

Q1'23 Transactional NPS Tracker

NWG

24/03/2023

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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: 13th February – 17th February 2023
- Average interview length: 9 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	160
Essex / Suffolk	160	160
TOTAL	320	320

NPS



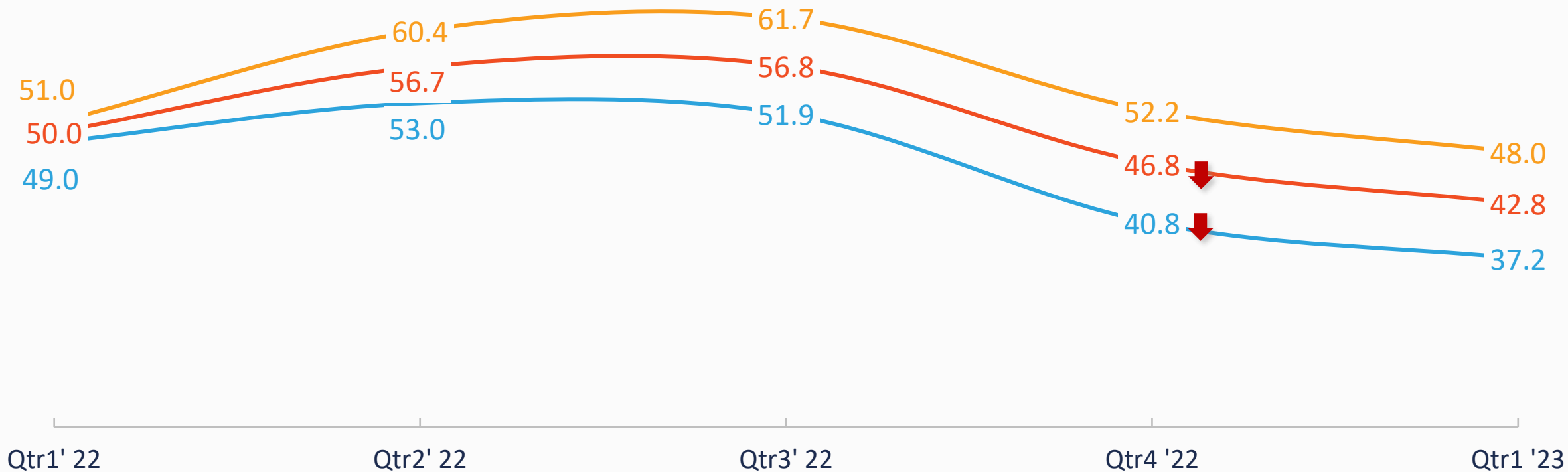
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Likelihood to recommend (NPS) - Total

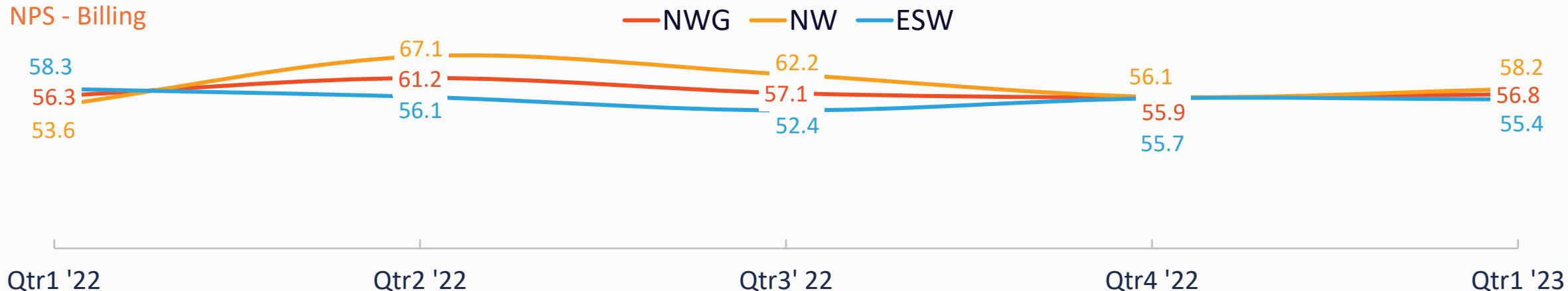
NPS – Total

— NWG — NW — ESW

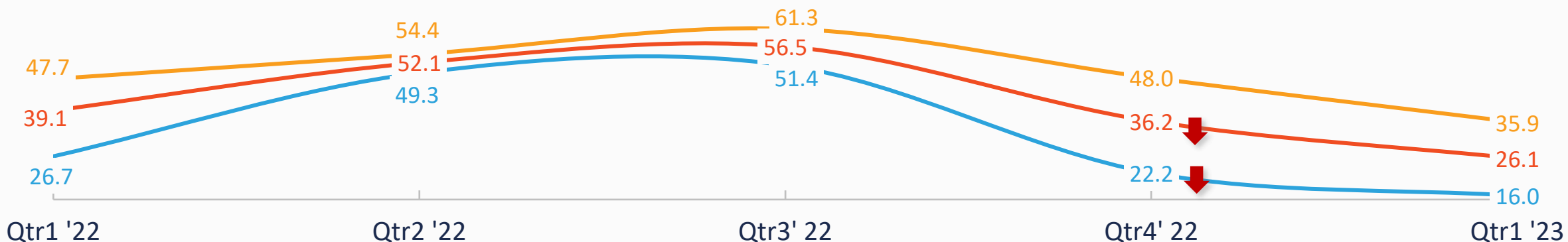


Likelihood to recommend (NPS) – Billing vs Ops

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 (171), NW Billing (83), ESW Billing (88), NWG Ops (167), NW Ops (82), ESW Ops (85)

