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For Immediate Release

NWC Beefs Up Customer Engagement

...Company launches customer connections programme in Trelawny

As part of its renewed thrust to improve awareness and build interaction with customers, the National Water Commission (NWC) today launched a customer engagement and community outreach programme across the western division – dubbed ‘customer connections’.

In the first leg of the programme, the NWC set-up office in the busy and highly commercialised area of Water Square, Falmouth in Trelawny with an aim to boost the dissemination of information about the NWC’s work and increase dialogue with stakeholders.

Customers, passers-by who stopped by the booths and those within ear shot of the proceedings benefitted from presentations about how to read the NWC meter, how to treat domestic water supply in emergencies, how to detect leaks and the requirements for new supply connections. Acting Community Relations Officer, Nadesia Wright-Tracey, who spoke about how to read the meter and Quality Assurance Manager, Nadine Patterson who walked the audience through the process of treating domestic water supply faced several questions from the audience following their presentations.

In a bid to diversify the programme, the NWC has partnered with the local health authorities to provide critical health services such as Body Mass Index Screening, HIV, Blood Pressure and Blood Sugar tests, free of charge. Several persons waited patiently under the tent to

receive the free tests being offered by the Trelawny health team, some even asked if they could be given preference to go first as they were on their lunch time.

This customer outreach effort is in keeping with the mission of the western division's Vice President, Kevin Kerr, who has urged his team to work towards improving responsiveness, boosting public education and increasing accessibility. In discussing the benefits of the programme Kerr explained that the company hopes to increase the level of awareness among stakeholders. "It is important for us to engage our customers. We want to meet our customers where they are; we want to be more responsive to their needs and become more accessible to them," he said.

Community Relations Manager, Teisha-Ann Pinnock added that it is imperative to connect with customers and noted that face-to-face interaction is a key component of the company's communication model. "With this approach to stimulate dialogue and feedback from customers, we hope to garner greater support, understanding and compliance," she said.

The customer connections programme will continue across the western division with the next stop in Lucea town, Hanover on July 7, 2017.

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