

Q3'23 Transactional NPS Tracker

NWG

08/09/2023

TRINITY
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NWG
living water

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Introduction

Aim: To track one of NWG's NPS measures – where household customers have contacted the company to get a query, or a problem resolved

- Carried out by phone - 320 interviews per quarter
- Sample provided by NWG and TPS-screened before use
- Quotas set to achieve 50:50 NW:ESW, Billing:Ops
- Fieldwork dates: 24th August – 4th August 2023
- Average interview length: 7.0 mins

Covering this wave:

- Likelihood to recommend, with reasons
- Satisfaction with the handling of the contact, including visits where required
- Overall satisfaction, and satisfaction with value for money

Location	Target	Achieved
North East	160	175
Essex / Suffolk	160	145
TOTAL	320	320

NPS



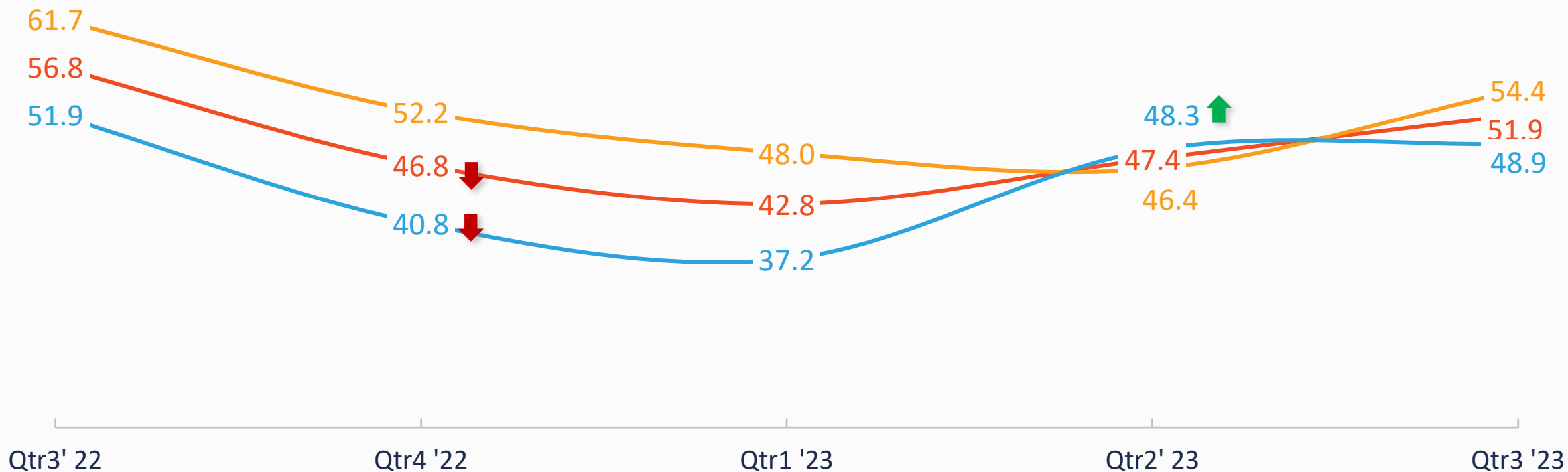
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Likelihood to recommend (NPS) - Total

