



18 / 02 / 21

# Additional/Financial support Results: 2020 wave

Our ref. J8115



DEFINING THE **CLEAREST** DIRECTION

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## Additional/Financial support survey

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Initial survey among household customers registered on the Priority Services Register for additional support, or on the SupportPlus or WaterSure schemes for financial support

Covering:

- Satisfaction with the services provided
- Reasons for satisfaction score given

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## Approach

Carried out by phone

2,000 interviews

Sample provided by NWG and  
TPS-screened before use

Quotas set to achieve

- 50:50 Additional:Financial
- And within each of those,  
60:40 NW:ESW

Fieldwork carried out:

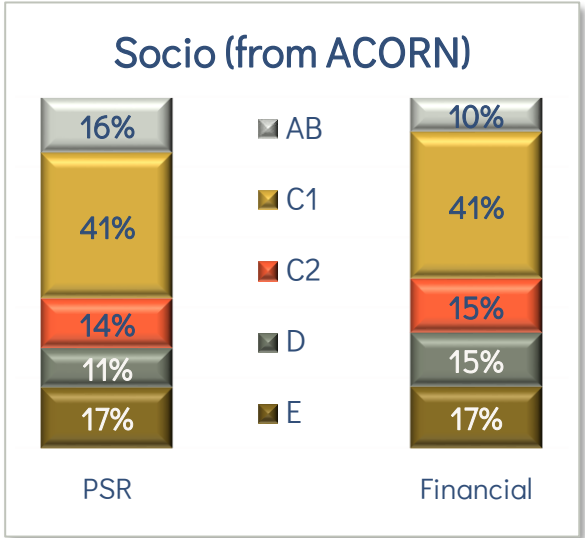
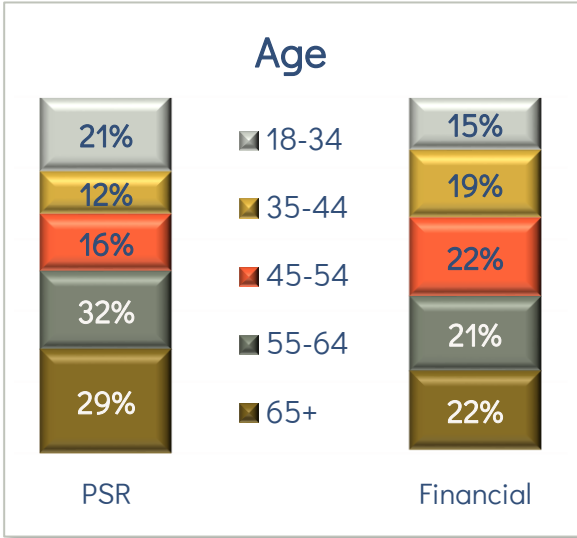
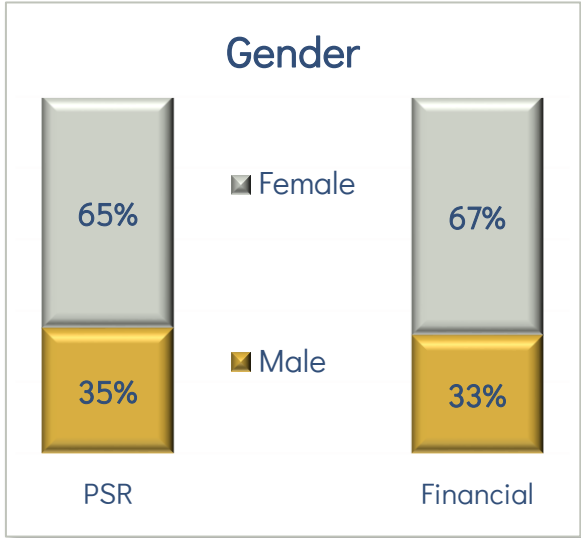
27 January – 9 February 2021

Interview length: 5 minutes

Using this initial survey as a benchmark, satisfaction can be tracked on a quarterly basis from now on, to align with NWG's other customer perceptions tracking programmes



