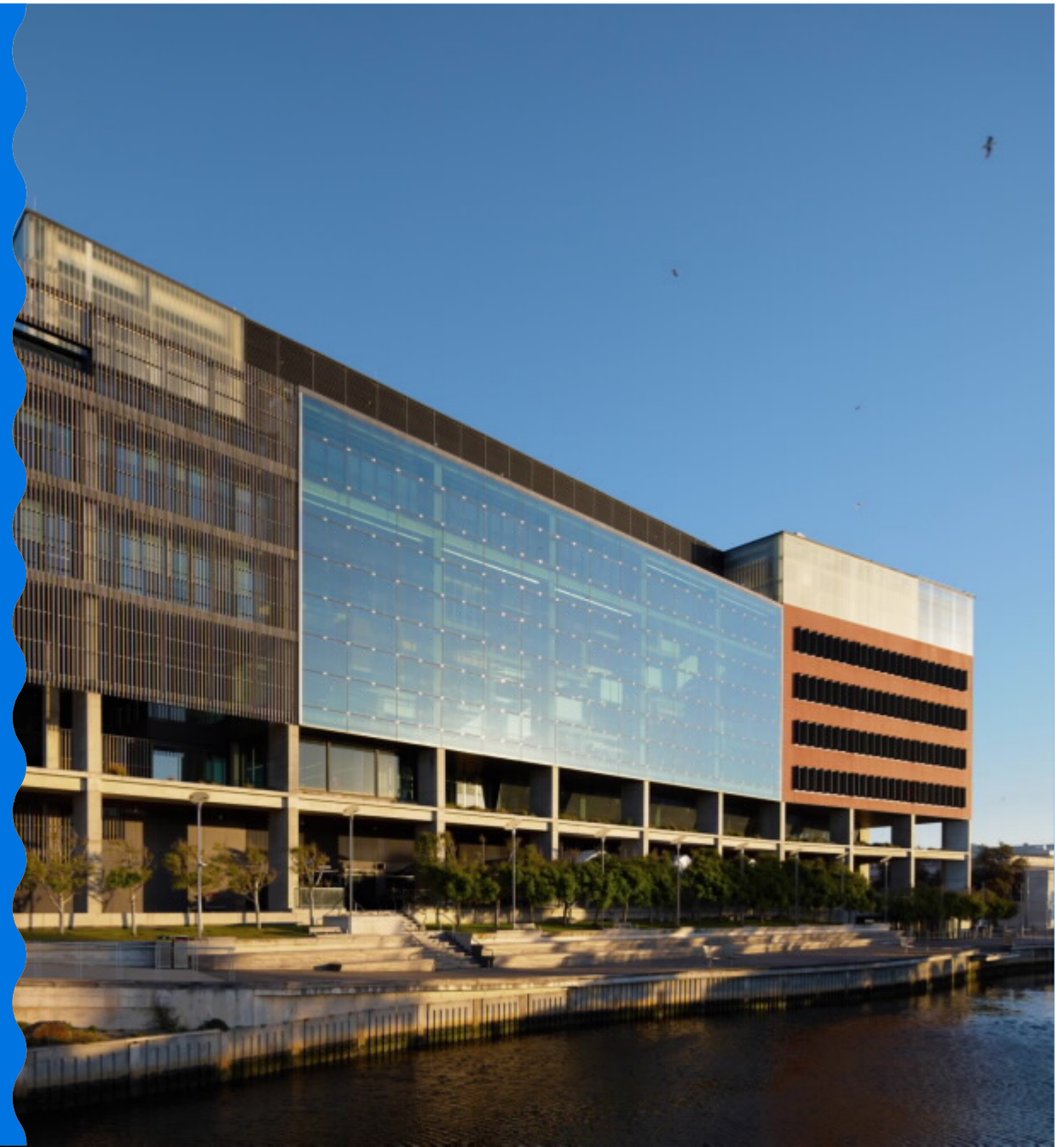




Mass Rollout (MRO) Deployment Strategy

Digital Utility

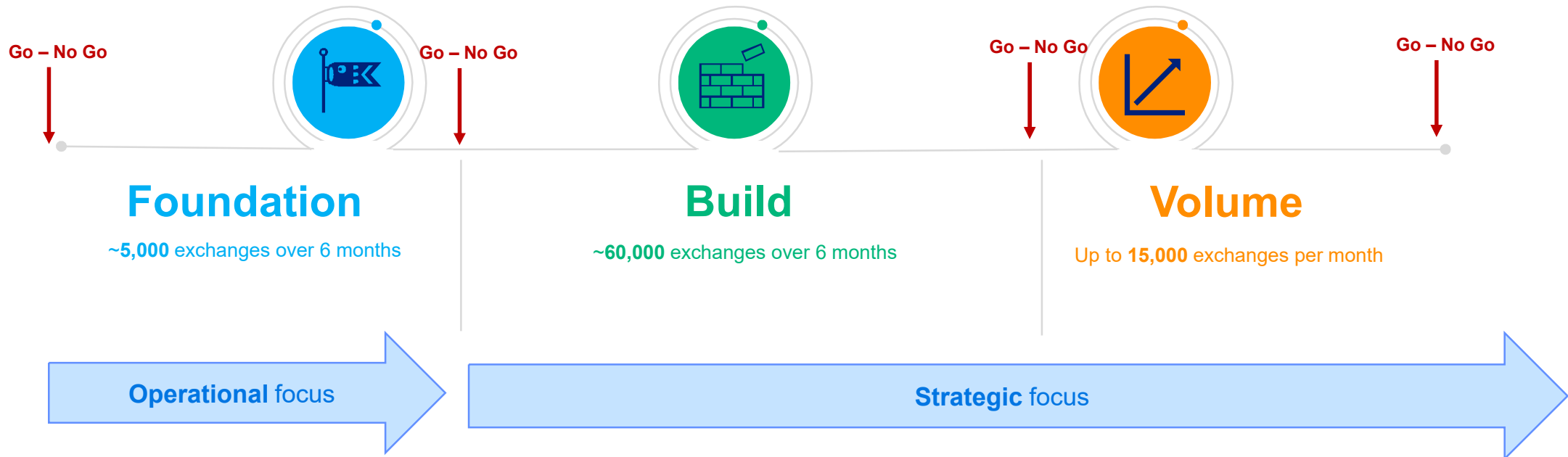