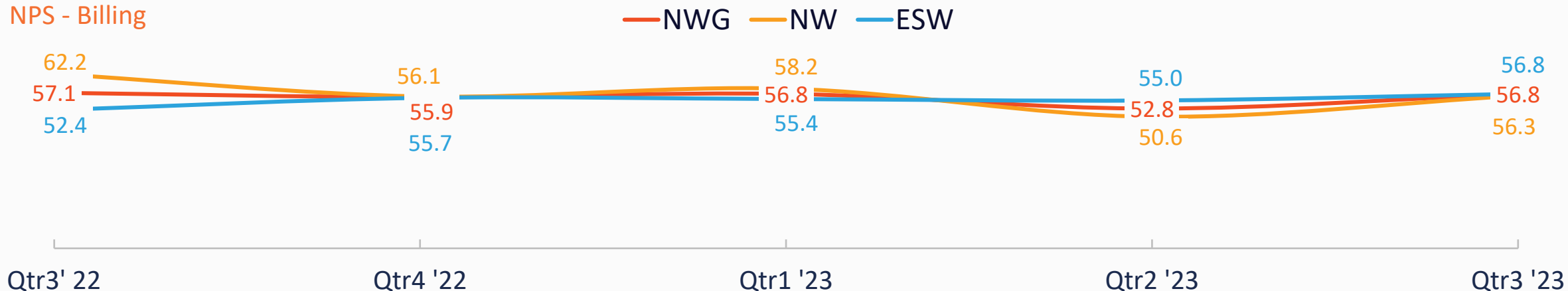
NPS – Total

— NWG — NW — ESW

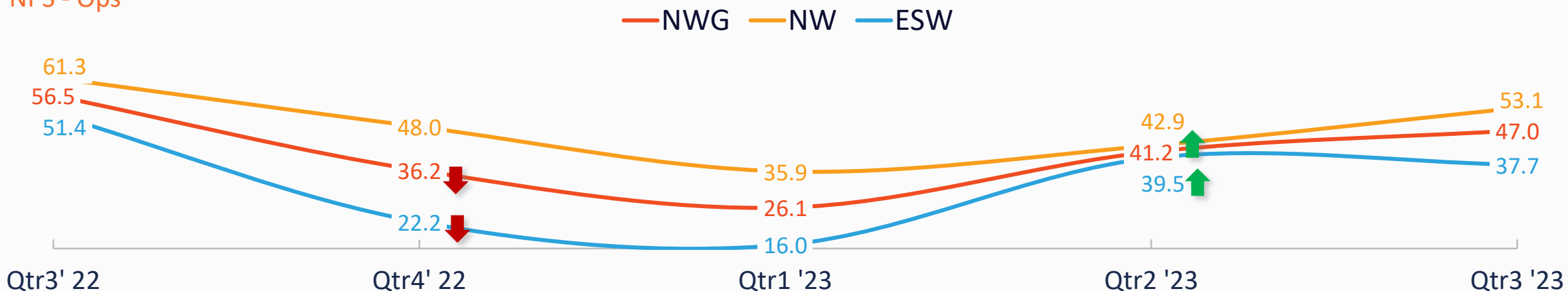


Likelihood to recommend (NPS) – Billing vs Ops

NPS - Billing



NPS - Ops



Q10 If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base NWG Billing (176), NW Billing (87), ESW Billing (88), NWG Ops (147), NW Ops (89), ESW Ops (58)

Reason for NPS score

Promoters (scores of 9-10) - 195 customers

No problems	26%
Quick response/resolution	17%
Good service/customer service	11%
Ok/fine/satisfied	10%
Helpful	10%
Resolve problems	9%
Fantastic/brilliant etc	8%
Polite/friendly staff/workmen	8%
Efficient	7%
Good/fair price/good value	4%
Professional	4%
Other	4%
Good communication/updates/follow-ups/return calls etc	4%
Don't know	4%
Nothing to compare against/no choice/no real dealings	11%

Passives (scores of 7-8) – 55 customers

No problems	22%
Ok/fine/satisfied	18%
Other	16%
Expensive	9%
No reason/indifferent/never give a 10	5%
Poor communication/don't return calls/updates etc	5%
Resolve problems	5%
Good communication/updates/follow-ups/return calls etc	5%
Been with them for years	5%
Fantastic/brilliant etc	5%
Good service/customer service	4%
Quick response/resolution	4%
Polite/friendly staff/workmen	4%
Informative/answer questions/advise	4%
Nothing to compare against/no choice/no real dealings	13%

Detractors (scores of 0-6) – 43 customers

Other	23%
Problem not resolved/needs permanent solution	19%
Ok/fine/satisfied	16%
Expensive	9%
Poor communication/don't return calls/updates etc	7%
Poor experience with them	5%
Poor service/customer service	5%
Slow to respond to issues etc	5%
Only interested in profit	5%
Helpful	5%
Lack of support for the environment	5%
Don't/won't take responsibility/refused to do anything	2%
Unhelpful	2%
Nothing to compare against/no choice/no real dealings	21%

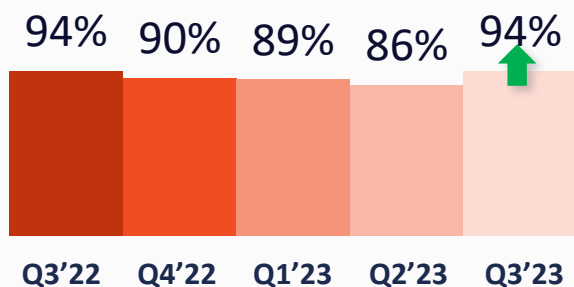
Satisfaction with the handling of resolutions and contact



