

Shaping the Future of Water Services

Customer Validation – Progress Report

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Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government

Domestic Customer Application Campaign



Concept Design & Progress



Paul O'Donoghue

Head of Customer Operations, Irish Water

September 4th 2014

Campaign Purpose & Deliverables

Campaign Purpose

The purpose of the campaign is to create a customer database from which we can bill accurately and establish a revenue stream for the business.



Campaign Purpose

- New Revenue
 - C. €300m p.a. 2015 & 2016,
- Generate & sustain a substantial new revenue stream from domestic water services
 - displace a portion of previous exchequer funding
 - position Irish Water to access additional investment funding from financial markets
 - critical first step on the road to a establishing a self-financing Utility

Campaign Scale & Scope

- Develop, print and post >2m application packs
 - *including 300-350k non-customers (Group Water Scheme Members)*
- To every property with a “domestic” water services consumption component
- Seeking responses from “Occupiers” as the consumers of service and “Owners” in respect of vacancy.
- Mail out over 4 weeks during September 2014
 - *rising in blocks of 20k from 01/09/2014*
 - *dropping everywhere “alphabetically” from 01/09/2014*
- Promote all responses by end-October 2014

Campaign Deliverables

Secure Core Account / Tariff Information

- confirmation as to the account holder & their PPS?
- services provided by Irish Water?
- private residence? / already LA billed?
- how many people usually live there?
- how many children usually live there & their PPS's
- contact details phone no's / e-mail address

Campaign Deliverables

- **Establish Customer Preferences**
 - bill to supply / correspondence address?
 - bill in English / Irish
 - registration for special / priority services
 - receive non operational / account information
 - pay via direct debit

Owner V Occupier

- Application campaign (01/09 – 31/10/14) focus is on informing & facilitating all parties who should respond as an Irish Water account holder to do so;
 - *Owner / Occupiers in respect of their “homes”*
 - *Owners in respect of their vacant properties*
 - *Tenant / Occupiers in respect of their place of residence*

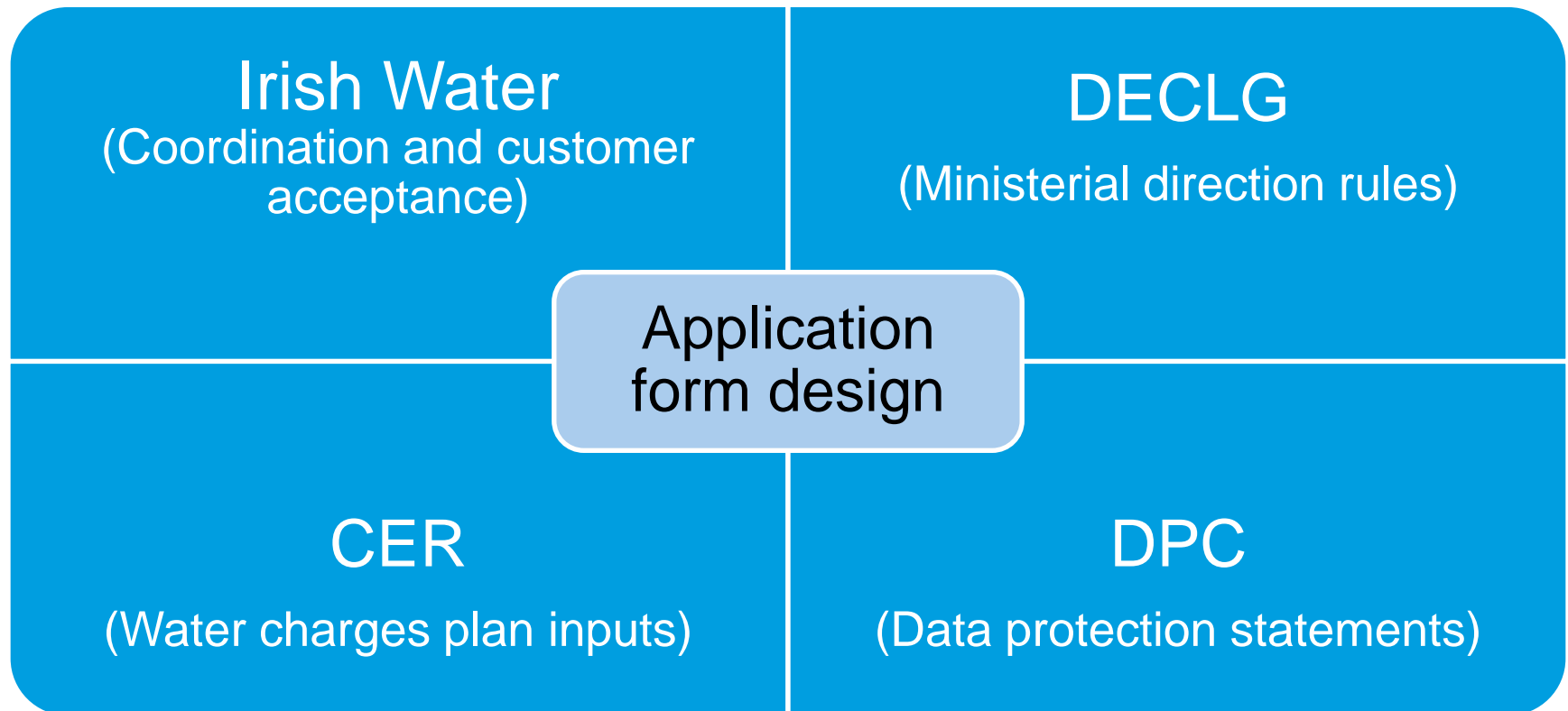
- Irish Water does not require property owners to provide information in respect of their rented occupied properties during the application campaign.

