

# Appendix 1.1.K - Supercharge game

Wessex Water

September 2018

Business plan section	Supporting document
Board vision and executive summary	
1 Engaging customers	<b>1.1 Summary of research findings</b>
	1.2 Communications strategy
	1.3 Customer participation and behavioural engagement strategy
2 Addressing affordability and vulnerability	
3 Delivering outcomes for customers	
4 Securing long term resilience	
5 Markets & innovation: wholesale	
6 Markets & innovation: open systems & DPC	
7 Markets & innovation: retail	
8 Securing cost efficiency	
9 Aligning risk and return	
10 Financeability	
11 Accounting for past delivery	
12 Securing trust, confidence and assurance	
13 Data tables and supporting commentaries	

## Contents

Game summary and screenshots .....	4
Proposal .....	41

# Wessex Water online game

Screenshot walkthrough

# Background

- This online tool was developed by Supercharge and was designed to be played on tablets, desktops and smartphones
- The game aimed to inform and engage customers in a fun and different way
- Different characters were created that could be “skilled up” based on the Wessex Water’s priority areas
- Players were informed through initial background screens and a final impact screen which showed the outcomes of the choices made
- The development was informed by two rounds of user testing to check the tool was working from a customer viewpoint
- It was launched in November 2017 and was supported by a communications campaign including events around the Wessex Water region, website and social media promotion
- The game is hosted at <https://game.wessexwater.co.uk/>

# Customer feedback

*"I was really interested to find out how the sewage system worked, I liked how we learned about it .. I thought it was brilliant"*  
- Town tour respondent

*"The game was really fantastic, the most important things for me were the environment awareness and water saving"*  
- Town tour respondent

*"It's more engaging than other surveys – it's untraditional"*  
- User testing respondent

*"How our water gets to us is interesting. The game makes you see that it's a juggling act"*  
- User testing respondent

*"The game itself was fun and a way of engaging you in a humorous way. I liked the way the sliders worked so you could see the impact on your bill"*  
- Town tour respondent

# Results

Skill code	Skill name	Total WTP	WTP Per customer
C4	Future-proof services by renewing pipes	8507.80	16.91
E1	River water quality	5686.08	11.30
A3	Soften water	3456.11	6.87
A2	Water taste/smell	3326.09	6.61
A1	Water appearance	3180.52	6.32
E2	Coastal water quality	1553.80	3.09
C3	Prepare for more serious droughts	1452.10	2.89
D1	Sewage getting into properties	1449.46	2.88
B1	Fix more leaks	1103.81	2.19
D2	Sewage outside properties	1052.99	2.09
B3	Fit more water meters	765.60	1.52
E3	Carbon footprint	477.24	0.95
B2	Help you save water	330.40	0.66
F3	Appointments - 7 days	276.09	0.55
C2	Water interruptions - pre warning	217.66	0.43
F4	Apps and online services	215.58	0.43
B4	Teach kids about saving water	83.82	0.17
E4	Encouraging plants and wildlife	54.93	0.11
F2	Fitting smart meters	46.68	0.09
D3	Explain how to avoid blockages	34.16	0.07
C1	Water interruptions - length	34.03	0.07
A4	Advice on taps	20.48	0.04
F1	Real people on the phone	17.96	0.04

Source: 500 online interviews representative of the Wessex Water area, February 2018

Play our fun game and help  
us plan for the future.

Start →








**Intro: learn about what we do**

Here's a quick reminder of the water cycle and what Wessex Water does.

Please tap each **i** to learn about specific topics.

Let's go 

Skip 



Water evaporates, forms clouds and falls over land as rain, hail or snow.

Next →



Skip →



We collect water from reservoirs and underground aquifers. Then we treat it before supplying it to you through our pipes.

← Next →

Skip →



Households and businesses can enjoy our water supply.

Next →

Skip →



Your wastewater and sewage is then taken away through sewers to our sewage treatment works. We clean it so it's safe to return to rivers or the sea.



Next →

Skip →





The treated water is then returned safely into rivers and the sea.

