



20 / 11 / 20

Transactional NPS Tracker Results: Quarter 4 2020

Our ref. J3066.4



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

300 interviews per quarter

Sample provided by NWG
and TPS-screened before
use

Quotas set to achieve 50:50:

- NW:ESW, and
- Billing:Ops

Qtr4 2020

Contact period:

5 – 17 Oct and
26 Oct – 8 Nov 2020

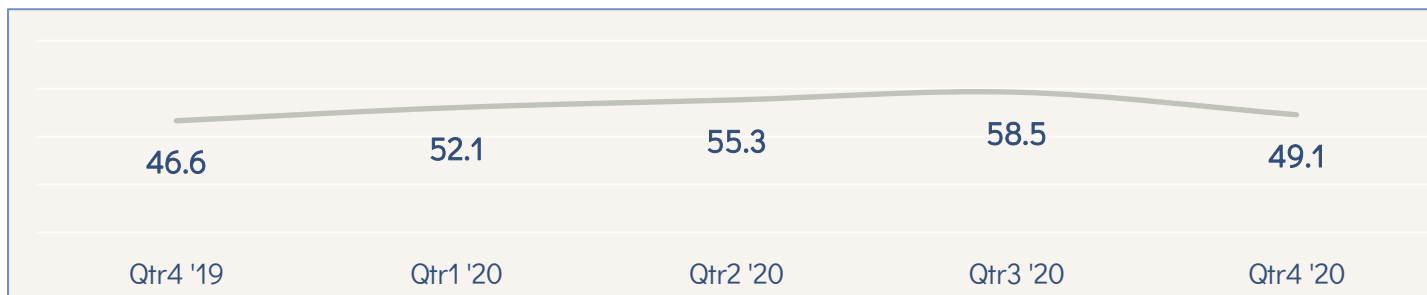
Fieldwork carried out:

2 – 19 November 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



		Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NWG	Total	46.6	52.1	55.3	58.5	49.1
	Billing	45.7	55.2	66.2	69.6	51.6
	Ops	47.7	49.0	44.3	46.8	46.3
NW	Total	50.3	60.5	61.7	59.0	55.8
	Billing	48.8	56.2	63.0	74.6	55.8
	Ops	52.3	64.9	60.3	43.8	55.7
ESW	Total	42.8	43.4	48.9	58.0	42.4
	Billing	42.7	54.3	69.6	64.9	47.4
	Ops	42.9	33.3	29.2	50.0	36.4

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Top reasons for NPS scores this wave

Promoters (scores of 9-10) - 191 customers

- Polite/friendly staff (19%)
- No problems (18%)
- Good customer service (18%)
- Helpful (14%)
- Quick response/resolution (13%)
- Good experience/happy with them (11%)
- Resolve problems (9%)
- Good value/fair price (6%)
- Good communication/updates (6%)
- Efficient (6%)
- Easy/straightforward/simple (6%)
- No supply problems (6%)
- Informative/answer questions (5%)
- Good response to issues (4%)
- Understanding/sympathetic/patient (4%)
- Listen to customers (4%)

Passives (scores of 7-8) – 52 customers

- Satisfied (25%)
- No problems (13%)
- Expensive (13%)
- Quick response/resolution (6%)
- No supply problems (6%)
- Good customer service (4%)
- No reason/indifferent (4%)
- Poor communication/no updates (4%)
- Resolve problems (4%)
- Good value (4%)
- Responsive to issues (4%)
- Supply problems (4%)
- Nothing to compare against/no choice/had no real dealings with them (23%)