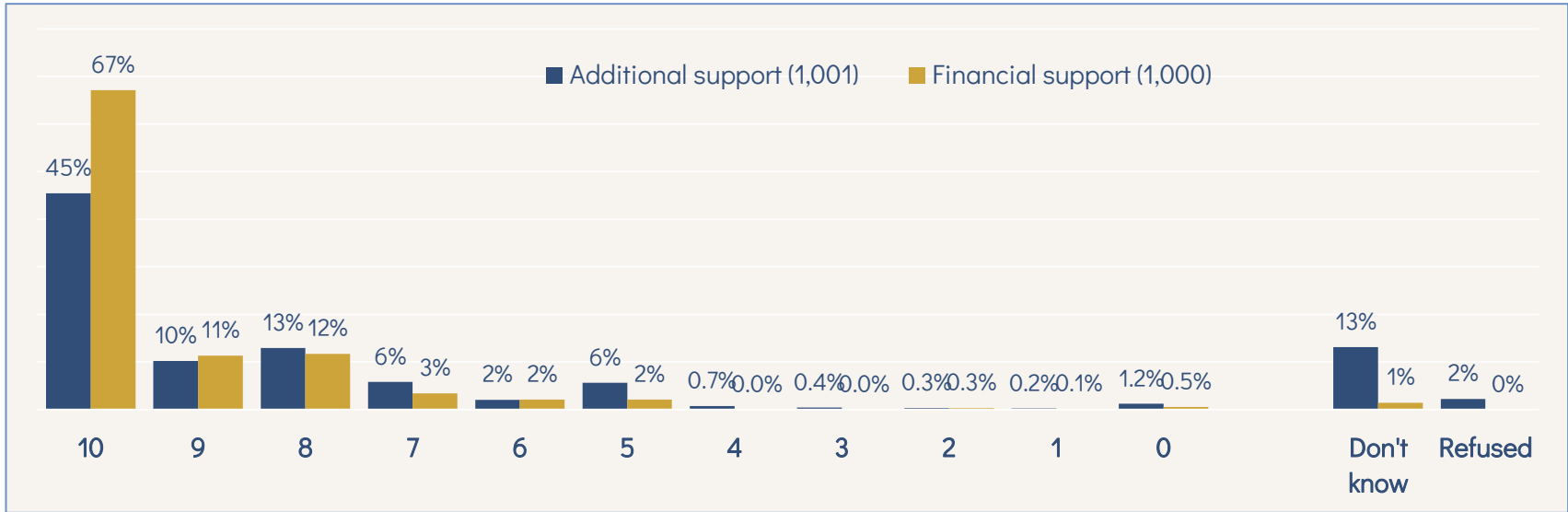
# Sample profile





# Overall satisfaction with the services provided is high, especially for financial support

○ = significant difference



Additional support		Financial support	
Total (1,001)	8.7	Total (1,000)	9.3
NW (600)	8.8	NW (600)	9.4
ESW (401)	8.5	ESW (400)	9.1

Mean scores



SupportPlus		WaterSure	
Total (670)	9.2	Total (330)	9.3
NW (400)	9.3	NW (200)	9.5
ESW (270)	9.1	ESW (130)	9.1



There are significant demographic differences in the satisfaction scores for PSR, but not for financial support

Additional support		
Total (1,001)		8.7
Gender	Women (654)	8.8
	Men (347)	8.5
Age	18-34 (206)	8.6
	35-44 (124)	8.1
	45-54 (160)	8.8
	55-64 (224)	8.9
	65+ (289)	8.8
Socio	AB (160)	8.5
	C1 (411)	8.5
	C2 (139)	9.2
	D (106)	8.8
	E (172)	8.8

Financial support		
Total (1,000)		9.3
Gender	Women (669)	9.3
	Men (331)	9.1
Age	18-34 (153)	9.2
	35-44 (191)	9.2
	45-54 (217)	9.2
	55-64 (214)	9.3
	65+ (219)	9.3
Socio	AB (103)	9.5
	C1 (414)	9.3
	C2 (153)	9.2
	D (151)	9.2
	E (168)	9.3

 = significant difference  


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## Top reasons for satisfaction scores

### Additional support

- No problems (20%)
- Helpful/supportive (13%)
- Reassuring/what we need (12%)
- Happy with them/they've been good to me (11%)
- Good customer service (8%)
- Provide bottled water so we're never without (7%)
- No supply problems (5%)
- Polite/friendly staff (5%)
- Prompt issue resolution (5%)
- Alert customers to works/problems (4%)
- Get a cost reduction (4%)
- Not given enough info (4%)
- Don't know enough/no real dealings as yet/never had to use (37%)

### SupportPlus

- Helpful/supportive (36%)
- No problems (24%)
- Get a cost reduction (19%)
- Happy with them/they've been good to me (17%)
- Reassuring/what we need (12%)
- Good customer service (12%)
- Prompt issue resolution (8%)
- Accommodating/flexible (8%)
- Understanding/sympathetic/ patient (6%)
- Gave a refund/discount (5%)
- Polite/friendly staff (5%)
- Do a good job (5%)
- Explain well/informative (4%)
- Good/proactive communication (4%)
- Don't know enough/no real dealings as yet/never had to use (4%)

