



03/ 06 / 21

Transactional NPS Tracker

Results: Quarter 2 2021

Our ref. J8157.1



DEFINING THE **CLEAREST** DIRECTION



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Transactional NPS Tracker

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

320 interviews per quarter

Sample provided by NWG
and TPS-screened before
use

Quotas set to achieve 50:50:

- NW:ESW, and
- Billing:Ops

This wave

Contact period:

22 March – 26 April 2021

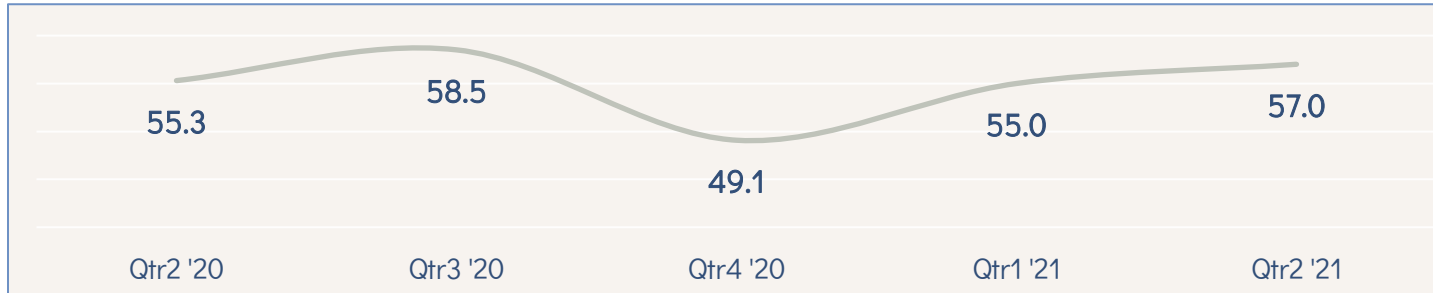
Fieldwork carried out:

12 – 20 May 2021

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



		Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NWG	Total	55.3	58.5	49.1	55.0	57.0
	Billing	66.2	69.6	51.6	61.1	58.3
	Ops	44.3	46.8	46.3	48.7	55.6
NW	Total	61.7	59.0	55.8	67.5	66.9
	Billing	63.0	74.6	55.8	72.2	65.4
	Ops	60.3	43.8	55.7	62.7	68.6
ESW	Total	48.9	58.0	42.4	42.6	47.4
	Billing	69.6	64.9	47.4	50.0	51.2
	Ops	29.2	50.0	36.4	35.1	43.2

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Top reasons for NPS scores this wave

Promoters (scores of 9-10) - 213 customers

- No problems (25%)
- Quick response/resolution (24%)
- Helpful (21%)
- Good customer service (15%)
- Good experience/happy with them (15%)
- Polite/friendly staff (13%)
- Good company in general (11%)
- Always deal with issues (9%)
- Informative/answer questions (7%)
- Fantastic/brilliant etc (7%)
- Easy/straightforward (7%)
- Resolve problems (5%)
- Good communication/updates (5%)
- Efficient (5%)
- Easy to contact/answer quickly (5%)
- Good response to issues (5%)
- Good value/fair price (4%)
- Been with them for years (4%)

Passives (scores of 7-8) – 56 customers

- Helpful (18%)
- No problems (16%)
- Good experience/happy with them (9%)
- Good website/online service (9%)
- Good customer service (7%)
- OK/fine/satisfied (7%)
- Polite/friendly staff (7%)
- Informative/answer questions (7%)
- Good communication/updates (7%)
- Quick response/resolution (5%)
- Poor communication/no updates (5%)
- Difficult to contact (5%)
- Understanding/sympathetic (5%)
- Nothing to compare against/no choice/had no real dealings with them (9%)
- No reason/indifferent (5%)

