access to our internal data system is restricted to approved users only to ensure data is only used for operational purposes</li> <li>provide PSR confirmation detailing what services to expect and when to expect them</li> <li>ensure our Privacy Policy is easy to find and clearly explained.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>annual reporting of our satisfaction with incident management score</li> <li>system access approval process</li> <li>assessing customer interactions against our Quality framework</li> <li>monthly review of strategy performance by Executive Performance Committee</li> <li>annual review of strategy by Environment and Social Governance Board.</li> </ul>	<p>We anticipate:</p> <p>Ensuring data remains up to date and accurate for those who do not engage directly with Southern Water.</p> <p>Recording customers specific requirements within extra needs requires manual work by colleagues.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>Increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>Increasing PSR satisfaction score from 68% to 90%</li> <li>Improve average satisfaction score for incident management from 5.7% to 7%</li> <li>Vulnerability Matrix review score form CCW TBC</li> <li>Maintain continued certification for BSI Inclusive services</li> <li>GSS Payments for priority services not received TBC.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
4.2	Companies' records should be reviewed regularly to ensure they are up to date.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• observe Ofwat's common performance commitments for attempted contact with 90% and actual contact with 35% of our Priority Service Register Customers within 2 years of being on the register</li> <li>• check customers contact details as standard when telephone contact is made</li> <li>• check PSR requirements as standard when contact is made</li> <li>• renew our social tariff support annually.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• Annual Performance reporting to Ofwat</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year</li> <li>• monitor GSS Payments for priority services not received TBC</li> <li>• assessing customer interactions against our Quality framework.</li> </ul>	<p>We anticipate:</p> <p>Effectively reaching and engaging with vulnerable customers who may be difficult to contact can be a challenge.</p> <p>Some customers may be reluctant to share contact details.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• continued achievement of common performance commitments of 95% attempted contact and 35% actual contact</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• maintain continued certification for BSI Inclusive services</li> <li>• GSS Payments for priority services not received TBC.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
4.3	Companies should consider how their records of customers' needs can be designed in a way that can help deliver wider benefits to their customers; for example, reducing communication burdens for customers through data sharing.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>engage in data sharing agreements to auto enrol customers for financial assistance</li> <li>engage in data sharing agreements to reduce burden of contact for additional support</li> <li>have recruited a dedicated Partnership manager to identify strategic partnerships based on customer data and insight</li> <li>engage and support cross sector data sharing projects to increase PSR reach</li> <li>introduced enhanced online services to offer more options for declaring eligibility</li> <li>including enhanced access for our 'Your Account'</li> <li>reduced barriers to accessing financial support by removing requirement for income and expenditure information for those eligible</li> <li>can easily identify a customer who requires extra help through flags on their accounts, and large font prompts</li> <li>recently introduced a benefits maximisation tool and simplified financial assistance application process</li> <li>automatically credit Guaranteed Standard Scheme payments to a customers account and details of the Standards are easy to find and accessible on our website</li> <li>provide up to date incident data, and the ability to report issues via our interactive website map.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>measuring customer satisfaction from insight work carried out twice yearly</li> <li>measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>annual reporting of our satisfaction with incident management score</li> <li>monthly review of strategy performance by Executive Performance Committee</li> <li>annual review of strategy by Environment and Social Governance Board</li> <li>review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>continued BSI certification for consumer vulnerability inclusive services each year.</li> <li>monitor GSS Payments for priority services not received TBC</li> <li>monthly reporting for the number of customers supported by our social tariff</li> </ul>	<p>We anticipate:</p> <p>Capturing customers' specific requirements under extra needs currently involves manual input by colleagues. As a result, high volumes may present resourcing challenges that we are actively working to address.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>increase awareness of PSR from 57% to 75%</li> <li>increasing PSR satisfaction score from 68% to 90%</li> <li>improve PSR reach from 16% to 26%</li> <li>improve average satisfaction score for incident management from 5.7% to 7%</li> <li>Vulnerability Matrix review score form CCW TBC</li> <li>maintain continued certification for BSI Inclusive services</li> <li>GSS Payments for priority services not received TBC</li> <li>increase the number of customers supported on our social tariff to meet our target of 182,000.</li> </ul>