Reason for NPS score

Promoters (scores of 9-10) - 171 customers

Quick response/resolution	26%
No problems	26%
Helpful	16%
Polite/friendly staff/workmen	14%
Good service/customer service	11%
Easy to contact/not on hold/answer quickly	10%
Good communication/updates/follow-ups/return calls etc	8%
Good experience/happy with them	8%
Resolve problems	6%
Responsive to issues/good response	5%
Been with them for years	5%
Good/fair price/good value	5%
Efficient	4%
Understanding/sympathetic/patient/ reassuring	4%
Nothing to compare against/no choice/no real dealings	9%

Passives (scores of 7-8) – 64 customers

No problems	13%
Expensive	9%
Responsive to issues/good response	6%
Good experience/happy with them	6%
Take too long to resolve issues	6%
No reason/indifferent/never give a 10	6%
Polite/friendly staff/workmen	5%
Resolve problems	5%
Quick response/resolution	5%
Good/fair price/good value	5%
Slow to respond to issues etc	5%
Problem not resolved/needs permanent solution	5%
Efficient	3%
Been with them for years	3%
Nothing to compare against/no choice/no real dealings	25%

Detractors (scores of 0-6) – 49 customers

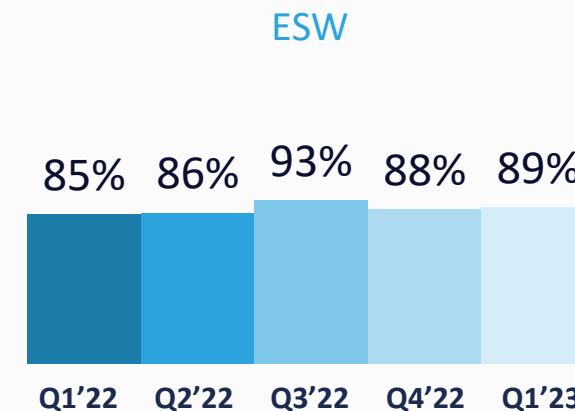
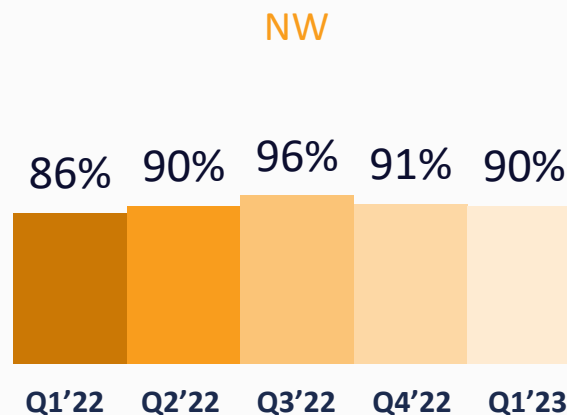
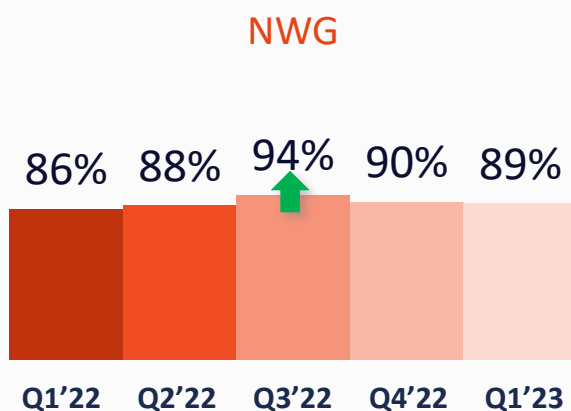
Take too long to resolve issues	18%
Problem not resolved/needs permanent solution	16%
Expensive	12%
Slow to respond to issues etc	10%
Poor communication/don't return calls/updates etc	10%
Poor experience with them	10%
Don't recommend anything to anyone/no one to recommend to	8%
No problems	6%
Don't/won't take responsibility/refused to do anything	6%
Poor service/customer service	6%
Had to contact them several times re issue	6%
No reason/indifferent/never give a 10	4%
Polite/friendly staff/workmen	2%
Good website/online services/App - easy to use	2%
Nothing to compare against/no choice/no real dealings	14%

Satisfaction with the handling of resolutions and contact

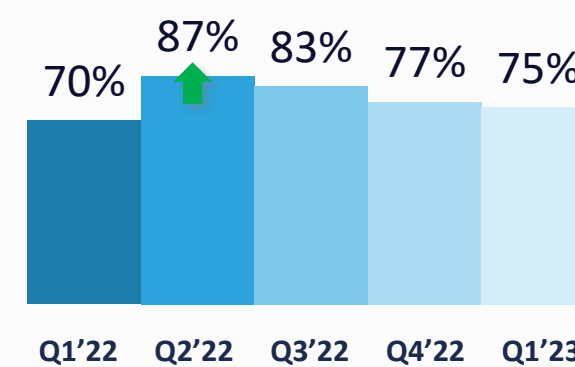
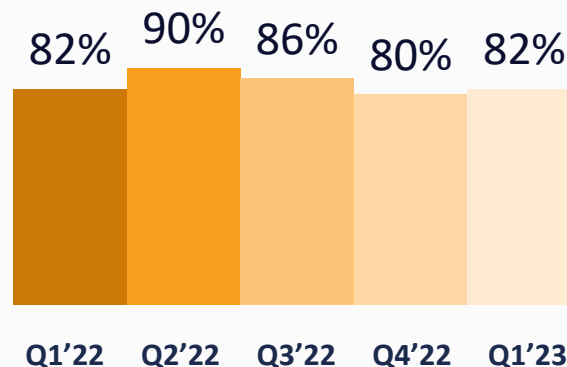
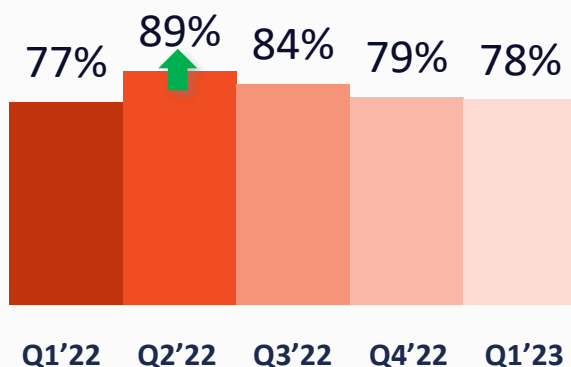