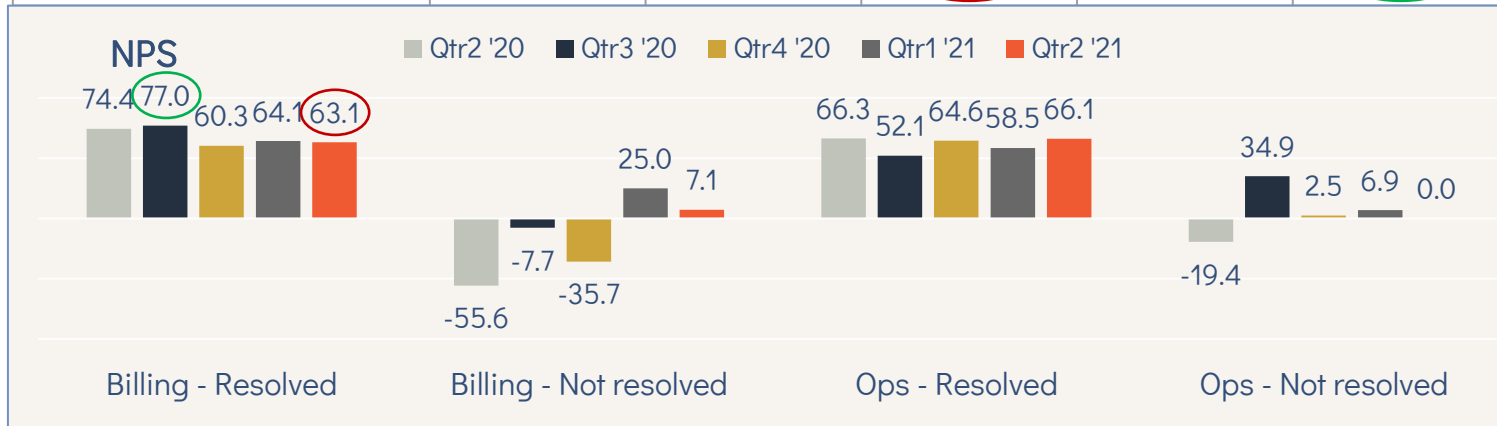
Detractors (scores of 0-6) – 38 customers

- Expensive (24%)
- Poor experience with them (18%)
- Poor water quality (11%)
- Slow to respond (8%)
- Problem not resolved (5%)
- Poor communication/no updates (5%)
- Takes too long to resolve issues (5%)
- OK/fine/satisfied (5%)
- Difficult to contact (5%)
- Nothing to compare against/no choice/had no real dealings with them (13%)

