

Q4'22 Transactional NPS Tracker

NWG
29/11/22

TRINITY
MCQUEEN

NWG
living water

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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: 24th October – 18th November 2022
- Average interview length: 10.5 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	169
Essex / Suffolk	160	151
TOTAL	320	320

NPS



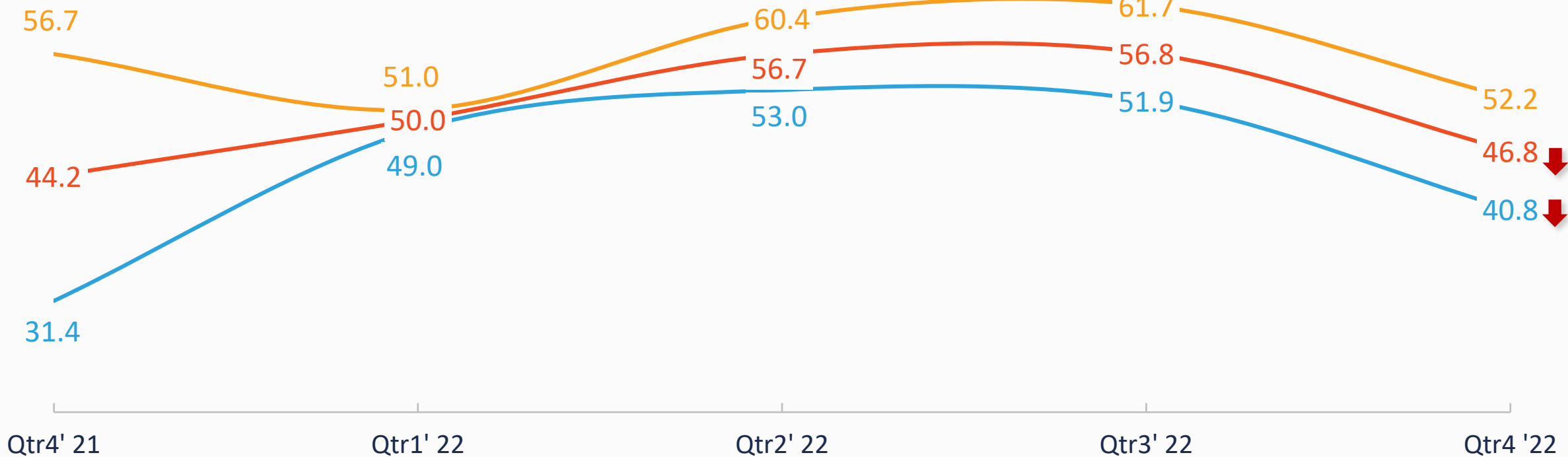
NWVG
living water

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Likelihood to recommend (NPS) - Total

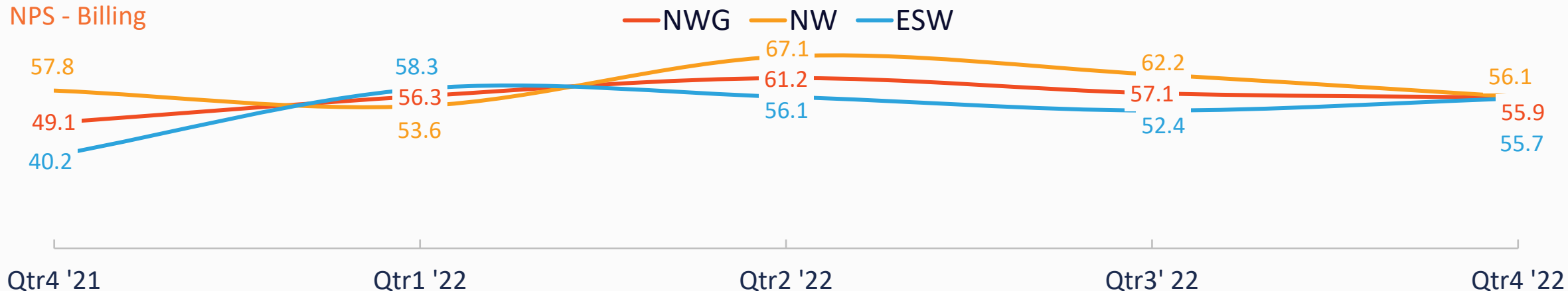
NPS – Total

— NWG — NW — ESW

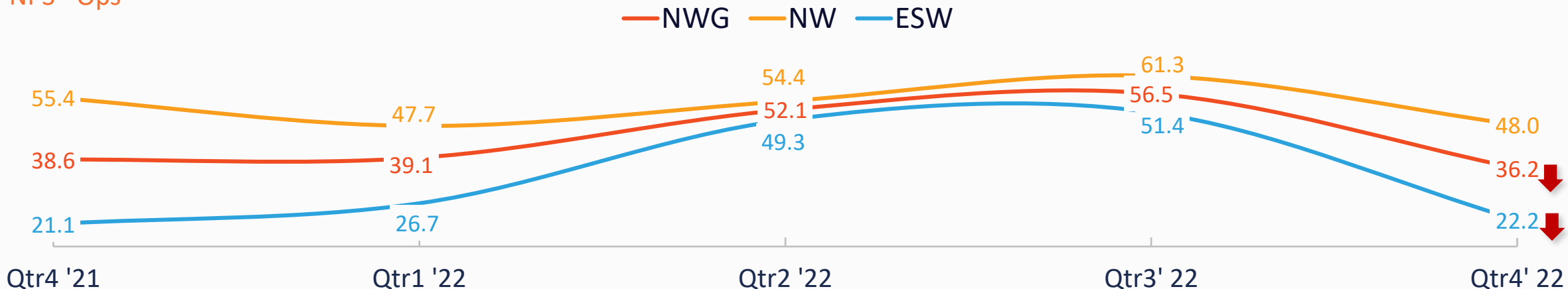


Likelihood to recommend (NPS) – Billing vs Ops

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 (174), NW Billing (88), ESW Billing (86), NWG Ops (146), NW Ops (81), ESW Ops (65)

