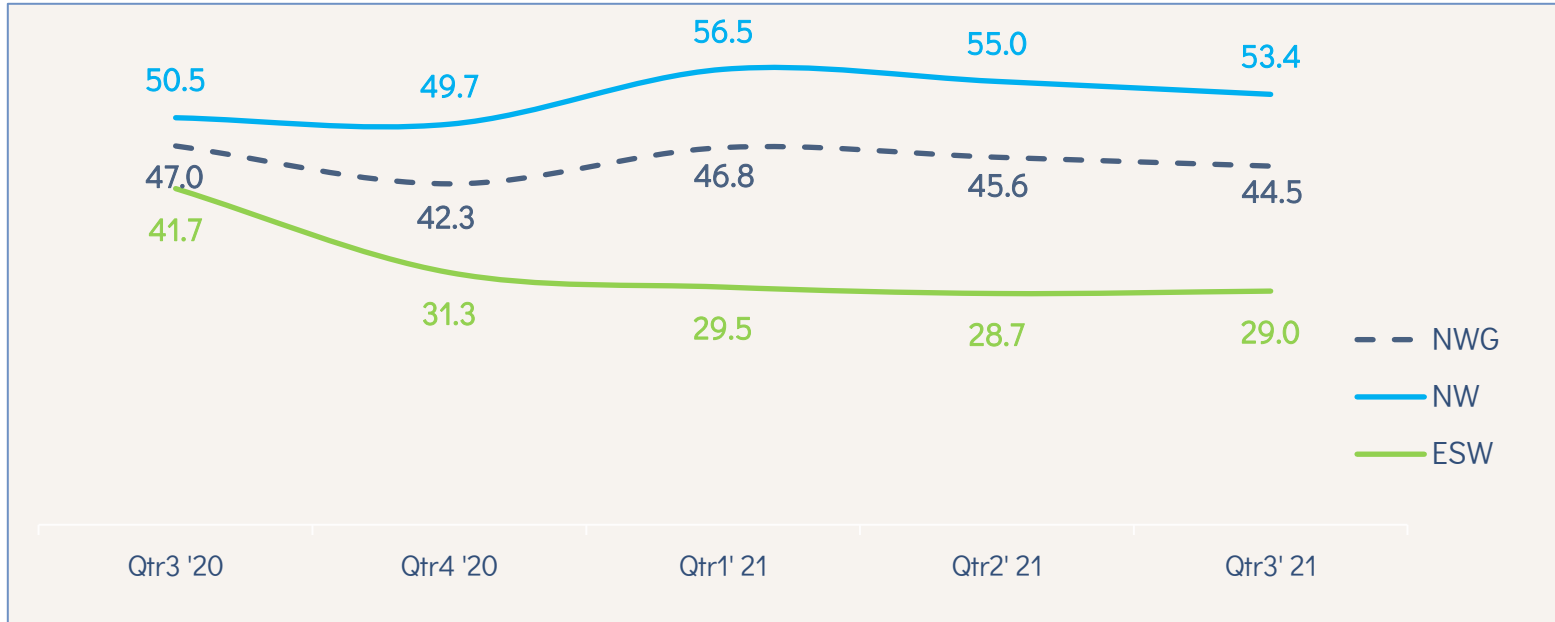




NPS since this quarter last year





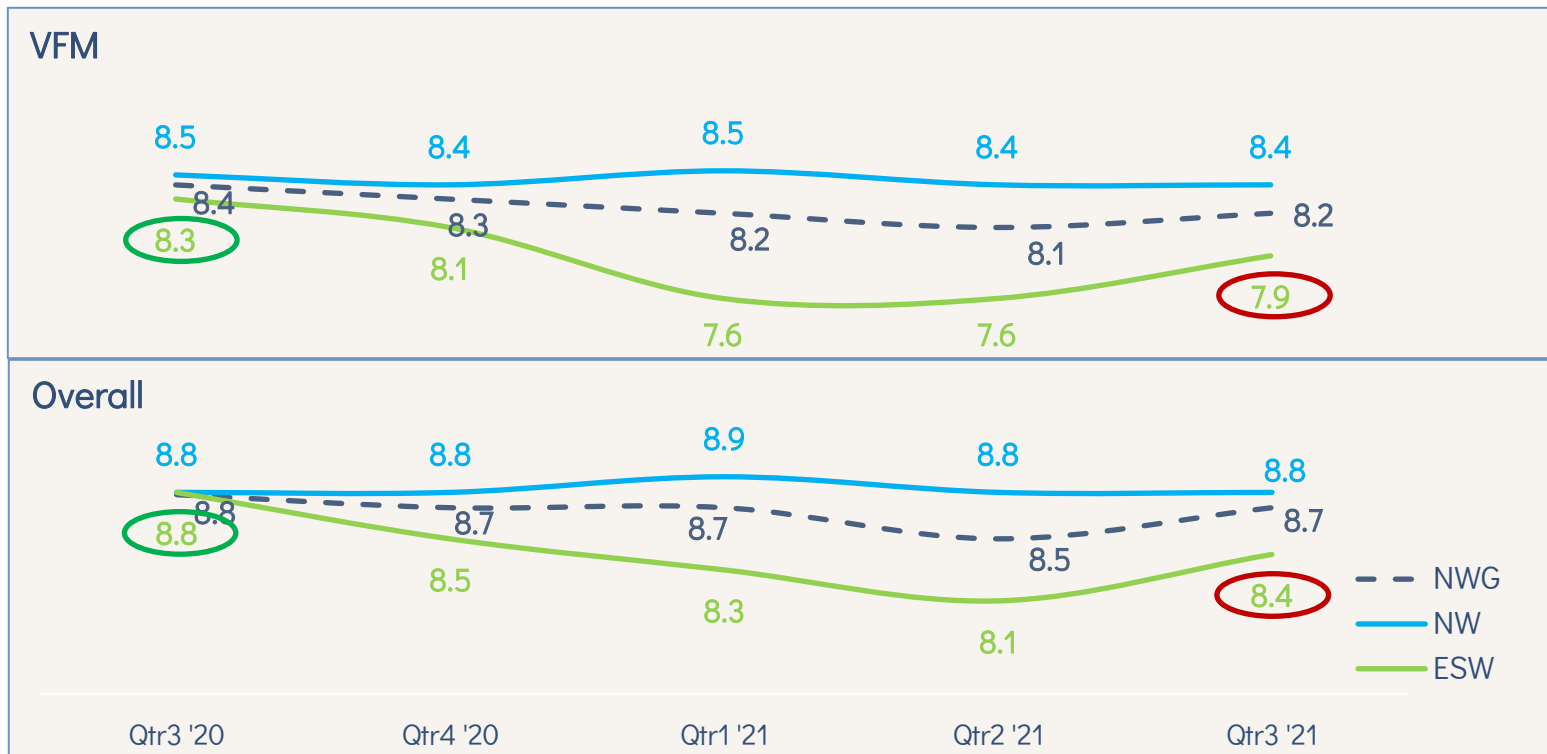
Top improvements to give a higher score

Non-Promoters (scores of 0-8) - 191 customers

- Reduce cost (20%)
- Improve water quality/taste/smell (12%)
- More accurate bills/fewer estimated bills (4%)
- Better ongoing maintenance of sewers/pipes (3%)
- More environmentally friendly (3%)
- Improve water pressure (3%)
- Repair leaks (more quickly) (2%)
- Let customers decide on having a meter (or not) (2%)
- Easier to contact (2%)
- Improve river/seawater (2%)
- More online/app services (2%)

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Overall satisfaction and with Value for Money, since this quarter last year



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Service satisfaction 1 (by region)

Clean and clear	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	9.1	9.2	9.1	9.1	9.1
ESW	9.2	9.0	8.7	8.6	8.7
Tastes and smells good	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.8	9.0	8.8	8.7	8.8
ESW	8.8	8.7	8.6	8.1	8.4
Reliable supply	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	9.5	9.5	9.5	9.4	9.4
ESW	9.5	9.3	9.2	9.2	9.3
Sufficient pressure	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.9	9.0	8.9	9.0	8.9
ESW	8.7	8.6	8.5	8.6	8.6
Customer service	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	9.0	8.9	9.1	8.9	8.9
ESW	8.9	8.6	8.4	8.2	8.7
Clear explanation of charges	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.8	8.7	8.8	8.6	8.6
ESW	8.7	8.3	8.1	8.0	8.2



