

# INTRODUCTION

## The Shape of our Plan

- ❑ **Driven** by customer research
- ❑ **Written** to address the 9 Ofwat Assessment Criteria
- ❑ **Designed** to deliver improved performance across our entire process. With opportunity for reward in all areas.

Customer ODIs

3

### Comparative

Measured against the sector and reward only available in UQ. We have enhanced two of three.

13

### Common (incl CMEX & DMEX)

Measured on the same basis across the sector but reward based on company specific targets.

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### Bespoke

Unique to us and developed from extensive customer research.

COMPARATIVE

COMMON

BESPOKE

REAL OPTIONS



Water is collected



Water is cleaned



Clean water is distributed



Customers enjoy our services



Waste water is collected



Waste water is cleaned



Water is recycled to the environment