Contact resolution – Billings vs Ops

% Agree matter was fully resolved - Billing



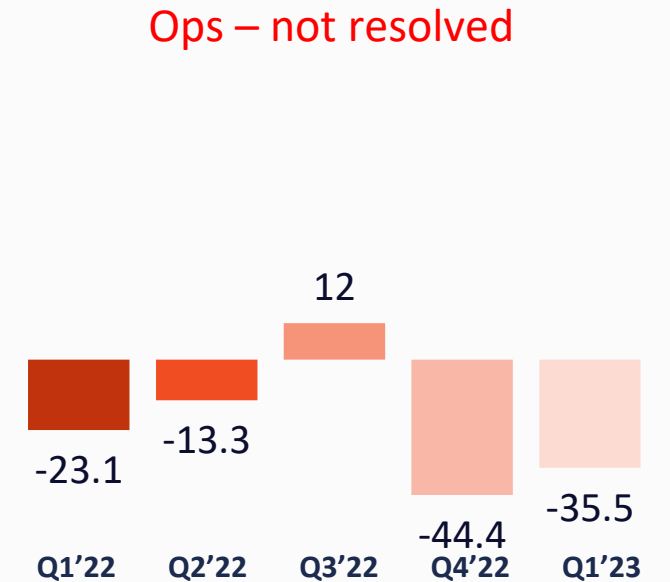
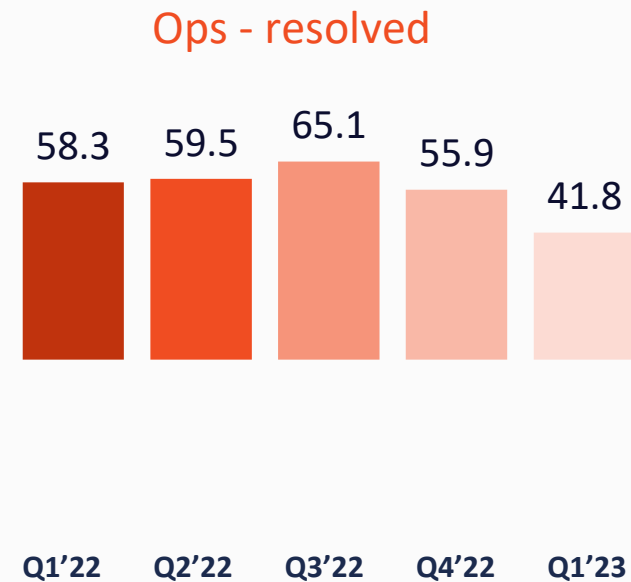
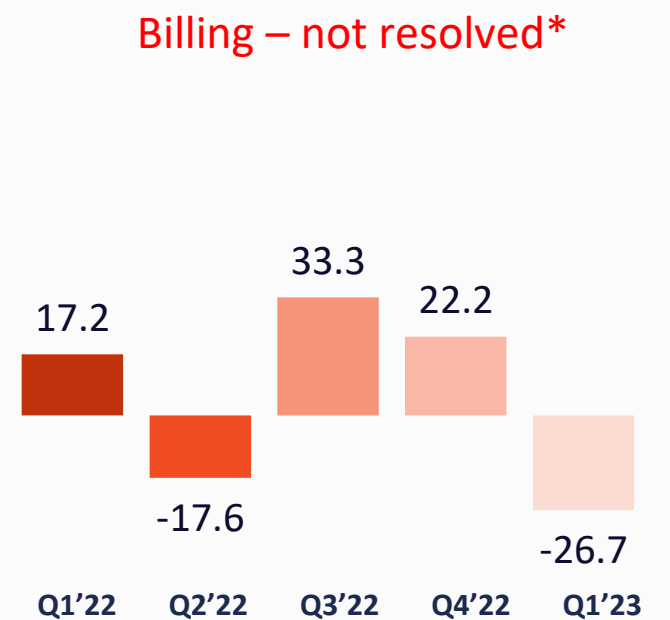
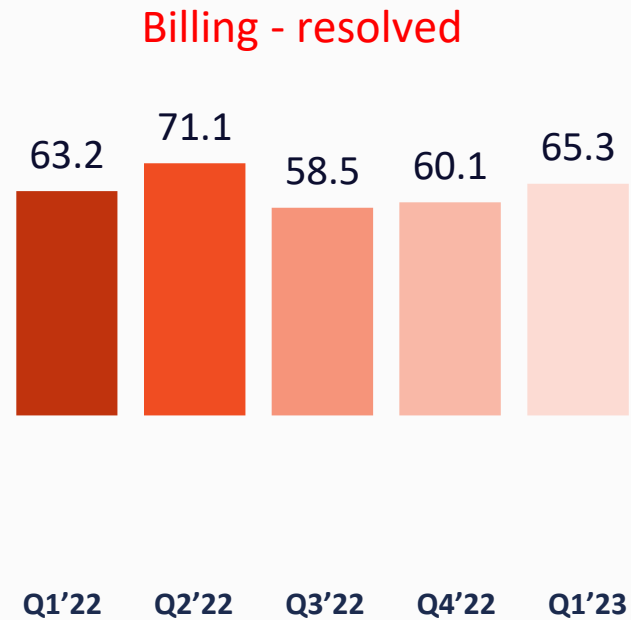
% Agree matter was fully resolved - Ops





