

Q1 Transactional NPS Tracker

NWG

21/03/2022

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Introduction

Aim: To measure awareness of campaign activity amongst customers in NWG's regions and get an understanding of the impact of such activities on behaviour

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

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, and Billing:Ops

Fieldwork dates: 16th – 28th February 2022

Average interview length: 10 minutes

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

Location	Interviews
NW	160
ESW	160
TOTAL	320

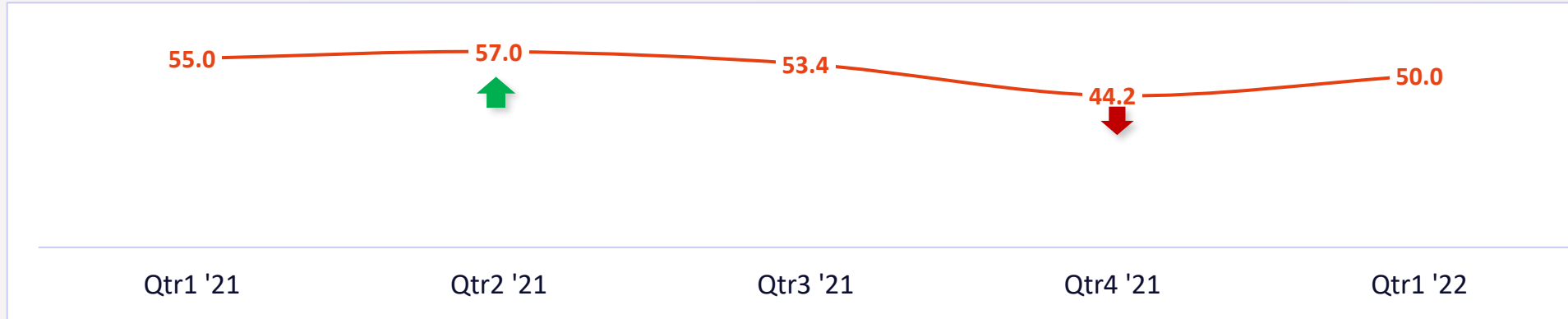
NPS



NWG
living water

T R I N I T Y
M C Q U E E N

NPS



		Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NWG	Total	55.0	57.0	53.4	44.2	50.0
	Billing	61.1	58.3	59.2	49.1	56.3
	Ops	48.7	55.6	47.4	38.6	39.1
NW	Total	67.5	66.9	57.3	56.7	51.0
	Billing	72.2	65.4	65.0	57.8	53.6
	Ops	62.7	68.6	49.4	55.4	47.7
ESW	Total	42.6	47.4	49.3	31.4	49.0
	Billing	50.0	51.2	53.2	40.2	58.3
	Ops	35.1	43.2	45.3	21.1	26.7

Significantly higher/Lower

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 (320), NW (160), ESW(160)

Top reasons for NPS scores this wave

Promoters (scores of 9-10) – (199)

No problems (35%)
Quick response/resolution (22%)
Helpful (19%)
Good service/customer service (17%)
Polite/friendly staff/workmen (16%)
Good experience/happy with them (15%)
Good company/good in general/do a good job (12%)
Handled well/always deal with issues (11%)
Resolve problems (8%)
Good communication/updates/follow-ups/return calls etc (8%)
Efficient (7%)
Easy to contact/not on hold/answer quickly (7%)
Easy/straightforward/simple (7%)

Nothing to compare against/no choice/had no real dealings with them (13%)
No reason/indifferent (1%)

Passives (scores of 7-8) – (55)


No problems (16%)
Expensive (13%)
Good service/customer service (11%)
No reason/indifferent/never give a 10 (9%)
Good company/good in general/do a good job (9%)
Poor communication/don't return calls/updates etc (7%)
Ok/fine/satisfied (5%)
Quick response/resolution (5%)
Polite/friendly staff/workmen (5%)
Take too long to resolve issues (5%)
Good experience/happy with them (4%)
Helpful (2%)

Nothing to compare against/no choice/had no real dealings with them (16%)
No reason/indifferent (2%)

Detractors (scores of 0-6) – (48)

