



23 / 07 / 21

# Additional/Financial support Results: Qtr 1 2021

Our ref. J8210.1



DEFINING THE **CLEAREST** DIRECTION

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## Additional/Financial support survey

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Quarterly tracker 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, with reasons
- NPS
- Whether provided with all info wanted
- Any suggestions for additional support services NWG could offer

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## Approach

Carried out by phone

500 interviews per quarter

Sample provided by NWG and  
TPS-screened before use

Quotas set to achieve

- 50:50 Additional:Financial
- And within each of those,  
NW:ESW in proportion to the  
spread of the user base

Fieldwork carried out:

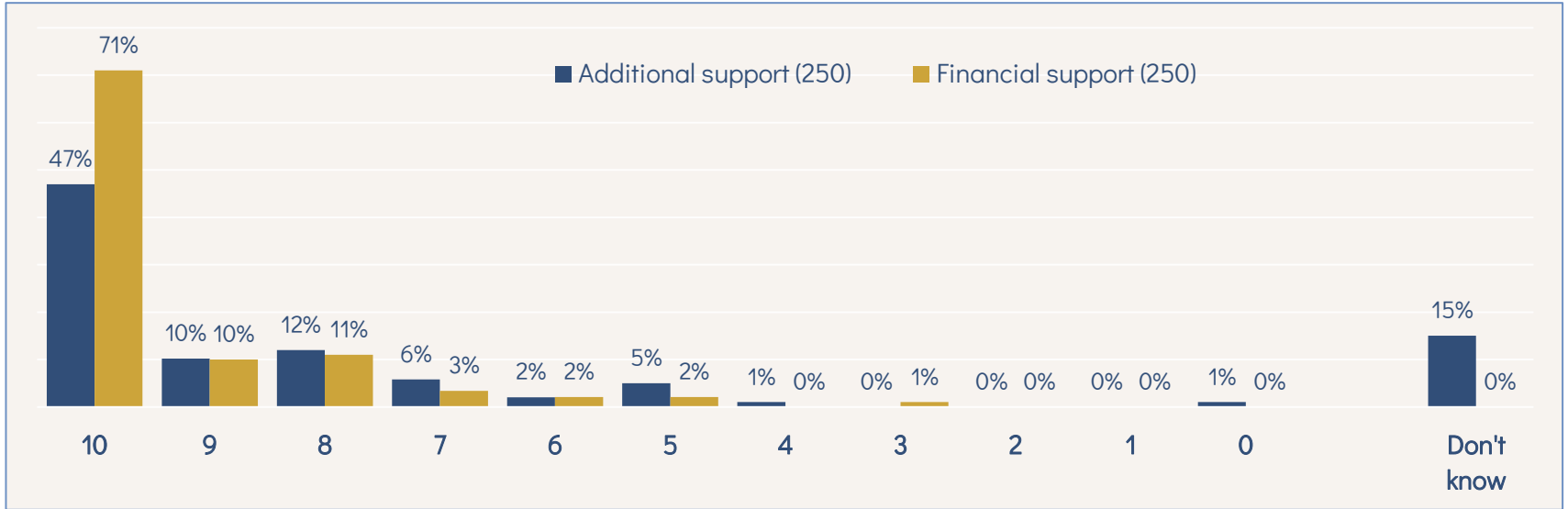
2 – 6 July 2021 \*

Interview length: 5.5 minutes

\* The 2021 tracking programme had a delayed start. The 'Qtr1' wave has just been completed, and the 'Qtr2' wave is currently in field (end of July); it will then be on track on a normal quarterly timetable



# Overall satisfaction with the services provided



Additional support		Financial support	
Total (250)	8.7	Total (250)	9.3
NW (102)	8.9	NW (120)	9.4
ESW (148)	8.6	ESW (130)	9.2

Mean scores

SupportPlus		WaterSure	
Total (162)	9.3	Total (88)	9.3
NW (101)	9.3	NW (19)	9.8
ESW (61)	9.2	ESW (69)	9.2

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## Top reasons for satisfaction scores

### Additional support (250)

- No problems (18%)
- Helpful/supportive (17%)
- Happy with them/they've been good to me (10%)
- Reassuring/what we need (8%)
- Good customer service (7%)
- Quick to respond/resolve issues (6%)
- Polite/friendly staff (4%)
- Get a cost reduction (4%)
- Good scheme/beneficial (4%)
- No supply problems (4%)
- Accommodating/flexible (4%)
- Good/proactive communication (4%)
- Good company/do a good job (4%)
- Understanding/sympathetic/patient (4%)
- Don't know enough/no real dealings as yet/never had to use (33%)