Contact resolution impact on NPS

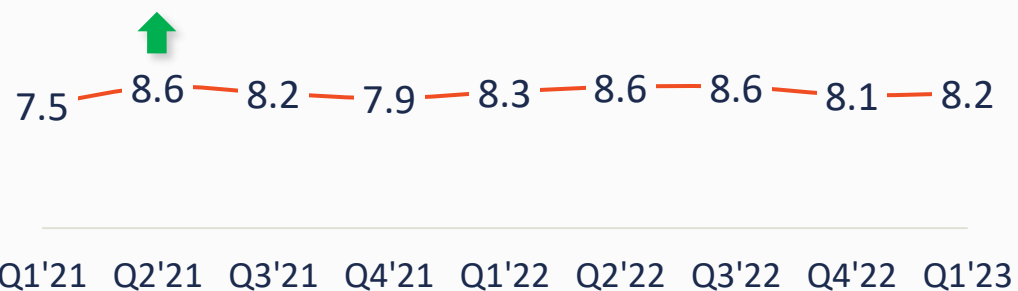
NPS score Billings vs Ops



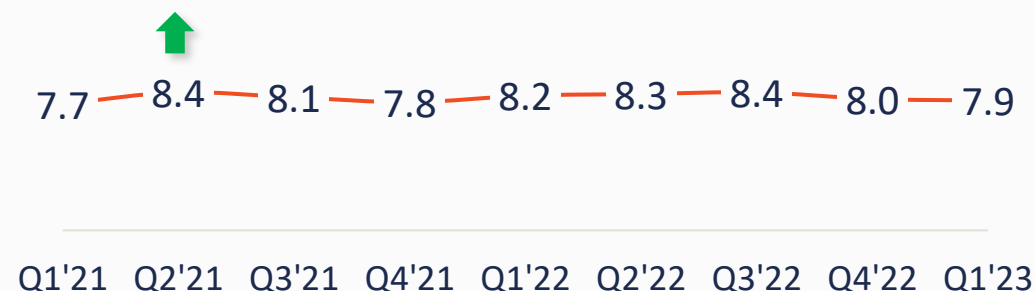
Q10:If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base Resolved Billing (153), Resolved Ops (131), *Caution low base size: Not resolved Billing (18), Not resolved Ops (36)