Reason for NPS score

Promoters (scores of 9-10) - 188 customers

No response	31%
Quick response/resolution	20%
Polite/friendly staff/workmen	20%
Helpful	19%
Good experience/happy with them	13%
Good service/customer service	12%
Efficient	9%
Good company/good in general/do a good job	9%
Good communication/updates/follow-ups/return calls etc	8%
Resolve problems	7%
Easy to contact/not on hold/answer quickly	4%
Informative/answer questions/advise	4%
No supply problems	4%
Handled well/always deal with issues	4%
Nothing to compare against/no choice/no real dealings	12%

Passives (scores of 7-8) – 63 customers

No problems	22%
Good company/good in general/do a good job	14%
Good service/customer service	13%
Expensive	11%
Helpful	8%
Polite/friendly staff/workmen	8%
Handled well/always deal with issues	6%
Good experience/happy with them	5%
Good/fair price/good value	5%
Slow to respond to issues etc	5%
Don't recommend anything to anyone/no one to recommend to	5%
Informative/answer questions/advise	3%
Quick response/resolution	3%
Easy to deal with/approachable	3%
Nothing to compare against/no choice/no real dealings	25%

Detractors (scores of 0-6) – 48 customers

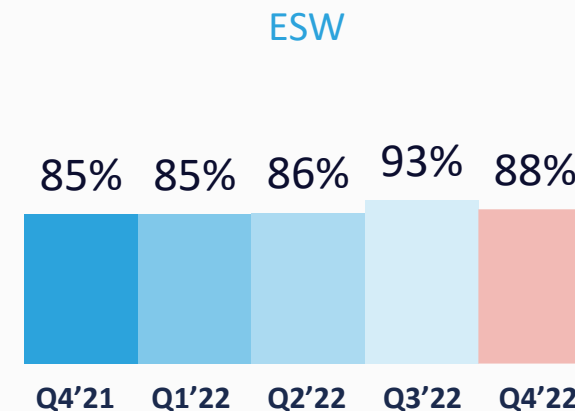
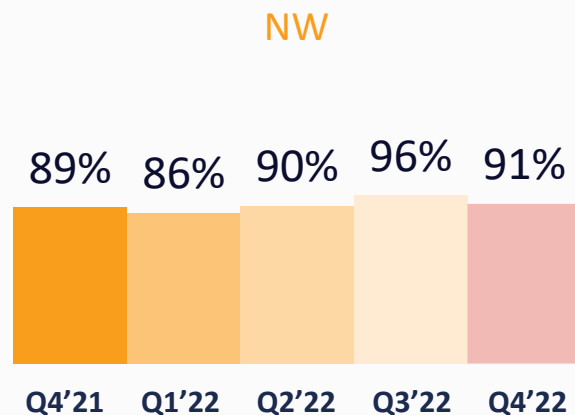
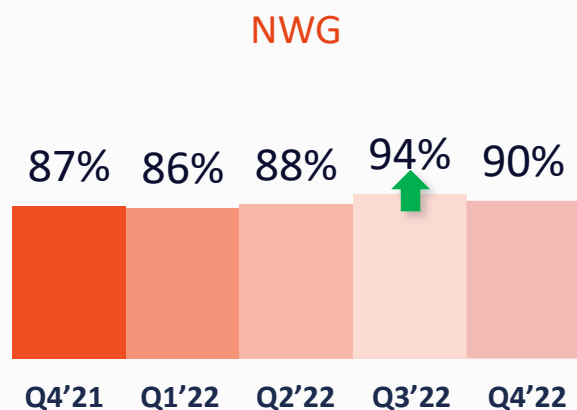
Problem not resolved/needs permanent solution	19%
Don't recommend anything to anyone/no one to recommend to	10%
No problems	8%
Expensive	8%
Take too long to resolve issues	8%
Don't/won't take responsibility/refused to do anything	8%
Had to contact them several times re issues	8%
Poor communication/don't return calls/updates etc	6%
Poor water quality	4%
Slow to respond to issues etc	4%
Unhelpful	4%
Give incorrect/conflicting information	4%
Poor workmanship/reinstatement	4%
Difficult to contact/on hold/passed around	4%
Nothing to compare against/no choice/no real dealings	15%

