

Q4 Transactional NPS Tracker

NWG

02/12/21

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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: 2nd November – 15th November 2021

Average interview length: 9min, 56 seconds

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

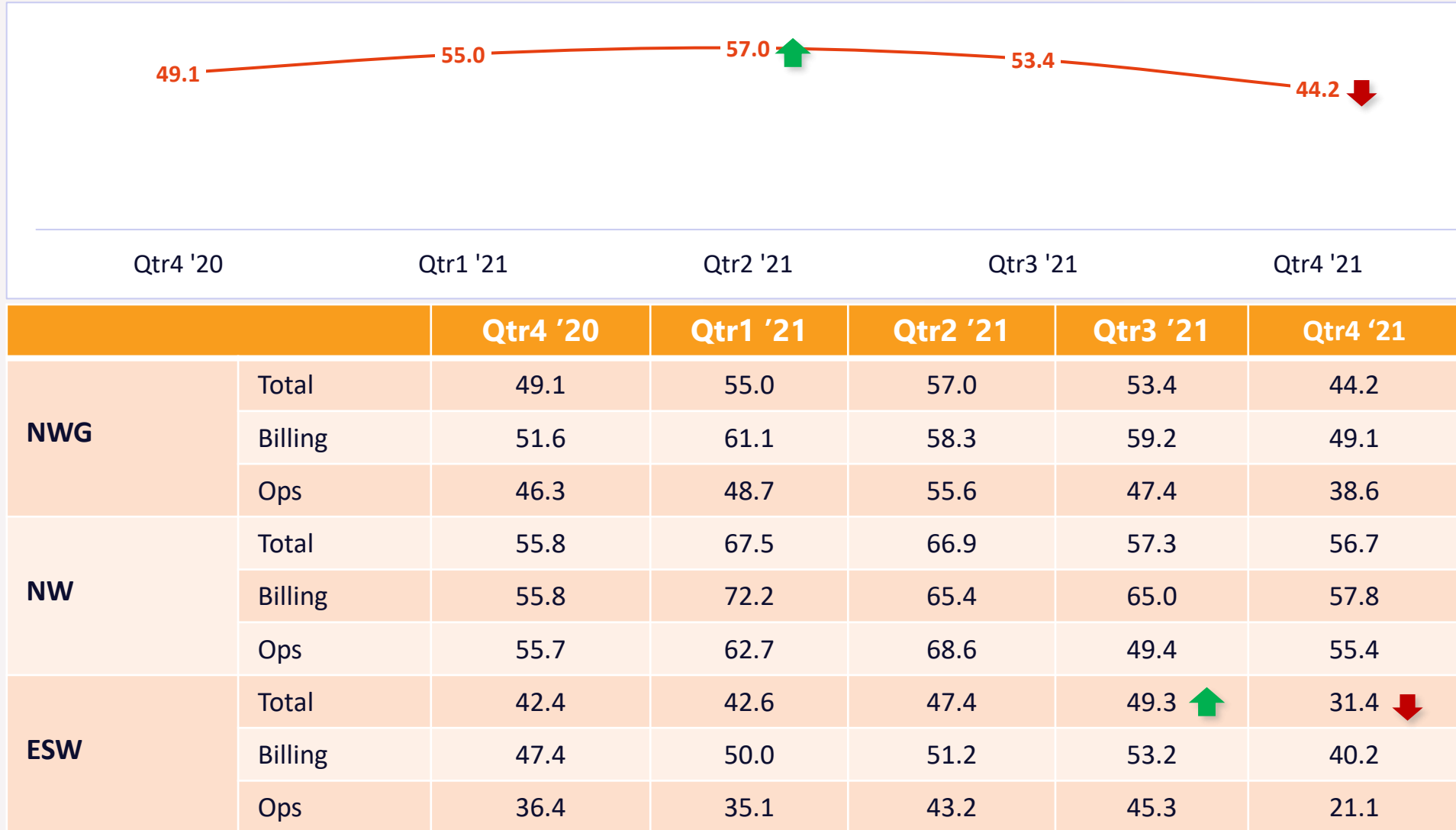
NPS



NWVG
living water

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

NPS



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) – (194)