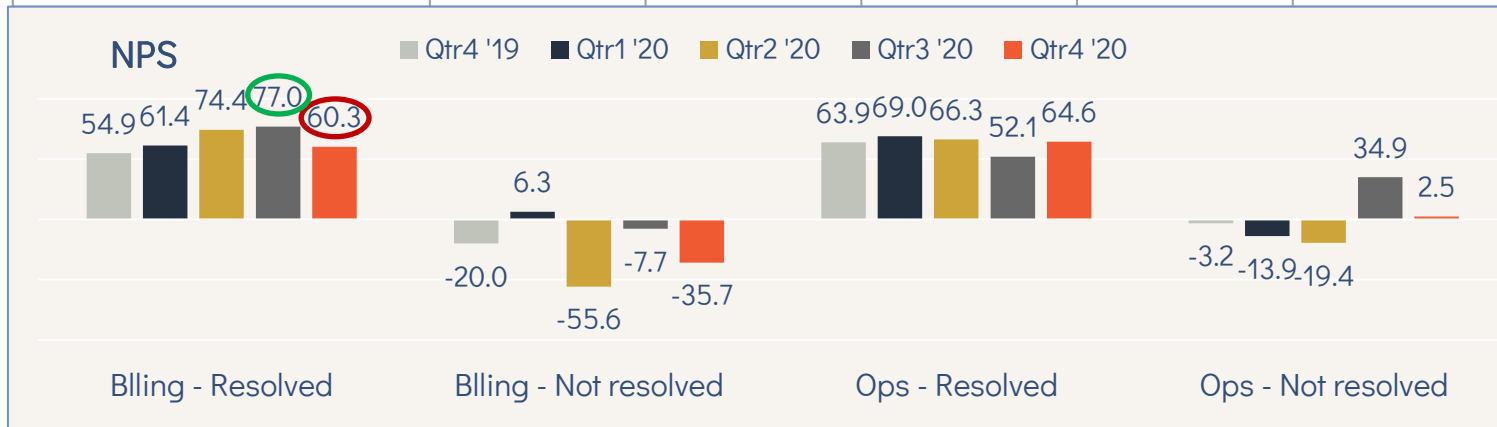
Detractors (scores of 0-6) – 48 customers

- Expensive (23%)
- Problem not resolved (21%)
- Poor customer service (19%)
- Poor communication/no updates (10%)
- Takes too long to resolve issues (10%)
- Satisfied (8%)
- Don't/won't take responsibility (6%)
- Unhelpful (4%)
- Given incorrect/conflicting information (4%)
- Not given enough information (4%)
- Caused financial difficulties/didn't offer compensation (4%)
- Nothing to compare against/no choice/had no real dealings with them (13%)

