



06 / 05 / 20

# Transactional NPS Tracker

## Results: Quarter 1 2020

Our ref. J3066.1



DEFINING THE **CLEAREST** DIRECTION

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## Transactional NPS Tracker

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On-going research programme among household customers, to track one of NWG's NPS measures – where customers have contacted the company to get a query or a problem resolved

Covering:

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

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## Approach

Carried out by phone

300 interviews per quarter

Sample provided by NWG  
and TPS-screened before  
use

Quotas set to achieve 50:50:

- NW:ESW, and
- Billing:Ops

Qtr1 2020

Contact period:

30 March – 10 April 2020

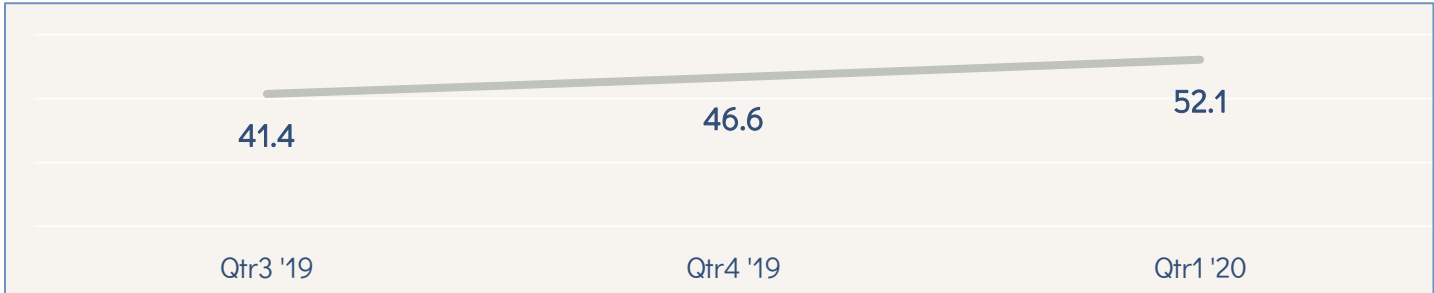
Fieldwork carried out:

20 April – 1 May 2020

The latest results have been tested for statistical significance vs earlier waves. Significantly different figures are highlighted with circles - green indicates a significantly higher result than any figure circled red in the same row



# NPS



		Qtr3 '19	Qtr4 '19	Qtr1 '20
NWG	Total	41.4	46.6	52.1
	Billing	53.5	45.7	55.2
	Ops	27.4	47.7	49.0
NW	Total	52.1	50.3	60.5
	Billing	51.2	48.8	56.2
	Ops	53.1	52.3	64.9
ESW	Total	30.6	42.8	43.4
	Billing	56.2	42.7	54.3
	Ops	4.2	42.9	33.3

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## Top reasons for NPS scores this wave

### Promoters (scores of 9-10) - 192 customers

- No problems/hassle free (25%)
- Quick response/resolution (24%)
- Helpful (17%)
- Polite/friendly staff (17%)
- Good customer service (14%)
- Resolve problems (14%)
- Brilliant/fantastic etc (7%)
- Good value/fair price (7%)
- Efficient (6%)
- Informative/answer questions (5%)
- Good experience/happy with them (5%)
- Understanding/sympathetic/patient (5%)
- Good communication/updates (4%)
- No supply problems (4%)
- Easy to contact/answer quickly (3%)
- Easy/straightforward/simple (3%)

