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# Transactional NPS Tracker

## Results: Quarter 3 2021

Our ref. J8157.2



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

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:

7 – 14 June 2021

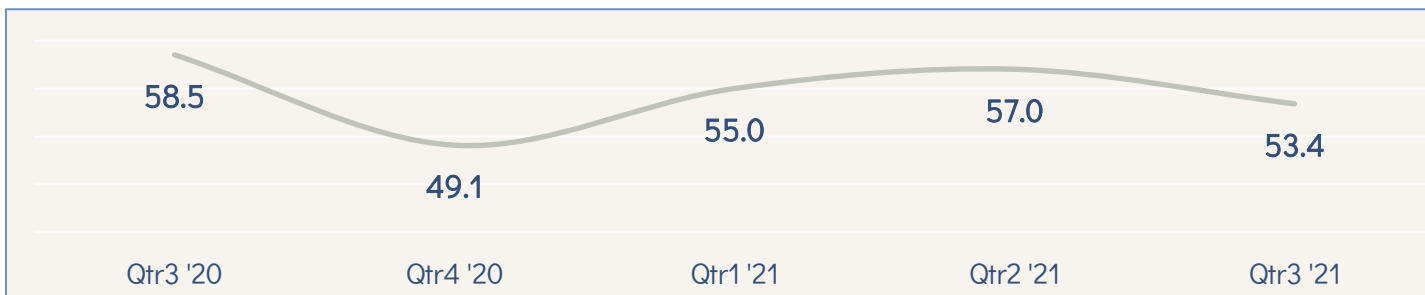
Fieldwork carried out:

12 – 20 July 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



		Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NWG	Total	58.5	49.1	55.0	57.0	53.4
	Billing	69.6	51.6	61.1	58.3	59.2
	Ops	46.8	46.3	48.7	55.6	47.4
NW	Total	59.0	55.8	67.5	66.9	57.3
	Billing	74.6	55.8	72.2	65.4	65.0
	Ops	43.8	55.7	62.7	68.6	49.4
ESW	Total	58.0	42.4	42.6	47.4	49.3
	Billing	64.9	47.4	50.0	51.2	53.2
	Ops	50.0	36.4	35.1	43.2	45.3

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## Top reasons for NPS scores this wave

### Promoters (scores of 9-10) - 203 customers

- No problems (30%)
- Quick response/resolution (25%)
- Helpful (19%)
- Good customer service (17%)
- Good experience/happy with them (15%)
- Polite/friendly staff (13%)
- Resolve problems (10%)
- Always deal with issues (9%)
- Good company in general (9%)
- Informative/answer questions (8%)
- Good value/fair price (8%)
- Good communication/updates (6%)
- Easy to contact/answer quickly (5%)
- Efficient (5%)
- No supply problems (5%)
- Fantastic/brilliant etc (5%)
- Been with them for years (5%)
- Good website/online service (4%)
- Good water quality (3%)

### Passives (scores of 7-8) – 68 customers

- Good customer service (16%)
- Expensive (16%)
- Polite/friendly staff (12%)
- Helpful (10%)
- No problems (10%)
- OK/fine/satisfied (9%)
- Quick response/resolution (7%)
- Good communication/updates (6%)
- Takes too long to resolve issues (6%)
- Easy to contact/answer quickly (4%)
- Always deal with issues (4%)
- Good experience/happy with them (4%)
- Poor communication/no updates (4%)
- Nothing to compare against/no choice/had no real dealings with them (24%)
- No reason/indifferent (3%)

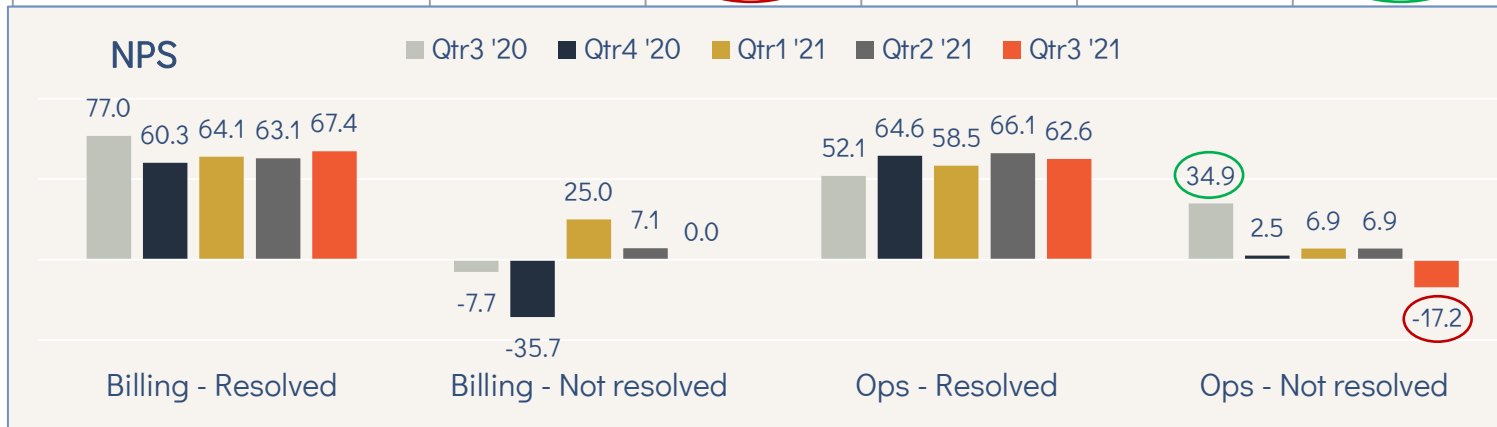
### Detractors (scores of 0-6) – 38 customers