Satisfaction with contact handling – Overall

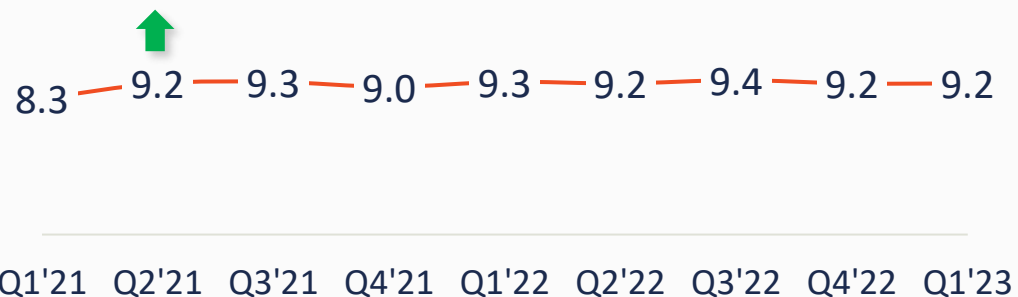
Resolution on first contact



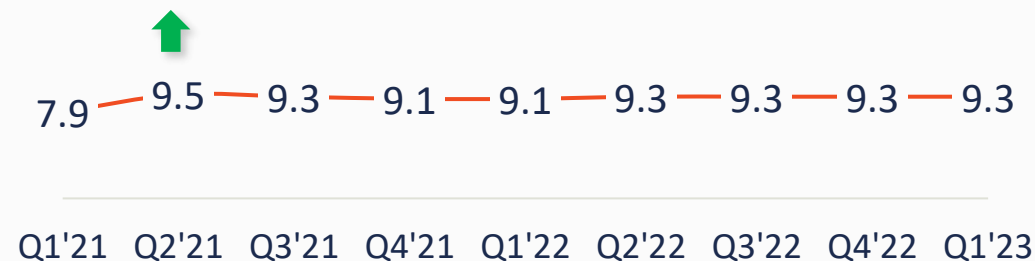
Time taken to resolve



Call handler manner



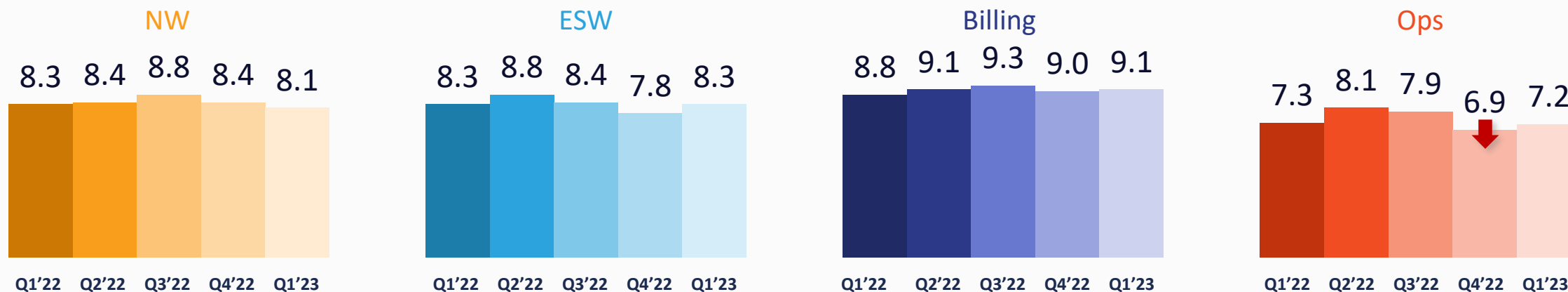
Visiting staff manner



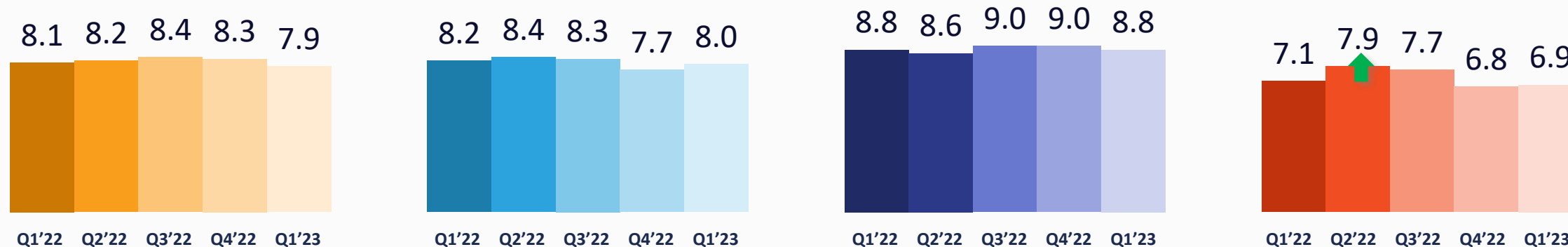
Q6:How satisfied were you with the following aspects of the service? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied a) that the person you first spoke to when you contacted [Northumbrian Water/Essex & Suffolk Water] was polite, friendly and willing to help? 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)