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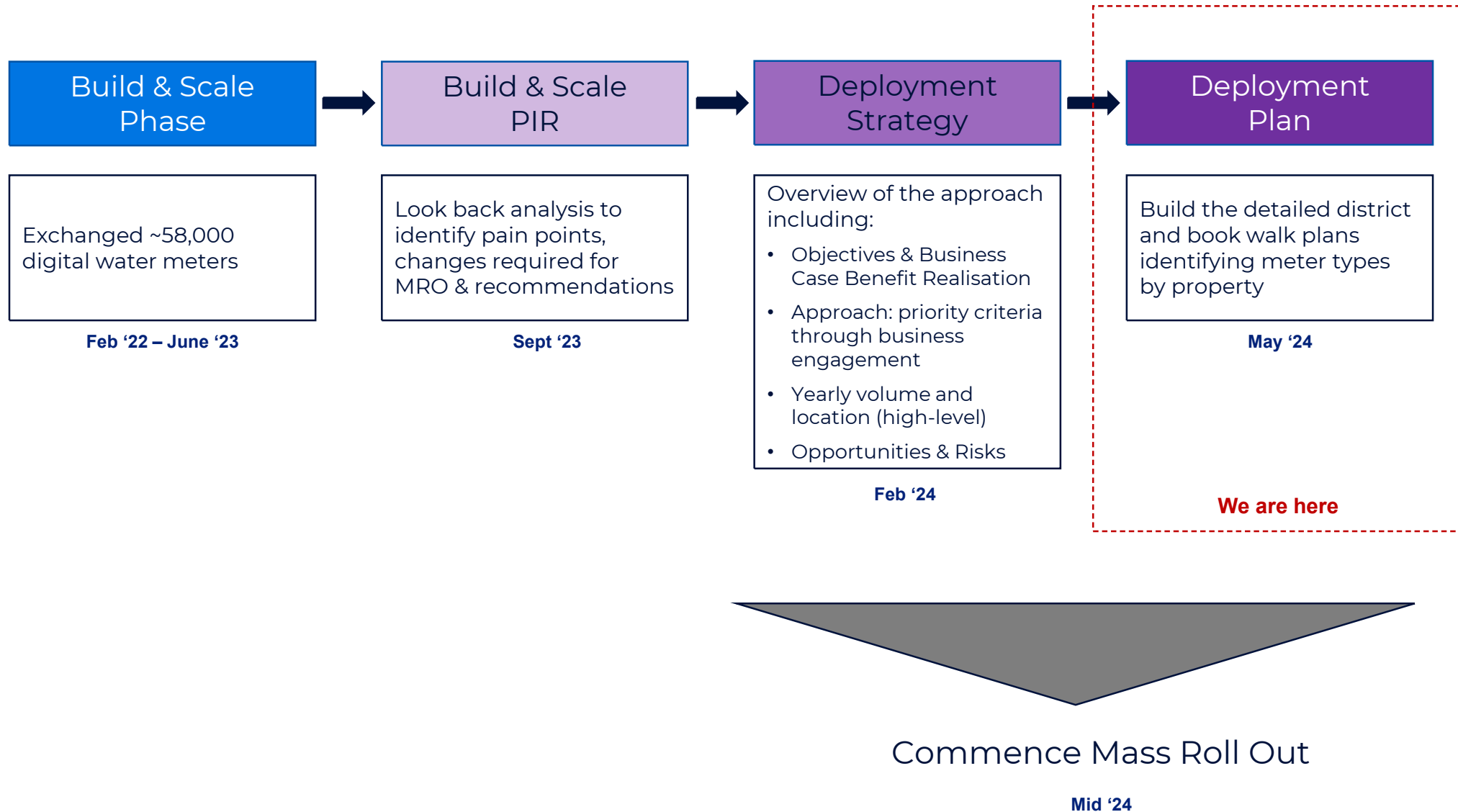
What is Mass Roll Out?

