

Our aim is to bring customers to you, support the market and remain impartial throughout.



### Your new route to market is here!

**SwitchWaterSupplier.com** is clear in its aims; to bring customers and retailers together, help make the market work, remain impartial and fair in our dealings.

In doing so, that means we want to work closely with your business to help maximise its fair share of the switching business, which is inevitable. If you engage with **SwitchWaterSupplier.com's** service, the potential to reduce your cost of customer acquisition is significant and the opportunity to grow your customer base is guaranteed.



### Besides recognising the challenges that have come about since the market opened for business,

together with the commercial opportunity for a business to seek to address these, and to present a solution to the current impracticalities that exist for many organisations wishing to

investigate the potential benefits from switching, we knew it was important to engage with **Ofwat<sup>1</sup>, WICS<sup>2</sup>, MOSL<sup>3</sup>, the Central Market Agency<sup>4</sup>** and as many of the UK water retailers as possible. We acknowledge, as many also do, that it is the water retailers who are feeling the most pressure in this immature market.

### It's important for water retailers to understand some of the fundamental aspects of our business and how we're pledging to align our methods and services as best as possible with the needs of all parties, not just the customer.

We understand the delicacy of the water retail industry and how incredibly tight margins are in the English market. Our experience working in the water industry<sup>7</sup> allows us to propose a business model that leaves margin in every deal.



Together with the other open water market stakeholders, we want to stimulate healthy competition between water retailers, but also avoid being responsible for creating an

environment where greed leads to a race to the bottom, with no consideration for service levels and the need for water retailers to strive towards meeting the improved standards of customer service that the **Ofwat<sup>4</sup>** are strongly promoting. **For this reason, we've worked closely with as many parties as possible to-date, and sought to engage with every retailer – not always with the same enthusiasm as we might have hoped for – to ensure the solution we brought to market addressed as many challenges as possible, and took on board those points of interest and concern from the UK water retail community<sup>8</sup>.** The comment and feedback we've received has been very positive from the water retail community, with the general appreciation for how our entry in the market brings great opportunity to the community.

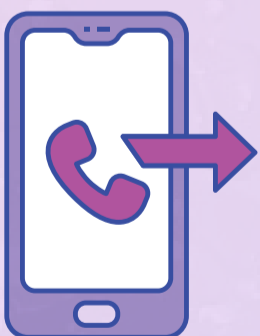
**Our goals are to bring customers and retailers together and to best serve our customers, retailers and the wider water retail market through continuous innovation of our online and consultancy services.**

**Our founding expertise in the industry<sup>5</sup> is significant and comes from the perspective that can positively address the market challenges that are being cited regularly in various reports. Rather than comment on the 'state of the market<sup>6</sup>' from afar,**



we genuinely believe we can make a difference to how well and how quickly the market matures and addresses some of the key issues. In the process of doing this we know we can not only offer solution to the needs of the customer, but also provide a mechanism to help retailers reach a far greater proportion of the non-domestic market, and at a reduced cost of doing business when compared with other, manual sales activities.

**We definitely want to be a part of it. It's great to see some innovation and creative ideas which will benefit customers of all sizes.**



### We really want to hear from you all!

Water retailers have a fantastic opportunity to align themselves with a new route to market through **SwitchWaterSupplier.com**, and as our portfolio of services grows, you'll want to be a part of it. **SwitchWaterSupplier.com** is giving every water retailer the same, fantastic opportunity, without bias or prejudice.

### If we haven't heard from your business, please do reach out<sup>9</sup>.

Let **SwitchWaterSupplier.com** introduce you to its business in detail and allow you to fully understand where your business stands to benefit and how you can make the most of the relationship.

Share:



1. <https://www.ofwat.gov.uk/>

2. <https://www.watercommission.co.uk/>

3. <https://www.mosl.co.uk/>

4. <https://www.cmascotland.com/>

5. <https://www.switchwatersupplier.com/about-us/>

6. <https://www.ofwat.gov.uk/regulated-companies/markets/business-retail-market/state-of-the-market-2019-20-review-of-the-third-year-of-the-business-retail-water-market/>

7. <https://www.switchwatersupplier.com/about-us/>

8. <https://www.switchwatersupplier.com/open-water-market/>

9. <https://www.switchwatersupplier.com/water-retailer-feedback/>

You can give us some feedback directly<sup>9</sup> from our water retailer feedback page or feel free to call us on **03300 552532**