

# Surviving the Tasman Tempest: Key Customer Engagement in the Face of Auckland's Water Crisis

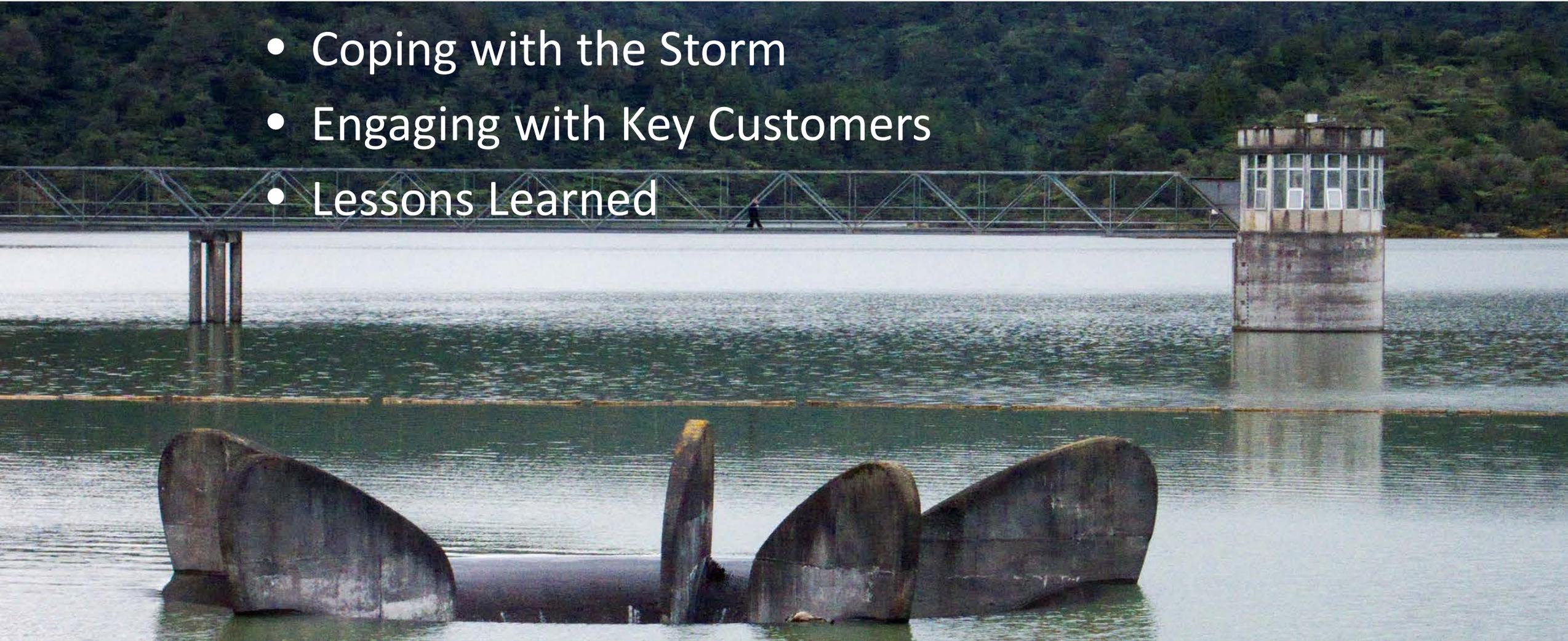
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# Today's Presentation