Mass Rollout (MRO) will commence a phased delivery when:

- Meters being exchanged are supplied under an MRO contract - *nice to have, but not essential*
- Field Services are being performed under a FSP MRO contract
- Upgraded MEX systems/processes are being utilised
- Business Readiness (internal and external) is confirmed (criteria TBD)



Road to Mass Roll Out



Case for Change Infographic – MEX and MRO



What is Changing?

SEW is preparing for MRO as part of the Digital Metering Program. MEX is revising and developing processes and enhancing our systems to manage volume digital meter exchange activities across business functions.

This includes but isn't limited to Appointments, Activation Investigation, Invoicing and Digital Billing.

Some of the ways of working will change within teams by adopting the revised processes, system enhancements and any new digital device technology.

MEX is bringing these changes to enable MRO implementation. There will be changes to some functions in teams and business groups to accommodate MRO and the new working environment. These changes are part of the DDOM project.



What are the Benefits?

People equipped
to work effectively
in MRO

Road to being
a **Digital
Utility**



Improved
exchange
related
processes

Improved
exchange
experience for
customers and
staff

**Reduce water
wastage** and
impacts of non-
revenue water

Why are we going through this Change?



To help achieve SEW's goal of being a digital water utility by 2029 and achieve DU Business Case benefits



Our processes and systems need to be updated to handle high volume digital meter exchange activity



Ensure our Field Service Provider's systems and processes are ready to go



Prepare and support our people to adopt to the new ways of working



Help ensure a seamless transition and successful execution of MRO

Business Driven Approach

Business Feedback

Workshops:
35 people, 6 business units, 88 ideas

Examples:
Sandy soil areas
High debt customers
Old meter fleet
Safety issue suburbs