Take too long to resolve issues (13%)
Expensive (10%)
Poor experience with them (10%)
Poor communication/no updates (8%)
Slow to respond to issues (8%)
Poor customer service (6%)
Problems not resolved (6%)
Don't/won't take responsibility (6%)
Caused financial difficulties for me (6%)
Poor water quality (5%)
Unhelpful (4%)

Nothing to compare against/no choice/had no real dealings with them (15%)
No reason/indifferent (4%)

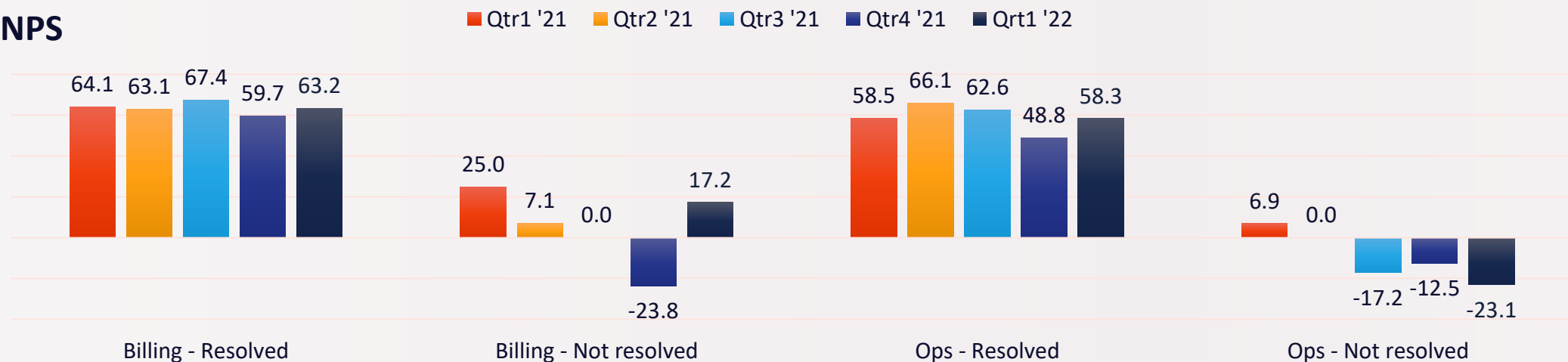


Satisfaction with the handling of the resolutions and contact

Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NWG	92%	91%	88%	87%	86%
NW	95%	89%	89%	89%	86%
ESW	89%	93%	88%	85%	85%
Matter fully resolved - Ops	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NWG	80%	83%	80%	83%	77%
NW	83%	83%	76%	87%	82%
ESW	76%	84%	84%	78%	70%