- Coping with the Storm
- Engaging with Key Customers
- Lessons Learned





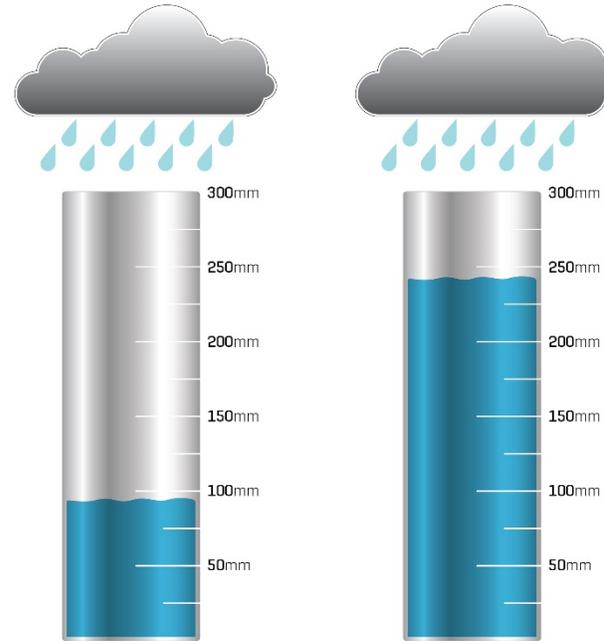




# Coping with the Storm

# The Rainfall

- Tues night (7 March) heavy rain fell across Auckland
- Overnight water quality deteriorated 100-fold



During **Cyclone Bola**,  
**96mm** of rain  
fell in a 24-hour period

During the **Tasman Tempest**,  
**241mm** of rain  
fell in a 24-hour period

# The Damage



Heavy silt at Hunua Dam



Major Slips

# Ardmore Treatment Plant Struggling to Cope



- Rapidly increasing levels of silt pushed the plant beyond processing capabilities
- Plant shut down twice to ensure compliance with NZ Drinking Water Standards
- Plant stabilized but at reduced production rates

# What Could Happen?



- Real risk that demand would exceed production capacity
- ***Worst case scenario*** was release water that did not fully comply with NZDWS
- Boil water notice