Satisfaction with the handling of resolutions and contact

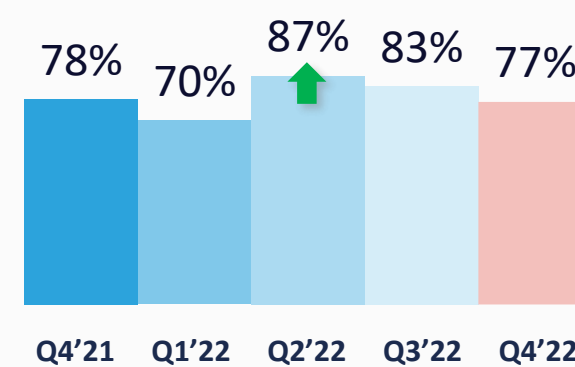
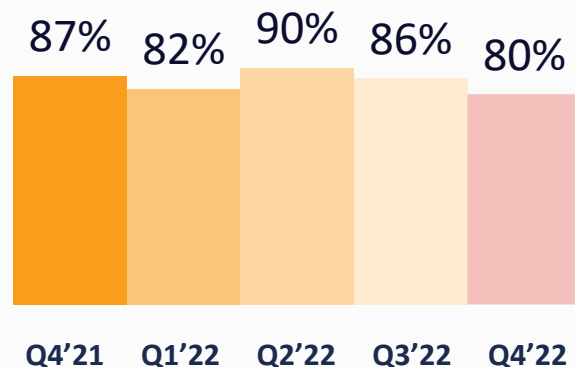
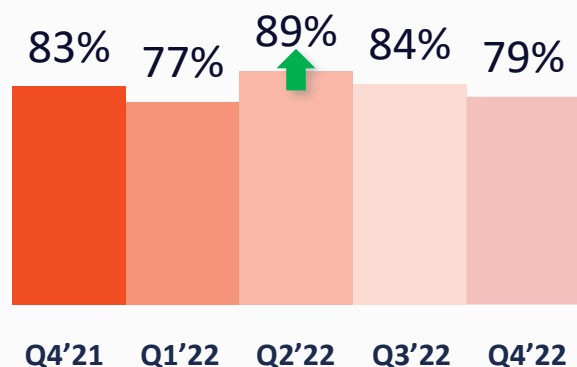