Key Outcome
business feedback aligned with
business case benefits

Criteria development

Business benefit driven approach

Developed & ranked workshop ideas
into to 7 themes

Merged business case benefits and
business feedback themes

Engaged analytics team

Identified key data

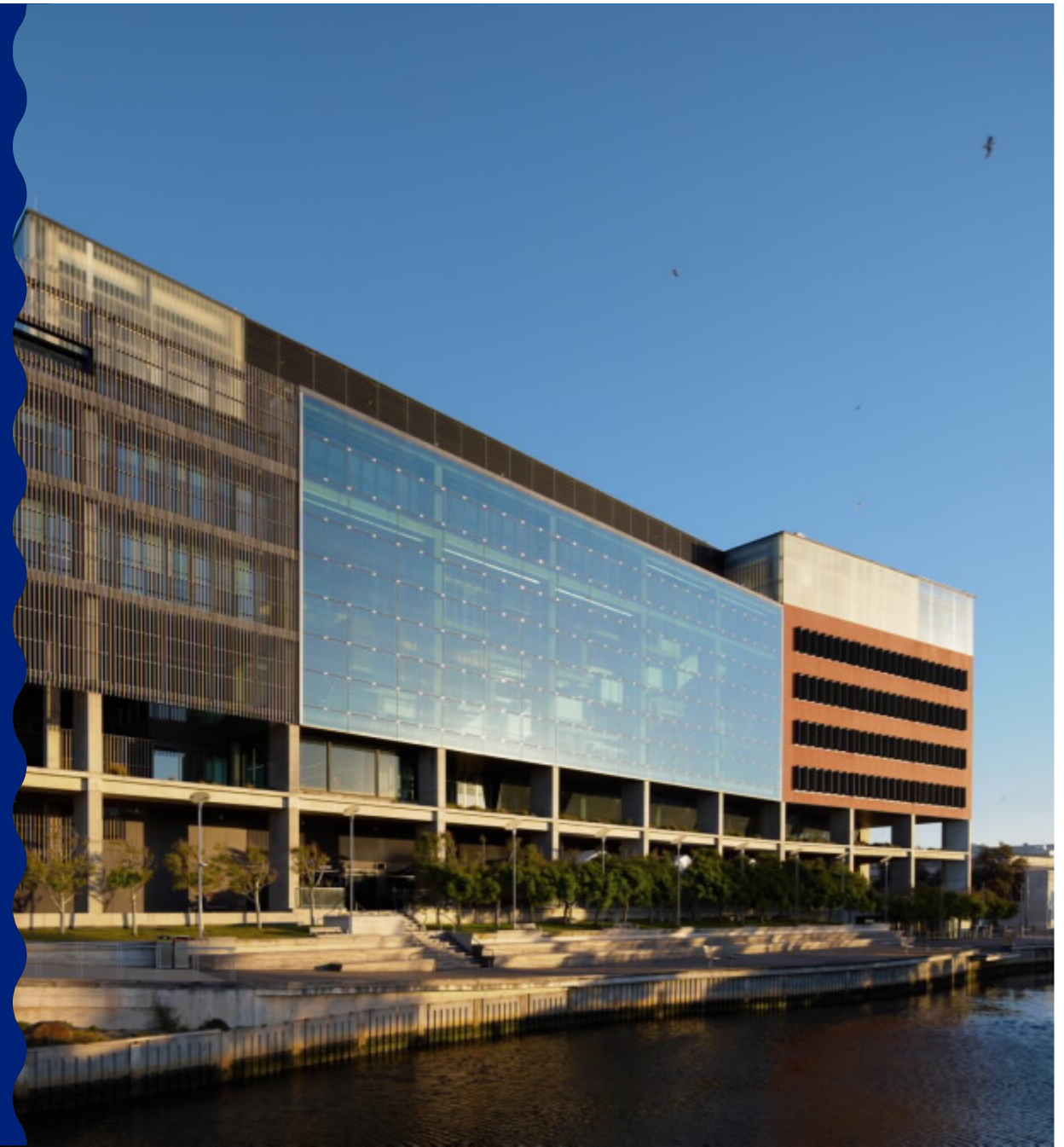
Prioritisation

Top 6 MRO priorities:

Customer side leaks
Network Leaks
Meter Reading savings
Customer Behaviour Change
+
Business learning: data for planning
Enhance Customer Service/Offering