# Launching the 'Save 20' Campaign



**Cut your shower time by 2 minutes.**

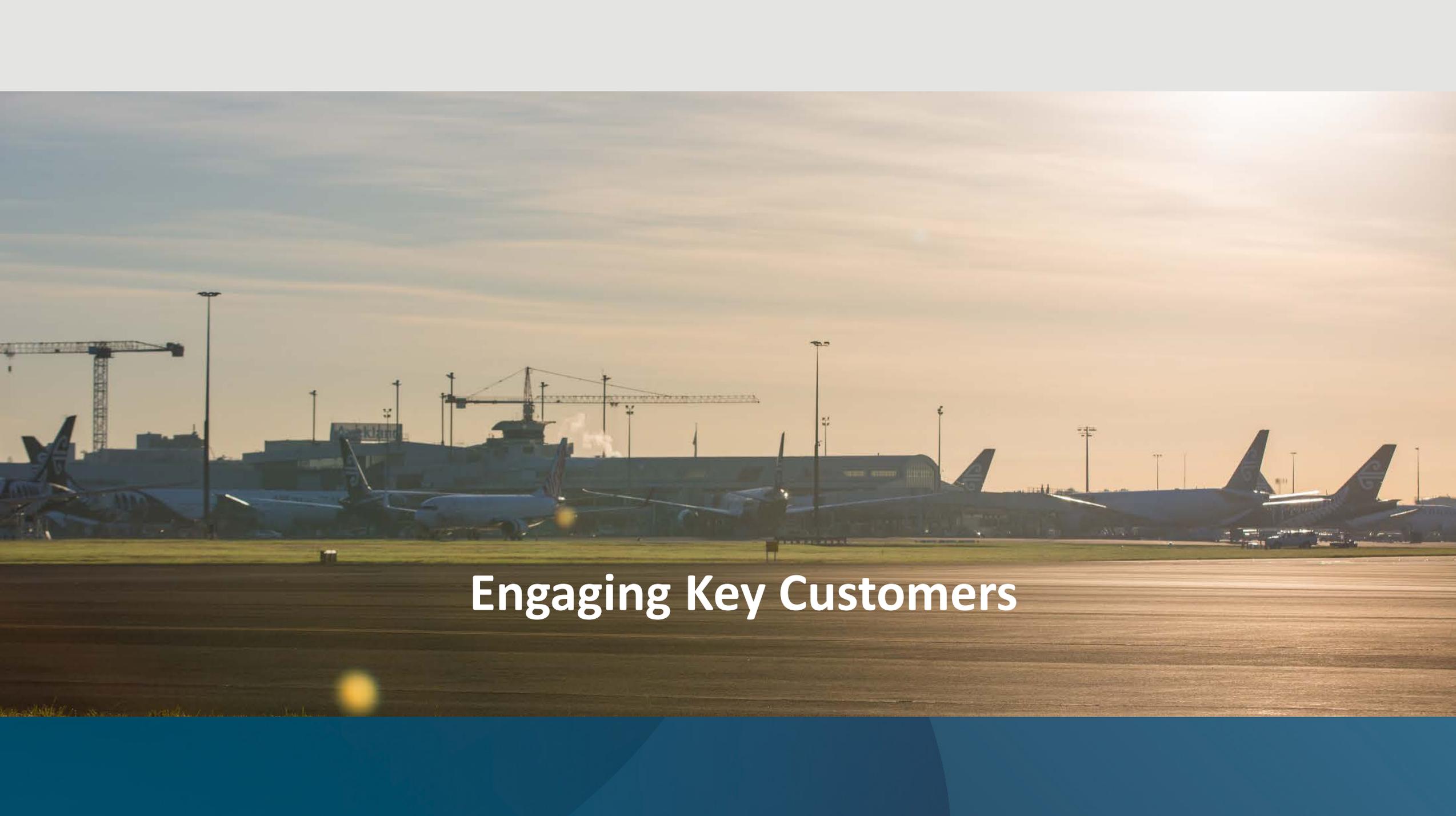
Today's tip

Aucklanders: please reduce your water use by 20 litres per day.

**#Save20AKL**

**Watercare**   
An Auckland Council Organisation

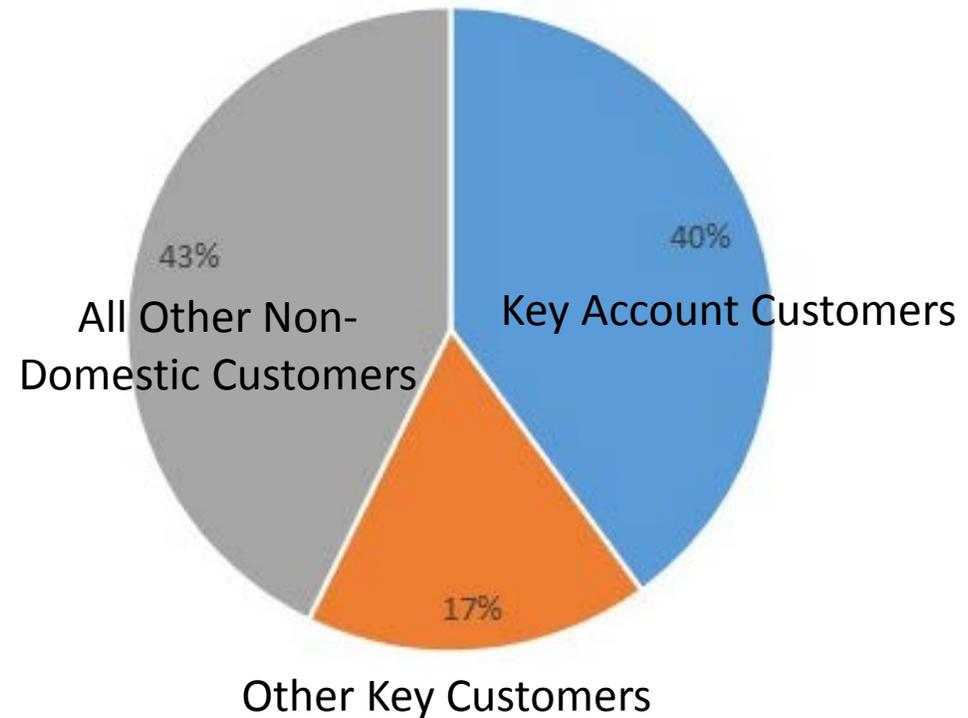
- Demand target was 400 MLD
- Launched Friday 10 March
- All Aucklanders asked to use 20 litres less water every day
- Not an easy message when there is water everywhere!