- No problems (32%)
- Quick response/resolution (20%)
- Good customer service (19%)
- Helpful (18%)
- Good experience/happy with them (15%)
- Polite/friendly staff (15%)
- Good company in general (13%)
- Good value/fair price (9%)
- Good communication/updates (9%)
- Always deal with issues (8%)
- Efficient (7%)
- Resolve problems (6%)
- Informative/answer questions (5%)
- No supply problems (5%)
- Understanding/reassuring (5%)
- Fantastic/brilliant etc (5%)
- Easy to contact/answer quickly (4%)
- Been with them for years (3%)

Passives (scores of 7-8) – (59)


- No problems (15%)
- Good customer service (12%)
- Helpful (12%)
- Good experience/happy with them (10%)
- Good company (8%)
- OK/fine/satisfied (8%)
- Efficient (7%)
- Resolve problems (7%)
- Quick response (7%)
- Responsive to issues (5%)
- Easy to contact/answer quickly (3%)
- Always deal with issues (3%)
- Good communication/updates (2%)

- Nothing to compare against/no choice/had no real dealings with them (15%)
- No reason/indifferent (7%)

Detractors (scores of 0-6) – (57)

- Expensive (12%)
- Poor experience with them (12%)
- Poor communication/no updates (11%)
- Slow to respond to issues (7%)
- Poor customer service (7%)
- Efficient (7%)
- Take too long to resolve issues (5%)
- Problems not resolved (7%)
- Poor water quality (5%)
- Don't/won't take responsibility (5%)
- Unhelpful (5%)

- Nothing to compare against/no choice/had no real dealings with them (14%)
- No reason/indifferent (5%)



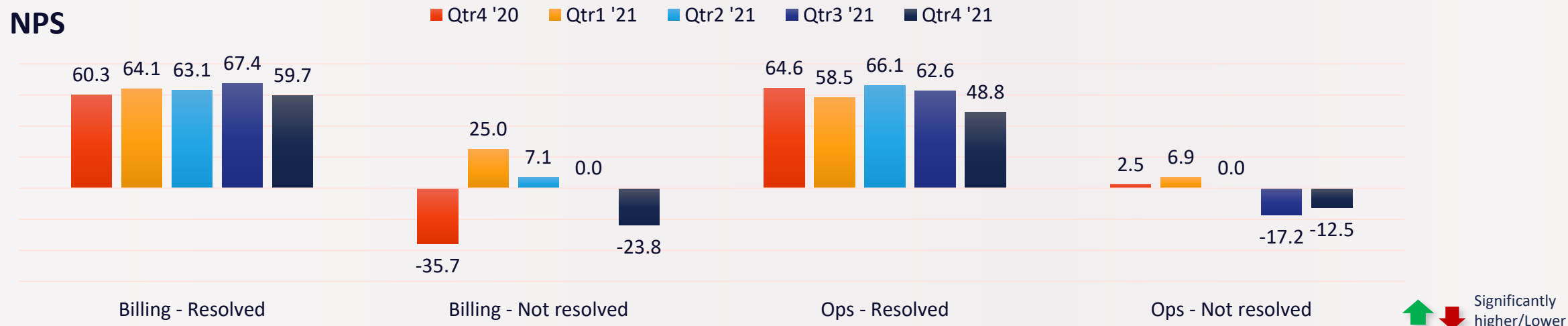
Satisfaction with the handling of the resolutions and contact