- Post application campaign property owners will be provided an opportunity to advise Irish Water of properties neither vacant nor occupied by them and for which no campaign response has been received

Direct Mail & On-line

Application Form Design

The design of the forms (printed and online) brings together requirements from DECLG, CER and DPC.



Direct Mail Material

Application pack

- A4, 4 page Personalised English Form (letter, form & DD Mandate)
- A4, 4 page Generic Irish Form (letter, form & DD Mandate)
- A5 Booklet, Irish & English, 48 pages
- C5 Business Reply envelope
- C5x Carrier envelope



Application Form

Section G Data protection

In order to provide you with an effective service and to manage your customer account efficiently it is necessary for Irish Water to collect personal information about you. Irish Water or agents acting on our behalf, may use this information to contact you regarding water services from time to time. Your PPS Number will be used to determine if you are entitled to water services allowances. PPS Numbers will be verified with the Department of Social Protection. Irish Water will treat your personal data in accordance with the Data Protection Acts 1988 and 2003. Irish Water's full Data Protection Notice is available at www.water.ie. If you wish to access or amend your data please write to us at Irish Water, PO Box 860, South City Delivery Office, Cork City or call us on LoCall 1890 278 278.

Marketing

Irish Water and/or authorised agents acting on behalf of Irish Water may wish to contact you by text message, email, post, landline or in person with information about water related products or services which may be of interest to you. If you do not wish to receive this information, please tick this box.

Section H Payment options

There are several ways to pay your water services bill. You can sign up to Direct Debit by filling out the SEPA Direct Debit Mandate below. If you prefer you can pay by cash (anywhere you see the PayPoint, Payzone or PostPoint signs or at any Post Office), cheque, Electronic Fund Transfer (EFT) and debit or credit card. Please read the booklet enclosed or visit www.water.ie for more information on how you can pay your bill.

Application Number

SEPA Direct Debit Mandate

By signing this mandate form, you authorise (A) Irish Water to send instructions to your bank to debit your account and (B) your bank to debit your account in accordance with the instruction from Irish Water. As part of your rights, you are entitled to a refund from your bank under the terms and conditions of your agreement with your bank. A refund must be claimed within eight weeks, starting from the date on which your account was debited. Your rights are explained in a statement that you can obtain from your bank.

Unique mandate reference:

(To be completed by Irish Water)

Creditor name and address:

Irish Water, ColVill House, 24-26 Talbot Street, Dublin 1

Creditor Identifier: IE865DD360391

Bank account to be debited

*IBAN of account to be debited:

*BIC of debtor bank:

Type of payment: Recurrent payment

*Customer name(s) on bank account to be debited:

Signature 1:

*Signature 2:

Date of signing: / /

*Date of signing: / /

*Fill in BLOCK letters. If your bank account is a joint account and requires two signatures, please ensure the mandate is signed and dated by both parties.

NB
Application No.
Pin No.