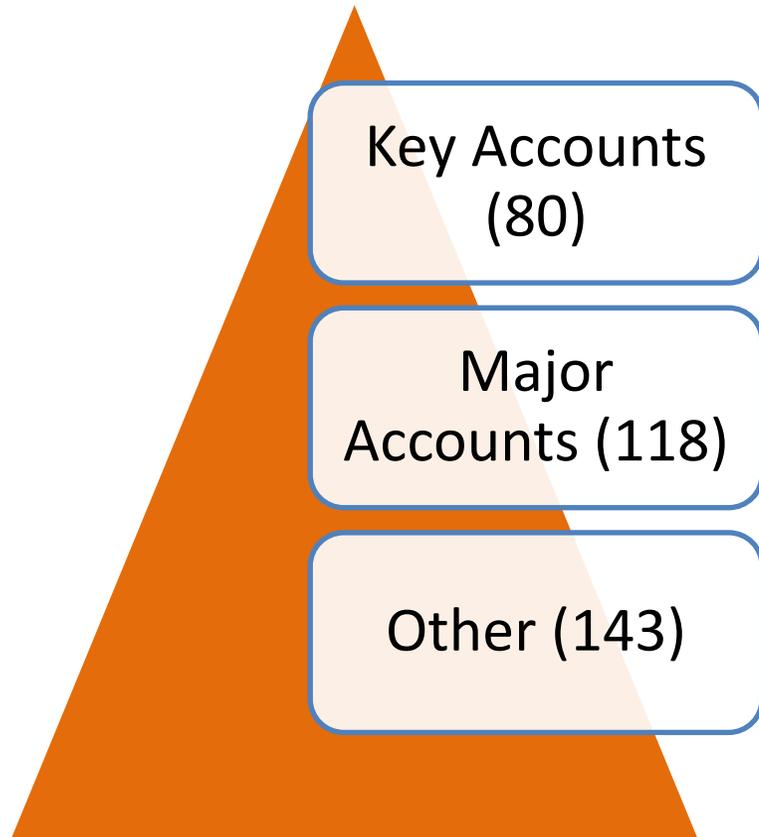
# Engaging Key Customers

# Water Usage for Non-Domestic Customers

- Approximately 25,000 commercial customers
- Non-domestic customers use approximately 25% of water



# Our Key Customers

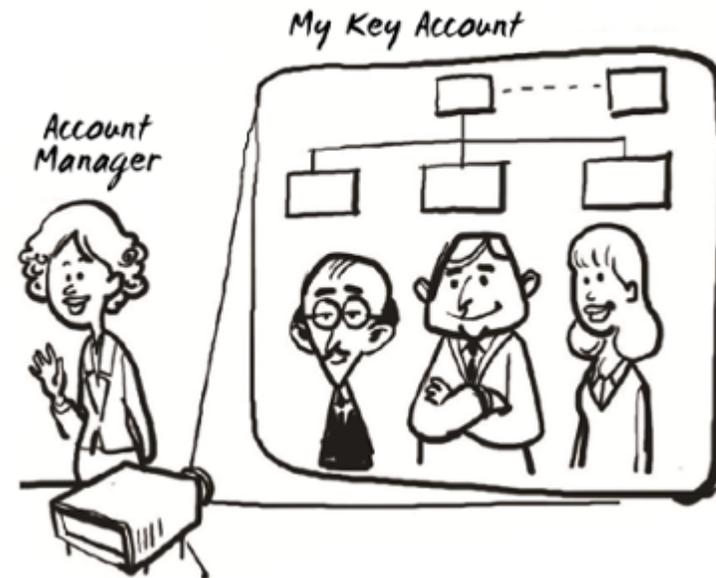


Who are they:

- Food and beverage
- Other manufacturing
- Institutional
- Other non-manufacturing

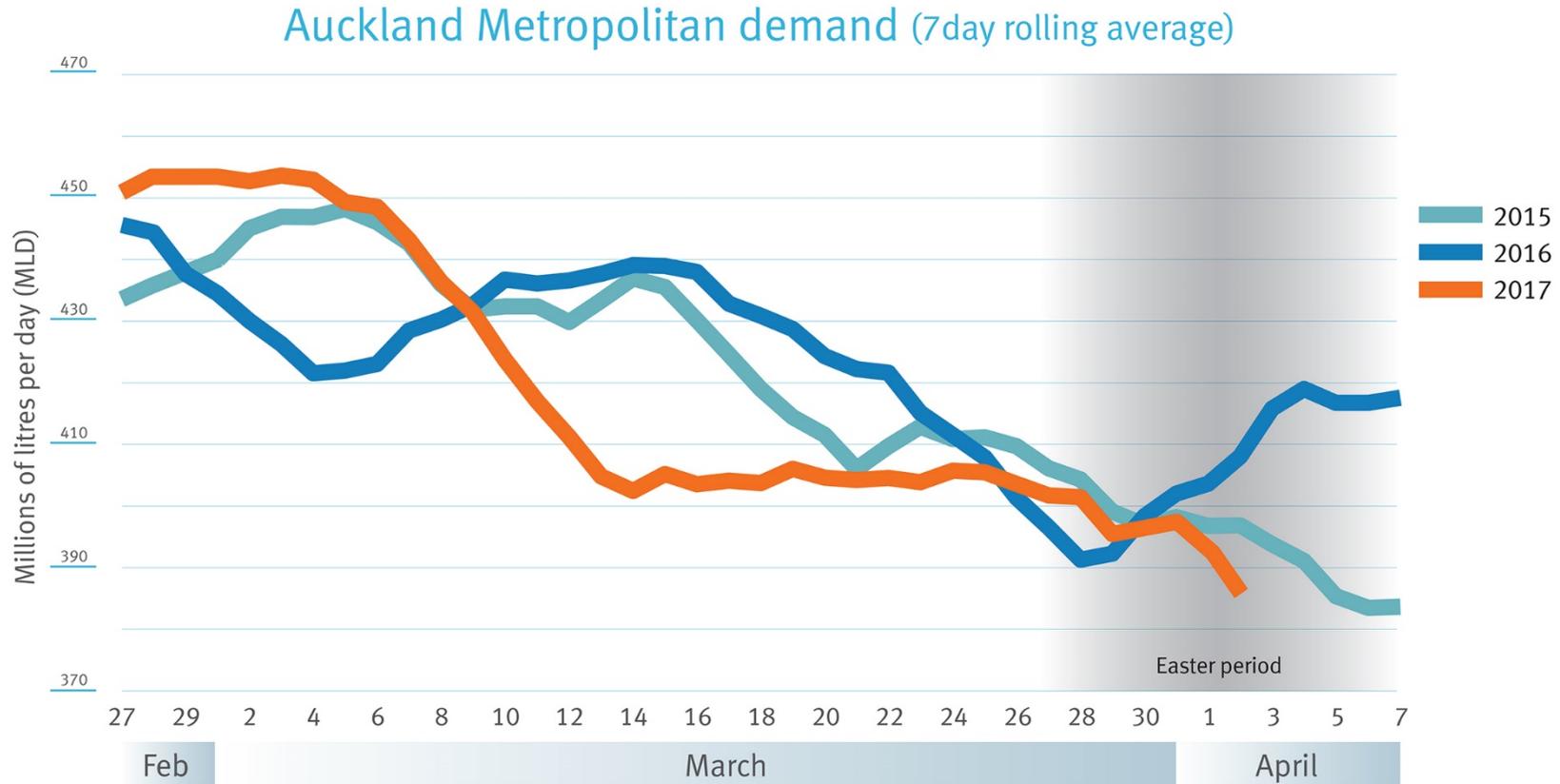
# Key Account Customer Programme Objectives