- Problem not resolved (16%)
- Poor experience with them (16%)
- Expensive (13%)
- Poor customer service (13%)
- Takes too long to resolve issues (8%)
- Unhelpful (8%)
- Good customer service (5%)
- Helpful (5%)
- Polite/friendly staff (5%)
- Responsive to issues (5%)
- Good experience/happy with them (5%)
- Poor communication/no updates (5%)
- Improve website/online service (5%)
- Nothing to compare against/no choice/had no real dealings with them (16%)
- No reason/indifferent (8%)

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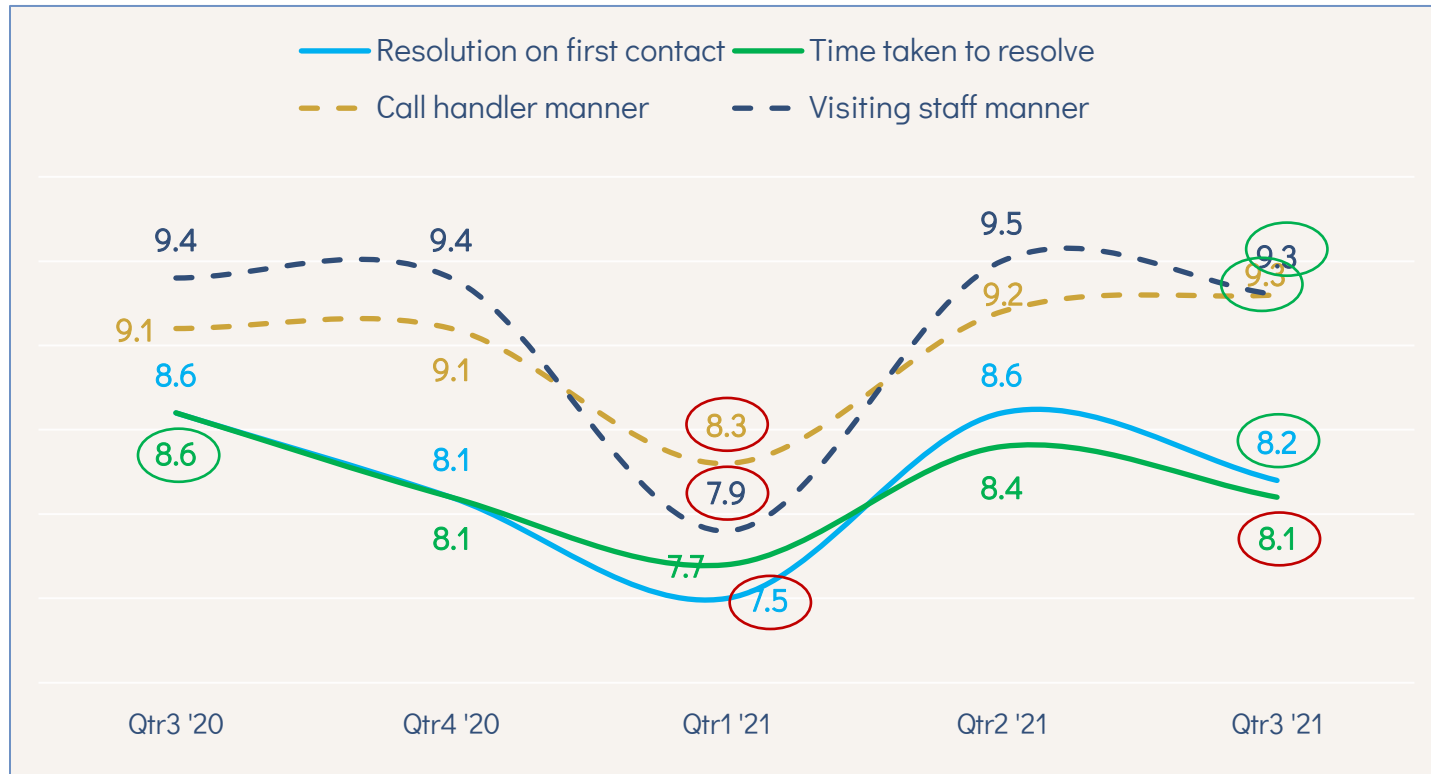
## Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NWG	91%	91%	92%	91%	88%
NW	93%	94%	95%	89%	89%
ESW	90%	89%	89%	93%	88%
Matter fully resolved - Ops	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr2 '21
NWG	70%	70%	80%	83%	80%
NW	66%	72%	83%	83%	76%
ESW	74%	68%	76%	84%	84%