Contact resolution – Billings vs Ops

% Agree matter was fully resolved - Billing



% Agree matter was fully resolved - Ops

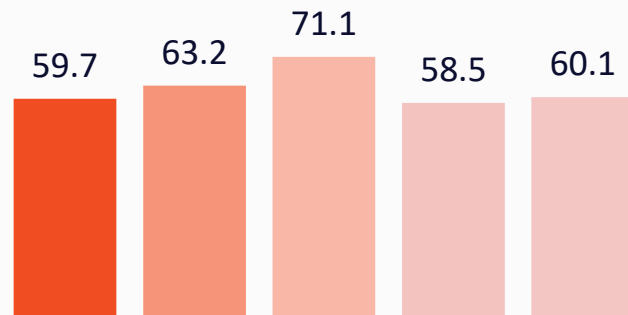




Contact resolution impact on NPS

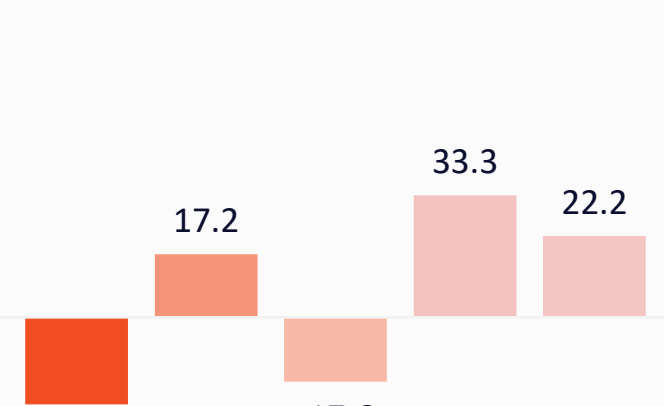
NPS score Billings vs Ops

Billing - resolved



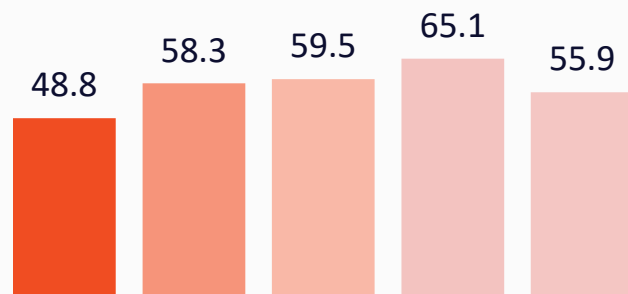
Q4'21 Q1'22 Q2'22 Q3'22 Q4'22

Billing – not resolved



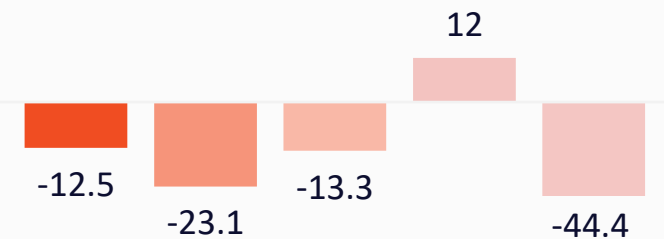
Q4'21 Q1'22 Q2'22 Q3'22 Q4'22

Ops - resolved



Q4'21 Q1'22 Q2'22 Q3'22 Q4'22

Ops – not resolved

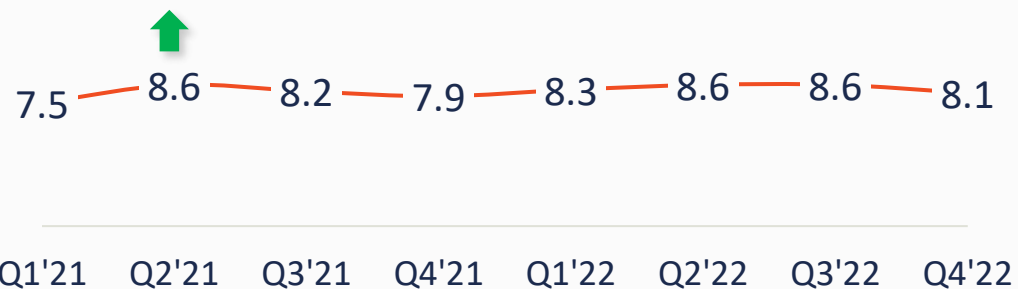


Q4'21 Q1'22 Q2'22 Q3'22 Q4'22

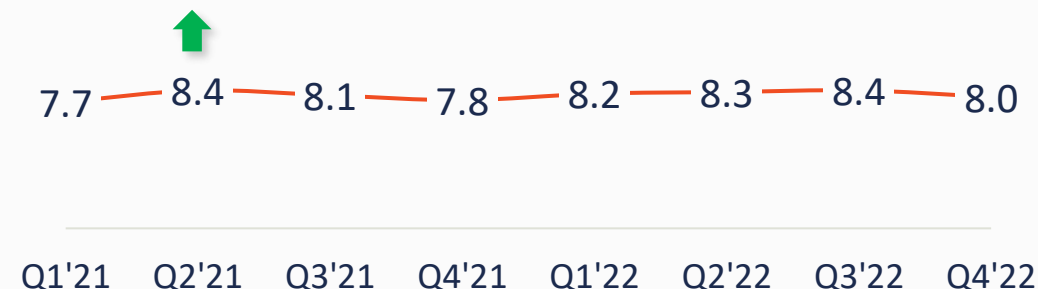
Q10: If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base Resolved Billing (156), Resolved Ops (115), Not resolved Billing (18), Not resolved Ops (31)