### WaterSure

- No problems (38%)
- Get a cost reduction (19%)
- Reassuring/what we need (19%)
- Helpful/supportive (16%)
- Good customer service (13%)
- Happy with them/they've been good to me (12%)
- Prompt issue resolution (7%)
- Easy to apply (7%)
- No supply problems (5%)
- Do a good job (4%)
- Explain well/informative (4%)
- They let me know I was eligible (4%)
- Don't know enough/no real dealings as yet/never had to use (4%)

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## Low scores (0-4) - PSR

They keep promising me things and it has never happened, a remote thing that can read the meter outside. They've been promising it for 2 years and I have never received it

I find it really difficult to get through when I need to speak to them, it's really challenging and it's not the staff, it's getting to speak to someone, speaking to anyone. I have a visual disability and it's really hard sometimes and I have to get someone to do it on my behalf sometimes. It doesn't feel like you are a priority. There is no separate phone number. When you want to use the internet some people can't use it

There has been work in the area. They were flushing the mains and we had brown water and there was no notification of that. We have had several situations over the years and no one has asked for feedback in 12 years. When my son was younger we had to ring up and say this was happening and we need water. My husband keeps water in the house as the system doesn't work. They don't notify us and it's not just in this area. The guys could be outside and they wouldn't know that someone needs help with water. The planning department don't let them know and they don't get that information

I'm on priority services but I haven't seen anything to do with priority, I haven't seen any assistance. I owe them some money, I'm in debt to them. I haven't seen any real assistance to get my bill down or a grant to get out of debt



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## Low scores (0-4) – PSR, contd

I'm a care worker on minimum wage and wanted to see if there was anything they could help with. I contacted them to see if I could register but I didn't hear anything back

When we had a water pipe burst in the area months ago they were meant to bring me bottled water and they didn't

They asked me if I needed additional support and I said I would, but I've never heard a thing, no letters, telephone calls, texts

Because when I had a flood in the house I called the emergency number and it didn't do anything, it just hung up. I haven't used the priority services other than that and it didn't work when I did use them

They've never contacted me or done anything for me. I got no discount from them and I have had a kidney transplant so use a lot of water and I do not think they are aware of that

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## Low scores (0-4) - SupportPlus

I haven't had much correspondence, there's not much contact and to be fair I don't know what the benefit is or what I can get

There is a meter they're reading but I don't know whether someone else is using our meter. We have made a complaint and they said they will come and check it but they haven't and it's been since 2019. The bill they are charging us is too much. We are not in the house much and not using a lot of water

I had to fight to get on the tariff and I wasn't getting any responses, I was writing letters, emailing and they kept saying they need screenshots of the benefits, I sent one and they said not that one and then I sent another one and it turns out it was that original one that they wanted, it was a really big fight to get the water sorted and I was very stressed

I don't know why my bill is so high. I've told them I have a disabled father. There's no leak on the meter, they tell me it is fine, they keep increasing my bill to £80-£90. They're charging me more than my gas bill. I've told them to take me off the meter, either there's something wrong with the meter or take me off the meter, as we're very worried about our bills

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## Low scores (0-4) - WaterSure