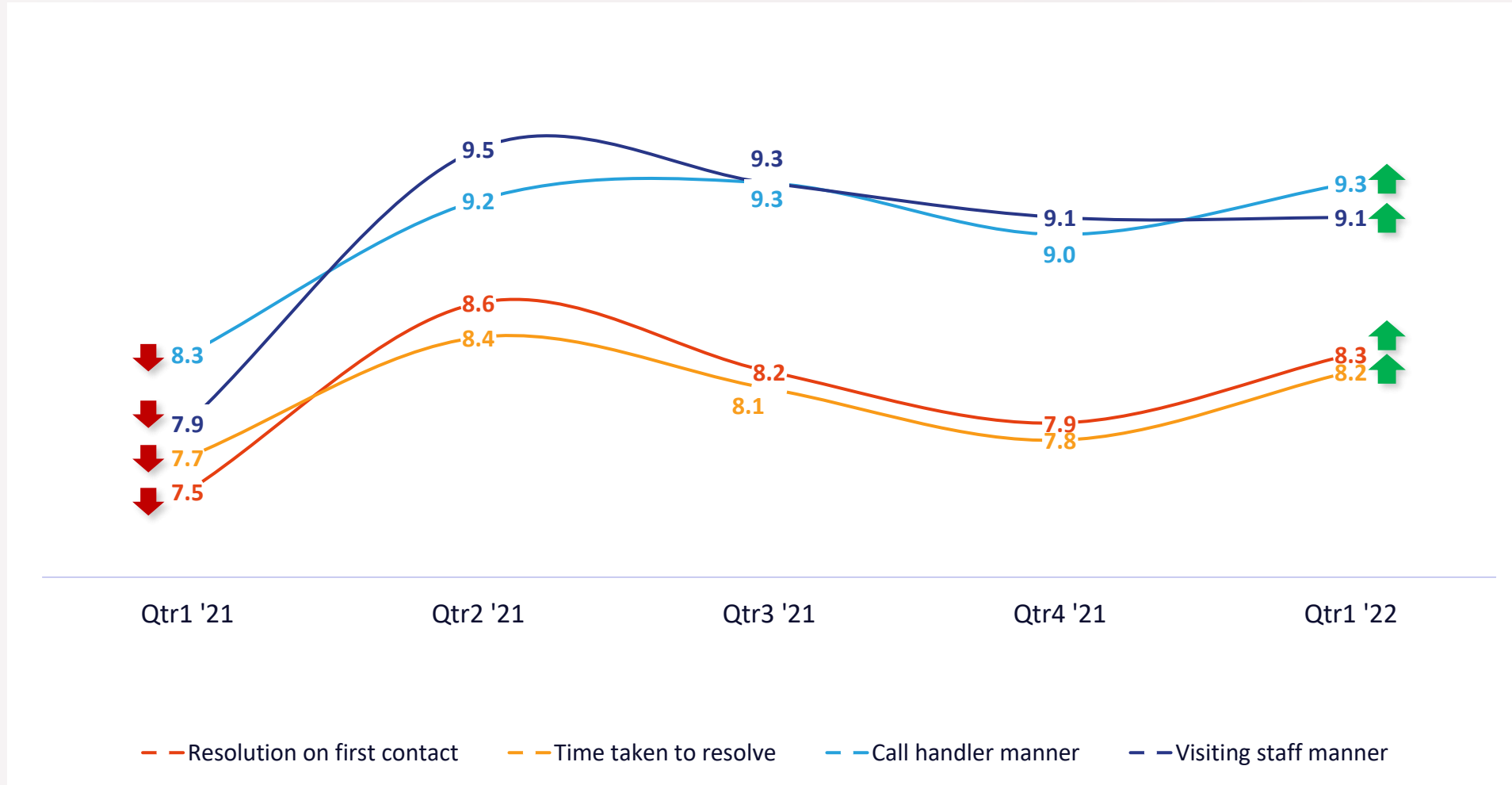
NPS



Significantly higher/Lower

Q5: Do you consider the matter you contacted [Northumbrian Water/Essex & Suffolk Water] about, to be fully 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 NWG (320), NW (160), ESW(160)

Contact handling




↑ Significantly higher/Lower
↓

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 a) that the person you first spoke to when you contacted [Northumbrian Water/Essex & Suffolk Water] was polite, friendly and willing to help? b) that [Northumbrian Water/Essex & Suffolk Water] was able to resolve the matter, at first contact? c) that the person they sent out was polite, friendly and willing to help? d) the length of time it took to resolve the matter? Base (320)

Contact handling

Resolution on first contact	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	7.6	8.7	8.3	8.1	8.3
ESW	7.4	8.5	8.1	7.7	8.3
Billing	8.2	9.0	8.8	8.6	8.8
Ops	6.7	8.2	7.6	7.1	7.3
Time taken to resolve	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	8.0	8.6	8.2	8.1	8.1
ESW	7.3	8.2	7.9	7.6	8.2
Billing	8.3	8.7	8.5	8.4	8.8
Ops	7.0	8.0	7.6	7.2	7.1
Call handler manner	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	8.7	9.3	9.2	9.1	9.3
ESW	7.9	9.1	9.3	8.9	9.2
Billing	8.3	9.2	9.2	9.1	9.4
Ops	8.3	9.2	9.3	8.9	9.1