Satisfaction with contact handling – Overall

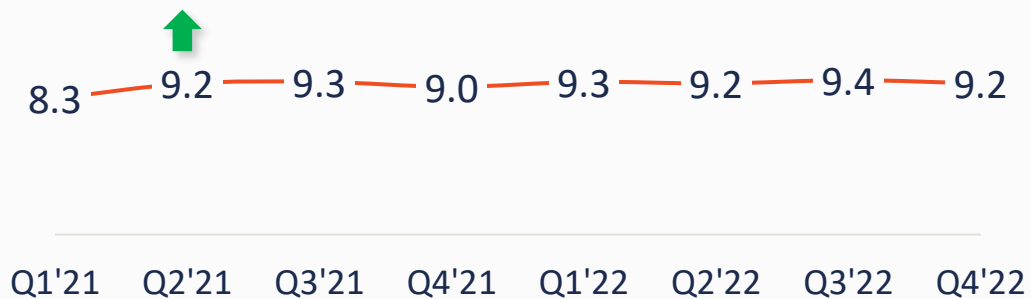
Resolution on first contact



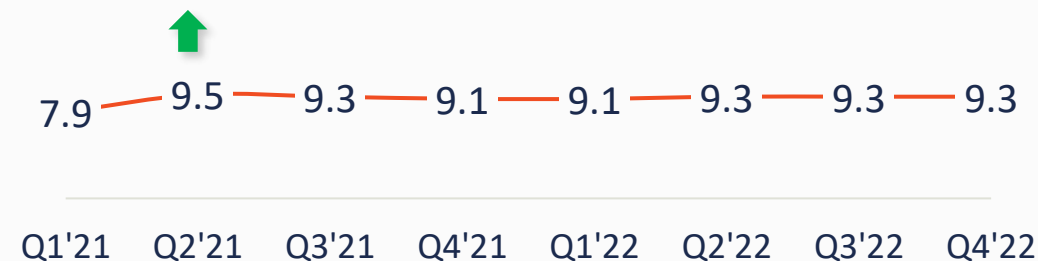
Time taken to resolve



Call handler manner



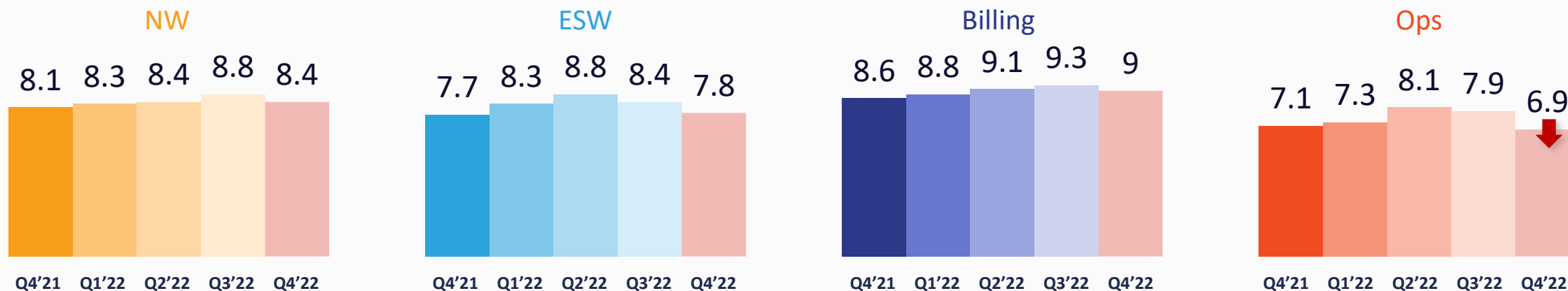
Visiting staff manner



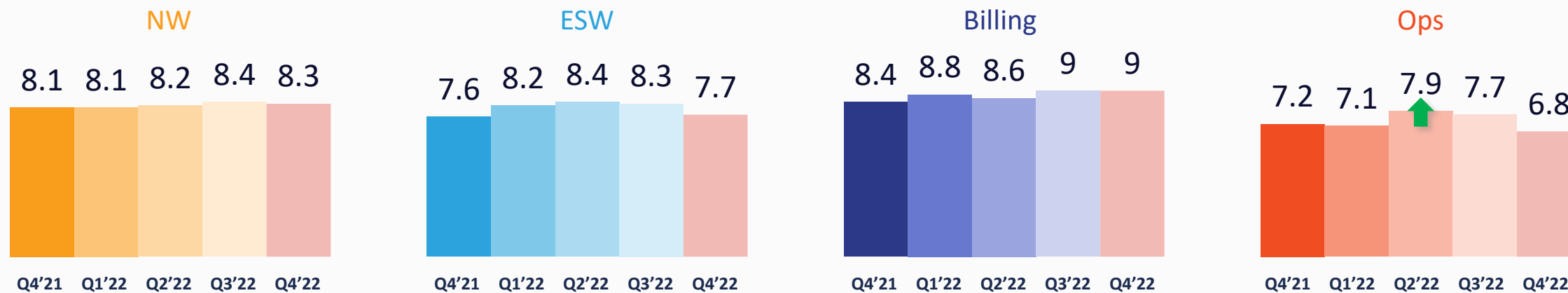
Q6:How satisfied were you with the following aspects of the service? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied a) that the person you first spoke to when you contacted [Northumbrian Water/Essex & Suffolk Water] was polite, friendly and willing to help?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

