

Managing Expectations
Presentation
to 3rd OUR Annual Conference
Nassau, The Bahamas
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Introduction

- Approx. 2.7 million Jamaicans
- JPS has some 540 thousand customers
- Employees salaries frozen

The License

- Only now being scrutinised
- Annual adjustment
- Recovery of hurricane damage

The outcry

- Backlash was severe

The Regulators' obligations

- Educate stakeholders
- Legislation that impacts consumers particularly
- What the Regulator can and cannot do

Identifying expectations and perceptions

- Do your job well
- Implement social marketing campaign

Decisions and Determinations

- Communicating directly and clearly