# Contact handling



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## Contact handling

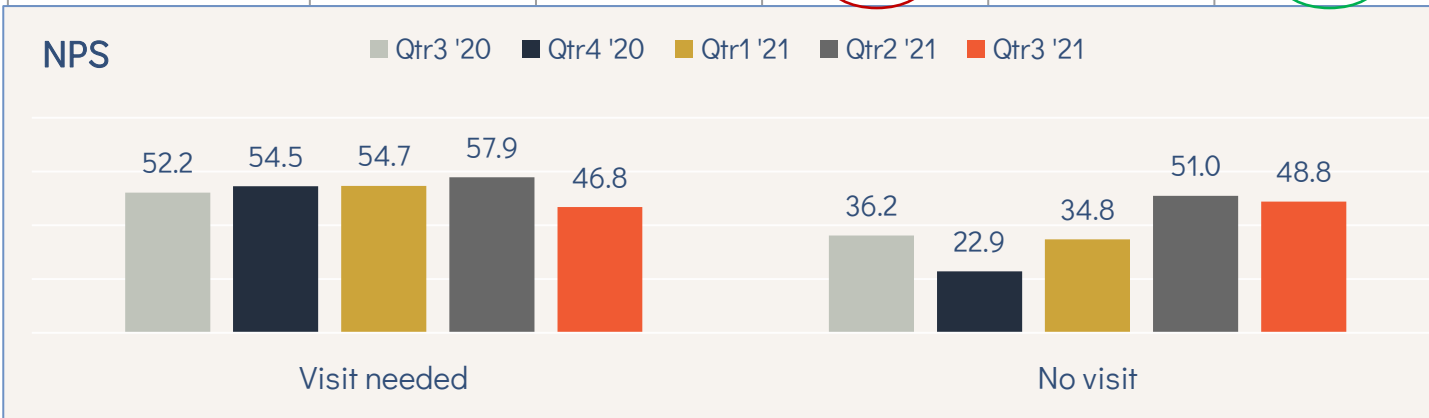
Resolution on first contact	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.6	8.5	7.6	8.7	8.3
ESW	8.6	7.7	7.4	8.5	8.1
Billing	9.0	8.9	8.2	9.0	8.8
Ops	8.2	7.1	6.7	8.2	7.6
Time taken to resolve	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NW	8.6	8.4	8.0	8.6	8.2
ESW	8.5	7.8	7.3	8.2	7.9
Billing	9.0	8.8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



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

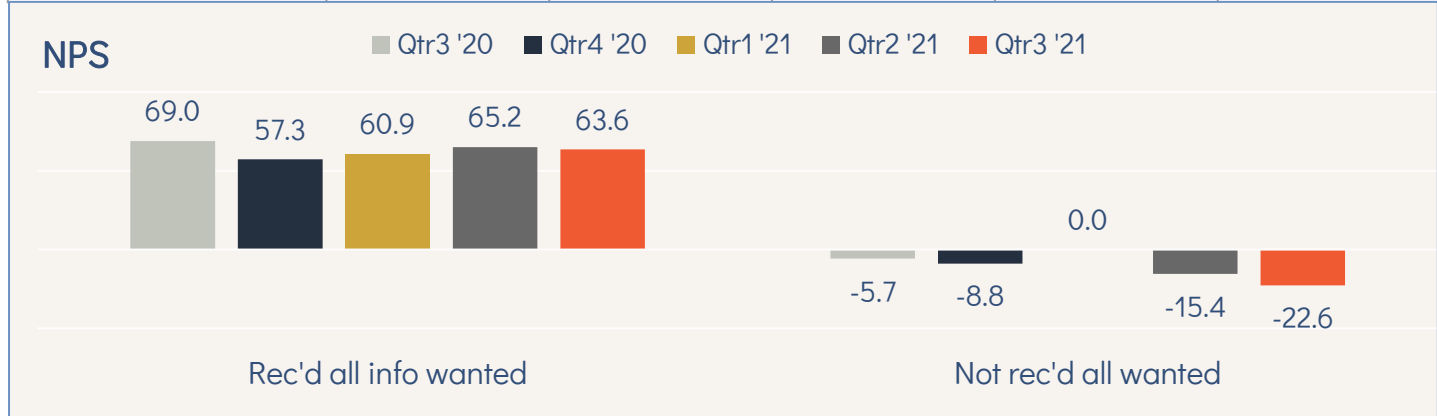
Visit needed?	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NWG	65%	74%	69%	66%	73%
NW	67%	72%	65%	64%	80%
ESW	63%	76%	73%	67%	60%
Visiting staff manner	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21
NWG	9.4	9.5	7.8	9.5	9.3
NW	9.2	9.6	8.6	9.5	9.0
ESW	9.6	9.3	7.2	9.4	9.6





