



# INTELLIGENT COMMUNICATIONS FOR THE WATER SECTOR

Differentiate your offer in an evolving competitive market

# INTELLIGENT CONNECTED COMMUNICATIONS

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**At Opus Trust Marketing, we have a deep and practical understanding of working within the water industry – we send over one and a half million communications every month on behalf of water companies.**

We know that opening the non-household market to competition has been one of the biggest changes in the water market in decades, and we're right here to support you.



# SMART SOLUTIONS


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**Timely, relevant communications can help to increase customer satisfaction and improve customer engagement, which is vital in a competitive marketplace.**



Our comprehensive, integrated services are designed for optimum performance, high integrity and excellent value. With access to a team of water experts and advice on how to minimise your communications costs, our sophisticated range of solutions give you complete control over your communications and your budget.



A street scene in a residential area, likely in the UK, featuring brick buildings, trees, and parked cars. The sky is overcast. The text is overlaid on the upper right portion of the image.

**We reach around 20%  
of UK households and  
many businesses on  
behalf of water  
companies.**

**Our established,  
flexible solutions provide peace  
of mind for critical document outsourcing.**

# IMPROVE CUSTOMER EXPERIENCE

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As each of your touch points gives your customers an impression of your brand – from your bills to regulatory changes – every interaction they have with you must be excellent. Going the extra mile, by providing superior customer service and individual channel choice, your organisation can differentiate from its competitors.

With our robust, secure processes you can ensure that you provide the right information at the right time, every time - which should lead to a reduction in call centre traffic, less pressure on your resources and more satisfied customers.



# STRETCH YOUR BUDGET FURTHER

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When the bills you send out are always accurate and timely, it makes a huge difference to your cash flow. We process over 115 million mail items every year, and our industry expertise means that you can benefit from the best possible postal rates, and we can advise you on the most cost-effective mailing options.





# REMAIN COMPLIANT

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**We're familiar with Ofwat's requirements and we know that it's vital for your organisation to comply with them.**

We provide the specialism, systems and controls that enable you to adhere to regulations as well as customer preferences.

Our technological solutions can be easily adapted to accommodate change and they're advanced enough to spot discrepancies, so incorrect bills are intercepted before they are sent.





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WE SEND OVER 1.5 MILLION  
COMMUNICATIONS EVERY MONTH  
ON BEHALF OF WATER COMPANIES  
THAT'S OVER A QUARTER  
OF A MILLION EVERY WEEK

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# BENEFIT FROM OUR INNOVATION

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We have been innovating for over 30 years, and our experts have worked with businesses across a variety of sectors to create cutting-edge communications solutions.

With access to the latest mechanisms for bringing your dialogue with customers to life, you'll be able to make a lasting impression in an increasingly crowded marketplace.

# ONDEMAND SERVICE

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If you need to send out an ad-hoc communication, such as a change to your terms and conditions or a public emergency announcement, our **On Demand service** is on hand.

Our document composition and production specialists are available around the clock and our digital solutions are primed to allow us to react quickly and deliver swiftly.



We also have a special arrangement in place with Royal Mail, who will collect public emergency mailings from us up until midnight, for next day delivery to those affected.



# SECURITY IS PARAMOUNT

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Many of our clients operate in highly regulated markets, including the water and energy sectors, meaning that the security of their customer and employee communications is paramount.



We are ISO 27001 certified and our processes are regularly audited, with all of our communications undergoing rigorous checks before they are sent. We can also provide you with traceability across all channels, so you can easily validate delivery.





**INTELLIGENT  
CONNECTED  
COMMUNICATIONS**

• *Expertly Delivered*<sup>®</sup>

# GET IN TOUCH...

To learn more around how Opus Trust Marketing  
can support you and your business contact:

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