

Is retail competition practicable, efficient and beneficial?



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Making water work for you

What is retail competition

✓ Breaking the monopoly

✓ Anticipate customer needs

✓ Customer focus not assets

✓ Focus on financing

✓ Market driven decision making

✓ Innovating and changing



Retail moving forward

Continual change

New retail areas

New entrants

Customer expectations

Our incentives to change

Customer
loss -
Service

Customer
loss -
Propositions

Customer
loss -
Billing errors

Business
failure

Fear of being
2nd best

The evidence - Customers

We have lost customers

Over 40% off default tariffs

Competitive tendering

Consolidated and paperless bills

£10m savings

Financing of works

More services

Increased satisfaction

The evidence – Stakeholders / industry

External validation
– awards

Customer requests

Environmental
benefits

Increased efficiency

The evidence – wider market



How do you make this happen

✓ Separation

✓ UK market structures

✓ Customer protection

✓ Market entry and consolidation

✓ Industry driven improvement

✓ Data accuracy

business stream

A SCOTTISH WATER COMPANY



We didn't have Christmas past