NWVG
living water

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

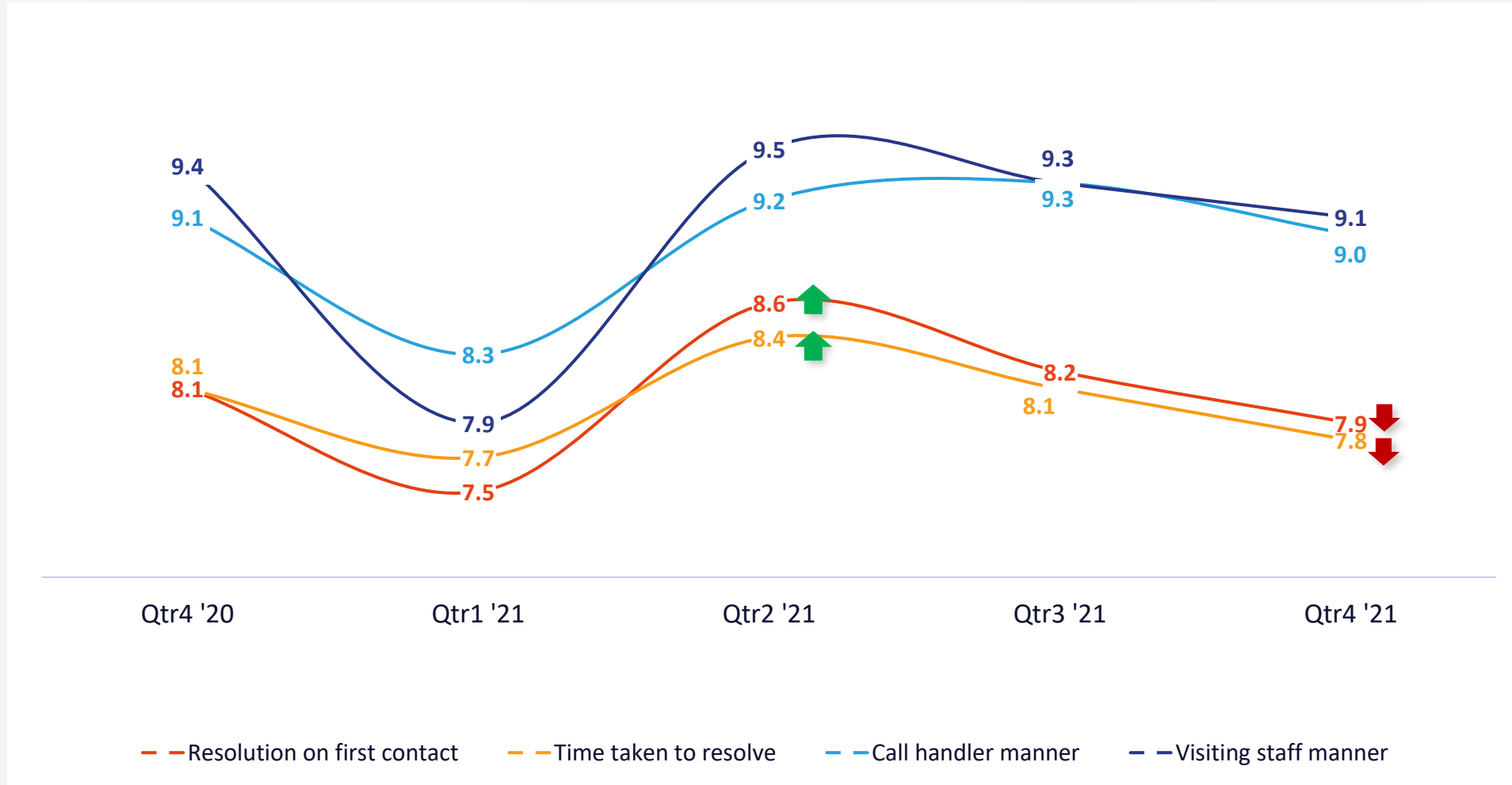
Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NWG	91%	92%	91%	88%	87%
NW	94%	95%	89%	89%	89%
ESW	89%	89%	93%	88%	85%
Matter fully resolved - Ops	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NWG	70% ↓	80%	83%	80%	83% ↑
NW	72% ↓	83%	83%	76%	87% ↑
ESW	68%	76%	84%	84%	78%