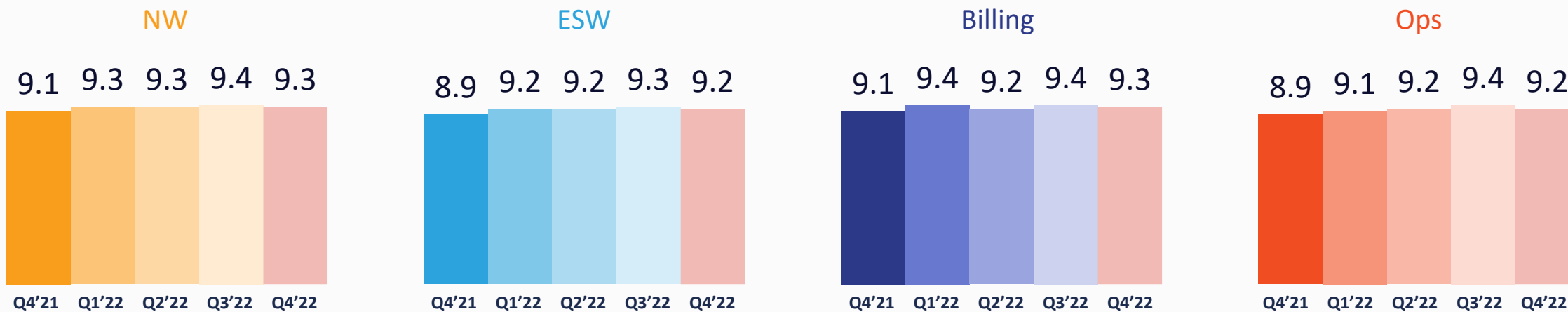


Satisfaction with time taken to resolve

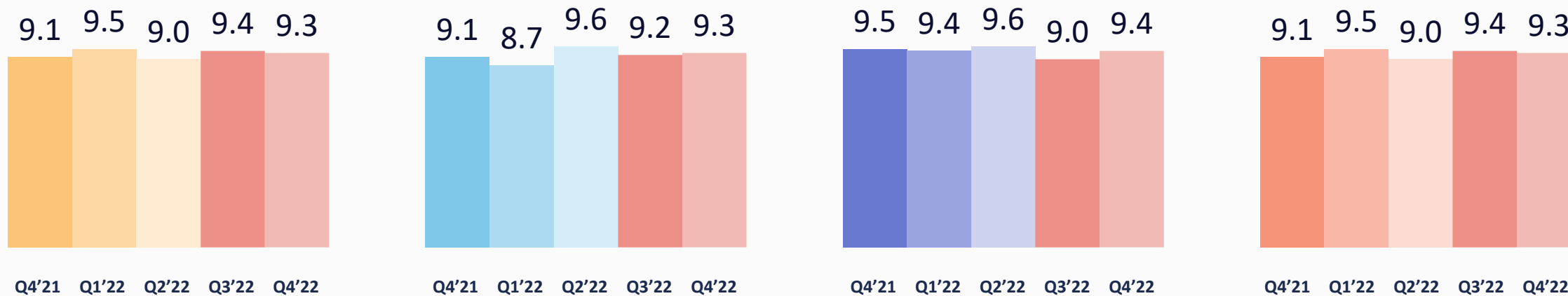


Satisfaction with contact handling – Region & Departments

Satisfaction with call handler manner



Satisfaction with visiting staff manner

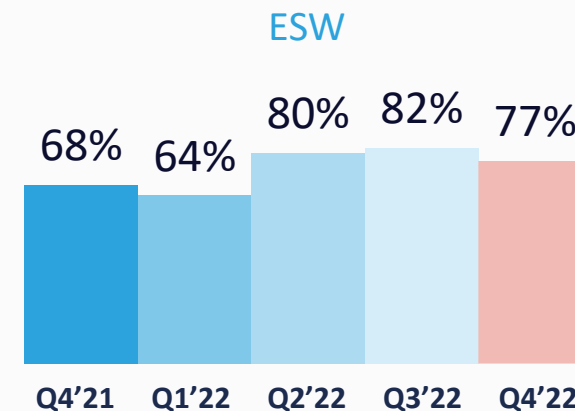
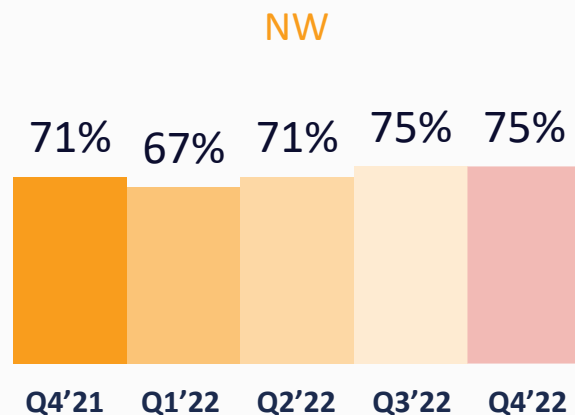
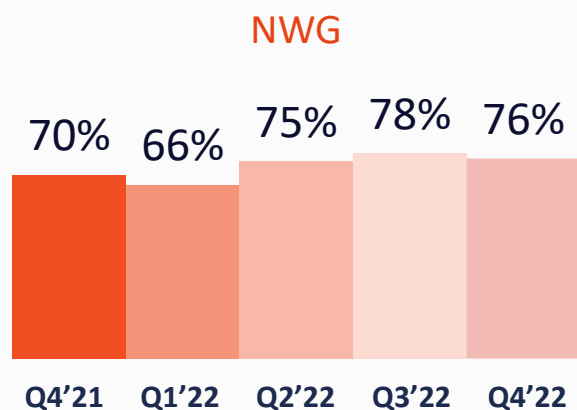


Satisfaction with the handling of visits

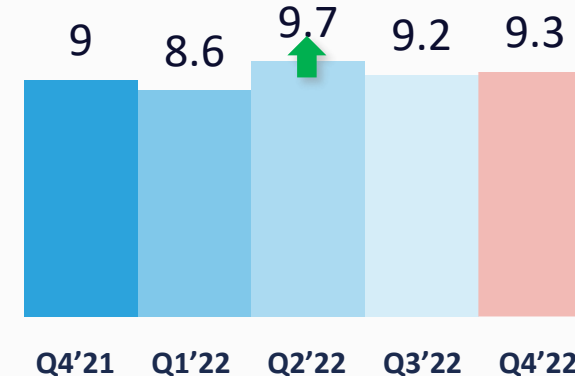
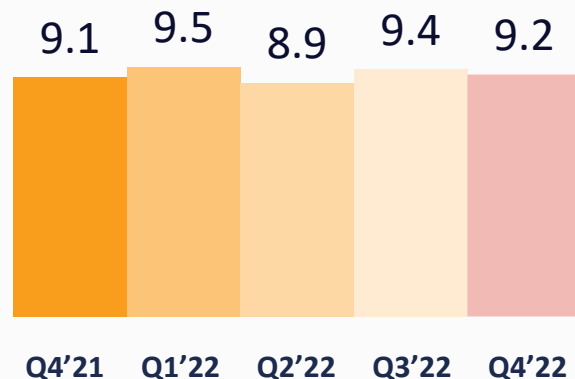
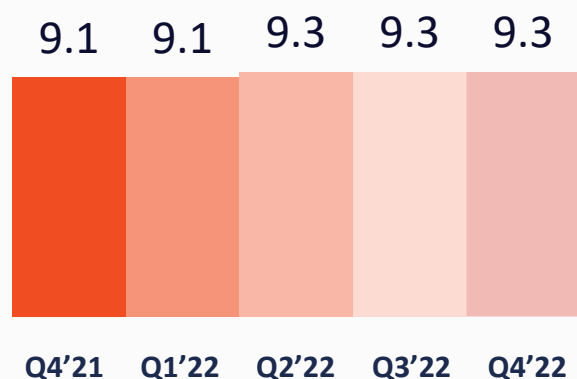


Visits and staff manner – Ops only

% who received a visit



Satisfaction with visiting staff manner



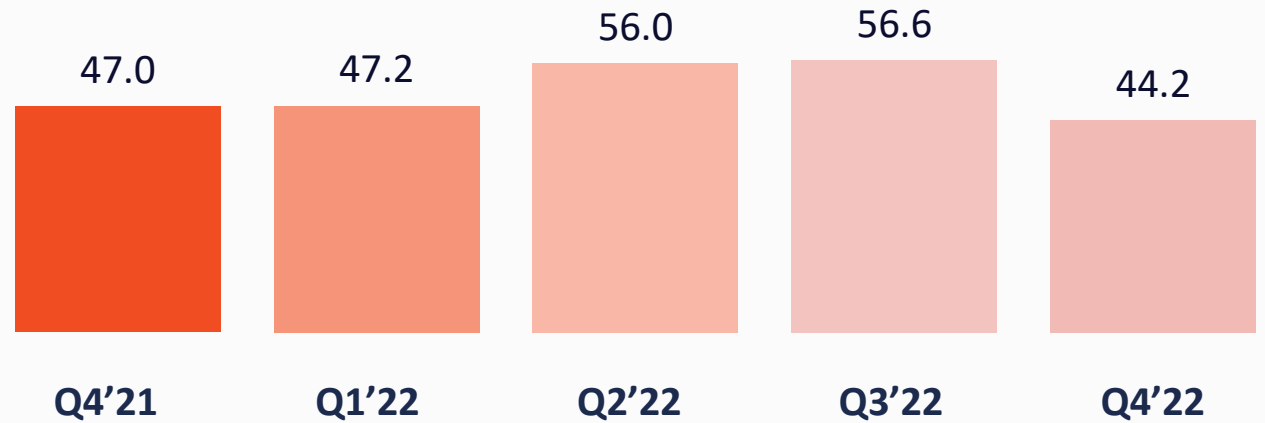
Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (146), NW Ops (81) ESW Ops (65) Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (111), NW Ops (61) ESW Ops (50)