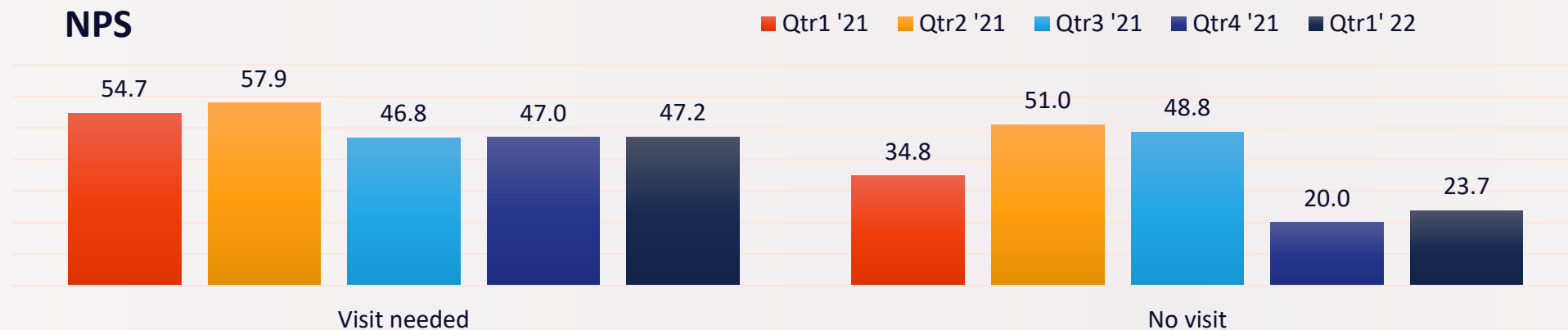
Significantly higher/Lower



Satisfaction with the handling of visits where required

Visits, and their impact on NPS (Ops only)

Visit needed?	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1' 22
NWG	69%	66%	73%	70%	66%
NW	65%	64%	80%	71%	67%
ESW	73%	67%	66%	68%	64%
Visiting staff manner	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1' 22
NWG	7.8 ↓	9.5	9.3	9.1	9.1 ↑
NW	8.6	9.5	9.0	9.1	9.5
ESW	7.2	9.4	9.6 ↑	9.0	8.6 ↓



↑ Significantly higher/Lower
↓

Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (119), NW Ops (72) ESW Ops (47)

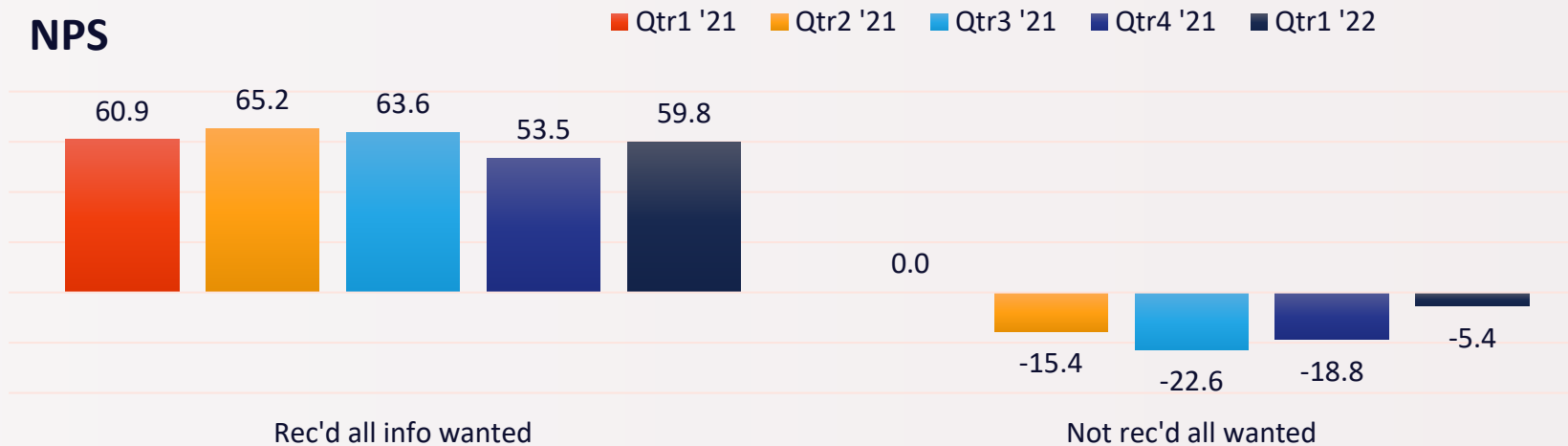
Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (78), NW Ops (45) ESW Ops (30)