Finish

Skip →

## Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



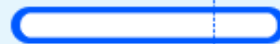
Rieka

Environment

### Great - now for the game

1. You'll have a team of 6 characters.
2. Each has skills to help you influence a specific aspect of our service.
3. Tell us how you'd like us to spend the money from your bills to improve the skills of each character.

Remember this is only a game, but we are using the results from it to help us understand what the balance should be between services and bill levels.



£650 - Future bill

The dashed line represents the average current bill (£470).

On each screen you'll see our average current and average future bills.

The dashed line represents the average current bill.

The white block represents the average future bill after the changes you've chosen to make.

If we make no improvements from the current service level, bills will go down slightly in the future.

Let's go

### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment



Eiv

I'm in charge of giving you great customer service. I can fit smart meters, make sure real people answer the phone and give better online services.

Next →



## Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment



### Afon

I look after the reliability of your service. I can replace pipes and reduce interruptions to your water supply.



Next →

## Meet your six characters

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Eiv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment



### Lumi

I take care of your water quality.  
Buy me skills and improve the look,  
taste, smell or hardness of your  
water.



Next →

### Meet your six characters

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Remember, your resources are limited, start with the character that is most important to you.



Elv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment



**Rio**

I am the master of water saving. My skills will help to reduce the amount of water wasted and have a positive impact on the environment.



Next →

## Meet your six characters

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Remember, your resources are limited, start with the character that is most important to you.



Elv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment



### Joki

I stop sewers flooding. Buying me skills will help us have fewer blockages and reduce sewage flooding inside and outside.



Next →

### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment



### Rieka

I take care of the environment. My skills will improve river and coastal water quality and reduce our carbon footprint.

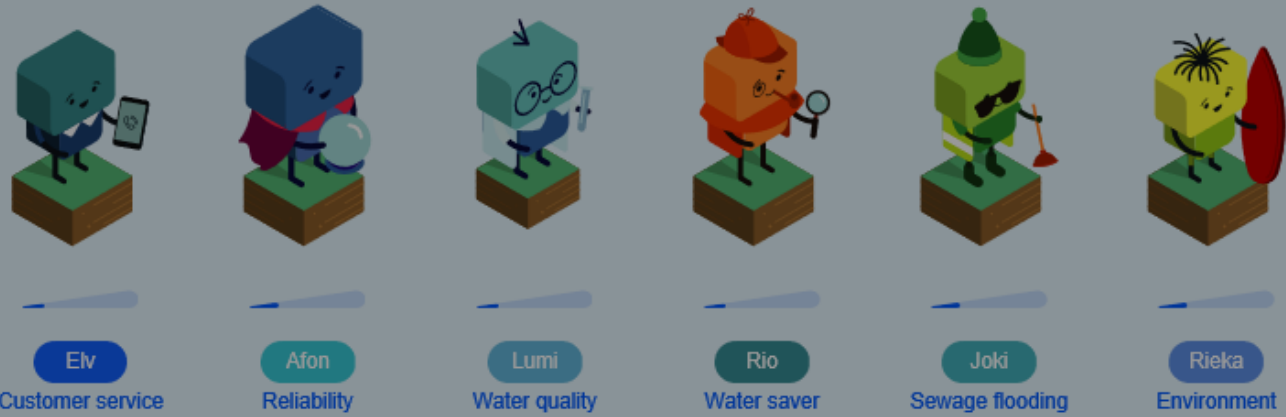


Done

### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



### How to play

Configure each character's skills to reflect the way you would like us to improve our services. This is so we can understand your preference between service improvements and bill levels.

Next →

Please click on them one by one, and configure

Start with the ones that are most important to you.



£438 - Future bill

With your choices click on finish



Finish ↻

### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv  
Customer service

### Buy skills for your characters

Now that you have met every member of your team, please click on them one by one, and configure their skills. Start with the ones that are most important to you.

Next →



Afon  
Reliability



Lumi  
Water quality



Rio  
Water saver

Joki  
Sewage flooding

Rieka  
Environment

### Please click on them one by one, and configure their skills

Start with the ones that are most important to you.



