

# AscendancyWater

passionate about competition

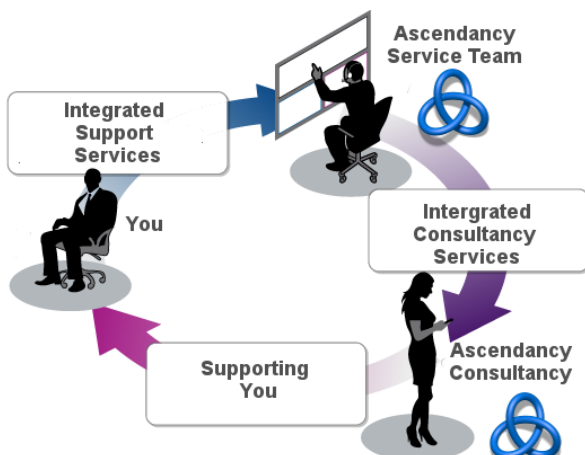
## What drives your Data Improvement and Matching initiatives?

- ⌘ Requirements for English Market Opening?
- ⌘ Identification of lost billing opportunities?
- ⌘ Improved customer billing accuracy?
- ⌘ Improved customer service?
- ⌘ Reduced leakage figures?
- ⌘ Reduced customer loss?
- ⌘ Winning out-of-area customers?

If you think any of the above are valid business objectives then you should consider investing in a targeted programme of work to improve your Data Quality. Ascendancy Water, with its expertise in data management can offer solutions tailored to your budget and your desired business outcomes.

## Proven Data Management expertise in the Water Industry

Ascendancy Water brings together some of the best expertise in managing data within the competitive water market in Scotland and pre-competition in England. With these resources working with you, we can design a programme of Data Quality improvement targeted at your specific business objectives.



Ascendancy Water Ltd.  
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Matching your businesses requirements, goals and budget we will tailor a programme of activities which would typically involve many of the following:

- ⌘ Full matching against the Government's Unique Property Reference Number (UPRN) database;
- ⌘ Automated and manual matching and differencing;
- ⌘ Manual review of automated matches;
- ⌘ Manual identification of additional matches;
- ⌘ Rateable value review to identify any missing high value properties;
- ⌘ Risk profiling for service entitlement;
- ⌘ Site visits for services verification;
- ⌘ Review of corporate address data quality;
- ⌘ Assessment of Data Quality for Market entry.

## Our expertise

Our services are delivered by competition hardened experts who have held key roles in the Scottish market including:

- ⌘ Business Stream Head of Retail;
- ⌘ Business Stream Head for Data;
- ⌘ Central Market Agency PM;
- ⌘ Business Stream Data PM;
- ⌘ Scottish Water Data PM;
- ⌘ Business Stream Settlement Expert;
- ⌘ Business Stream Gaps and Vacants TL;
- ⌘ Business Stream Key Account Billing TL.

## Guaranteed success

Ascendancy has a track record of always delivering ROI for these projects plus an ongoing revenue stream worth many times the project cost. Guaranteed.

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