Weightings to be applied

Workshop Feedback



Workshop Outcomes

88 outcomes summarised as 7 themes from workshop feedback

Priority Ranking	Theme	Sample inputs
#1	Leaks/leaky areas (n = 25)	Areas of existing leaks (detected via leak allowance or leak alert), areas with sandy soil where leaks are hard to find, suburbs with high instances of bursts
#2	Business Learning: data for planning purposes (n = 21)	Growth corridors, diversity of density types, high infill areas, DMA zones etc
#3	Enhance Customer Service/Offering (n = 13)	Tenanted properties, Business customers, CALD, vulnerable/hardship, debt management
#4	Meter reading savings (n = 9)	Area with high estimated reads, broken Temetra buildings, car rounds, partial book/walks etc
#5	High Usage (Behaviour Change) (n = 8)	High-water use suburbs
#6	Random (n = 4)	Shared meters, meters closest to key infrastructure areas, DM without FOTA upgrade.
#7	OH&S (n = 2)	Meter reader safety, and/or difficult terrain
	Considerations (n = 6)	

Areas which have sandy soil where leaks do not surface and become visible

A range of property demographics e.g. high rise, medium and low-density types so we can better understand how different property types use water

Known areas of customers who want to be more water focused (good advocates)

Top priorities for MRO

Combined Top 4 Business Case benefits + Top 5 business priorities

	Business case benefit		Theme from Business Feedback
#1	Customer side leaks (44%)	#1	Leaks/leaky areas
#2	Network leaks (NRW) (26%)	#1	Leaks/leaky areas
#3	Meter reading savings (14%)	#4	Meter reading savings
#4	Customer behaviour change (7%)	#5	High Usage (Behaviour Change)
		#2	Business Learning: data for planning purposes (n = 21)
		#3	Enhance Customer Service/Offering (n = 13)