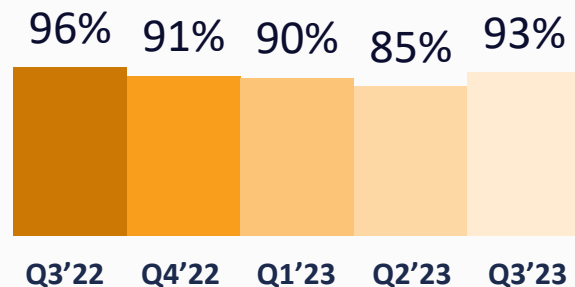
Contact resolution – Billings vs Ops

% Agree matter was fully resolved - Billing

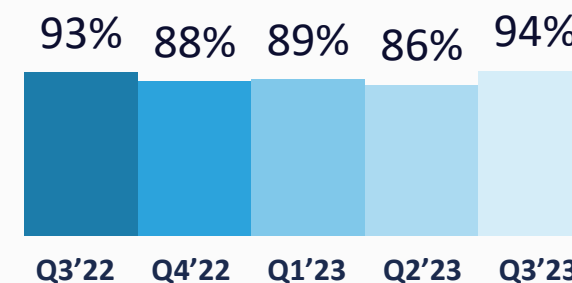
NWG



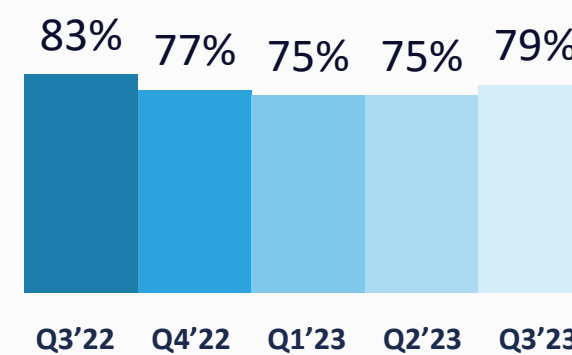
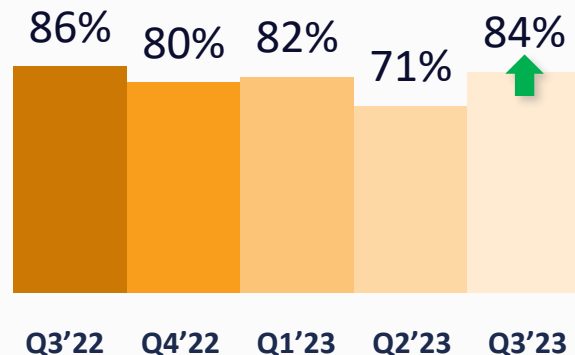
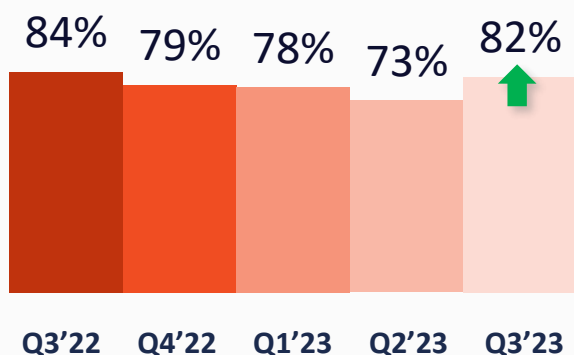
NW



ESW



% Agree matter was fully resolved - Ops

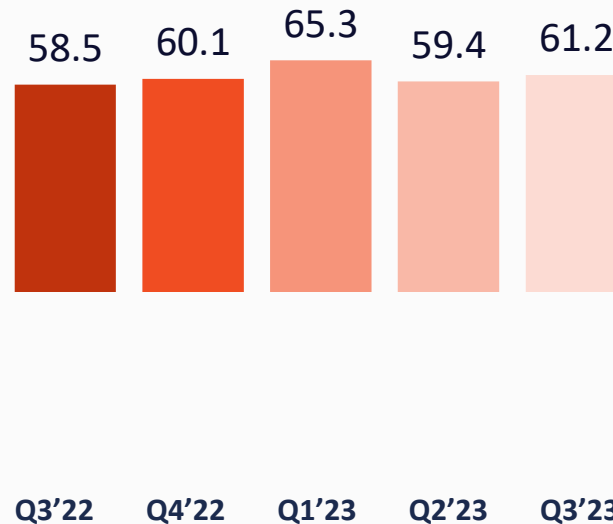




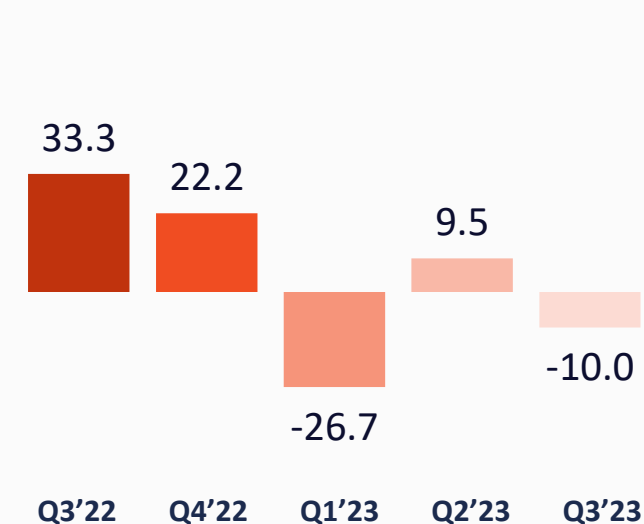
Contact resolution impact on NPS

NPS score Billings vs Ops

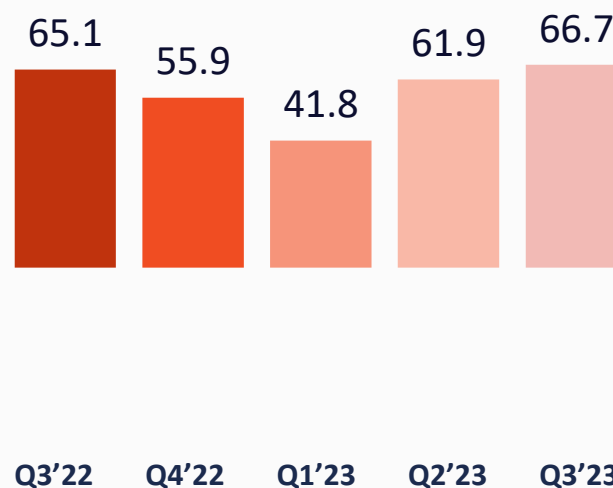
Billing - resolved



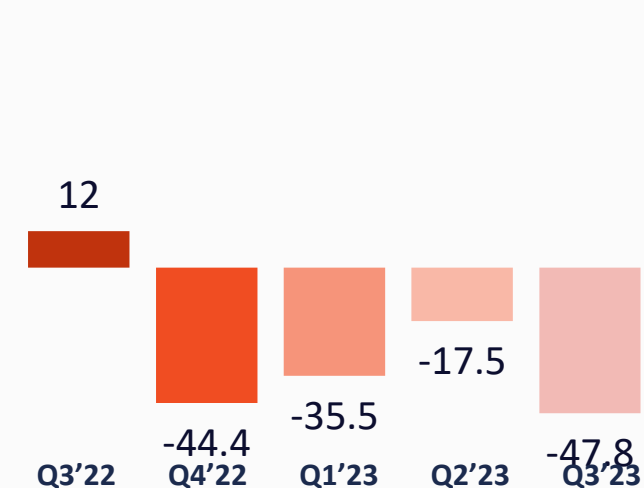
Billing – not resolved*



Ops - resolved



Ops – not resolved*



Q10: If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base Resolved Billing (165), Resolved Ops (121), *Caution low base size: Not resolved Billing (11), Not resolved Ops (26)