- Enhance our relationship with customers
- Ensure we know our customers
  - Water requirements and usage
  - Who is who
- Provide clarity of process
- Look at service offerings

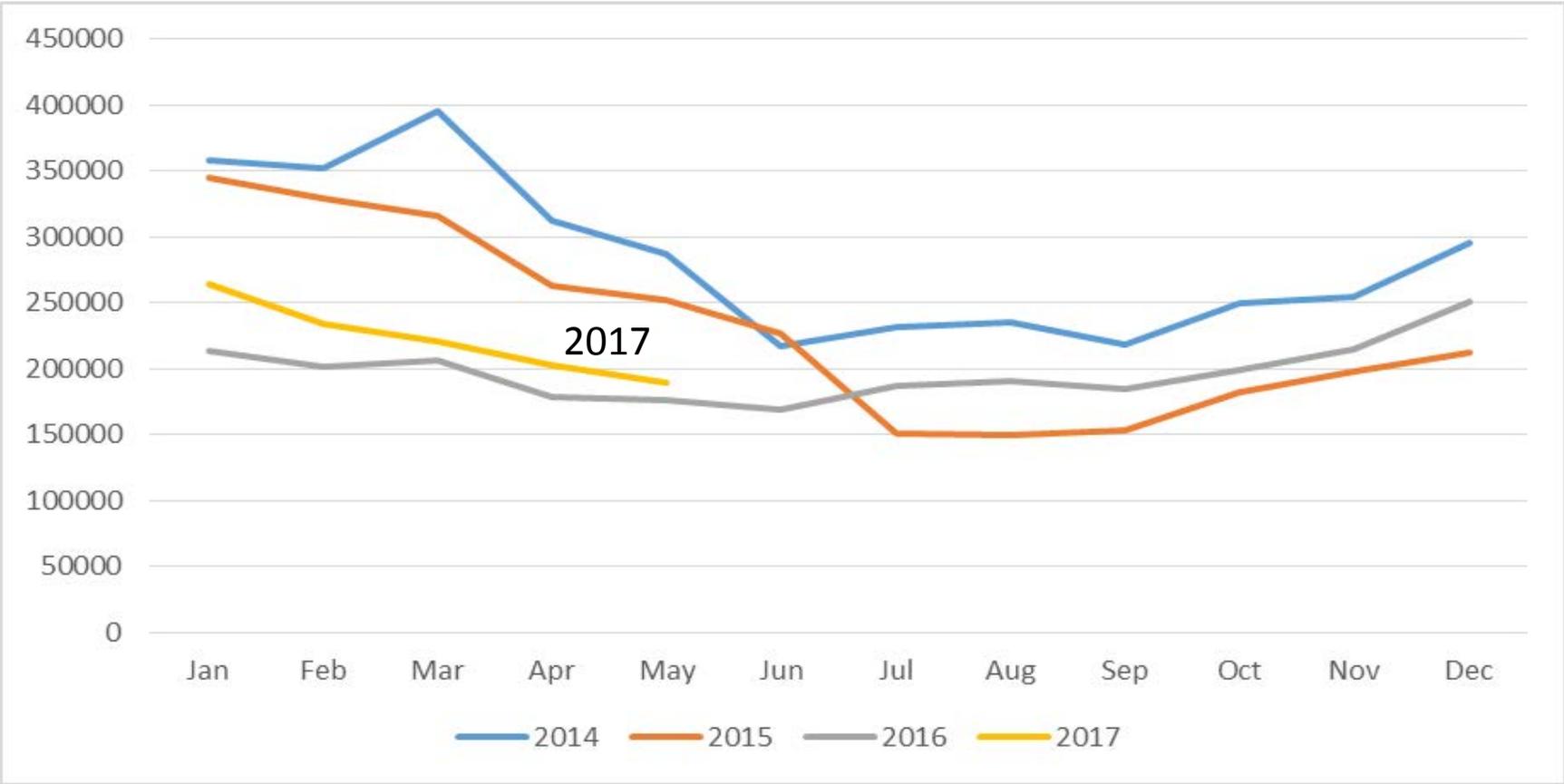




# Water Savings Across the Board



# What Part Did Key Customers Play?

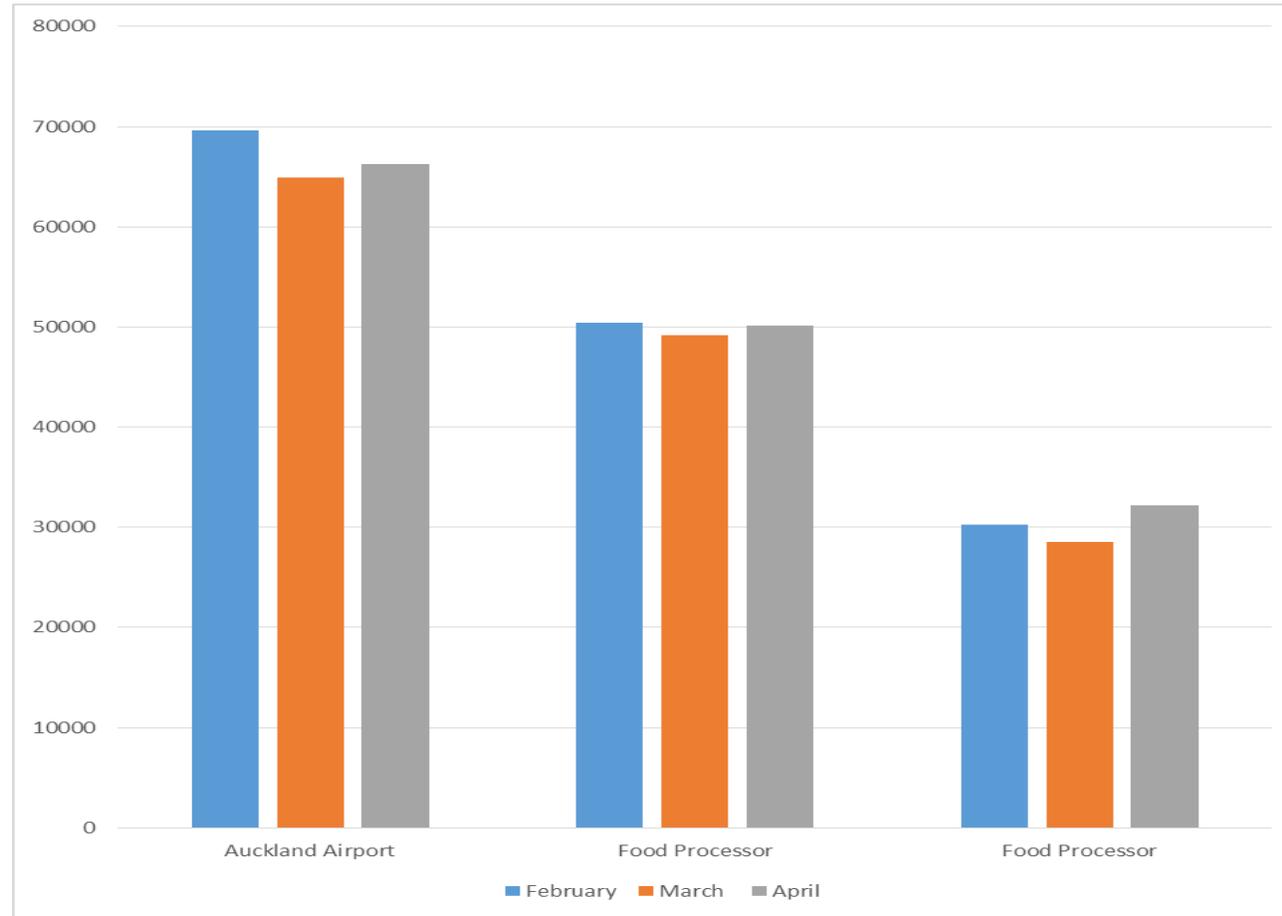


# The Stories



- Auckland Council shut off irrigation systems
- Z Energy service stations closed their car washes
- Allied Concrete used stormwater as their process water
- Manufacturer postponed water intensive maintenance (roof blasting)

# Some Examples of Key Customer Savings





# Lessons Learned

# Lessons Learned – Know Your Customers

- Keep your customer information current