Data driven

**Spreading exchanges
vs
Deploying
geographically**














**Assess
emerging strategies –
pivot if needed**

91%
Business
Case
benefits
in the
Top 4

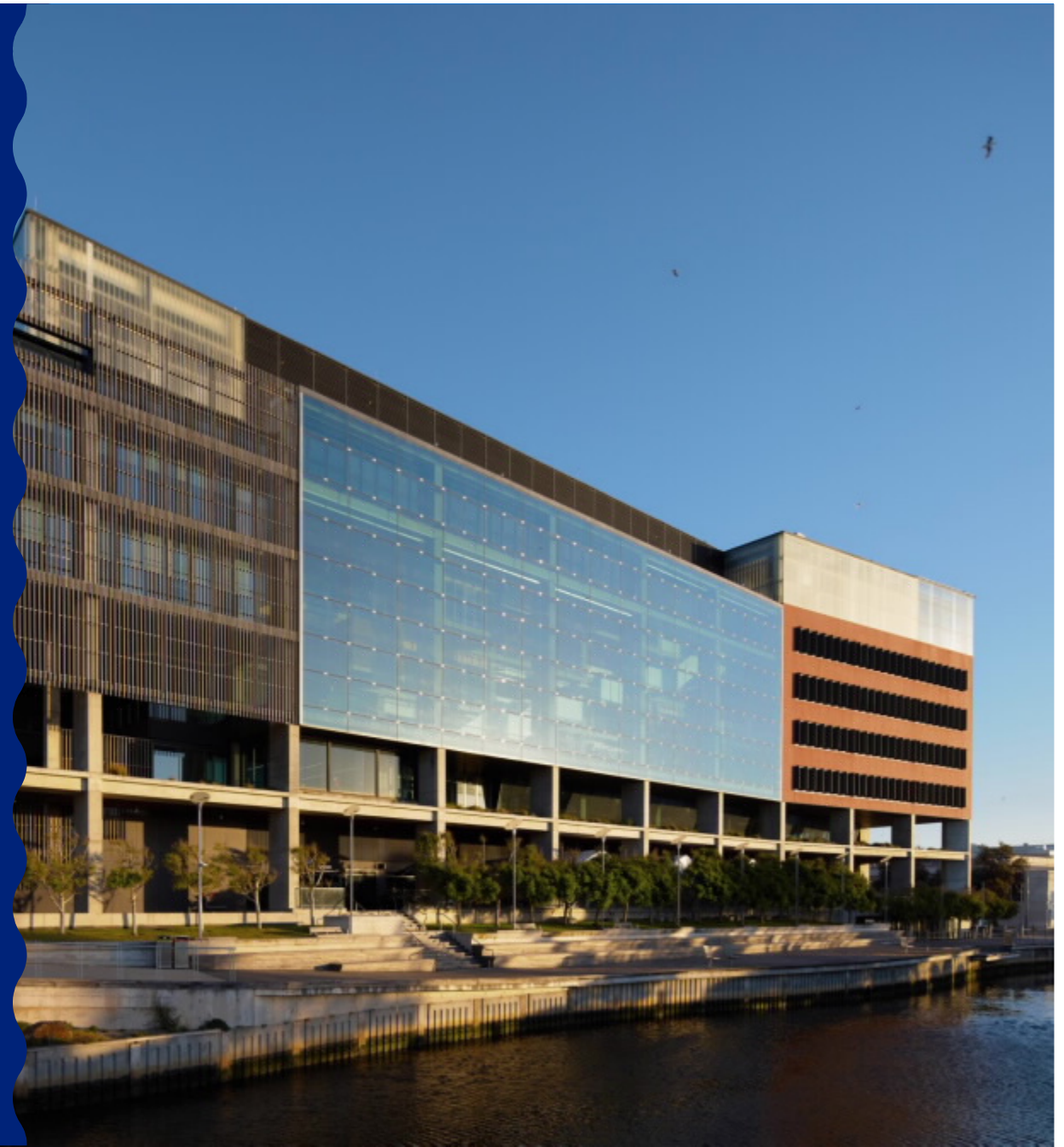
Criteria for MRO

Priorities		Justification
#1	Customer side leaks	<ul style="list-style-type: none">1. Use actual data first (leak allowances come through from all of the service region)2. Use actual data first (CF alerts come through from only digitally metered areas)3. Use proxy data for leaks next (ABS data on topographic areas of sandy soil)4. Use assumptions as final step (business suggested leaks can get missed easily in parks/reserves)
#2	Network leaks (NRW)	<ul style="list-style-type: none">1. Use actual data (montage 'works' data from last 12 months)
#3	Meter reading savings	<ul style="list-style-type: none">1. Saving the most money on Service Stream costs is most important (\$\$fee for partial books walks)2. Driving rounds are also expensive3. Temetra meters that aren't working will be prioritised in Foundation and then drop to the bottom for Build.
#4	Customer behaviour change	<ul style="list-style-type: none">1. Using assumptions only (changing behaviour is driven by many things, but it is assumed that the highest users have the 'most to save.')
#5	Business Learning: data for planning purposes	Decision: spread roll out across region, rather than in concentrated locations
#6	Enhance Customer Service/Offering	<ul style="list-style-type: none">1. Use actual data first (customer type, hardship program, level of debt)2. Use proxy data next (ABS stats for allocation of CALD audiences)3. Use assumptions last (high usage <i>could</i> presuppose vulnerability) Action: investigate viability of onboarding certain segments in order of business need