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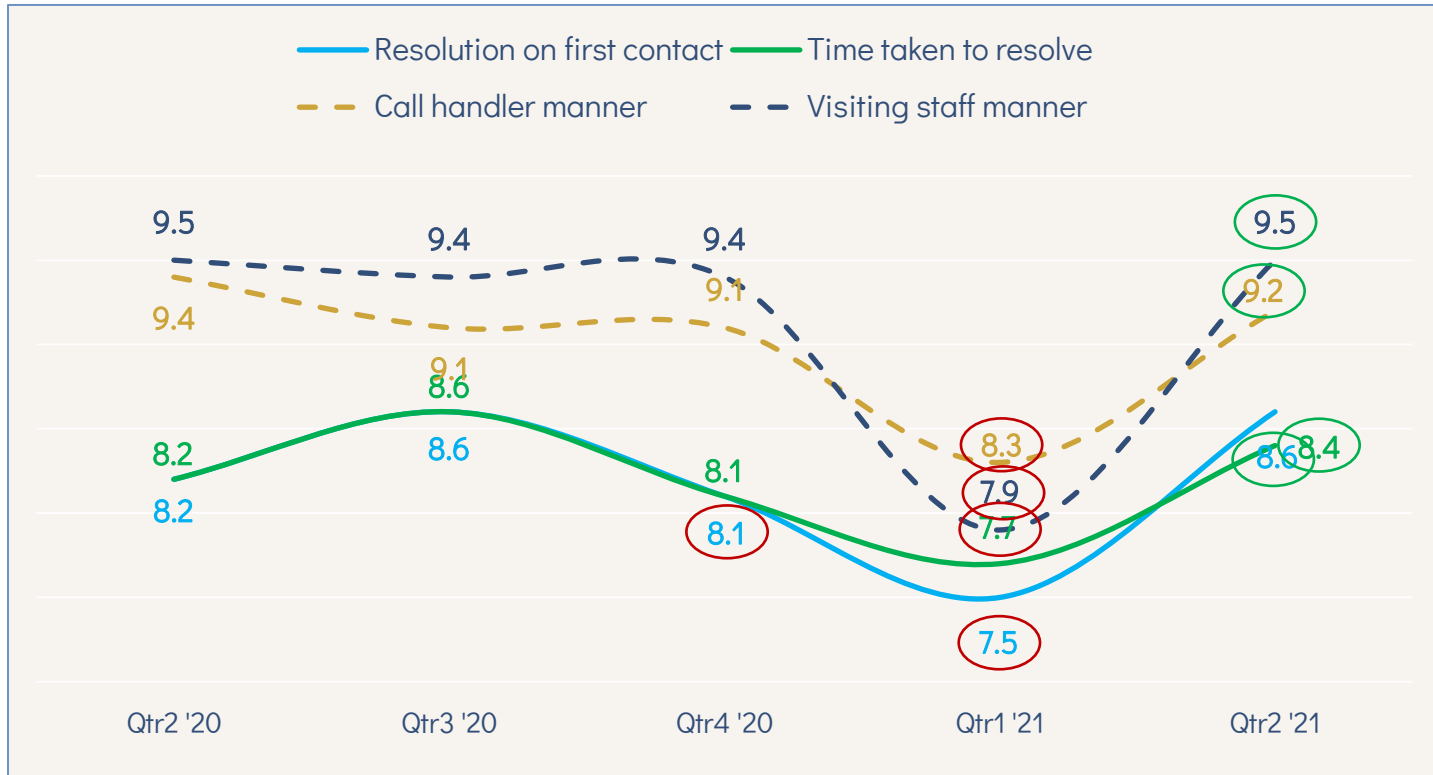
Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NWG	93%	91%	91%	92%	91%
NW	95%	93%	94%	95%	89%
ESW	92%	90%	89%	89%	93%
Matter fully resolved - Ops	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NWG	74%	70%	70%	80%	83%
NW	76%	66%	72%	83%	83%
ESW	73%	74%	68%	76%	84%





Contact handling



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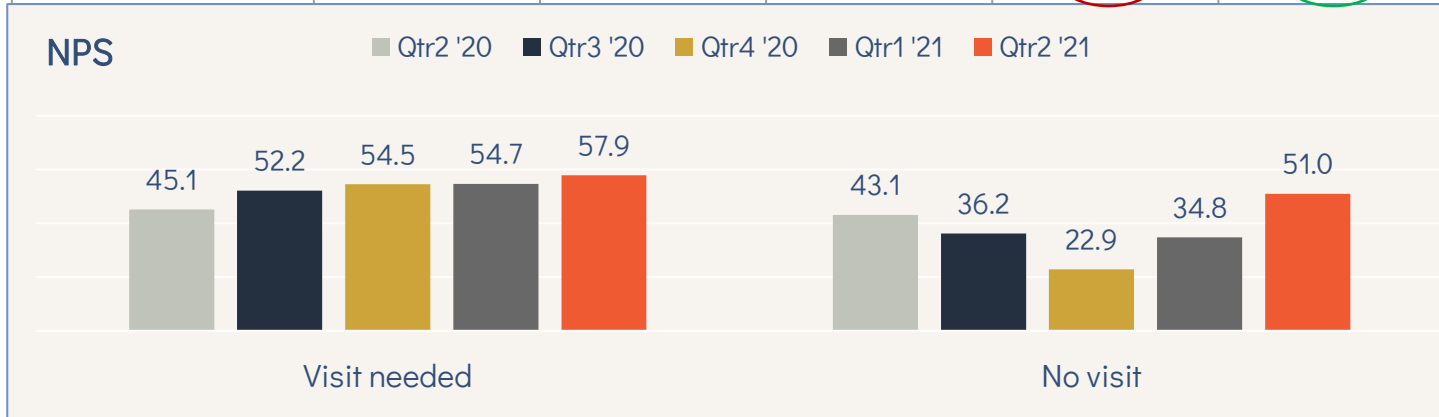
Contact handling