Satisfaction with contact handling – Overall

Resolution on first contact

8.2 — 7.9 — 8.3 — 8.6 — 8.6 — 8.1 — 8.2 — 8.3 — 8.4

Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23 Q3'23

Time taken to resolve

8.1 — 7.8 — 8.2 — 8.3 — 8.4 — 8.0 — 7.9 — 8.2 — 8.2

Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23 Q3'23

Call handler manner

9.3 — 9.0 — 9.3 — 9.2 — 9.4 — 9.2 — 9.2 — 9.3 — 9.3

Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23 Q3'23

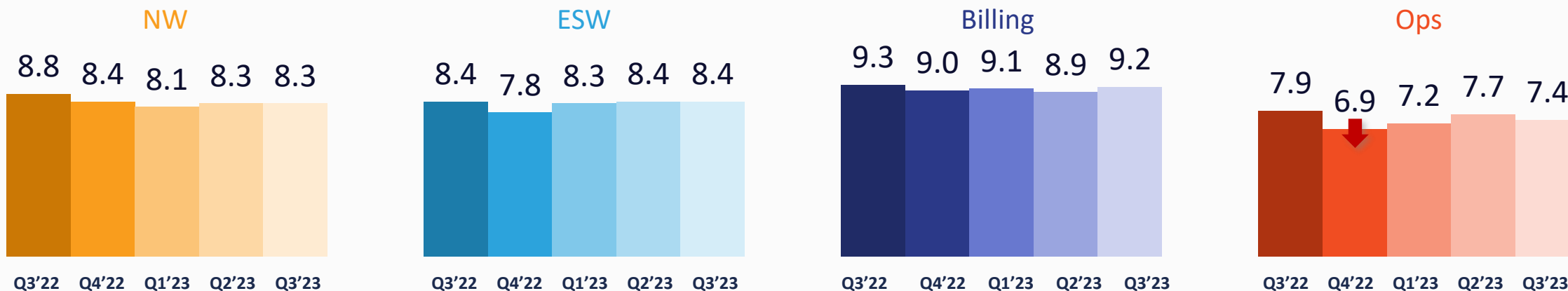
Visiting staff manner

9.3 — 9.1 — 9.1 — 9.3 — 9.3 — 9.3 — 9.3 — 9.3 — 9.4

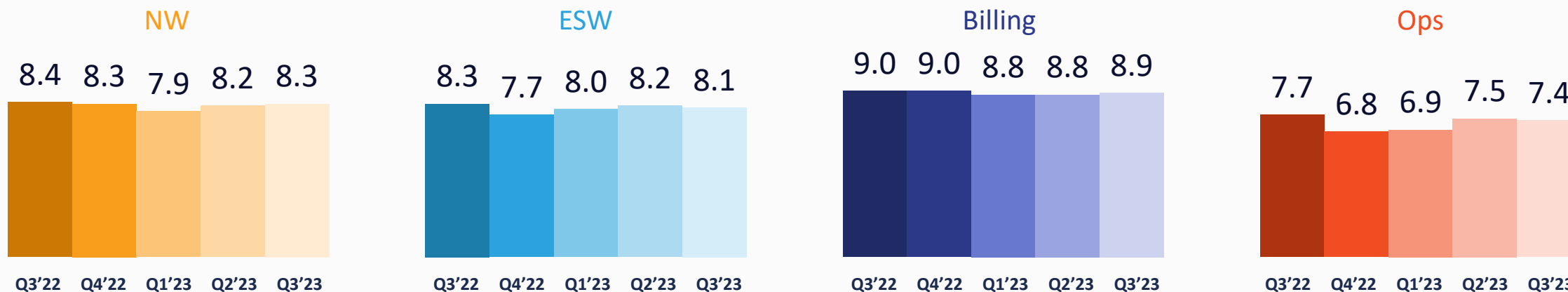
Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23 Q3'23