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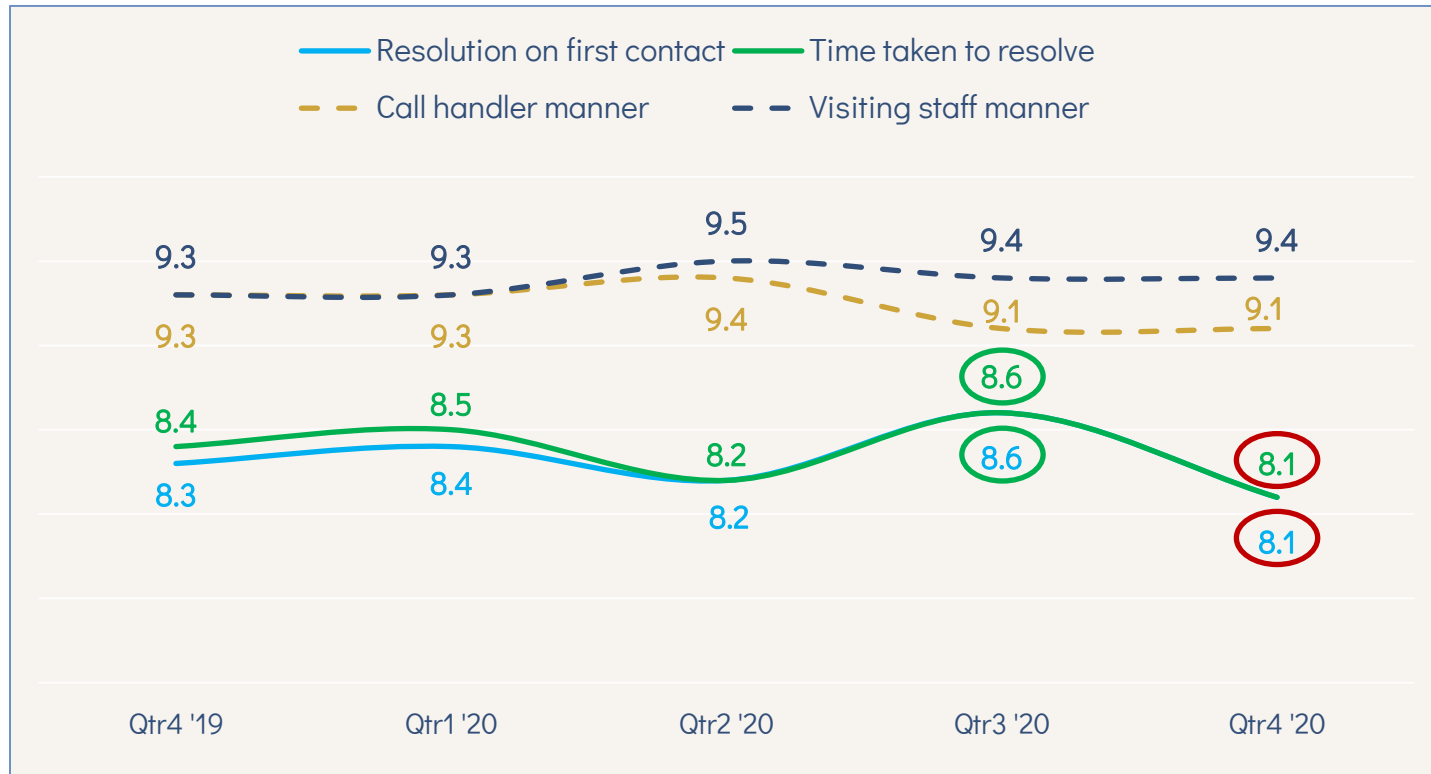
Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NWG	88%	88%	93%	91%	91%
NW	87%	83%	95%	93%	94%
ESW	89%	93%	92%	90%	89%
Matter fully resolved - Ops	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NWG	76%	76%	74%	70%	70%
NW	71%	79%	76%	66%	72%
ESW	81%	73%	73%	74%	68%





Contact handling



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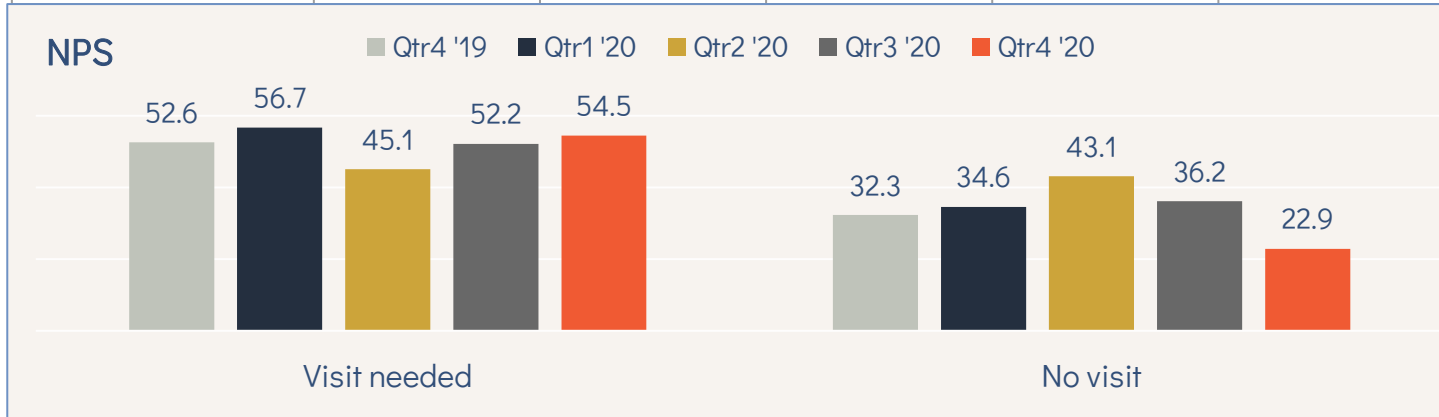
Contact handling