Resolution on first contact	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NW	8.4	8.6	8.5	7.6	8.7
ESW	8.1	8.6	7.7	7.4	8.5
Billing	9.1	9.0	8.9	8.2	9.0
Ops	7.4	8.2	7.1	6.7	8.2
Time taken to resolve	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NW	8.2	8.6	8.4	8.0	8.6
ESW	8.2	8.5	7.8	7.3	8.2
Billing	9.0	9.0	8.8	8.3	8.7
Ops	7.4	8.2	7.3	7.0	8.0
Call handler manner	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NW	9.5	9.1	9.1	8.7	9.3
ESW	9.2	9.0	9.1	7.9	9.1
Billing	9.3	9.0	9.3	8.3	9.2
Ops	9.4	9.2	8.9	8.3	9.2



Visits, and their impact on NPS (Ops only)

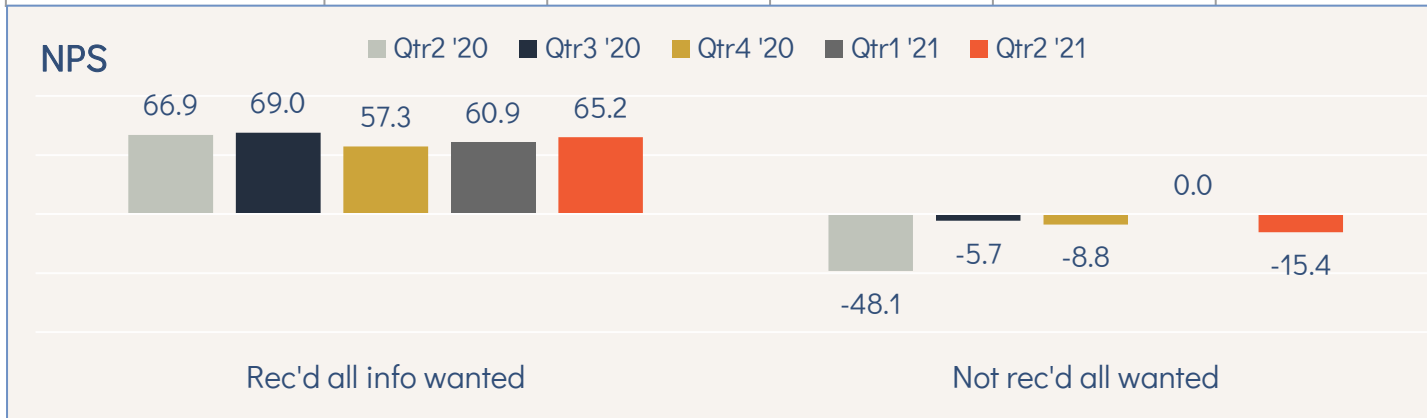
Visit needed?	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NWG	59%	65%	74%	69%	66%
NW	67%	67%	72%	65%	64%
ESW	51%	63%	76%	73%	67%
Visiting staff manner	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NWG	9.5	9.4	9.5	7.8	9.5
NW	9.6	9.2	9.6	8.6	9.5
ESW	9.4	9.6	9.3	7.2	9.4





Information received, and its impact on NPS

Rec'd all info wanted?	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21
NWG	87%	84%	87%	90%	88%
NW	88%	86%	90%	91%	89%
ESW	86%	83%	84%	89%	88%