Satisfaction with contact handling – Region & Departments

Satisfaction with resolution on first contact

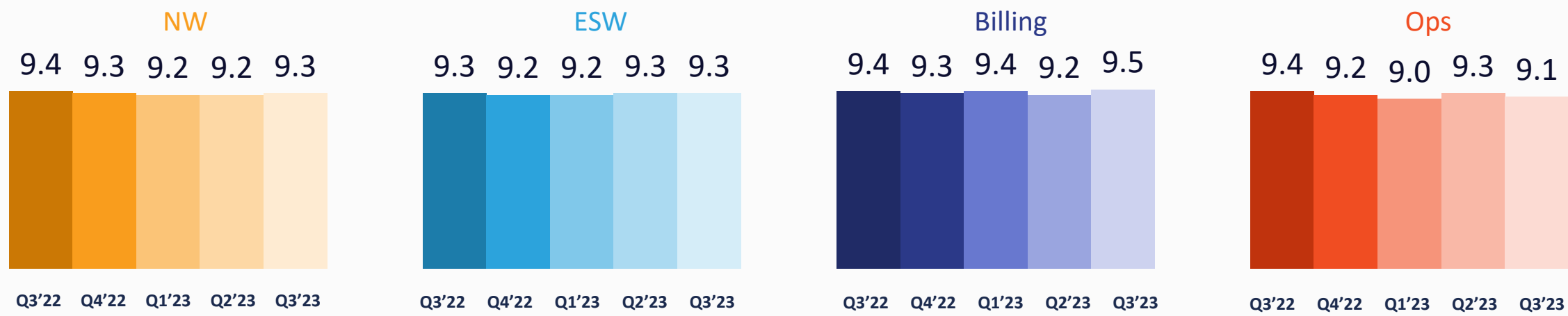


Satisfaction with time taken to resolve

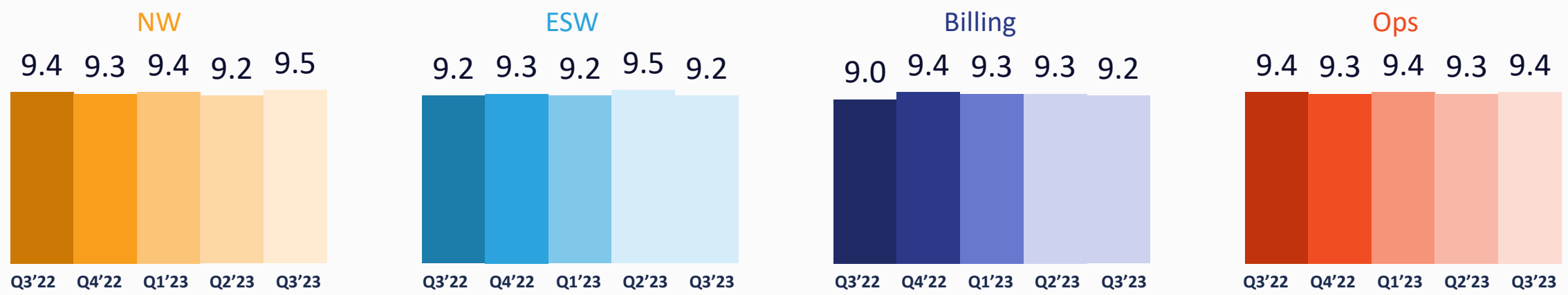


Satisfaction with contact handling – Region & Departments

Satisfaction with call handler manner



Satisfaction with visiting staff manner



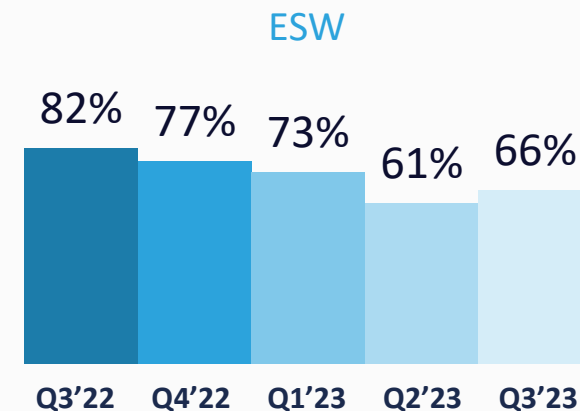
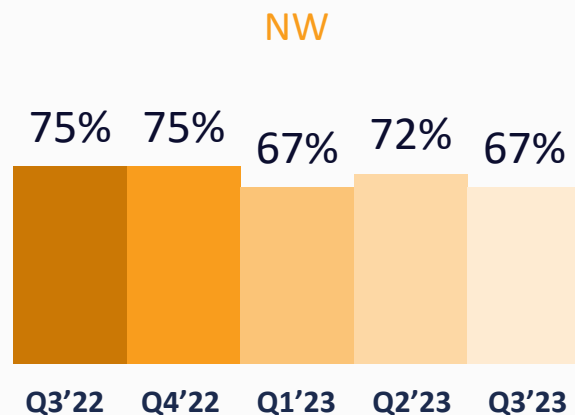
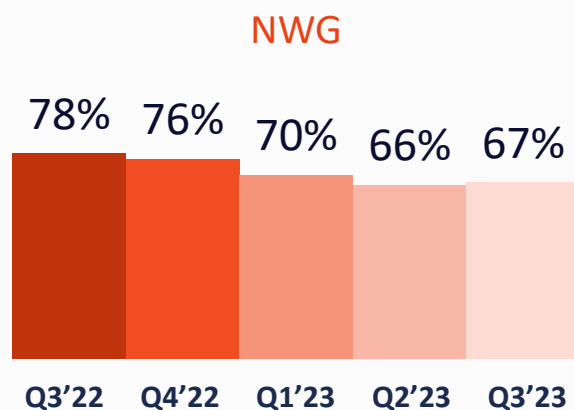
Q6: How satisfied were you with the following aspects of the service? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied Base ESW (145), NW (175) Billing (176) Ops (147)