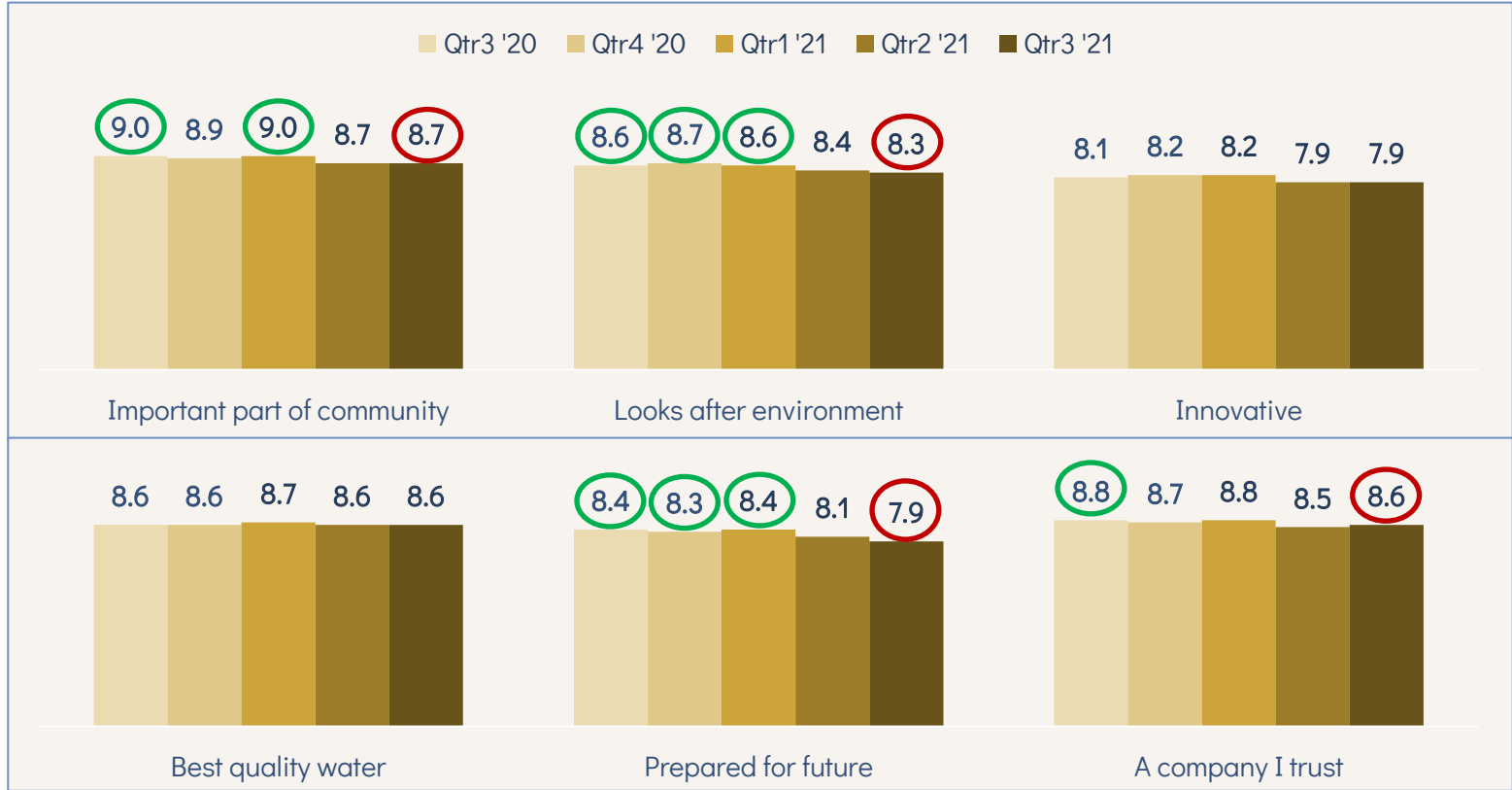
Top improvements required on service issues

Gave any low scores (0-6) - 165 customers

- Improve quality/taste/smell of water (29%)
- Improve water pressure (12%)
- Cleaner rivers (12%)
- More detail/clarity on charges (9%)
- More information on their services (7%)
- Better ongoing sewer/pipes maintenance (6%)
- Reduce prices (6%)
- Replace old infrastructure/improve capacity (5%)
- Cleaner beaches (4%)
- Quicker resolution of problems (4%)
- Repair leaks (more quickly) (4%)
- Better communication/more updates (3%)
- Improve flood defences (2%)
- Easier to contact (2%)



Brand values (NWG)



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Brand values (by region)

Important part of community	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	9.0	9.1	9.1	8.9	8.8
ESW	9.0	8.6	8.9	8.4	8.5
Looks after environment	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.6	8.8	8.7	8.6	8.5
ESW	8.5	8.4	8.4	7.9	7.8
Innovative	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.1	8.3	8.5	8.2	8.1
ESW	8.0	8.0	7.6	7.5	7.6
Best quality water	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.7	8.9	8.9	8.9	8.8
ESW	8.5	8.2	8.2	7.9	8.3
Prepared for future	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.4	8.5	8.6	8.4	8.1
ESW	8.3	8.1	8.1	7.6	7.6
A company I trust	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.8	8.9	9.0	8.8	8.7
ESW	8.9	8.5	8.3	8.0	8.4

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Priority services (NWG)