Resolution on first contact	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NW	8.2	8.4	8.4	8.6	8.5
ESW	8.4	8.4	8.1	8.6	7.7
Billing	8.8	8.9	9.1	9.0	8.9
Ops	7.6	8.0	7.4	8.2	7.1
Time taken to resolve	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NW	8.3	8.5	8.2	8.6	8.4
ESW	8.5	8.5	8.2	8.5	7.8
Billing	8.9	9.0	9.0	9.0	8.8
Ops	7.8	8.0	7.4	8.2	7.3
Call handler manner	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NW	9.3	9.5	9.5	9.1	9.1
ESW	9.3	9.1	9.2	9.0	9.1
Billing	9.4	9.4	9.3	9.0	9.3
Ops	9.1	9.3	9.4	9.2	8.9



Visits, and their impact on NPS (Ops only)

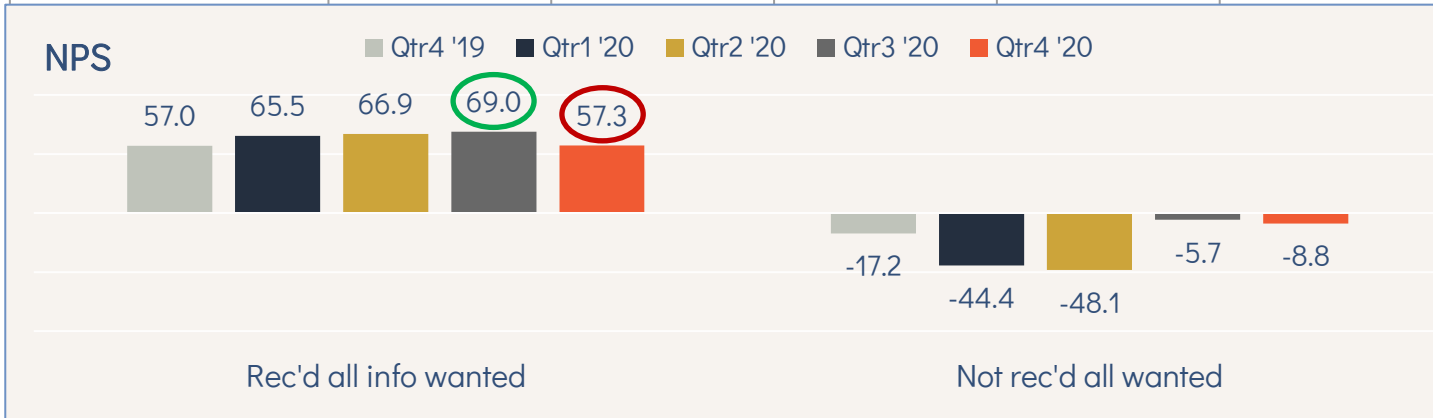
Visit needed?	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NWG	75%	65%	59%	65%	74%
NW	80%	72%	67%	67%	72%
ESW	70%	58%	51%	63%	76%
Visiting staff manner	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NWG	9.4	9.3	9.5	9.4	9.5
NW	9.4	9.2	9.6	9.2	9.6
ESW	9.4	9.5	9.4	9.6	9.3