Satisfaction with the handling of visits

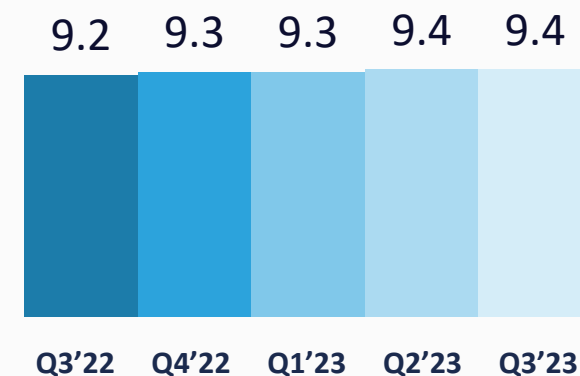
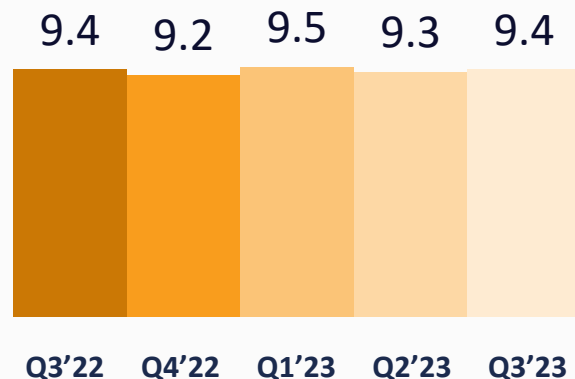
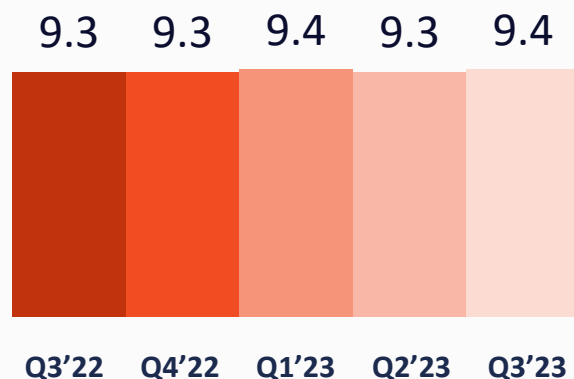


Visits and staff manner – Ops only

% who received a visit



Satisfaction with visiting staff manner



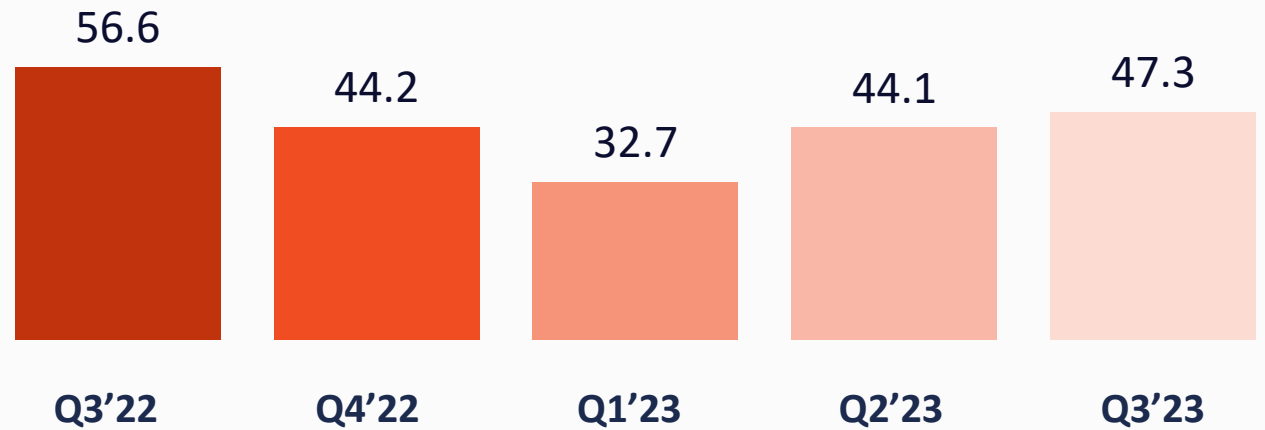
Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (147), NW Ops (89) ESW Ops (58) Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (98), NW Ops (60) ESW Ops (38)