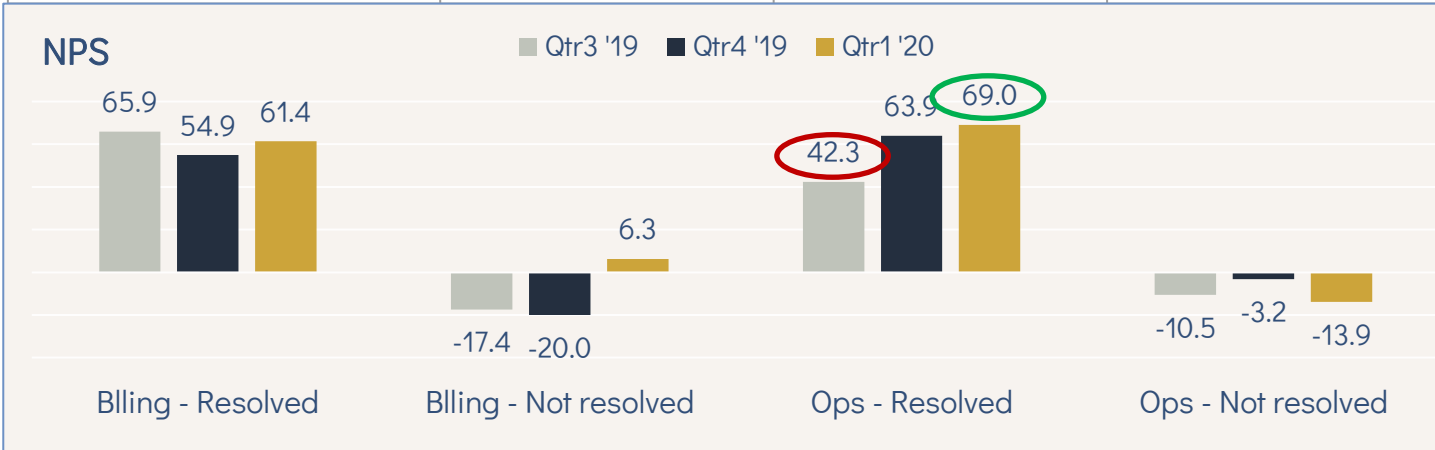
### Detractors (scores of 0-6) – 40 customers

- Expensive (23%)
- Problem not resolved (23%)
- Poor customer service (18%)
- Takes too long to resolve issues (13%)
- Don't take responsibility (8%)
- Given incorrect/conflicting information (8%)
- Nothing to compare against/had no real dealings with them (20%)

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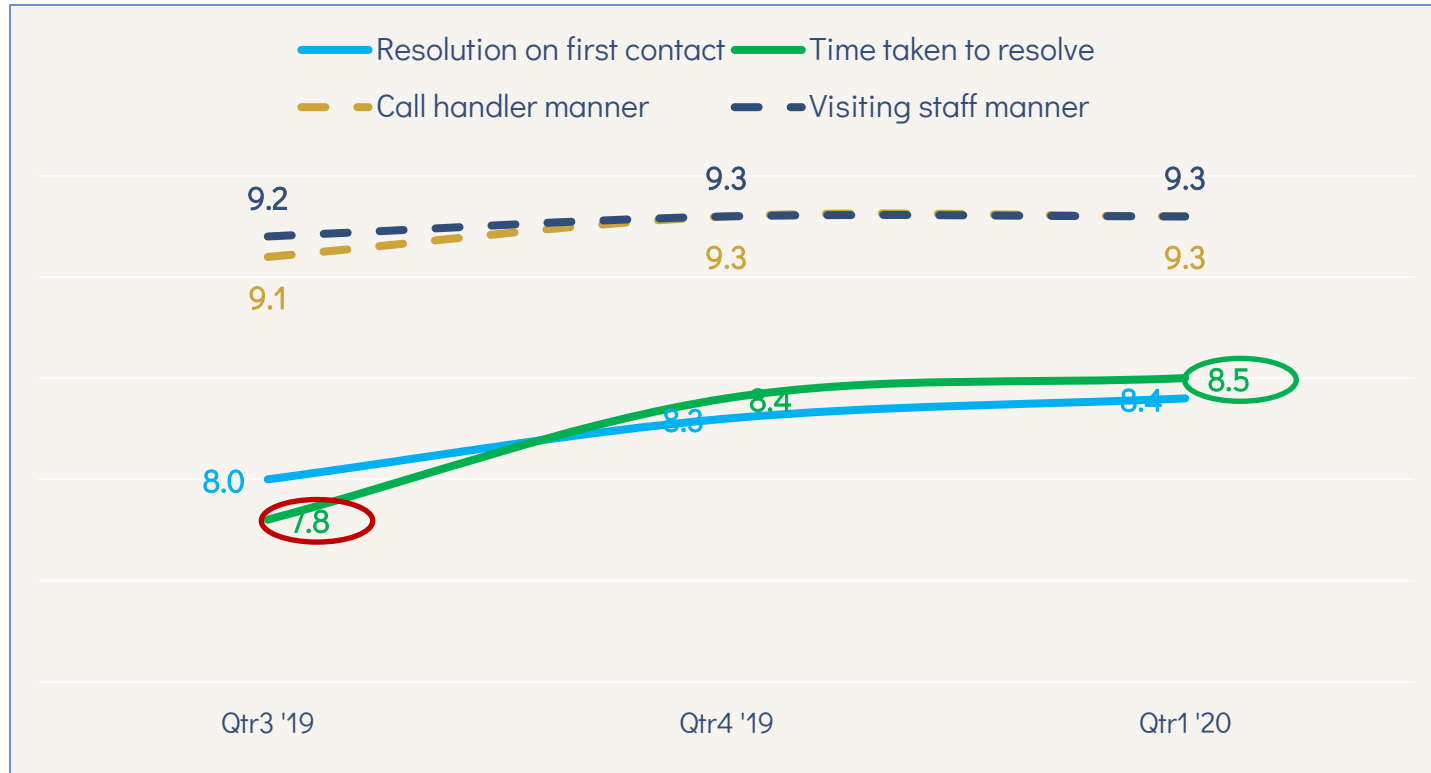
## Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr3 '19	Qtr4 '19	Qtr1 '20
NWG	84%	88%	88%
NW	80%	87%	83%
ESW	90%	89%	93%
Matter fully resolved - Ops	Qtr3 '19	Qtr4 '19	Qtr1 '20
NWG	71%	76%	76%
NW	73%	71%	79%
ESW	70%	81%	73%