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

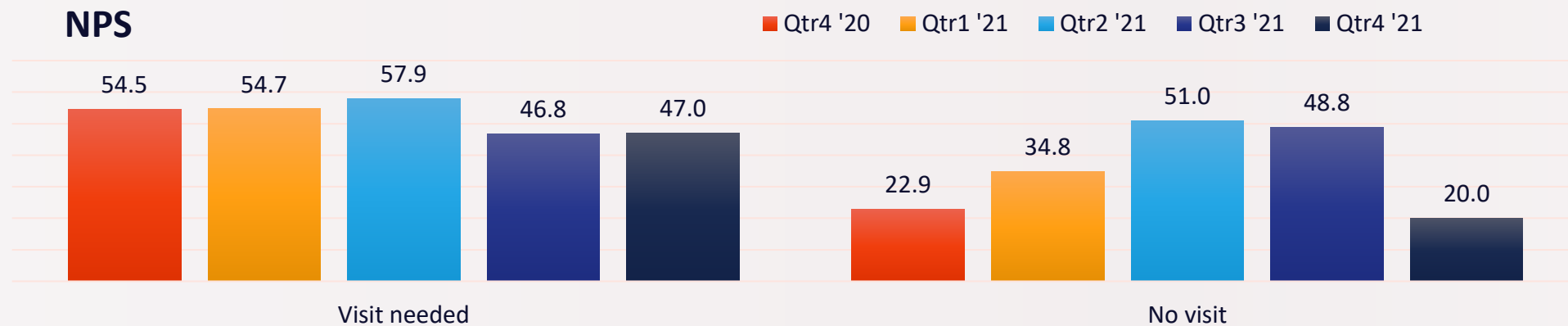
Resolution on first contact	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NW	8.5	7.6	8.7	8.3	8.1
ESW	7.7	7.4	8.5	8.1	7.7
Billing	8.9	8.2	9.0	8.8	8.6
Ops	7.1	6.7	8.2	7.6	7.1
Time taken to resolve	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NW	8.4	8.0	8.6	8.2	8.1
ESW	7.8	7.3	8.2	7.9	7.6
Billing	8.8	8.3	8.7	8.5	8.4
Ops	7.3	7.0	8.0	7.6	7.2
Call handler manner	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NW	9.1	8.7	9.3	9.2	9.1
ESW	9.1	7.9	9.1	9.3	8.9
Billing	9.3	8.3	9.2	9.2	9.1
Ops	8.9	8.3	9.2	9.3	8.9

Significantly higher/Lower

Satisfaction with the handling of visits where required

Visits, and their impact on NPS (Ops only)

Visit needed?	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NWG	74%	69%	66%	73%	70%
NW	72%	65%	64%	80%	71%
ESW	76%	73%	67%	66%	68%
Visiting staff manner	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NWG	9.5	7.8	9.5	9.3	9.0
NW	9.6	8.6	9.5	9.0	9.1
ESW	9.3	7.2	9.4	9.6	9.0



Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (149), NW Ops (76) ESW Ops (73)

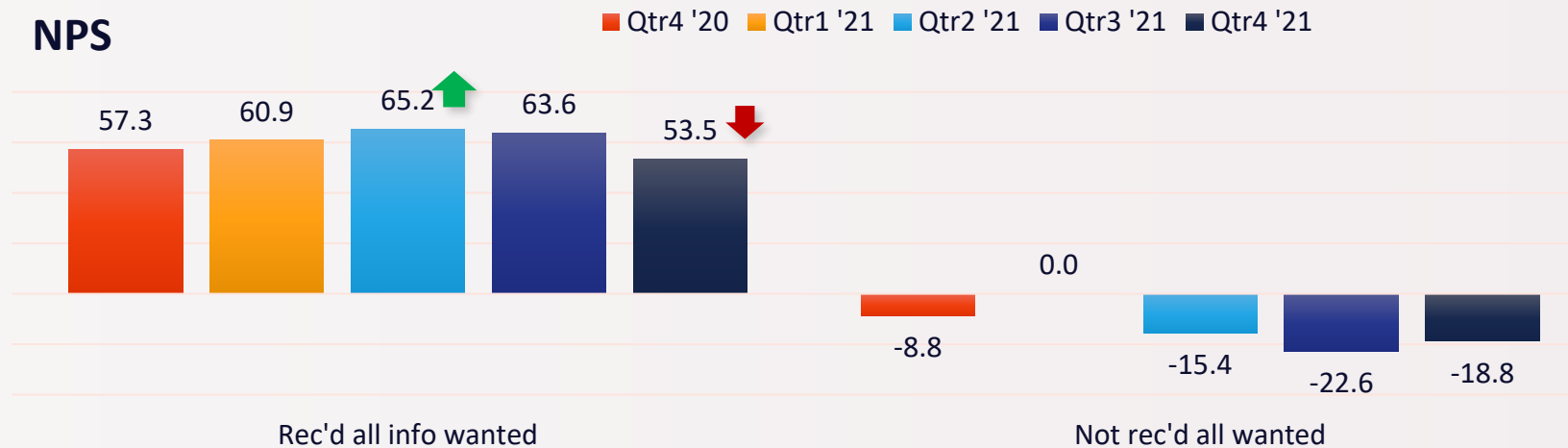
Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (104), NW Ops (54) ESW Ops (50)