£438 - Future bill

Current bill  
£470

### Characters skill level

When you are satisfied with your choices click on finish

Eiv  
Customer service

Lumi  
Water quality

Rieka  
Environment

Rio  
Water saver

Joki  
Sewage flooding

Afon  
Reliability

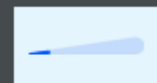


Finish ↻

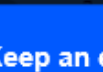
### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



**Eiv**  
Customer service



**Afon**  
Reliability



**Lumi**  
Water quality



**Rio**  
Water saver



**Joki**  
Sewage flooding



**Rieka**  
Environment

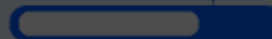
### Keep an eye on the power bar.

As you buy skills for your characters, this bar will show you the overall strength of your character.

Next →

### Please click on them one by one, and configure their skills

Start with the ones that are most important to you.



£438 - Future bill

Current bill  
£470

### Characters skill level

When you are satisfied with your choices click on finish

**Eiv**

Customer service

**Lumi**

Water quality

**Rieka**

Environment

**Rio**

Water saver

**Joki**

Sewage flooding

**Afon**

Reliability



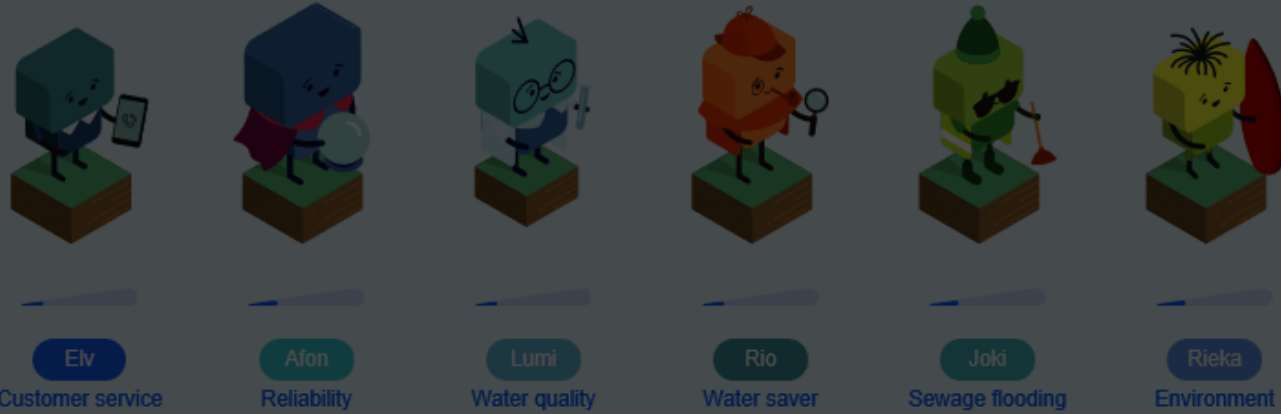
Finish →



### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



### Please click on them one by one, and configure their skills

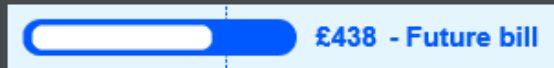
Start with the ones that are most important to you.



### Check out your bill

Different skills cost different amounts of money. Here, you can see how much the skills you are buying will impact your annual bill.

Let's go ↻



Rieka  
Environment

Joki  
Sewage  
flooding

Lumi  
Water quality

Rio  
Water saver

Afon  
Reliability

Finish ↻

### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv  
Customer service



Afon  
Reliability



Lumi  
Water quality



Rio  
Water saver



Joki  
Sewage flooding



Rieka  
Environment

### Please click on them one by one, and configure their skills

Start with the ones that are most important to you.