Application Number

PIN

You will need these for the application process.

Dear Customer,

Irish Water is the new national water utility, which is responsible for providing and managing water services throughout Ireland. Water charges liability commences from 1 October 2014. Please apply to us for water services allowances for which you may be eligible or to make a declaration that you are not a customer by **Friday 31 October 2014**. You can apply in one of three ways:

- Web:** www.water.ie, it's easy to apply anytime of day by completing the form online.
Telephone: LoCall 1890 448 448 or +353 1 707 2824, lines are open from 8am-8pm, 7 days a week.
Post: Complete this form and return it in the prepaid envelope provided.

If you contact us by telephone or complete the form online, please have the following to hand:

- > your Application Number and PIN (printed in the box on the top right corner of this form);
- > your PPS Number and your children's PPS Numbers (if you are applying for the children's water services allowance).

Please read the booklet enclosed for more information and help on how to apply.

Application form

This form should be completed by the person or organisation to appear on the bill and/or making the declaration. Please complete this form in BLOCK letters using a black ink ballpoint pen and leave one space between each word. Write within boxes and do not mark or strike through other areas of the form. Please submit the original form only. Photocopies of this form are not accepted. Terms and conditions for water services will apply.

Section A Account holder information

1 Full name:

This is the name of the person or organisation to appear on the bill and/or making the declaration.

2 Supply address: This is the address for which this application is being made. If this address is incorrect, please call us.

3 Are you the owner or tenant of this property? Owner Tenant

Tick one box only.

This form should be returned by Friday 31 October 2014

Application Form

Section B Water services

4 What type of piped water supply does this property have? Tick all that apply.

- a. Public water main b. Group Water Scheme
 If you have ticked this box, you are a customer of Irish Water. c. Private well
 d. Rainwater harvesting system

5 What type of wastewater (sewerage) facility does this property have? Tick all that apply.

- a. Public sewer b. Septic tank
 If you have ticked this box, you are a customer of Irish Water. c. Other wastewater treatment system

Please note that Irish Water reserves the right to carry out a site survey to verify the details given above are correct.

If you are a customer go to question 6. If you are not a customer i.e. you are not connected to the public water main and the public sewer, go to section F.

6 Do you currently receive a bill for your water services at this property, sent by your Local Authority?

Tick one box only. Yes No

7 Is this property used as a private residence?

Tick one box only. Yes No If no, please go to section D.

Section C Water services allowances and charges

8 How many people live in this property?

Tick one box only. *0 1 2 3 4 5 6 7 8 9 10 If more than 10, please call us.

*If you have ticked zero, please go to question 11.

PPS Numbers provided will be stored securely by Irish Water and verified with the Department of Social Protection. They will only be used to confirm whether you are entitled to water services allowances or the unoccupied dwelling charge.

Household water services allowance

9 To apply for the household water services allowance, please provide your PPS Number.

This allowance is applied per primary residence. Only one PPS Number is required:

Children's water services allowance

10 To apply for the children's water services allowance, please provide the PPS Numbers of the children (17 years old or under) living with you who are in receipt of Child Benefit:

1 2 3 4 5 6 Please go to section D.
 If you wish to give more than six children's PPS Numbers, please call us.

Unoccupied dwelling charge for water services

11 If you have ticked zero for question 8, you are stating there is no one in permanent residence at this address. Therefore, you should apply for the unoccupied dwelling charge. Please provide your PPS Number:

If the property is owned by an organisation, please call us.

Section D Contact information

12 Your telephone number(s):

Mobile

Home

13 Your email:

14 In what language would you like to receive your Irish Water bill?

Tick one box only. English Irish

15 Would you like to receive your bill and correspondence at a different address from the supply address?

Tick one box only. Yes No If no, please go to section E.

Postal address if different to the supply address:

Address 1

Address 2

Address 3

Address 4

Address 5

Country

Section E Services for vulnerable customers

16 If you would like to request registration forms and information for special and priority services, please tick the box:

Special services are available to customers who require additional support communicating with or receiving services from Irish Water for reasons that may include: advanced age, physical, sensory, intellectual or mental health reasons.

Priority services are available if you are critically dependent on water for a medical condition (for example home dialysis).

You can nominate a carer or another person to deal with your bill and your correspondence.