### SupportPlus (162)

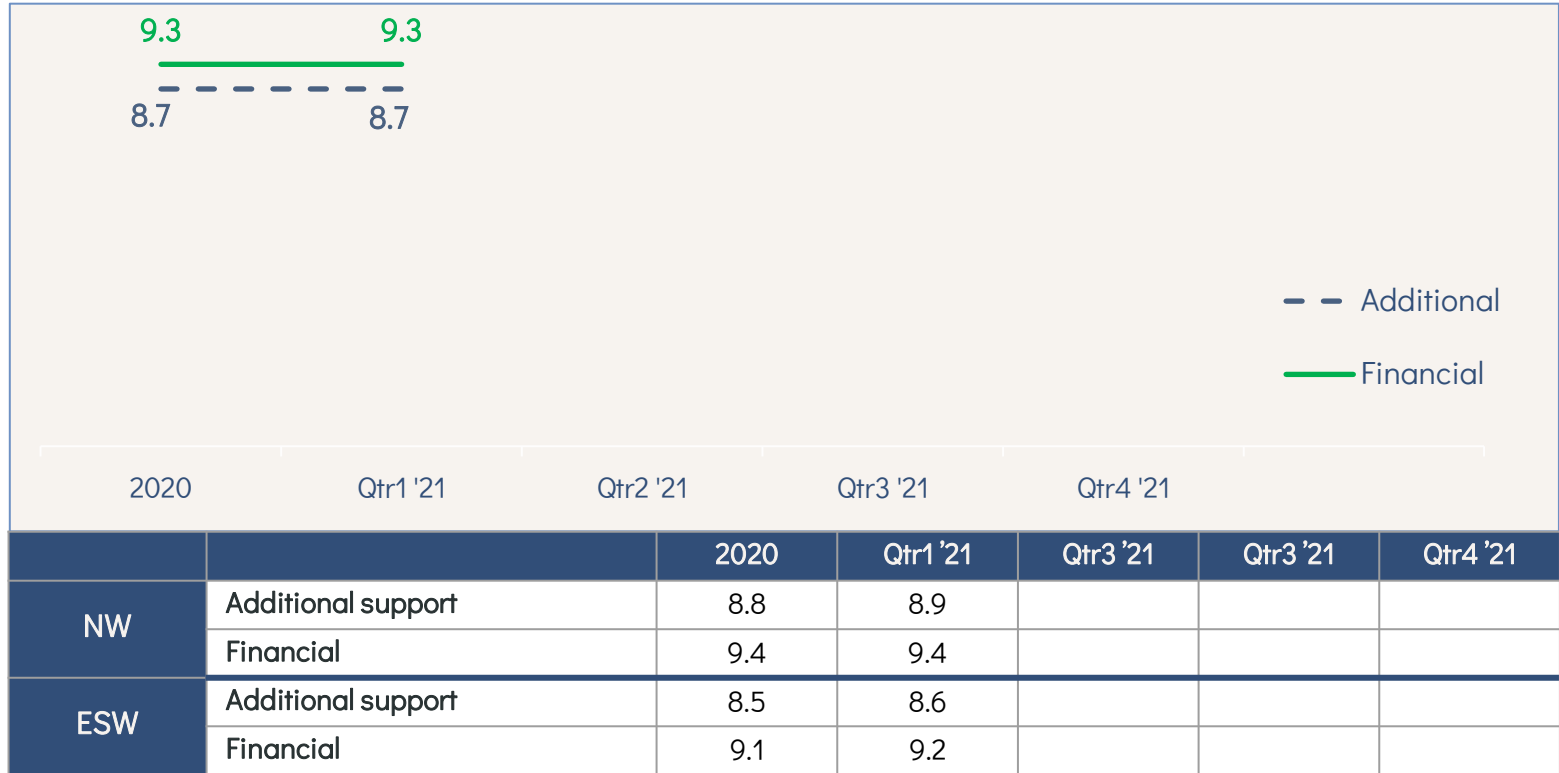
- Helpful/supportive (34%)
- No problems (23%)
- Good scheme/beneficial (20%)
- Happy with them/they've been good to me (16%)
- Get a cost reduction (11%)
- Good customer service (7%)
- Polite/friendly staff (7%)
- Understanding/sympathetic/patient (6%)
- Quick to respond/resolve issues (4%)
- Easy to apply (4%)
- Good company/do a good job (3%)
- Expensive (3%)
- Don't know enough/no real dealings as yet/never had to use (4%)