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 (78), NW Ops (48) ESW Ops (30) Not visited NWG Ops (41), NW Ops (24) ESW Ops (17)

Information received, and its impact on NPS

Rec'd all info wanted?	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NWG	90%	88%	88%	87%	82%
NW	91%	89%	89%	91%	81%
ESW	89%	88%	88%	83%	84%

NPS



What information missing? - 41 customers

- Poor communication (17%)
- Did not send what was needed (17%)
- Not given enough information (12%)
- Problem unresolved (12%)
- Given incorrect information (12%)
- Had to contact them multiple times (12%)
- Taking too long to resolved issue (10%)
- Slow to respond to issues (7%)

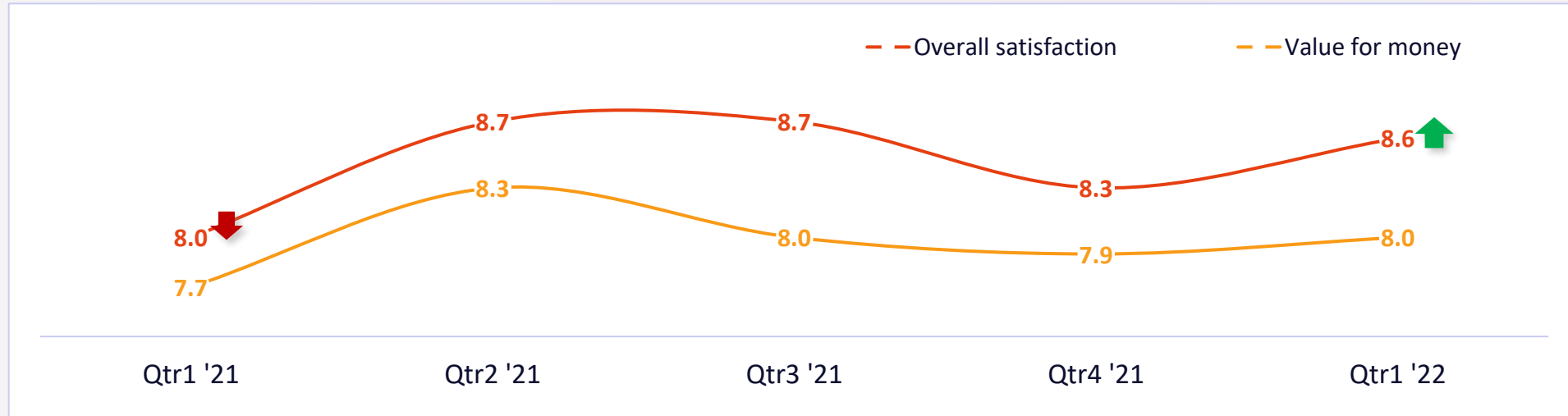


Significantly higher/Lower



Overall satisfaction

Overall measures



Overall satisfaction	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	8.3	8.8	8.8	8.6	8.7
ESW	7.7	8.6	8.6	8.0	8.5
Satisfaction with VFM	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	8.0	8.7	8.3	8.3	8.0
ESW	7.4	7.9	7.8	7.5	8.0

Significantly higher/Lower

Key headlines



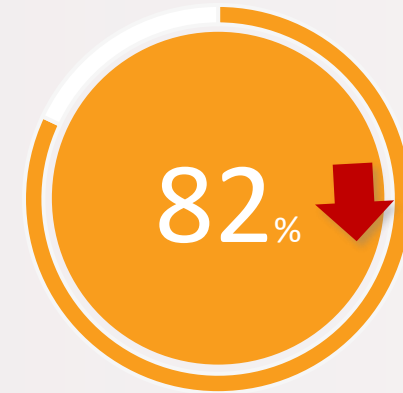
NPS this quarter

NPS at an overall level has increased slightly from Qtr4 '21. Compared to Q1 '21 NPS at NW total level has increased significantly