No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
4.4	in designing their approach to recording and, where relevant, sharing customer vulnerability data, companies should clearly explain to customers how their data will be used, including any choices available to them. Companies should take steps to understand how their customers who need extra help feel about the use of their data.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• ensure our Privacy Policy is easy to find and clearly explained</li> <li>• include details of our privacy policy in onboarding communication</li> <li>• highlight our data-sharing partnerships when obtaining customers details</li> <li>• provide confirmation of where customer data has been obtained when received via a data share agreement</li> <li>• engaged industry figures such as CCW and independent scrutiny panels in designing our strategy including data sharing activities</li> <li>• we conduct bi annual surveys to understand if our services meet customer needs.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> </ul>	<p>We anticipate:</p> <p>Balancing legal requirements, GDPR compliance, and data-sharing protocols with customer feedback could be an ongoing challenge that requires careful consideration and correct governance</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
5.1	Companies should develop and maintain a vulnerability strategy setting out how they plan to support the extra help needs of their customer base.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• developed our strategy by talking directly to our customers, allowing a greater understanding of the challenges customers face using customer insights</li> <li>• presented our draft strategy to our customer Challenge Group for Insight</li> <li>• engaged industry figures such as CCW and independent scrutiny panels in designing our strategy</li> <li>• will review our strategy progress and service at our monthly Executive Performance Committee</li> <li>• will review our strategy annually to understand it's progress and ensure it remains relevant</li> <li>• will review our strategy progress and design annually with our Environment and Social Governance Board.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• monthly reporting of PSR reach</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• monthly review of strategy performance by Executive Performance Committee</li> <li>• annual review of strategy by Environment and Social Governance Board</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> <li>• monitor GSS Payments for priority services not received TBC</li> <li>• monthly reporting for the number of customers supported by our social tariff.</li> </ul>	<p>We anticipate:</p> <p>as we introduce innovative services as part of our strategic initiatives, it is essential to ensure they remain fully compliant with all relevant regulations and standard.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• improve PSR reach from 16% to 26%</li> <li>• improve average satisfaction score for incident management from 5.7% to 7%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services</li> <li>• GSS Payments for priority services not received TBC</li> <li>• increase the number of customers supported on our social tariff to meet our target of 182,000.</li> </ul>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Challenges	Targets
5.2	Companies should take steps to understand the likely underlying requirements for extra help in their areas.	Compliant	<p>To implement this we:</p> <ul style="list-style-type: none"> <li>• hold community sessions such as our ‘Your Water Matter’ events to promote services</li> <li>• have recruited a dedicated Partnership manager to increase strategic partnerships</li> <li>• have a dedicated Vulnerability Liaison team to work in our communities to identify additional needs</li> <li>• utilise detailed demographic data to create targeted campaigns</li> <li>• create individual regional outreach strategies for our vulnerability team to identify additional needs</li> <li>• will introduce Personas to help us design services that are inclusive and meet customers requirements.</li> </ul>	<p>We will monitor the impact of our services by:</p> <ul style="list-style-type: none"> <li>• measuring customer satisfaction from insight work carried out twice yearly</li> <li>• measuring the number of customers who feel we support their needs carried out twice yearly</li> <li>• measuring the percentage of customers who are aware of the Priority Services Register carried out twice yearly</li> <li>• annual reporting of our satisfaction with incident management score</li> <li>• review of feedback provided by upcoming CCW Vulnerability Matrix</li> <li>• continued BSI certification for consumer vulnerability inclusive services each year.</li> </ul>	<p>We anticipate:</p> <p>Translating customer feedback into practical service improvements.</p> <p>Balancing customer reach vs customer volume when engaging in outreach work.</p>	<p>By 2030, we aim to:</p> <ul style="list-style-type: none"> <li>• increase the number of customers who feel we support their needs from 66% to 80% by 2030</li> <li>• increase awareness of PSR from 57% to 75%</li> <li>• increasing PSR satisfaction score from 68% to 90%</li> <li>• Vulnerability Matrix review score form CCW TBC</li> <li>• maintain continued certification for BSI Inclusive services</li> <li>• GSS Payments for priority services not received TBC.</li> </ul>



from  
**Southern**  
**Water**® 