  - Up-to-date contact information
  - Contact information for different parts of the business
    - Key relationships
    - Operational issues
    - Billing and finance
- Understanding customers' water supply requirements
  - Production processes and water usage
  - Water quality requirements
  - Alternative sources

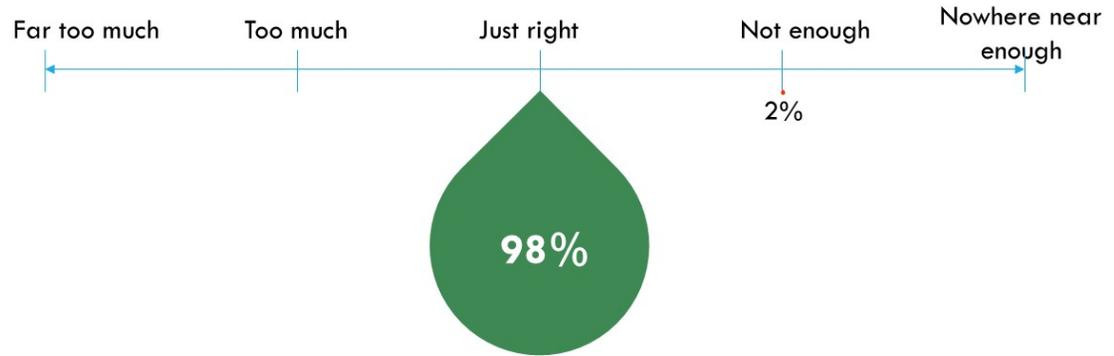
# Lessons Learned – Relationships Matter

- Make sure to bring the customer's perspective into the incident management process
  - Understand the potential impacts on different customer groups
  - Bring their concerns into the incident management process