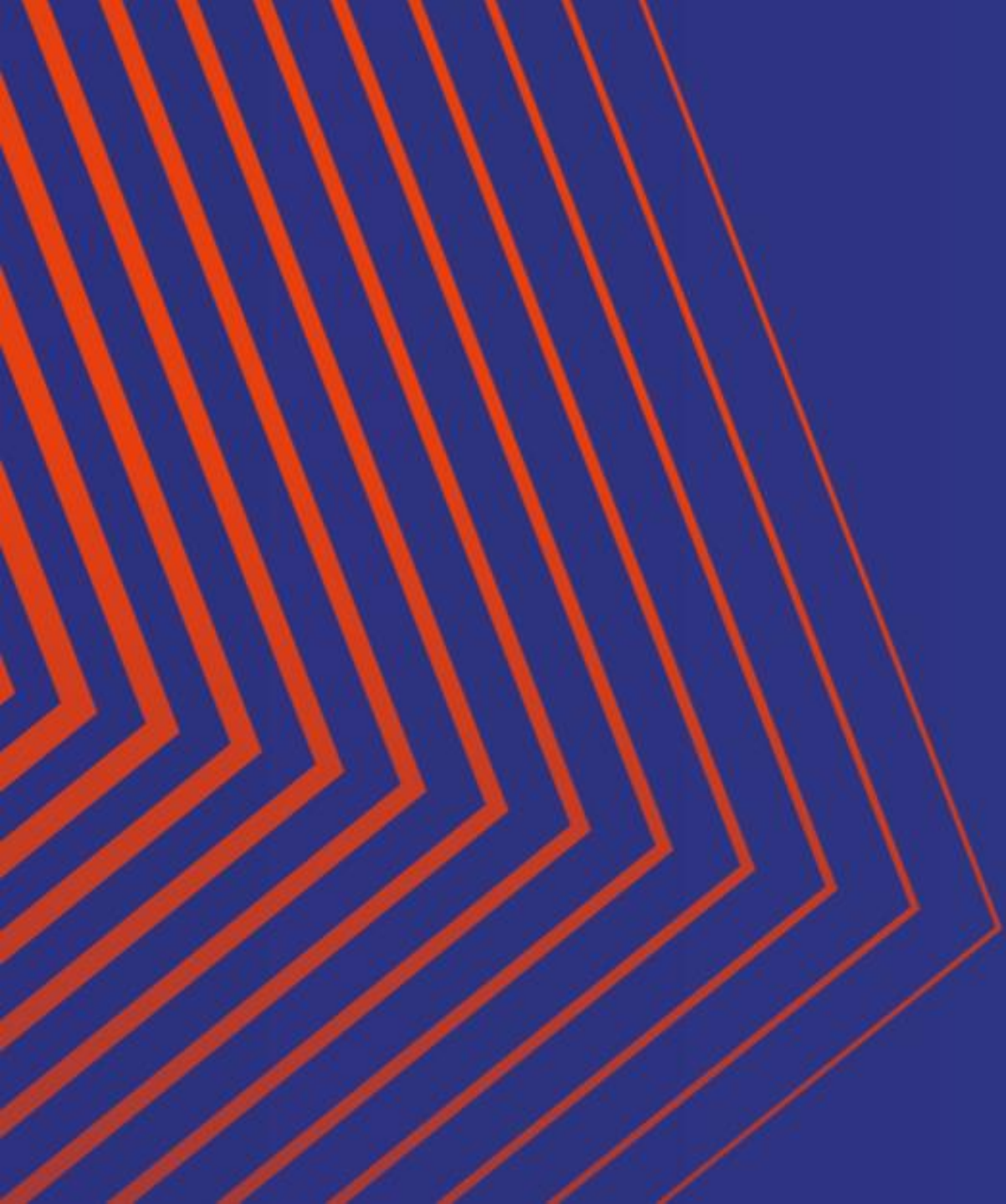
Overall satisfaction

Overall satisfaction has significantly increased from Qtr1 '21, this is mainly driven by an increase in satisfaction amongst ESW



Received all the information

The proportion who have received all the information requested has significantly decreased at a total and NW level from Q3 '21



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