### Characters skill level

When you are satisfied with your choices click on finish

Eiv  
Customer service

Lumi  
Water quality

Rieka  
Environment

Rio  
Water saver

Joki  
Sewage flooding

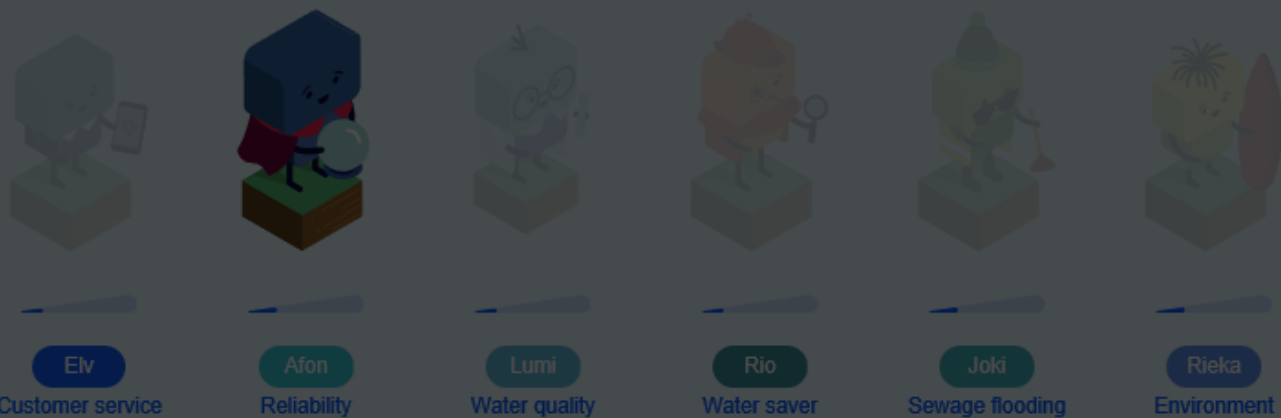
Afon  
Reliability

Finish

### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



### Move the sliders to set Afon's skills level

I look after the reliability of your service. I can replace pipes and manage water supply.



Water interruptions - length



Prepare for more serious droughts



Water pre-warning



Future-proof services by renewing pipes



### Adjust skill levels here

Set each skill to the level you want. Click or drag the slider to do so. The starting level represents what you have at the moment

Next →



Current bill  
£470

skill level

atisfied with your choices click on finish

Rieka  
Environment

Joki  
Sewage  
flooding

Lumi  
Water quality

Rio  
Water saver

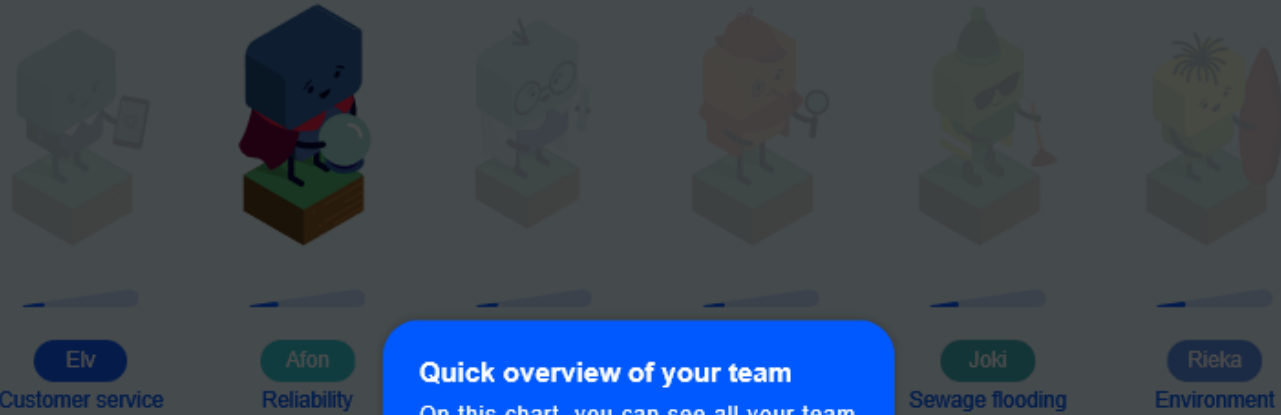
Afon  
Reliability

Finish

## Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



## Quick overview of your team

On this chart, you can see all your team members' skill levels. The bigger the bar on the chart, the more powerful your character is. This will change automatically.