Information received, and its impact on NPS

Rec'd all info wanted?	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20
NWG	86%	87%	87%	84%	87%
NW	87%	86%	88%	86%	90%
ESW	85%	88%	86%	83%	84%

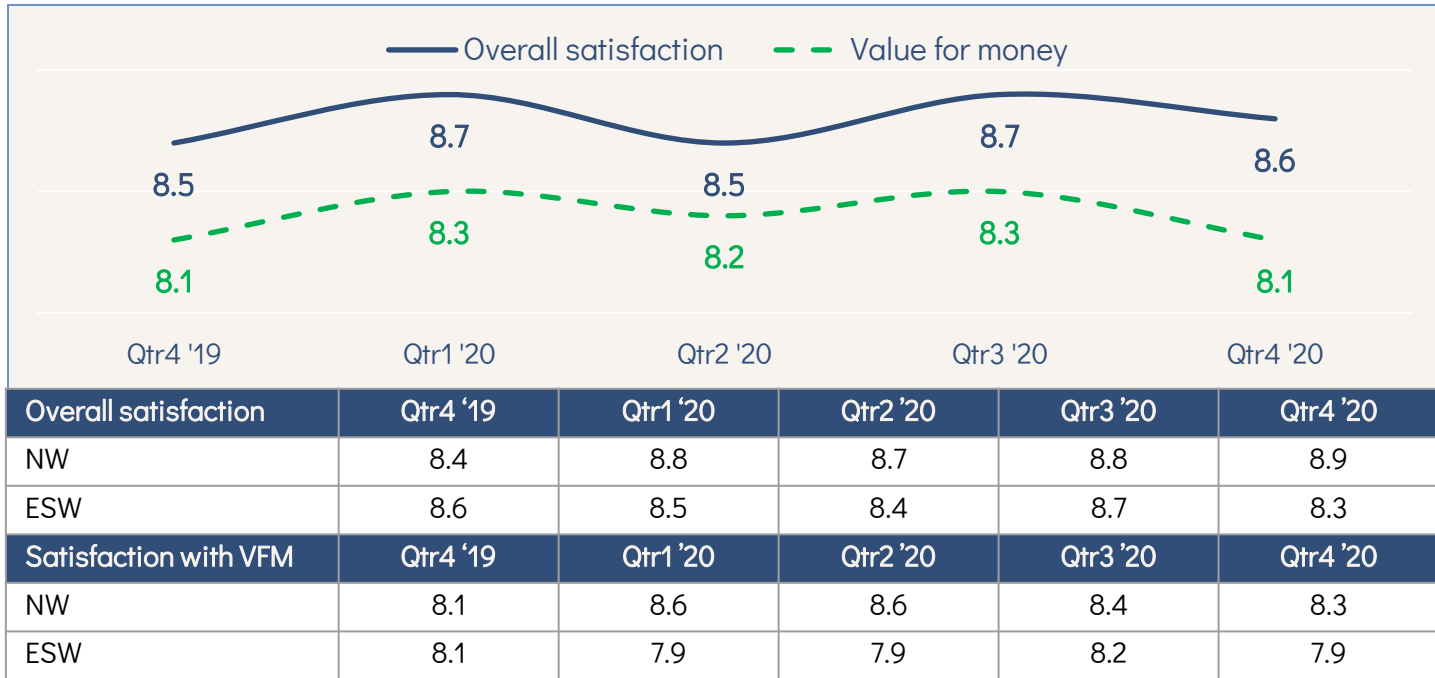


What information missing? - 36 customers

- Poor communication/no updates (8)
- Not given enough information (8)
- Given incorrect/conflicting information (5)



Overall measures



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HEADLINES

The latest NPS figure is 49.1

Billing has seen a significant fall in NPS since last quarter (from 69.6 to 51.6) - driven by a fall in NPS since last quarter among those who said their billing contact had been resolved (from 77.0 to 60.3)

There have been falls in contact handling satisfaction in ESW



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