Satisfaction with contact handling – Region & Departments

Satisfaction with resolution on first contact

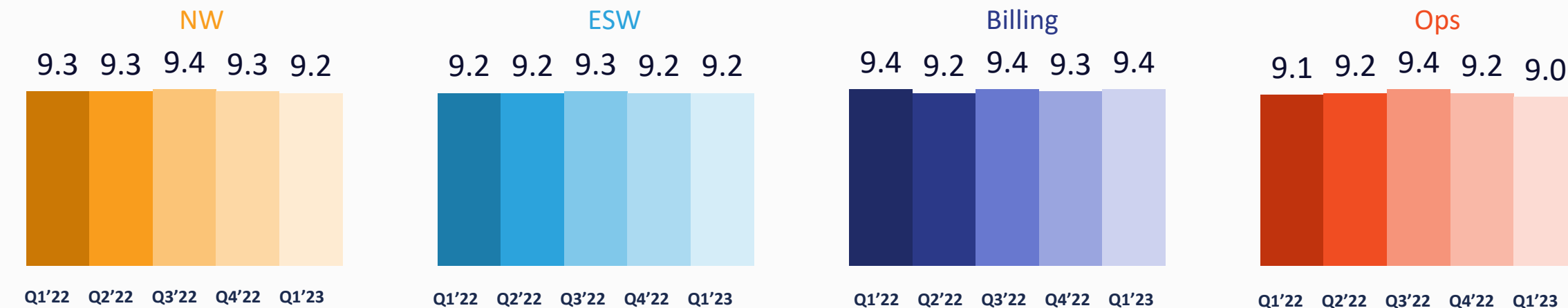


Satisfaction with time taken to resolve

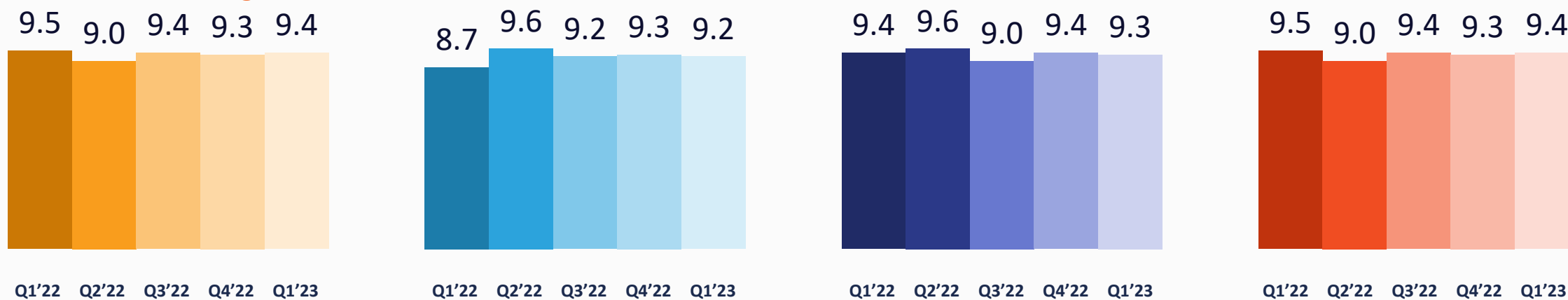


Satisfaction with contact handling – Region & Departments

Satisfaction with call handler manner



Satisfaction with visiting staff manner



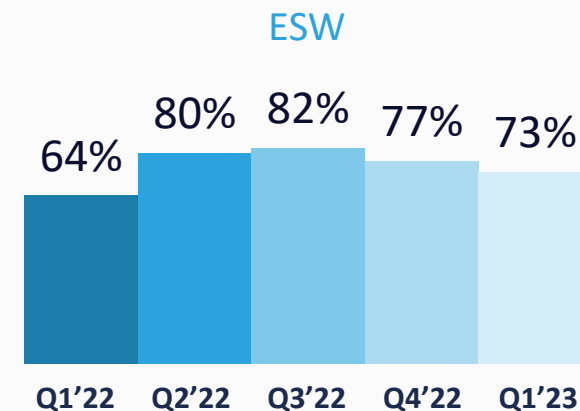
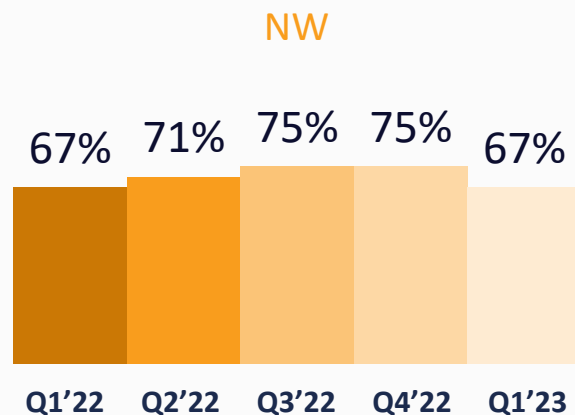
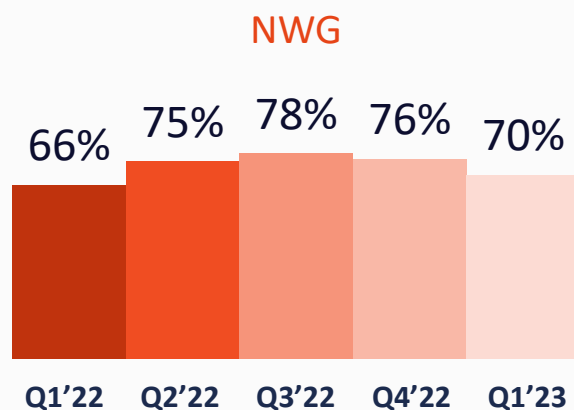
Q6: How satisfied were you with the following aspects of the service? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied Base ESW (160), NW (160) Billing (171) Ops (167)

Satisfaction with the handling of visits

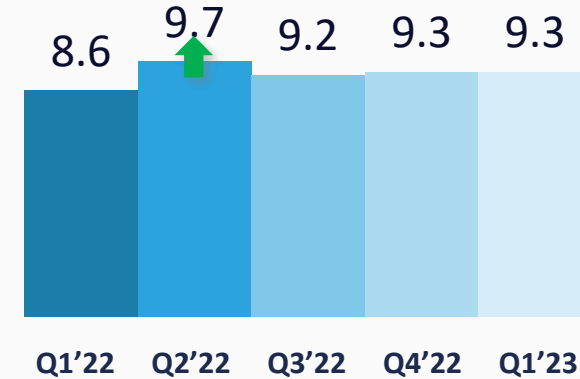
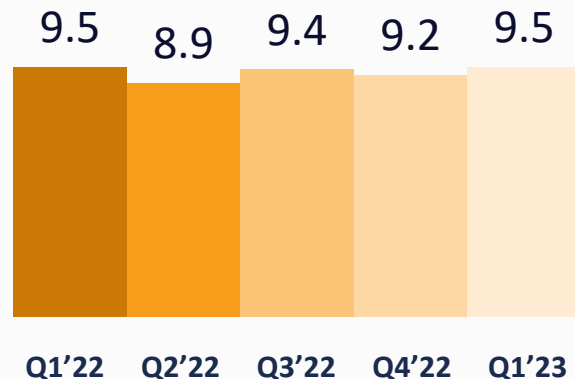
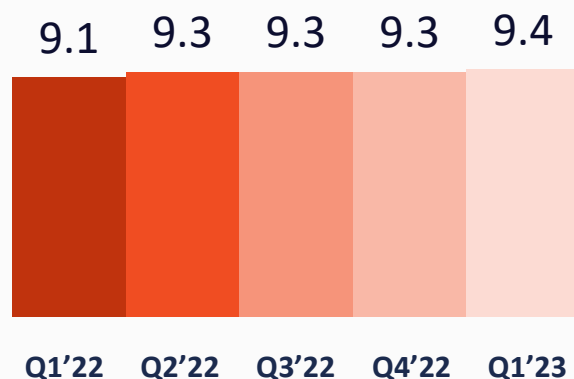


Visits and staff manner – Ops only

% who received a visit



Satisfaction with visiting staff manner



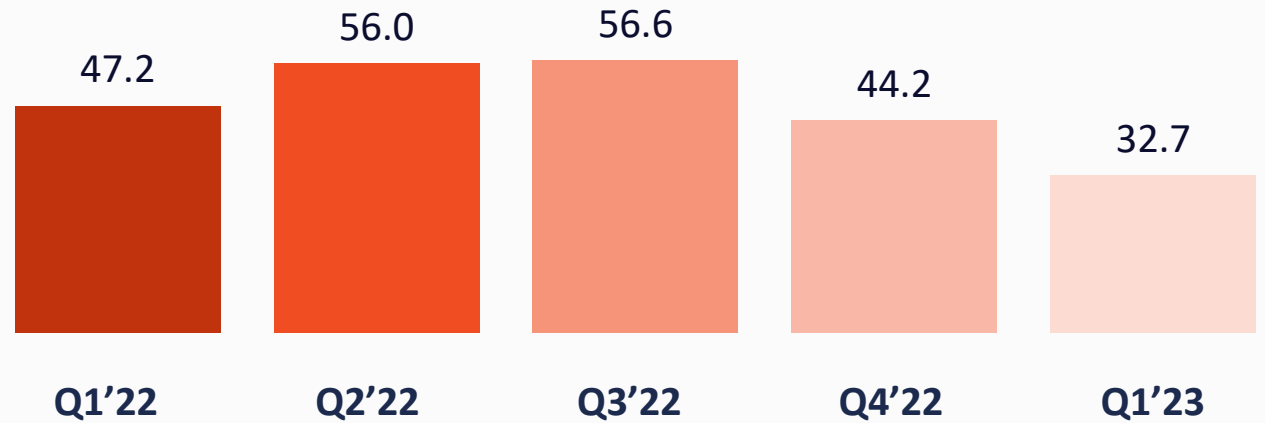
Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (167), NW Ops (82) ESW Ops (85) Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (117), NW Ops (55) ESW Ops (62)