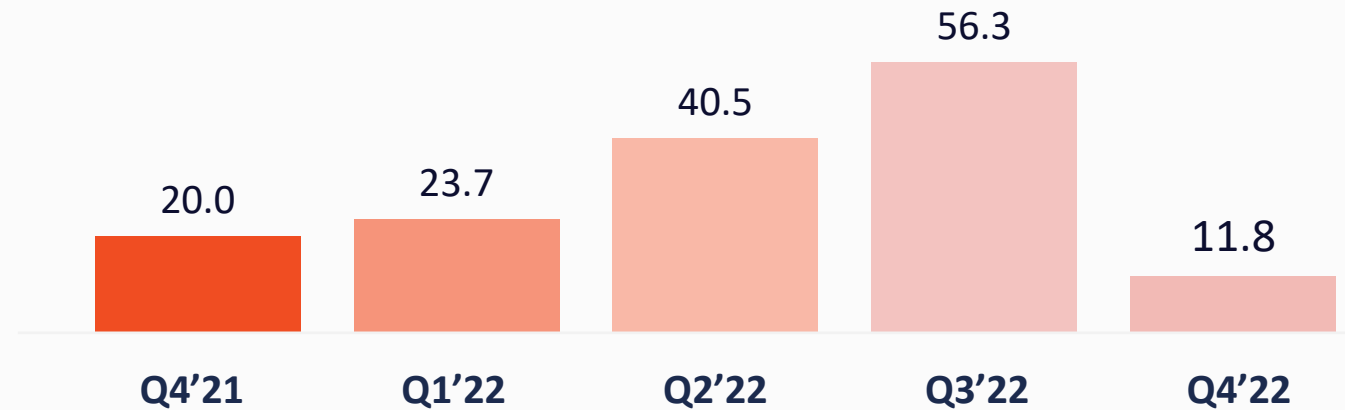
Impact of visit on NPS – Ops only

NPS score visit vs no visit

Visit needed



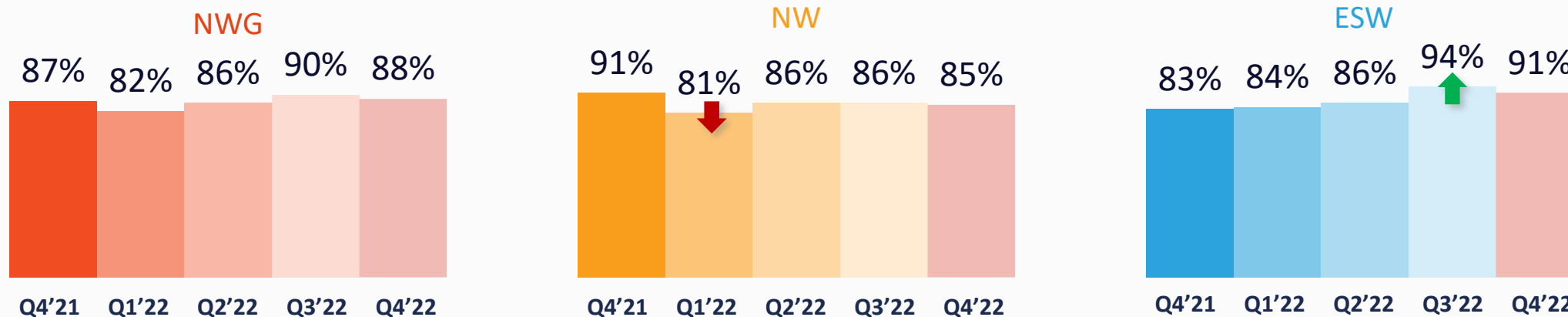
Visit not needed



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 (111), Not visited NWG Ops (35)

Information received

% who received all information wanted



% had information missing & Top 7 reasons why (33 respondents)



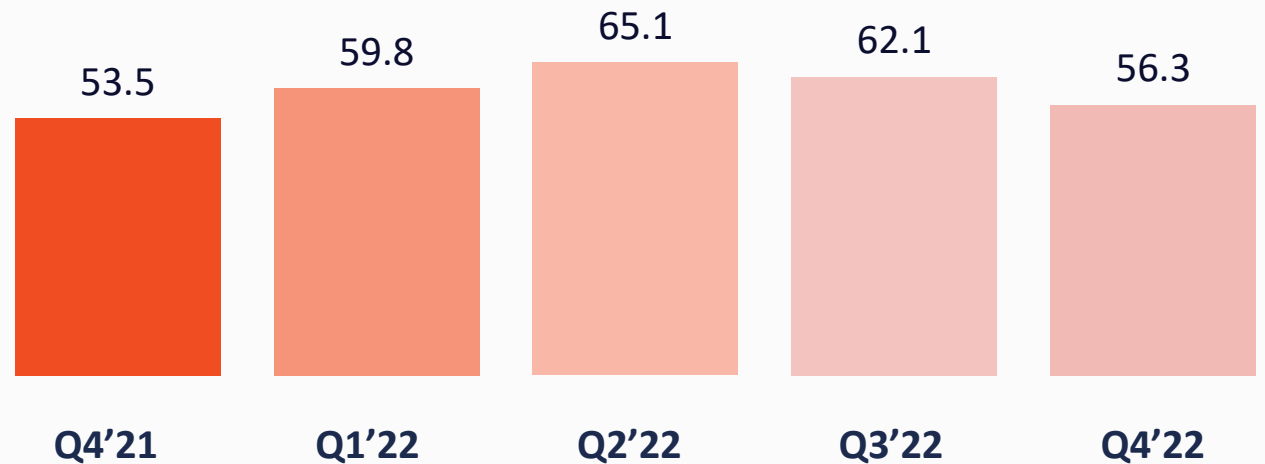
Poor communication/don't return calls/keep updated etc	24%
Won't take responsibility/won't do anything about the issue	18%
Problem unresolved	12%
Not given enough/adequate information	9%
Did not send confirmation/acknowledgement	9%
Awaiting results/unable to comment/too early to say	9%