Section F Declaration

It is an offence under the Water Services Act, 2007 (as amended) to knowingly provide false or misleading information in this form and a person who does so is liable to a fine on summary conviction.

By completing and returning this form, I declare that to the best of my knowledge all of the information provided is true and accurate. If I have confirmed that I am connected to the public water main and/or the public sewer then I declare that I am a customer of Irish Water, otherwise I am declaring that I am not a customer of Irish Water. Where I have declared I am a customer of Irish Water, I am confirming I have the authority to open an account at the premises and that I am liable for water charges at the premises. I confirm that I will advise Irish Water if there is any material change to the information provided in this form.

Explanations and terms used in this form are intended as a guide only and are not a legal interpretation.

Please tick the box to confirm you have read and understood the declaration:

Application Guide

- Who are we?
- What do I need to do?
- Water services charges
- Guide to completing the application form
- Section A: Account holder information
- Section B: Water services
- Section C: Water services allowances and charges
- Section D: Contact information
- Section E: Services for vulnerable customers
- Section F: Declaration
- Section G: Data protection
- Section H: Payment options
- Be water smart
- Managing your account

This publication is available in Braille, on CD and in large text format on request by calling 1890 448 448.

If you would like to know more, please contact us:

Web: www.water.ie
 Twitter: @IrishWater
 Telephone: LúCall 1890 448 448
 +353 1 767 2824
 Mon-Fri, 9am-5pm, 7 days a week
 Minicom: 1890 378 378
 (for hearing-impaired customers
 with their own minicom equipment)

Please note that the rates charged for 1890 LúCall numbers may vary across different service providers. Calls made using mobiles may be more expensive.

Important reference details
 Make sure you write your Application Number and PIN in the boxes as you will need these when you contact us about your application.

Application Number:

PIN:

You can find this on the form that we sent you.

Apply by Friday 31 October 2014

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Water services charges

The Commission for Energy Regulation (CER) has approved the economic regulator of Irish Water. It will approve the charges for water services in the Water Charges Plan following the conclusion of a public consultation. The Water Charges Plan, as approved by the CER, is a document which sets out the charges that apply to you for the provision of water services.

When the decision is published, Irish Water will inform the public of the charges through press advertisements and on our website www.water.ie. We will also produce a booklet advising you of the prices and terms and conditions and send it to you in the meantime if you want to know more about the water services charges proposals put forward by Irish Water then please visit www.water.ie.

If it has been determined that there will be no standing charge, VAT is not applicable and bills will normally be issued quarterly.

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EIREANN : IRISH
WATER

Irish Water application guide



Guide to completing the application form

Section A | Account holder information

The form is to be completed by the customer (or the person making the declaration if you are not a customer of Irish Water).

Question 1: This question asks you to confirm the name of the person or organisation who is to be the account holder for water services or who is making the declaration that they are not a customer. If you wish to add more than one name to the accounts then please call us on LúCall 1890 448 448.

Question 2: This is the address of the property where water services are provided and for which this application is being made. If you want to use a different address for correspondence and billing you can supply this at question 15.

Question 3: Please tell us if you are the tenant of the property. We need to know this so that we can change the account to the name of the property if you move out.

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On-line Response

- The Irish Water website **water.ie** will have an online portal that will enable the customer to provide their information on a 24/7 basis
- The online form will reflect the content and sequence of the direct mail form.
- The online form enables the customer to complete an application in 6 easy steps.
- The functionality of the online portal will mitigate against certain customer input errors, such as number of occupants being less than the number of children.

Contact Centre Response

- **Team of 300 + advisors to handle applications**
 - Transact phone applications, key-punch forms, assist with web-portal applications

- Dedicated customer number
 - **1890 448 448** for applications.

- Extensive Hours of Operation
 - **8am to 8pm daily (Monday to Sunday)**

- Secure / Hi-tech. mailroom facility established
 - Kofax and Laserfiche scanning solution
 - forms scanned on receipt & accessible for advisors to check
 - process already in place in Abtran for NDLS (National Driver License Support).

Advertising Activity

Marketing Communications Strategy

A fully integrated public information campaign designed to build a high level of national awareness. Lead channels: *TV and Radio*. Support coverage: *Digital Display and Press*.

19 Aug – 31 Aug Pre Validation (Prepare Consumers)

Application pack coming in Sept
Everyone is required to apply by closing date
Ways to apply

Cumulative coverage across all channels will reach 96% of the adult population. On average people will see or hear this phase 15 times.