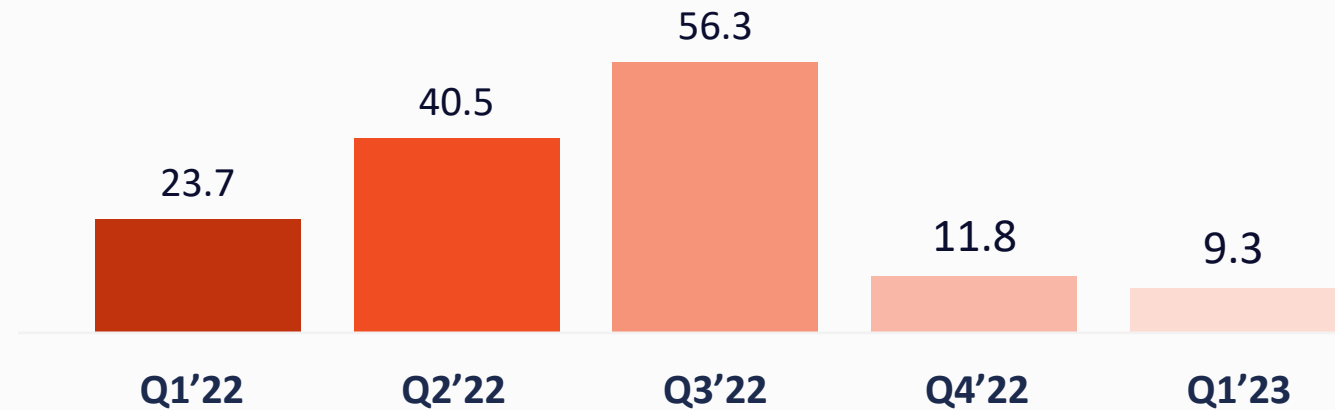
Impact of visit on NPS – Ops only

NPS score visit vs no visit

Visit needed



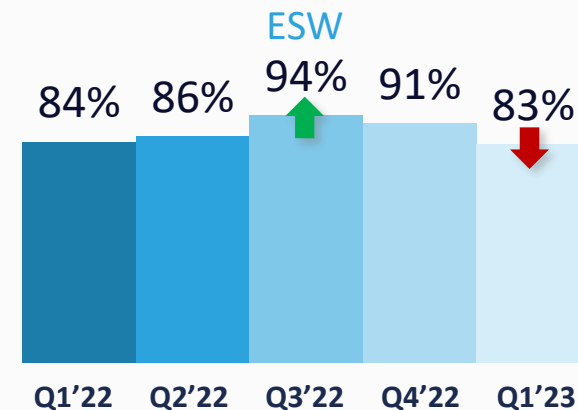
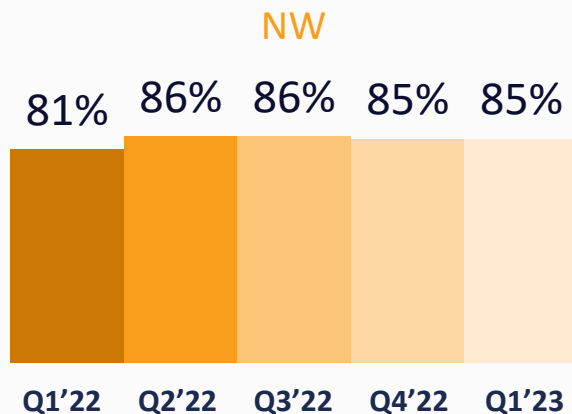
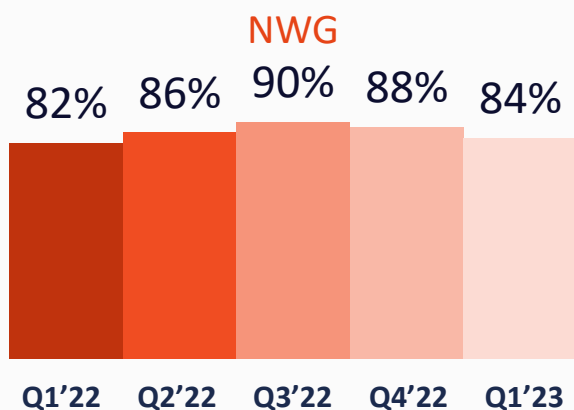
Visit not needed



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 (117), Not visited NWG Ops (50)

Information received

% who received all information wanted



% had information missing & Top 7 reasons why (38 respondents)



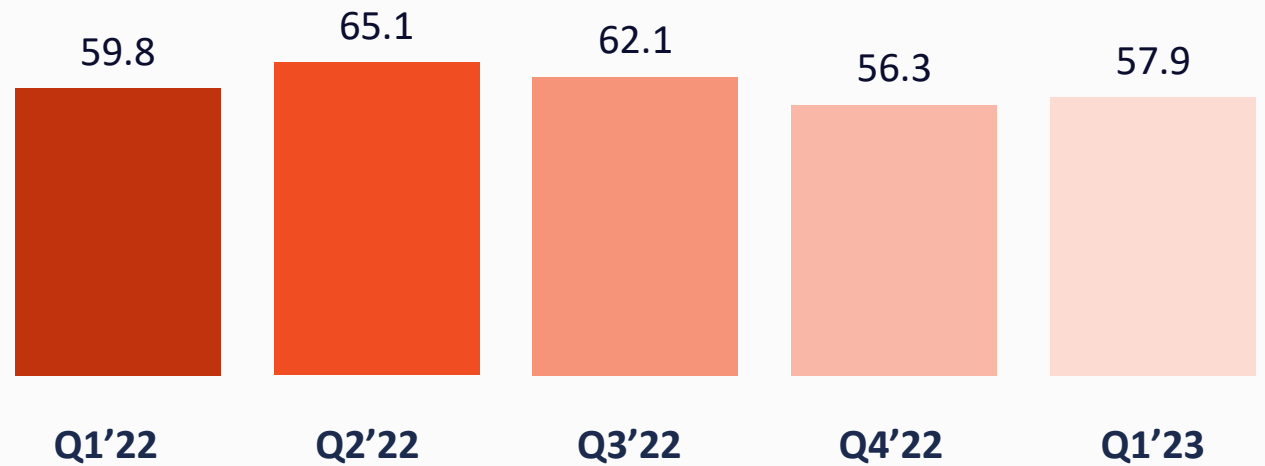
Poor communication/don't return calls/keep updated etc	37%
Problem unresolved	24%
Had no contact from them whatsoever	16%
Don't keep promises	11%
Taking too long to resolve issue	8%
Given incorrect/conflicting information/unable to answer query	5%