# Contact handling



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## Contact handling

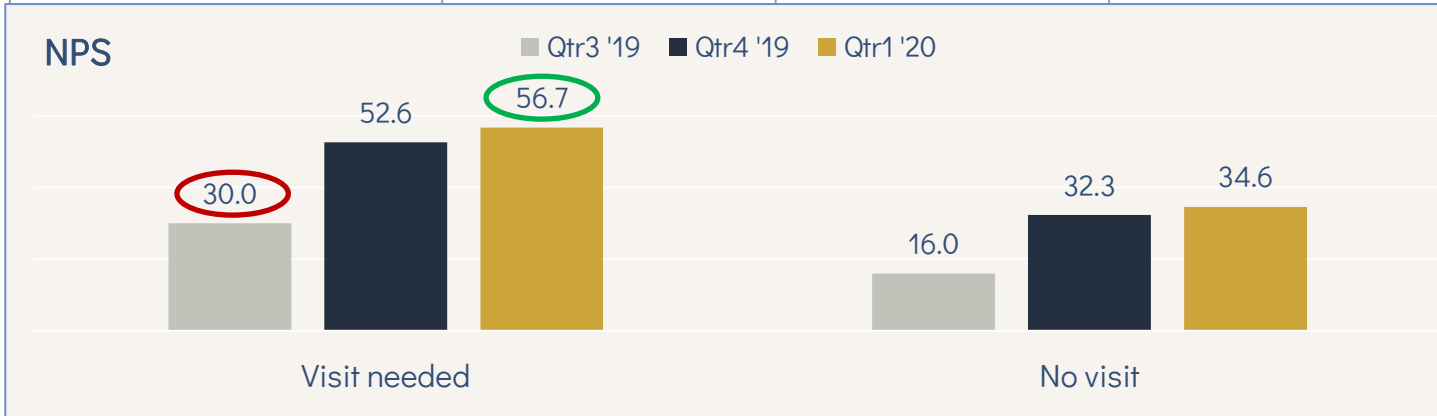
Resolution on first contact	Qtr3 '19	Qtr4 '19	Qtr1 '20
NW	8.2	8.2	8.4
ESW	7.8	8.4	8.4
Billing	8.7	8.8	8.9
Ops	7.2	7.6	8.0
Time taken to resolve	Qtr3 '19	Qtr4 '19	Qtr1 '20
NW	8.0	8.3	8.5
ESW	7.6	8.5	8.5
Billing	8.5	8.9	9.0
Ops	7.0	7.8	8.0
Call handler manner	Qtr3 '19	Qtr4 '19	Qtr1 '20
NW	9.3	9.3	9.5
ESW	8.9	9.3	9.1
Billing	9.4	9.4	9.4
Ops	8.8	9.1	9.3