# Information received, and its impact on NPS

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

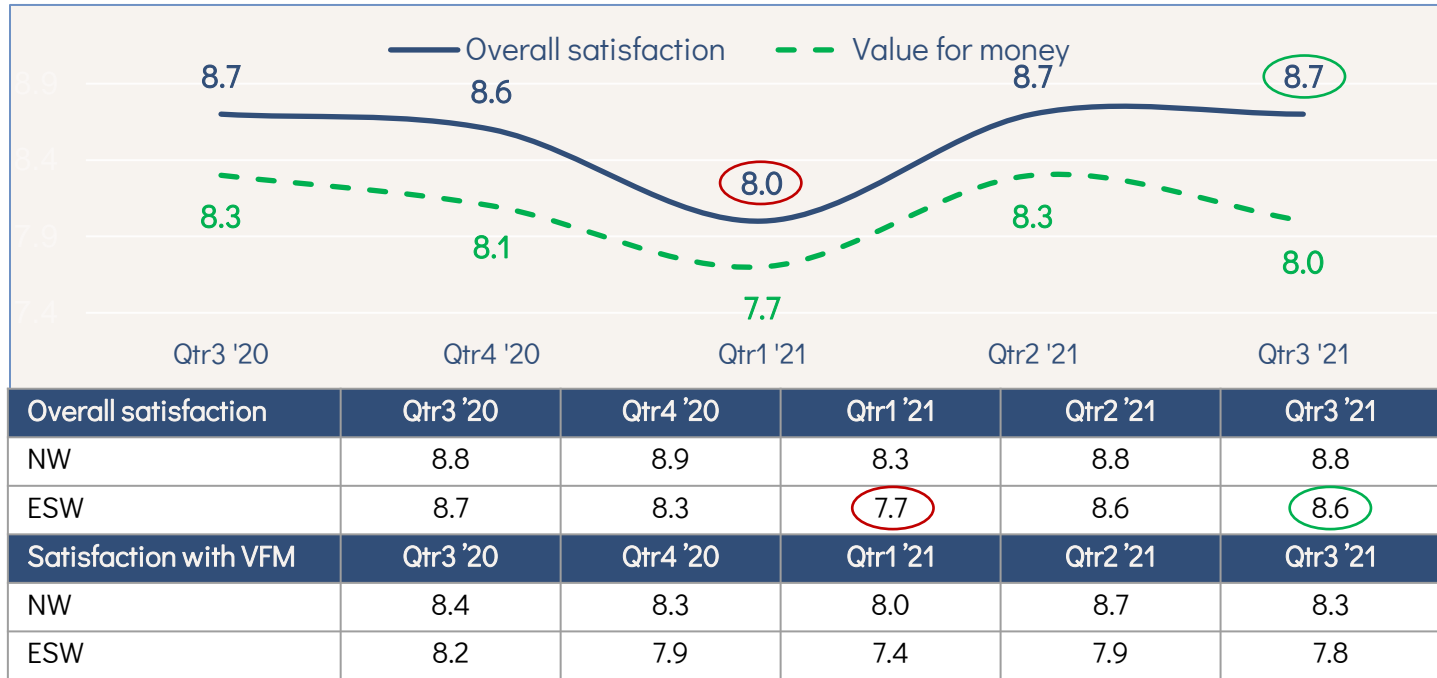


### What information missing? - 33 customers

- Poor communication/no updates (9)
- Had no contact at all (5)
- Not given enough information (3)
- Don't need any (3)
- Problem not resolved (3)
- More on the services they provide (2)
- Given incorrect information (2)
- Too long to resolve issue (2)
- Slow to respond (2)



# Overall measures



## HEADLINES

The latest NPS figure is 53.4. NW is 57.3 and ESW 49.3

After a poor set of results at the start of the year, nearly all measures - across both regions and both transaction categories - have maintained the improvement we saw last quarter

The gap between the regions has been less marked recently on several measures, but ESW continues to trail behind NW on VFM and time taken to resolve. However, ESW is doing rather better than NW on full resolution of Ops matters and visiting staff manner



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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