- Strong relationships mean that you can call on customers to help
  - Great ideas can come from customers
- Sustainable water savings takes time and money

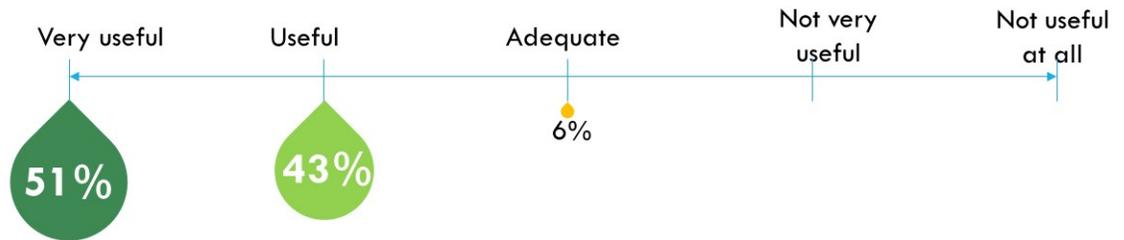
# Lessons Learned – Communicate, Communicate, Communicate

## Customer Feedback – Pulse Survey

Frequency of Communication



Usefulness of Communication



# Final Thoughts

- Most significant water supply event in Auckland for several decades
- It challenged the resilience of the infrastructure
- It highlighted the importance of working with customers
- Provided some key lessons that have helped us to redefine our key accounts programme