1 Sept – 06 Oct Validation (Call to Action)

Pack on the way
How to apply
Application number, PIN & PPSN needed
Apply by deadline

Cumulative coverage across all channels will reach 97% of the adult population. On average people will see or hear this phase 33 times.

17 – 28 Oct* Reminder (Call to Action)

Everyone to apply by deadline Friday 31 Oct
How to apply

Cumulative coverage across all channels will reach 96% of the adult population. On average people will see or hear this phase 13.5 times.

TV Advertising

- Animated style:
 - Universal appeal;
 - Simplicity and flexibility; and
 - Low-cost production
- Transmission times / spread ... sample

STATION	DAY	DATE	TIME	SEC	PROGRAMME
DaveIre	Thu	21/08/2014	18:22:02	20	TOP GEAR 11 (BBC 6)
TLCIreland	Thu	21/08/2014	18:25:00	20	MASTERCHEF AUSTRALIA (SERIES 1)
MTVIre	Thu	21/08/2014	18:29:44	20	CATFISH: THE TV SHOW
ComCenXIre	Thu	21/08/2014	18:29:46	20	TWO AND A HALF MEN
ComCenIre	Thu	21/08/2014	18:40:57	20	FRIENDS
TLCIreland	Thu	21/08/2014	19:10:00	20	SAY YES TO THE DRESS 4
PickIre	Thu	21/08/2014	19:11:00	20	STARGATE ATLANTIS S1 RELICENCE (JUNE 2012)
ComCenIre	Thu	21/08/2014	19:25:55	20	TWO AND A HALF MEN
TLCIreland	Thu	21/08/2014	19:40:00	20	SAY YES TO THE DRESS 2
E!Ireland	Thu	21/08/2014	19:56:17	20	E! NEWS
AtRacesIre	Thu	21/08/2014	19:57:00	20	RACEDAY LIVE
ComCenIre	Thu	21/08/2014	20:10:34	20	FRIENDS
MTVIre	Thu	21/08/2014	20:13:38	20	TEEN MOM 2
GoldIre	Thu	21/08/2014	20:14:09	20	OPEN ALL HOURS (4)
IDIreland	Thu	21/08/2014	20:25:00	20	FORENSIC DETECTIVES 6
Sky1Ire	Thu	21/08/2014	20:26:45	20	GOT TO DANCE S05
ChallenIre	Thu	21/08/2014	20:42:30	20	POINTLESS SEASON 1(EPS 2 - 5 AND 7 TO 30)
E!Ireland	Thu	21/08/2014	20:55:00	20	KEEPING UP WITH THE KARDASHIANS
TV3	Thu	21/08/2014	21:25:00	20	FROM PARIS WITH LOVE
AlibiIre	Thu	21/08/2014	21:30:39	20	RIZZOLI & ISLES (4) (HD)

Press & Digital Advertising

Your Irish Water application pack is coming soon.



From September, Irish Water will be sending every home in Ireland an application pack. It contains information on how to confirm your household details and apply for water services allowances.

Every household should apply by **31st October 2014** to be billed accurately.

Safeguarding your water for your future.
For more information please contact us.



water.ie 1890 448 448



Key Takeaways

How The Water Sector Can Help?

- Remember Payment of Charges = Funding for our Services
- Know the campaign basics & please
 - **clarify** ... packs in September – reference your application & PIN no's
 - **encourage** ... response as early as possible & by end-October latest via water.ie, **Reply Paid Post** or by phone to **1890 448 448**
 - **remind** ... liability from 01/10/14 & first bill in January 2015
- **Provide “service”** when family friends & neighbours who know you work in the water sector ask ...
 - **please familiarise yourself** with the campaign and FAQ-type material
 - **please find-out / get-back** with information you don't know (do ask Customer Operations in Irish Water)
 - **please direct customers** to water.ie & the Irish Water Contact Centre for more information

What Pack Recipients should do?

- **Respond to Irish Water**
 - to exclude yourself if appropriate
 - to avail of relevant allowances
 - to register your circumstances / preferences
 - to ensure accurate / appropriate billing

- **Respond sooner rather than later**
 - to secure full value of 1st annual household allowance

- **Respond via the web-portal where possible**
 - 24hr service for convenience / availability