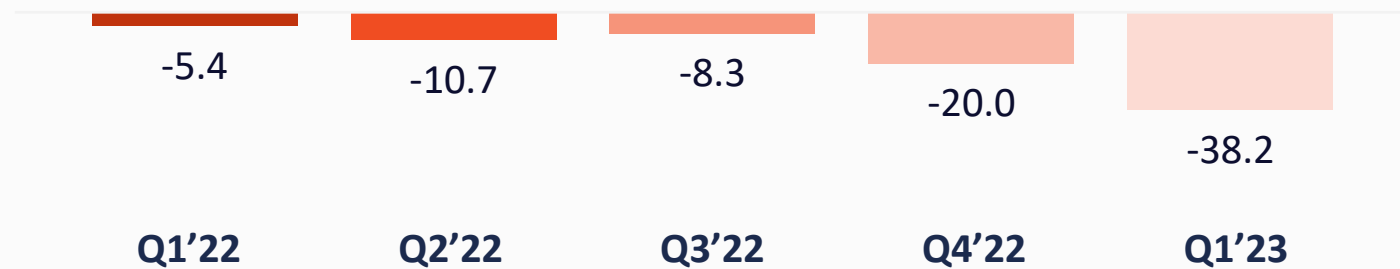
Impact of information received on NPS

NPS score received all information vs not received all information

Received all information wanted



Not received all information wanted



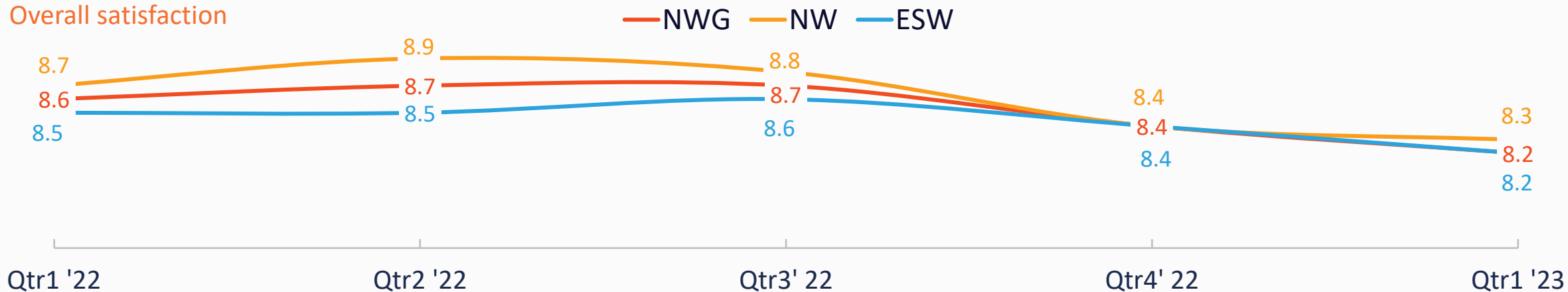
Q10 If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Base Received info (269), Not received info (39)

Satisfaction

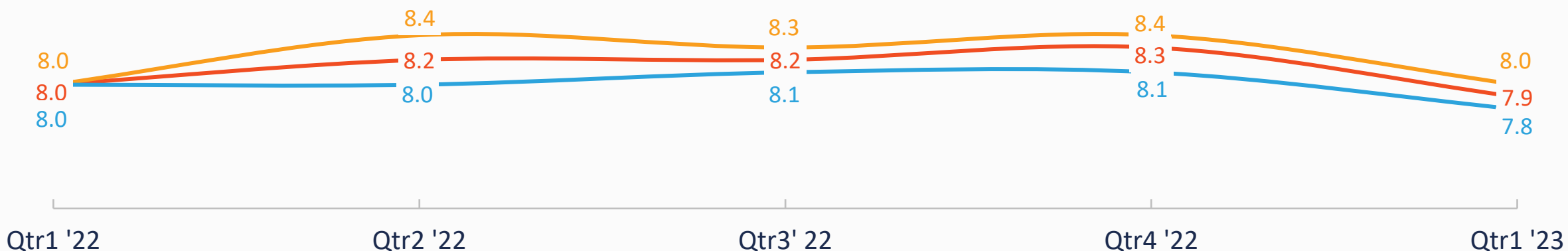


Overall measures

Overall satisfaction



Value for money satisfaction



Q8: How satisfied are you with [Northumbrian Water/Essex & Suffolk Water] in terms of value for money? Q9. And using the same scale again, how satisfied are you overall with [Northumbrian Water/Essex & Suffolk Water]? Base NWG (320) NW (160) ESW (160)

Key headlines



NPS this quarter

NPS at an overall level continues to decline after experiencing a significant decline last quarter. This decline comes primarily from Ops



Information received

Those who feel they received all information they wanted in order to feel informed about ESW has significantly declined versus Qtr4 '22 (91%)



Overall satisfaction

Overall satisfaction has dropped for a second successive quarter amongst customers of both brands



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