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 (104), NW Ops (54) ESW Ops (50) Not visited NWG Ops (45), NW Ops (22) ESW Ops (23)

Information received, and its impact on NPS

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

NPS



What information missing? - 35 customers

- Not given enough information (8)
- Poor communication/no updates (7)
- Problem not resolved (5)
- Had no contact at all (4)
- Won't take any responsibility (3)
- Given incorrect information (3)
- Too long to resolve issue (3)
- Slow to respond (2)
- Didn't notify about loss of supply (1)

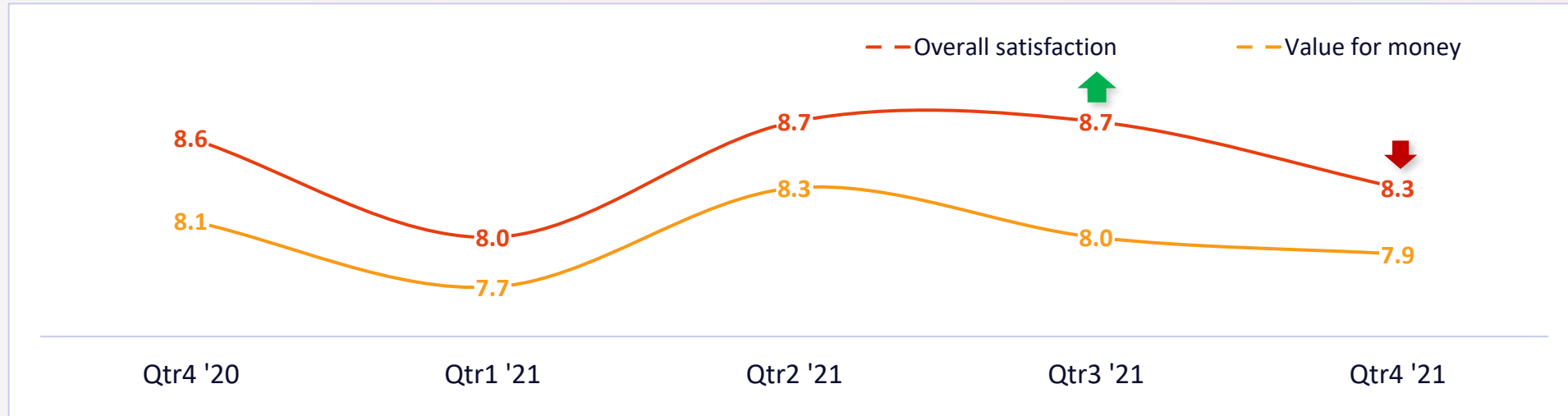


Significantly higher/Lower



Overall satisfaction

Overall measures



Overall satisfaction	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NW	8.9	8.3	8.8	8.8	8.6
ESW	8.3	7.7	8.6	8.6	8.0
Satisfaction with VFM	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21
NW	8.3	8.0	8.7	8.3	8.3
ESW	7.9	7.4	7.9	7.8	7.5


 Significantly higher/Lower

Key headlines



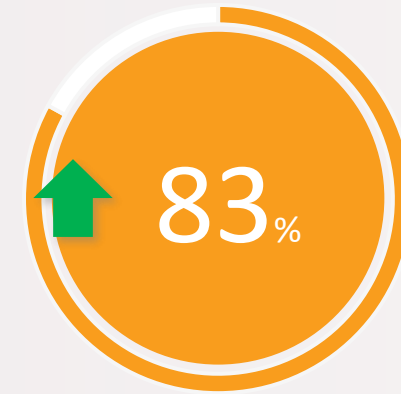
NPS this quarter

NPS at an overall level has decreased significantly from Qtr2 '21. NPS for ESW has also seen a significant decrease from last quarter