Let's go

## Move the sliders to set Afon's skills level

I look after the reliability of your service. I can replace pipes and reduce interruptions to your water supply.



Water interruptions - length



Water interruptions - pre-warning



Prepare for more serious droughts



Future-proof services by renewing pipes



## Characters skill level

When you are satisfied with your choices click on finish

Elv  
Customer service

Lumi  
Water quality

Rieka  
Environment

Rio  
Water saver

Joki  
Sewage flooding

Afon  
Reliability



Finish



### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv

Customer service



Afon

Reliability



Lumi

Water quality



Rio

Water saver



Joki

Sewage flooding



Rieka

Environment

### Move the sliders to set Afon's skills level

I look after the reliability of your service. I can replace pipes and reduce interruptions to your water supply.



Water interruptions - length



Water interruptions - pre-warning



Prepare for more serious droughts



Future-proof services by renewing pipes



£438 - Future bill

Current bill  
£470

### Characters skill level

When you are satisfied with your choices click on finish

Eiv

Customer service

Lumi

Water quality

Rieka

Environment

Rio

Water saver

Joki

Sewage flooding

Afon

Reliability



Finish



### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.

Elv  
Customer service

Afon  
Reliability

Lumi  
Water quality

Rio  
Water saver

Joki  
Sewage flooding

Rieka  
Environment

### Move the sliders to set Afon's skills level

I look after the reliability of your service. I can replace pipes and improve your water supply.



Water interruptions - length



Prepare for more serious droughts



### Water interruptions - length

Sometimes your water supply might stop for a time. The length of time varies depending on the cause but we could prioritise cutting down the average time.

Done

Future-proof services by renewing pipes



### Characters skill level

When you are satisfied with your choices click on finish

Elv  
Customer service

Lumi  
Water quality

Rieka  
Environment

Rio  
Water saver

Joki  
Sewage flooding

Afon  
Reliability

Finish

**Meet your six characters**

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.

Elv  
Customer service

Afon  
Reliability

Lumi  
Water quality

Rio  
Water saver

Joki  
Sewage flooding

Rieka  
Environment

**Move the sliders to set Elv's skills level**

I'm in charge of giving you great customer service. I can fit smart meters, make sure real people answer the phone and give better online services.

Real people on the phone ⓘ

Appointments - 7 days a week ⓘ

Fitting smart meters ⓘ

Apps and online services ⓘ



**Characters skill level**

When you are satisfied with your choices click on finish

Elv  
Customer service

Rieka  
Environment

Joki  
Sewage flooding

Lumi  
Water quality

Rio  
Water saver

Afon  
Reliability

Finish ↻



### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



Eiv  
Customer service



Afon  
Reliability



Lumi  
Water quality



Rio  
Water saver



Joki  
Sewage flooding



Rieka  
Environment

### Move the sliders to set Lumi's skills level

I take care of your water quality. Buy me skills and improve the look, taste, smell or hardness of your water.

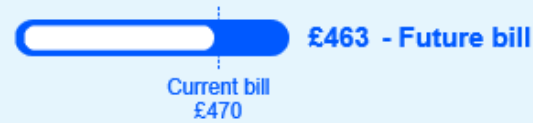


Water appearance

Water taste / smell

Soften water

Advice on taps



### Characters skill level

When you are satisfied with your choices click on finish

Eiv  
Customer service

Lumi  
Water quality

Rieka  
Environment

Rio  
Water saver

Joki  
Sewage flooding

Afon  
Reliability



Finish






**Meet your six characters**


Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.


					
					
<b>Elv</b> Customer service	<b>Afon</b> Reliability	<b>Lumi</b> Water quality	<b>Rio</b> Water saver	<b>Joki</b> Sewage flooding	<b>Rieka</b> Environment

**Move the sliders to set Rio's skills level**


I am the master of water saving. My skills will help to reduce the amount of water wasted and have a positive impact on the environment.