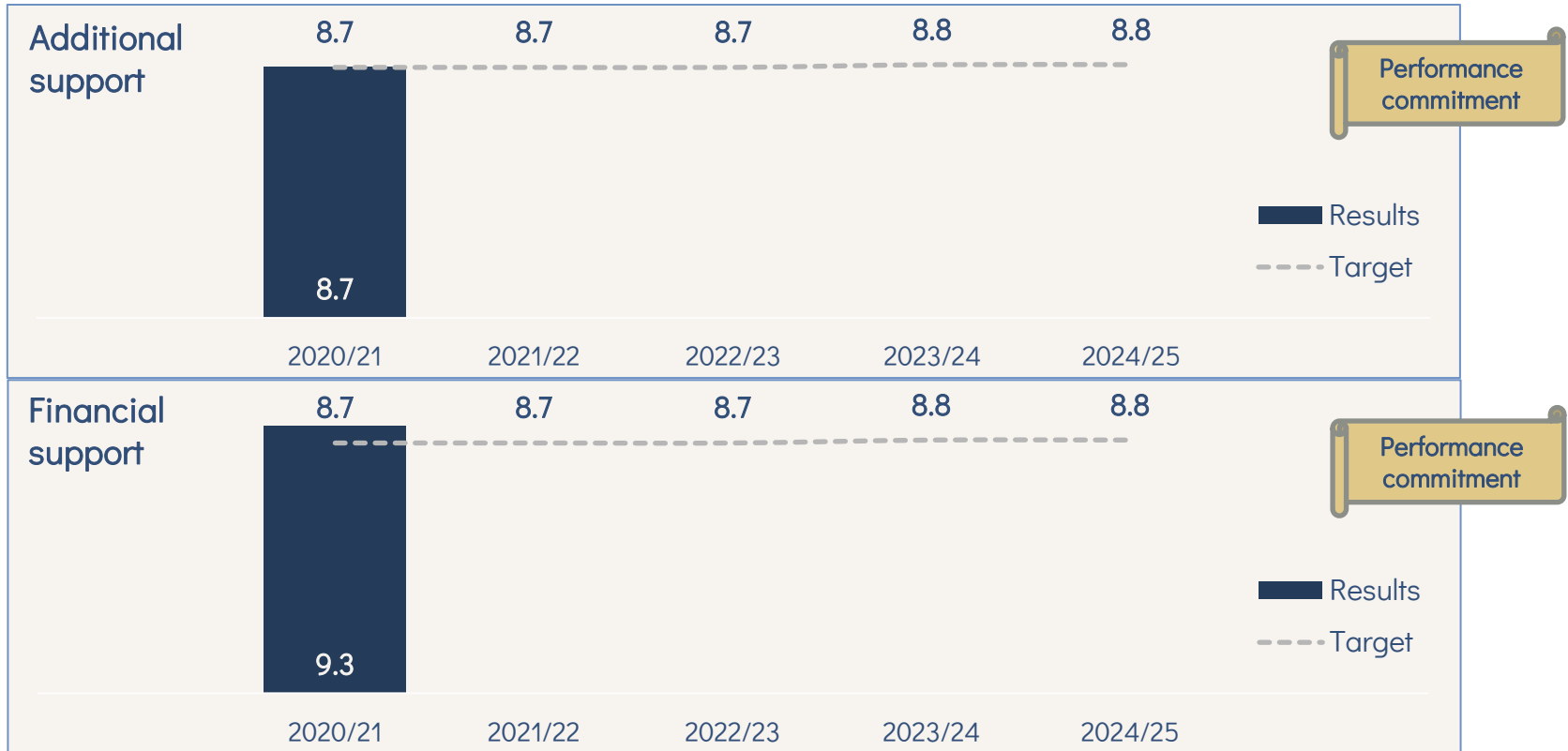
They haven't set it up. I applied over a year ago, I've put proof in 4 times now, and they've still got us on an ordinary tariff. It's supposed to be capped at £32 and still paying £45 per month. I've just sent a complaint email in

There's a problem with the bill, I've spoken to them and they cut it to £40 and have since put it back up to £49

It's been an absolute nightmare dealing with them from start to finish, it was March 2017. I'm the carer. So, the lady whose account it is, is eligible to be on it. I applied initially for it, they wanted this form, that form, she's on certain medications. Even though certain things aren't flared up that doesn't mean they don't have a condition. Initially they claimed that because she wasn't currently on medication she wasn't eligible but upon investigation I found that as long as she's been diagnosed she is, and he agreed with me after. You do get letters and annual things saying: 'Nothing's changed we'll keep you on it unless something has changed? Let us know'. They seemed to be dealing with 3 systems. I'm not sure if it's, one could be accounts, one could be WaterSure and someone has to enter it all manually and, because the systems are old, they don't configure when something needs to be done. ... The only credit I can give them is that eventually it was sorted out further down the line. I'm not sure why they still read the meter. I'm not sure why they bother to read the meter when they know what it's going to be capped at



# Progress towards targets



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## Note for future reference

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Of all the customers we spoke to in relation to this survey (including those who chose not to go on to take part), 11% did not recognise that they are registered either on the PSR or for the SupportPlus or WaterSure schemes, according to the sample information we were working from.

The proportion was highest among those on the Priority Services Register (13%), while the equivalent levels for SupportPlus and WaterSure were 10% and 6% respectively. There was no real difference between NW and ESW in the incidence of this.

We have recently carried out a PSR satisfaction survey for another water company, and found the same issue.

The implication is that the PSR in particular is not necessarily a recognised 'thing' (even when we described some of the services available). This may especially be the case where the service description listed in the sample was Password, Elderly and Partially Sighted. In future, we may need to be very specific about the service(s) that each customer is registered for, in order to maximise the survey coverage.



DEFINING THE **CLEAREST** DIRECTION

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THANK YOU

**NWG**  
*living water*

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