### WaterSure (88)

- No problems (41%)
- Get a cost reduction (26%)
- Helpful/supportive (17%)
- Good customer service (15%)
- Good scheme/beneficial (13%)
- Happy with them/they've been good to me (13%)
- Easy to apply (9%)
- Expensive (6%)
- Good/proactive communication (3%)
- They let me know I was eligible (3%)
- Reassuring/what we need (3%)
- Don't know enough/no real dealings as yet/never had to use (1%)



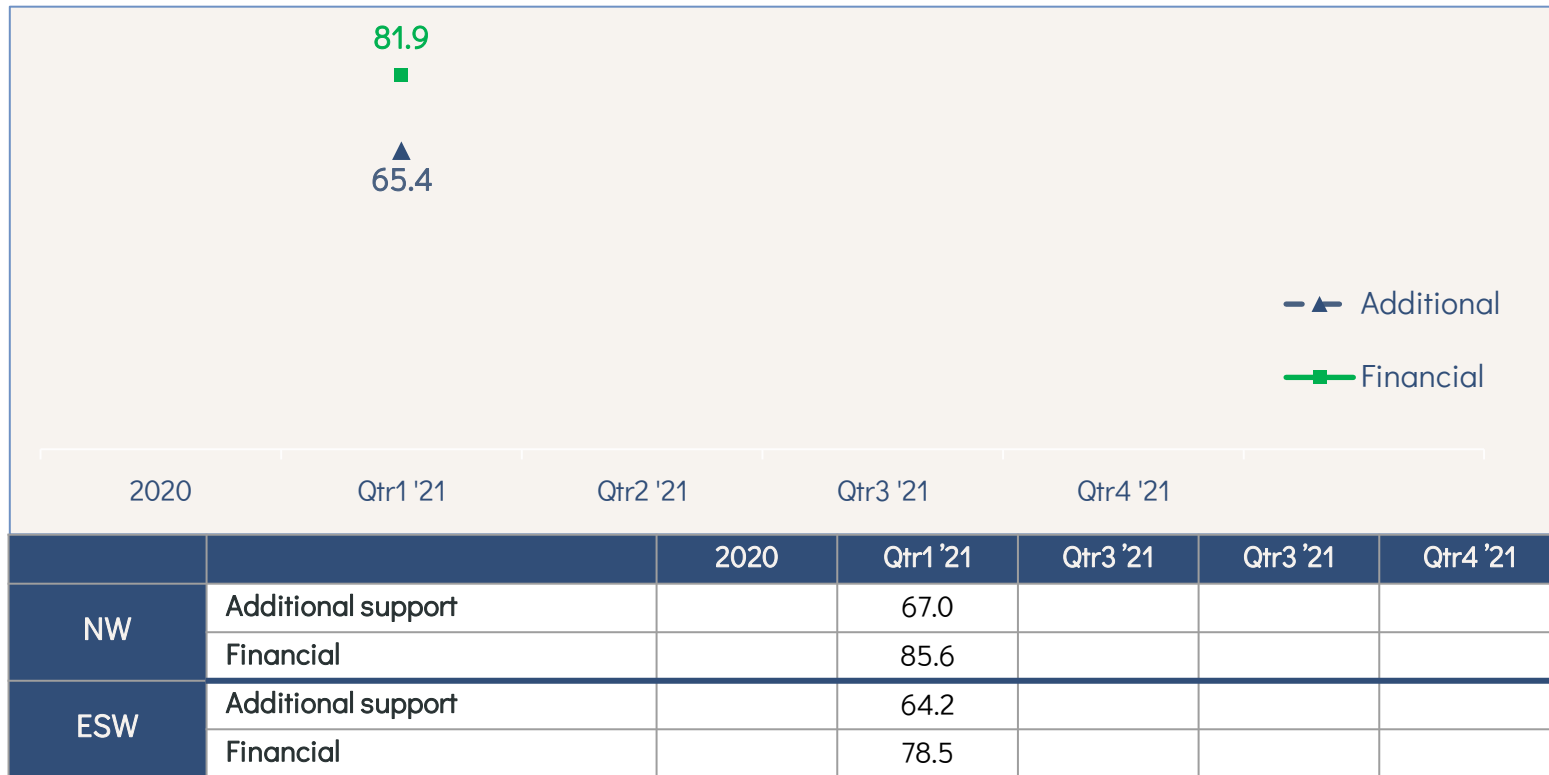
# Overall satisfaction with the services provided (tracking)