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## Visits, and their impact on NPS (Ops only)

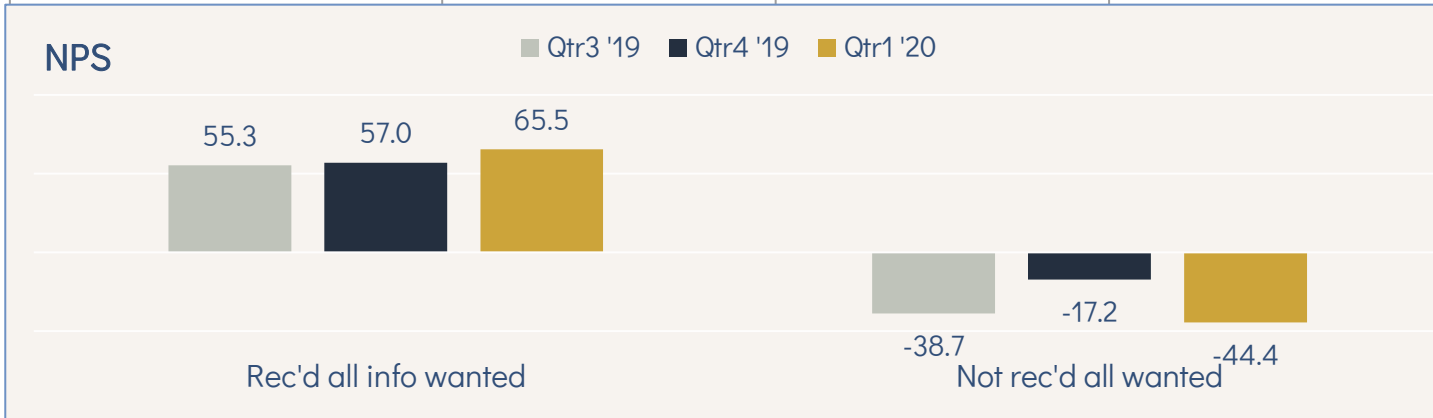
Visit needed?	Qtr3 '19	Qtr4 '19	Qtr1 '20
NWG	81%	75%	65%
NW	79%	80%	72%
ESW	82%	70%	58%
Visiting staff manner	Qtr3 '19	Qtr4 '19	Qtr1 '20
NWG	9.2	9.4	9.3
NW	9.4	9.4	9.2
ESW	9.0	9.4	9.5





# Information received, and its impact on NPS

Rec'd all info wanted?	Qtr3 '19	Qtr4 '19	Qtr1 '20
NWG	84%	86%	87%
NW	87%	87%	86%
ESW	82%	85%	88%



## What information missing?- 28 customers

- Not given enough information (9)
- Problem not resolved (8)
- Poor communication/no updates (7)
- Won't take responsibility (3)
- Had no contact from them (2)
- Not received the forms (2)



# Overall measures



Overall satisfaction	Qtr3 '19	Qtr4 '19	Qtr1 '20
NW	8.7	8.4	8.8
ESW	8.0	8.6	8.5
Satisfaction with VFM	Qtr3 '19	Qtr4 '19	Qtr1 '20
NW	8.3	8.1	8.6
ESW	7.5	8.1	7.9

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## HEADLINES

The latest NPS figure is a healthy 52.1

The measure is lowest in ESW Ops (33.3), although there has been significant improvement here since the start

Resolution has a substantial impact on NPS. Customers report that 88% of their Billing matters have been fully resolved, and 76% of Ops

Fewer customers report visits this wave (NB: fieldwork was carried out during the Covid-19 lockdown – customers may not have been aware of visits still going on)



DEFINING THE **CLEAREST** DIRECTION

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THANK YOU

**NWG**  
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All of our work is carried out in accordance with the requirements of the international quality standard specific to the market research industry, ISO 20252