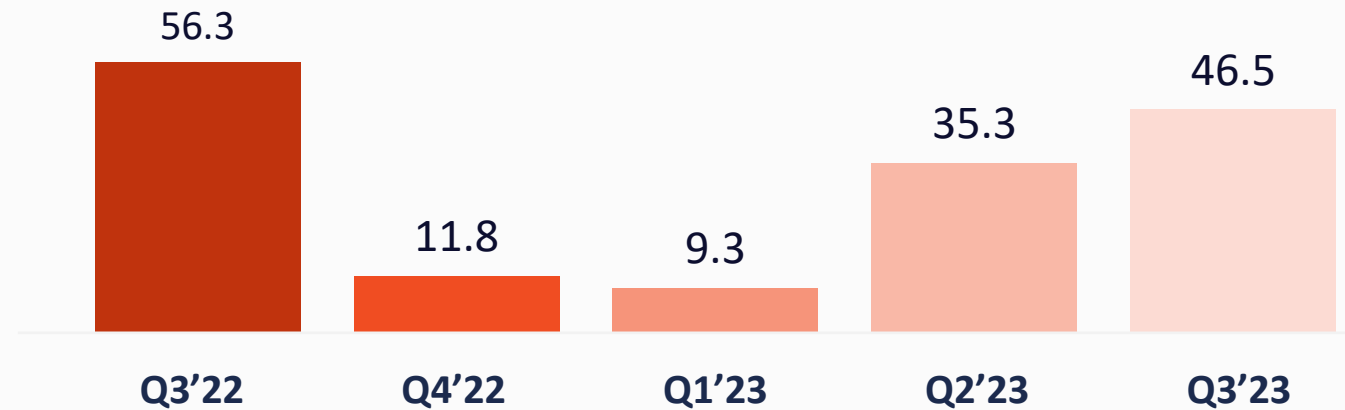
Impact of visit on NPS – Ops only

NPS score visit vs no visit

Visit needed



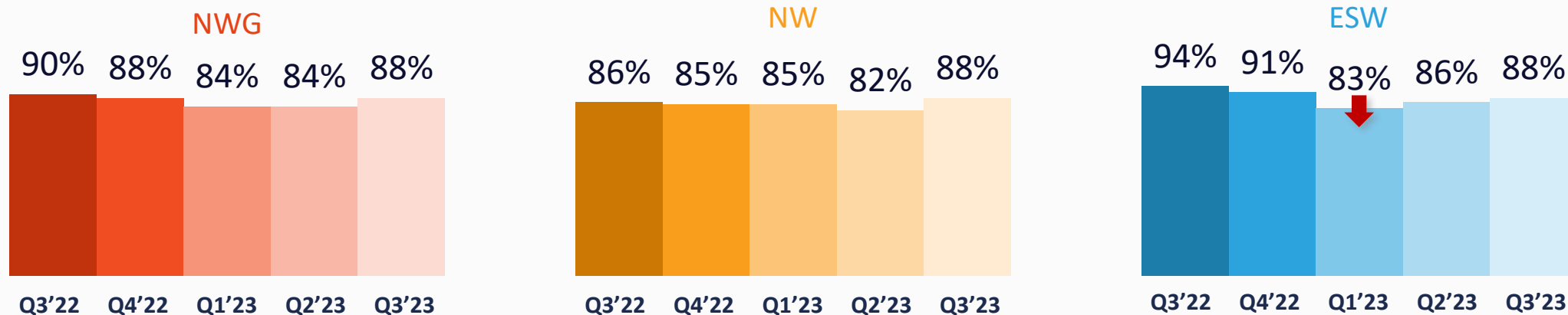
Visit not needed



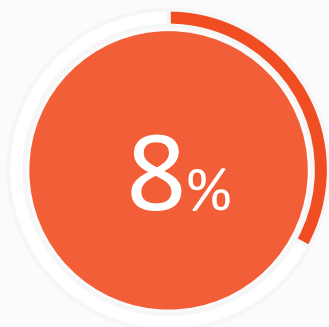
Q10. If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Base Visited NWG Ops (98), Not visited NWG Ops (49)

Information received

% who received all information wanted



% had information missing & Top 7 reasons why (25 respondents)



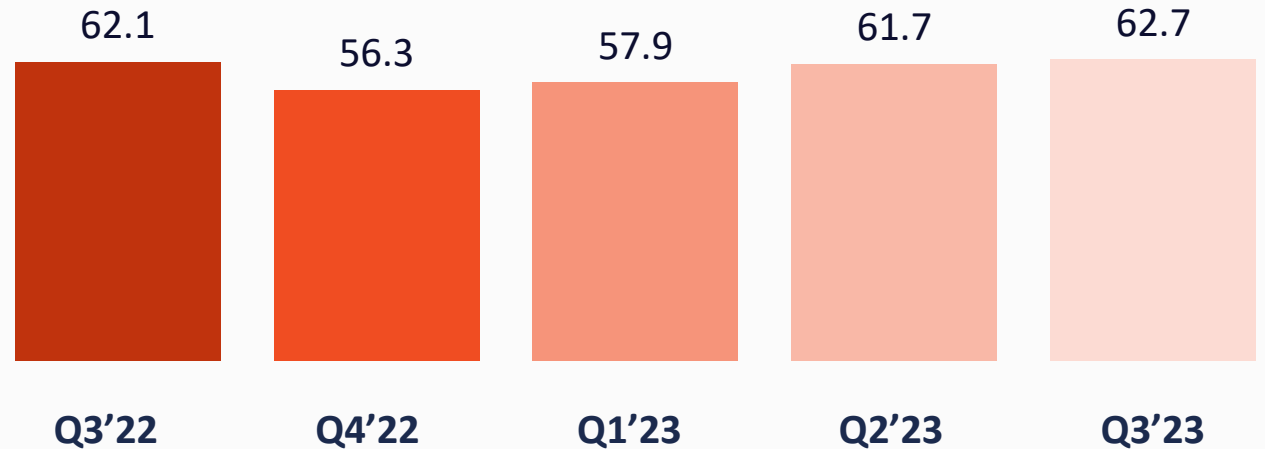
Poor communication/don't return calls/keep updated etc	24%
Had no contact from them whatsoever	20%
Problem unresolved	16%
Not given enough/adequate information	8%
Don't keep promises	8%
Did not send what was promised/requested/needed etc	4%
Didn't/don't need information	4%