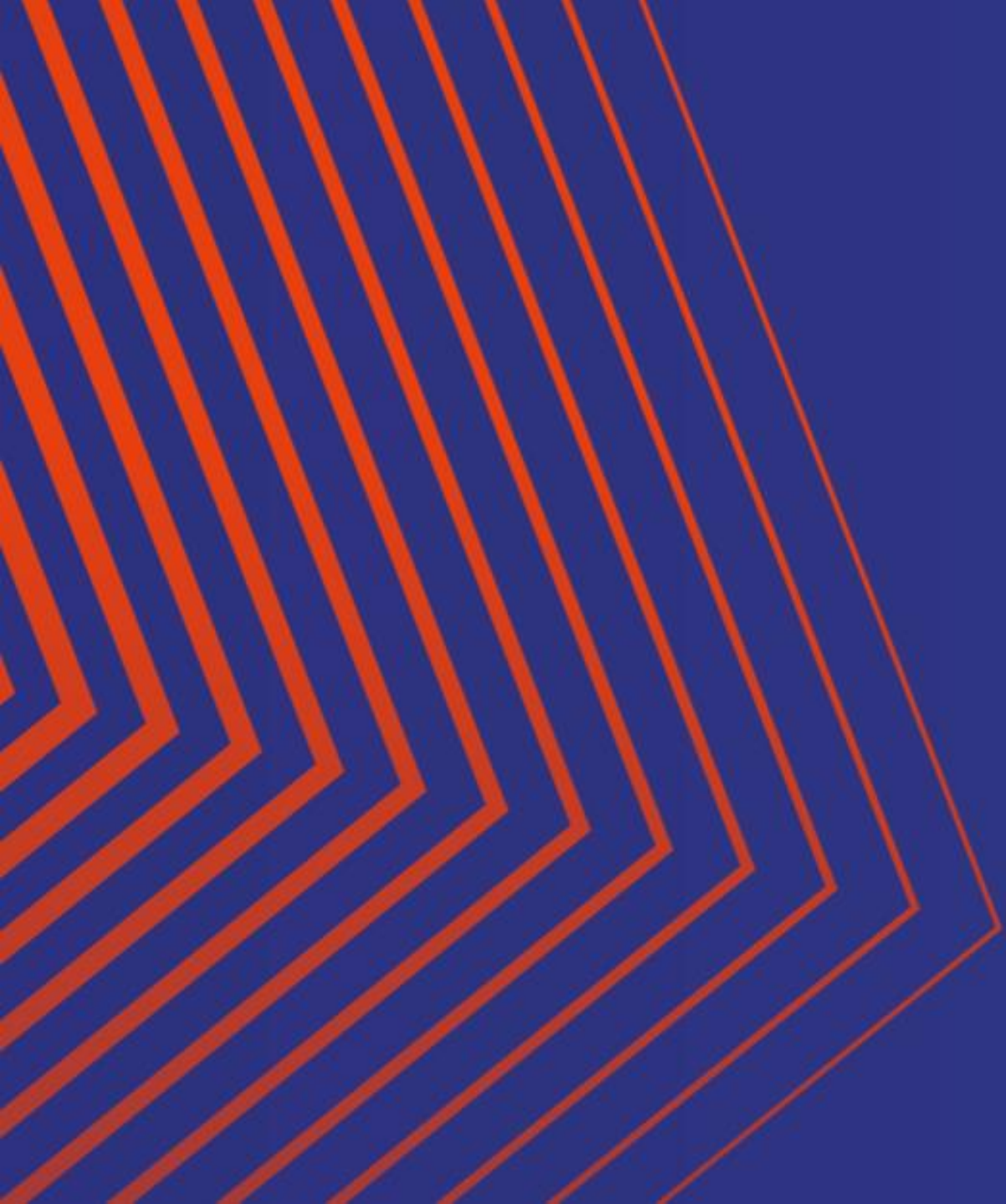
Overall satisfaction

Overall satisfaction has significantly decreased from Qtr3 '21, while satisfaction for value for money has remained stable



Satisfaction of resolution

Total satisfaction of resolution with Ops has significantly increased compared to Qtr4 '20.



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