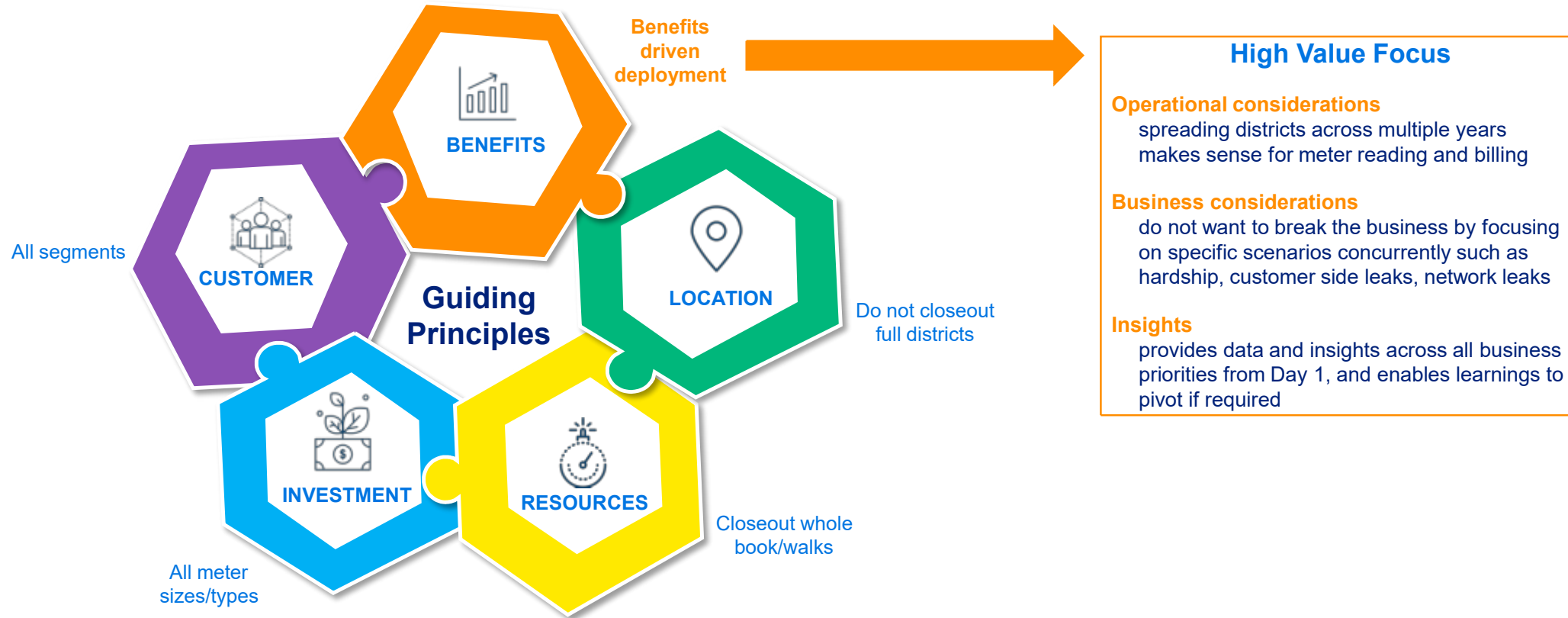
Supporting data for Top 4 MRO priorities

Customer Side Leaks 	Network Leaks 	Meter Reader Savings 	Customer Behaviour Change 
#1	#2	#3	#4
 Leak allowances Most accurate info on where customer side leaks are likely to be found	 Montage jobs Network leaks and bursts	 Book/Walks where <10% analogue meters remain Reduces human effort	 High Usage These customers could be targeted for Behaviour Change campaigns.
 CF Notifications We can look for areas that are commonly reported with continuous usage	 Estimated reads Accounts where bills have been estimated for multiple quarters	 Driving Rounds These are expensive and we need to prioritise them up front during the roll out	
 Sandy Soil 'Hidden' leaks; we will use external geographic data to detect these 'sandy' areas			
 Parks & Reserves Unknown leaks that persist for long periods of time			

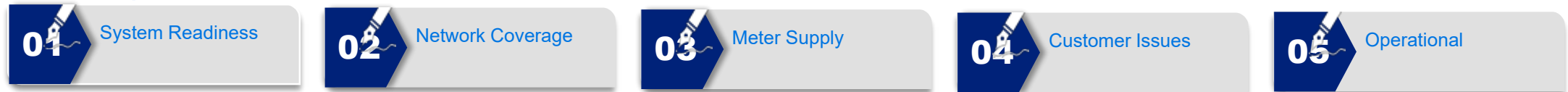
Principles & Considerations



Mass Roll Out Guiding Principles on a Page



Potential impacts



As we plan deployment, the guiding principles may be challenged, and the plan may need to pivot



Healthy Water. For Life.