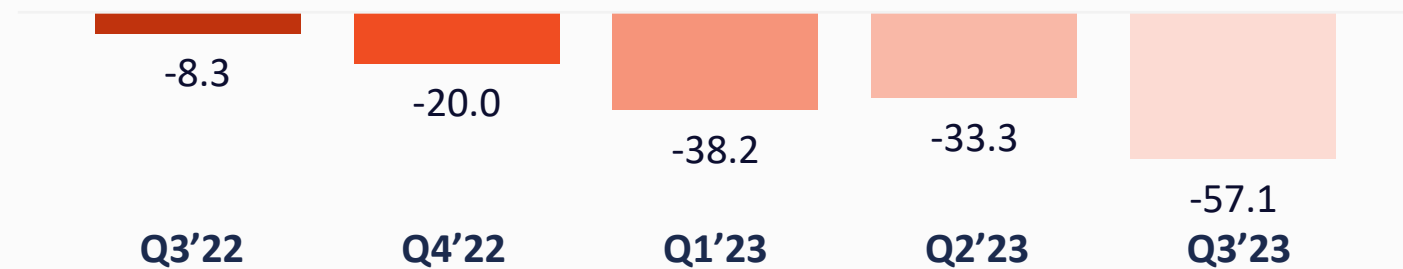
Impact of information received on NPS

NPS score received all information vs not received all information

Received all information wanted



Not received all information wanted

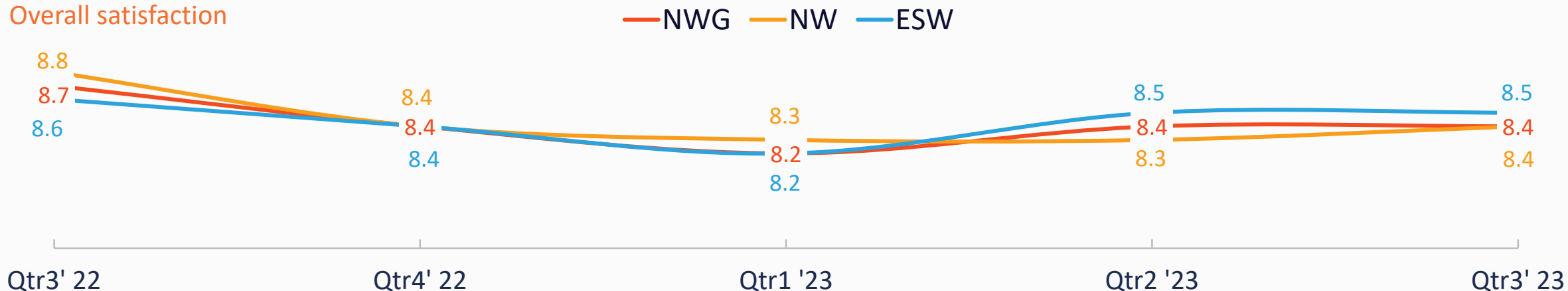


Satisfaction

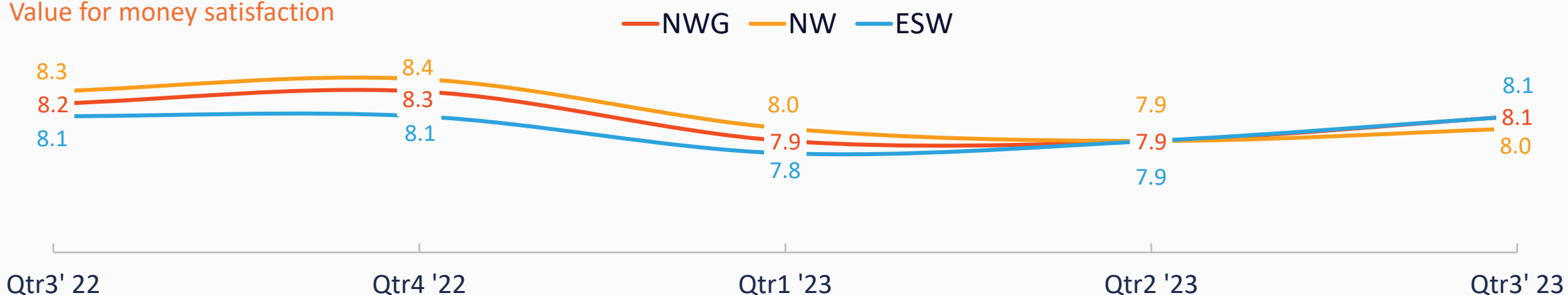


Overall measures

Overall satisfaction



Value for money satisfaction



Key headlines



NPS this quarter

NPS at an overall level has been seeing a steady increase over the last three quarters. This is predominantly driven by increases for NW Ops.



Contact resolution

The proportion who agree that their matter was fully resolved has significantly increased in the NWG regions, both in Billing (from 86% to 94%) and Ops (from 73% to 82%); the latter increase is driven by the NW region in particular.



Overall satisfaction

Overall satisfaction and value for money satisfaction has largely remained static across regions.

The image features a dark blue background on the left that transitions into a bright orange gradient on the right. On the left side, there are three overlapping circles: a large white one at the bottom, a smaller orange one to its upper left, and a very large white one that spans across the top and right edges of the frame. The text 'TRINITY' is written in orange, uppercase letters, and 'MCQUEEN' is written in white, uppercase letters, both in a clean, sans-serif font. The text is positioned within the large white circle on the left side of the image.

TRINITY
MCQUEEN