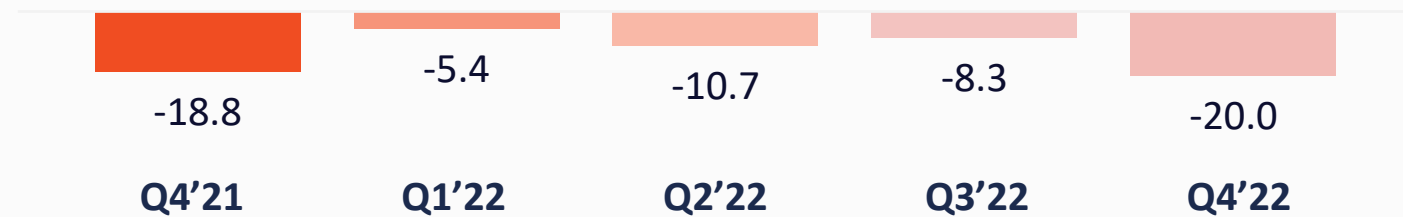
Impact of information received on NPS

NPS score received all information vs not received all information

Received all information wanted



Not received all information wanted



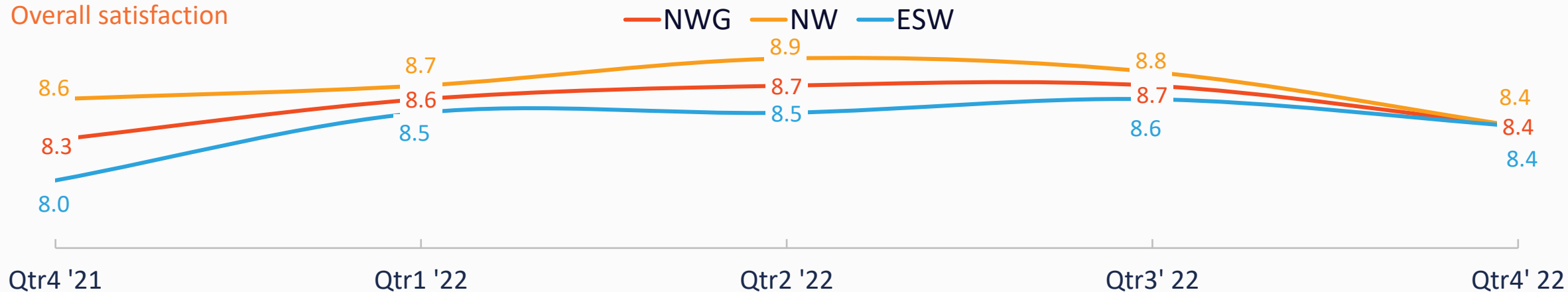
Q10 If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Base Received info (280), Not received info (30)

Satisfaction

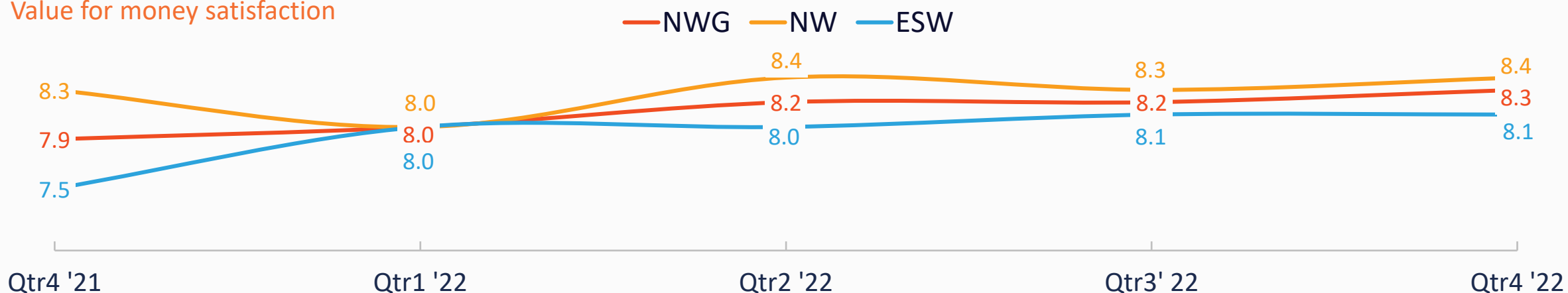


Overall measures

Overall satisfaction



Value for money satisfaction



Key headlines



NPS this quarter

NPS at an overall level has significantly declined compared to Qtr3 '22. This has been driven by the significant declines from ESW Ops



Overall satisfaction

Overall satisfaction has seen a slight decline versus Qtr3 '22



Satisfaction with resolution on first contact

In the Ops department, satisfaction with resolution on first contact has significantly declined versus Qtr3 '22

The image features a dark blue gradient background that transitions to a bright orange gradient at the bottom. On the left side, there are several overlapping circles of varying sizes, some in white and some in orange. The text 'TRINITY' is written in orange, and 'MCQUEEN' is written in white, both in a clean, sans-serif font. The text is positioned within one of the white circles.

TRINITY
MCQUEEN