**Fix more leaks** ⓘ




**Help you save water** ⓘ




**Fit more water meters** ⓘ



**Teach kids about saving water** ⓘ






**Characters skill level**

When you are satisfied with your choices click on finish

<b>Elv</b> Customer service		<b>Lumi</b> Water quality
<b>Rieka</b> Environment		<b>Rio</b> Water saver
<b>Joki</b> Sewage flooding		<b>Afon</b> Reliability

**Finish** ↻



### Meet your six characters

Tap on the first hero to start buying them skills using the money from your bill.

Remember, your resources are limited, start with the character that is most important to you.



**Elv**  
Customer service



**Afon**  
Reliability



**Lumi**  
Water quality



**Rio**  
Water saver



**Joki**  
Sewage flooding



**Rieka**  
Environment

### Move the sliders to set Joki's skills level

I stop sewers flooding. Buying me skills will help us have fewer blockages and reduce sewage flooding inside and outside.



Sewage getting into properties ⓘ



Sewage outside properties ⓘ



Explain how to avoid blockages ⓘ



£463 - Future bill

Current bill  
£470

### Characters skill level

When you are satisfied with your choices click on finish

**Elv**  
Customer service

**Lumi**  
Water quality

**Rieka**  
Environment

**Rio**  
Water saver

**Joki**  
Sewage flooding

**Afon**  
Reliability



**Finish** ↻




**Meet your six characters**

Tap on the first hero to start buying them skills using the money from your bill.


Remember, your resources are limited, start with the character that is most important to you.

**Move the sliders to set Rieka's skills level**


I take care of the environment. My skills will improve river and coastal water quality and reduce our carbon footprint.




River water quality **i**




Coastal water quality **i**




Carbon footprint **i**



Encouraging plants and wildlife **i**






**Characters skill level**

When you are satisfied with your choices click on finish

Finish

## Annual Bill



£463 - Future bill

£470

Congratulations, you completed the configuration of your team. Touch the info buttons to learn more about your choices.

Elv

Customer service

Rieka

Environment

Joki

Sewage flooding



Lumi

Water quality

Rio

Water saver

Afon

Reliability



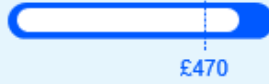
Adjust



Done



## Annual Bill



£555 - Future bill

£470

Congratulations, you completed the configuration of your team. Touch the info buttons to learn more about your choices.

- Elv  
Customer service
- Rieka  
Environment
- Joki  
Sewage flooding



- Lumi  
Water quality
- Rio  
Water safety
- Afon  
Reliability

### Environment

You have chosen 44% on environment, so there is reduced impact from sewage in the river and the sea.

Next →



Adjust

Done

## Annual Bill



Congratulations, you completed the configuration of your team. Touch the info buttons to learn more about your choices.

**Eiv**  
Customer service

**Rieka**  
Environment

**Joki**  
Sewage flooding



**Lumi**  
Water quality

**Rio**  
Water saver

**Afon**  
Reliability



The choices you've made suggests you'd be happy to pay £555 a year in the future, which is £85 more than now.

**Adjust**

**Confirm**

## Annual Bill



Congratulations, you completed the configuration of your team. Touch the info buttons to learn more about your choices.

- Elv  
Customer service
- Rieka  
Environment
- Joki  
Sewage flooding



### Please tell us some more about yourself

What is your gender?

What is your age?

Your relationship to Wessex Water?

What is your postcode?

Do you have a water meter?

Submit

Adjust

Done

## How do you compare to other customers?

The **black area** shows the average

The coloured area shows your answers.

Ev  
Customer service

Lumi  
Water quality

Rieka  
Environment

Rio  
Water-saver

Jodi  
Sewage flooding

Afon  
Reliability



**2588**

customers completed this survey.

You are willing to spend

**£68**

more than the average.

On average you have decided to improve our service levels more than they did.

If you enjoyed this interactive survey, please share it with your friends by clicking on the link below.

Close

Share