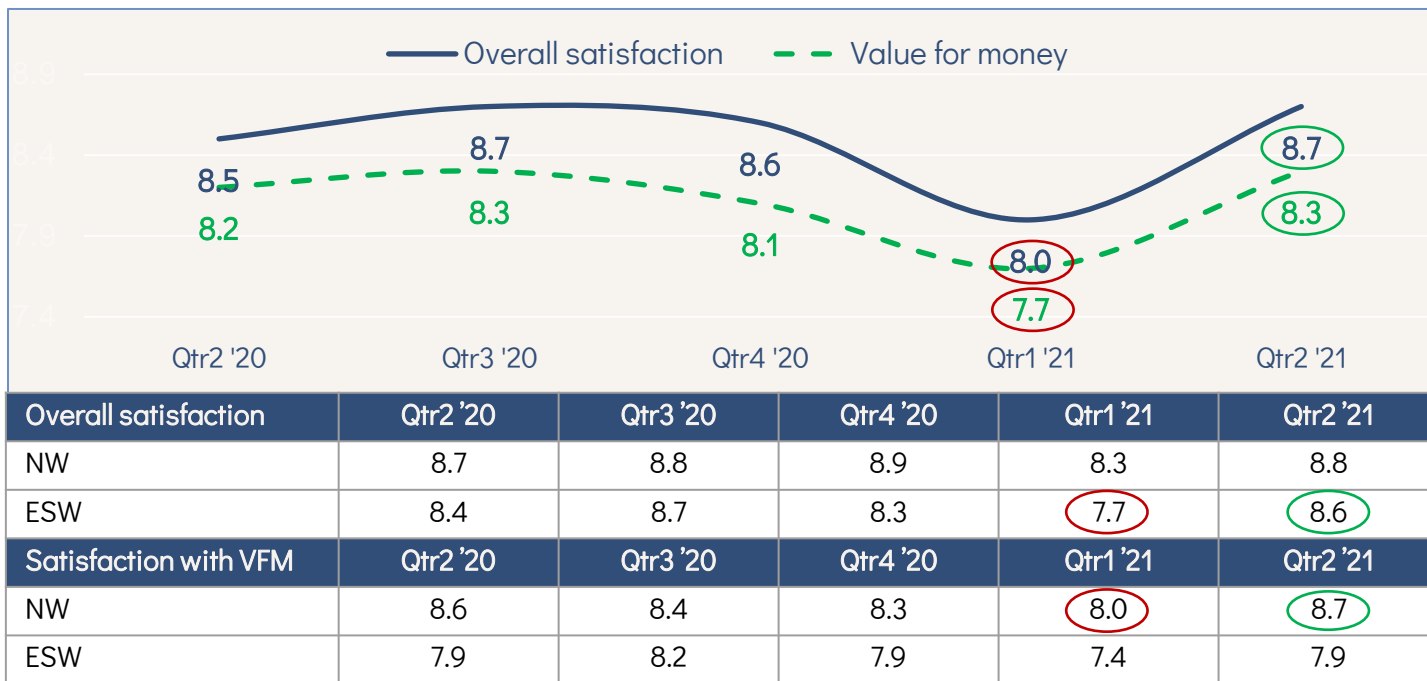


What information missing? - 28 customers

- Poor communication/no updates (9)
- Not given enough information (6)
- Expensive (4)
- Given incorrect information (2)
- Too long to resolve issue (2)
- Didn't notify me of works (2)
- Slow to respond (2)



Overall measures





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HEADLINES

The latest NPS figure is 57.0. NW is 66.9 and ESW 47.4

After a poor set of results last quarter, nearly all measures - across both regions and both transaction categories - have improved again

Overall satisfaction stands at 8.7, matching the highest level we have seen on this survey. ESW sits only slightly behind NW this quarter (on 8.6 vs 8.8 respectively)



DEFINING THE **CLEAREST** DIRECTION

TELEPHONE | +44 (0)113 237 5590

WEBSITE | www.allto.co.uk

ADDRESS | 23 Harrogate Road, Chapel Allerton, Leeds, LS7 3PD

THANK YOU



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

