Storyboard (answer plan)

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| **Section** | Q6 Capacity | | |
| **Weighting** | 2.5% | **Page / Word Limit** | 750 words |
| **Owner** | Jo Thompson | **Lead Author** | Tony Fern |
| **Contributors** | Lead Entity | **Reviewer** | Soruban/Steve Stanyon |
| **Evaluation Criteria** | | | |
| **The Question** | | | |
| Given the size and commitments of the agreement, how will you make sure YW are a priority customer? | | | |
| **Defining Our Offer** | | | |
| **Client Drivers**  Why has the client asked us this question? What is their underlying issues/concerns? By understanding their key challenges we can produce a winning response. | | | |
| **In a 'Good Response', the supplier will be able to make commitments, which give the confidence that YW will remain a priority customer throughout the agreement**  In a 'Bad Response', the Supplier will not be able to explain how YW will be treated as a priority customer. | | | |
| **Win Themes**  Which win themes could and should we emphasise in this answer? And what benefit will these provide to the client? | | | |
| **Win Theme** | | **Benefits** | |
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| **Building Our Response**  Below you should break down the answer to your response into the subsections within each section allowing for effective signposting to the client.  In each part detail your approach. It can be bullet points at this stage but should address all important technical points as well as client drivers, win themes and USPs. Proof points need to be included to back up statements. |
| **Overall message** |
| MWS to write 50 words on our relationship with YW. 246:  Yorkshire water and MWS have enjoyed a long history of successfully working together to deliver to the 5.7 million customers and 140,000 business who rely on your services. As our client, your forward-thinking and progressive approach has provided opportunities to forge better ways of working and implement innovative solutions that have driven value for you and your customers. As your delivery partner, we have consistently delivered your works on time, within budget and with high quality outcomes.  We are the largest utility-only provider of water infrastructure services in the United Kingdom, and prove our ability to consistently deliver our client contract requirements, managing peaks and troughs of demand across large and diverse technical and geographical areas. We achieve this through our flexible resourcing strategy, that includes multi-skilled in-house operatives, highly trained Smart Metering teams, ready access to specialist MGroup resources, and a trusted, established supply chain trained to adhere to our rigorous standards.  We are committing a senior, experienced team to deliver this contract, who are already known to your organisation, have established relationships with your teams and key stakeholders in your regions, and who understand your priorities and values. They will work closely with you to ensure we meet planned programmes of works, and to draw on our flexible resource pool to meet any urgent, unplanned or changing requirements. You can be assured that Yorkshire Water will continue to be well-served by MWS in all aspects of the agreement for the duration of the contract. |
| **Sub-question 1:** |
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| **Sub-question 2:** |
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| **Sub-Question 3:** |
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| **Sub-question 4:** |
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| **Sub-Question 5:** |
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| **Absolute key word/phrases: e.g. CDM, Every Customer Counts relating to the question** |
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| **Relevant Policies, MOPs accrediations, attachments etc** |
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| **Linked Case Studies: Have we written about this before?** |
| |  |  |  | | --- | --- | --- | | Name/Project | Growth Team Contact | Ops Contact | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |

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| **Graphics**  A picture / diagram / flow chart is worth a thousand words!  Sketch any graphics needed to support the answer? |

* Drop graphics in here and which subsection they apply to