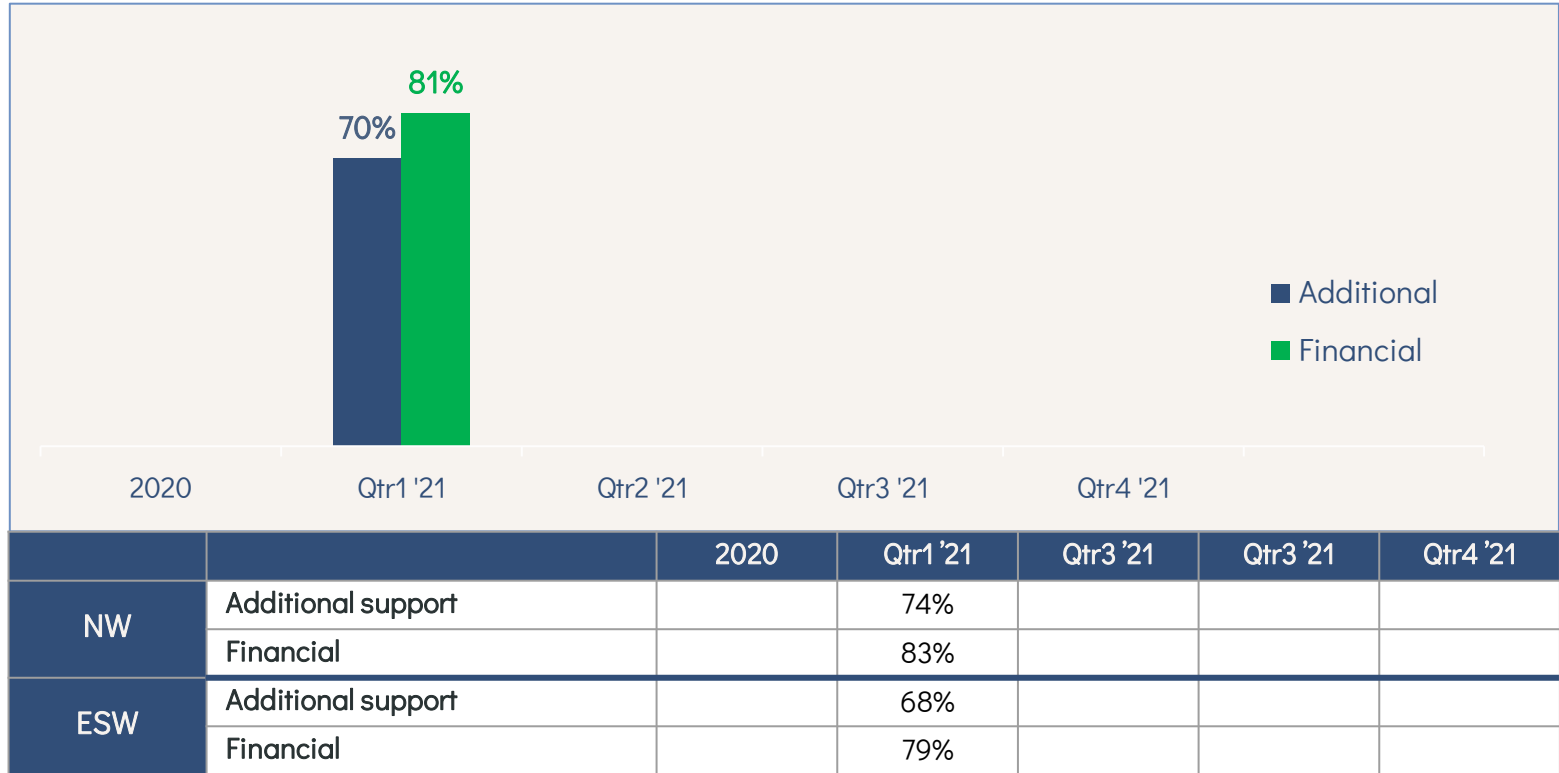
# NPS

(added to the survey from Qtr1 2021)





# Received all information wanted, to feel informed (added to the survey from Qtr1 2021)







## Any additional support services customers would like to see NWG offer

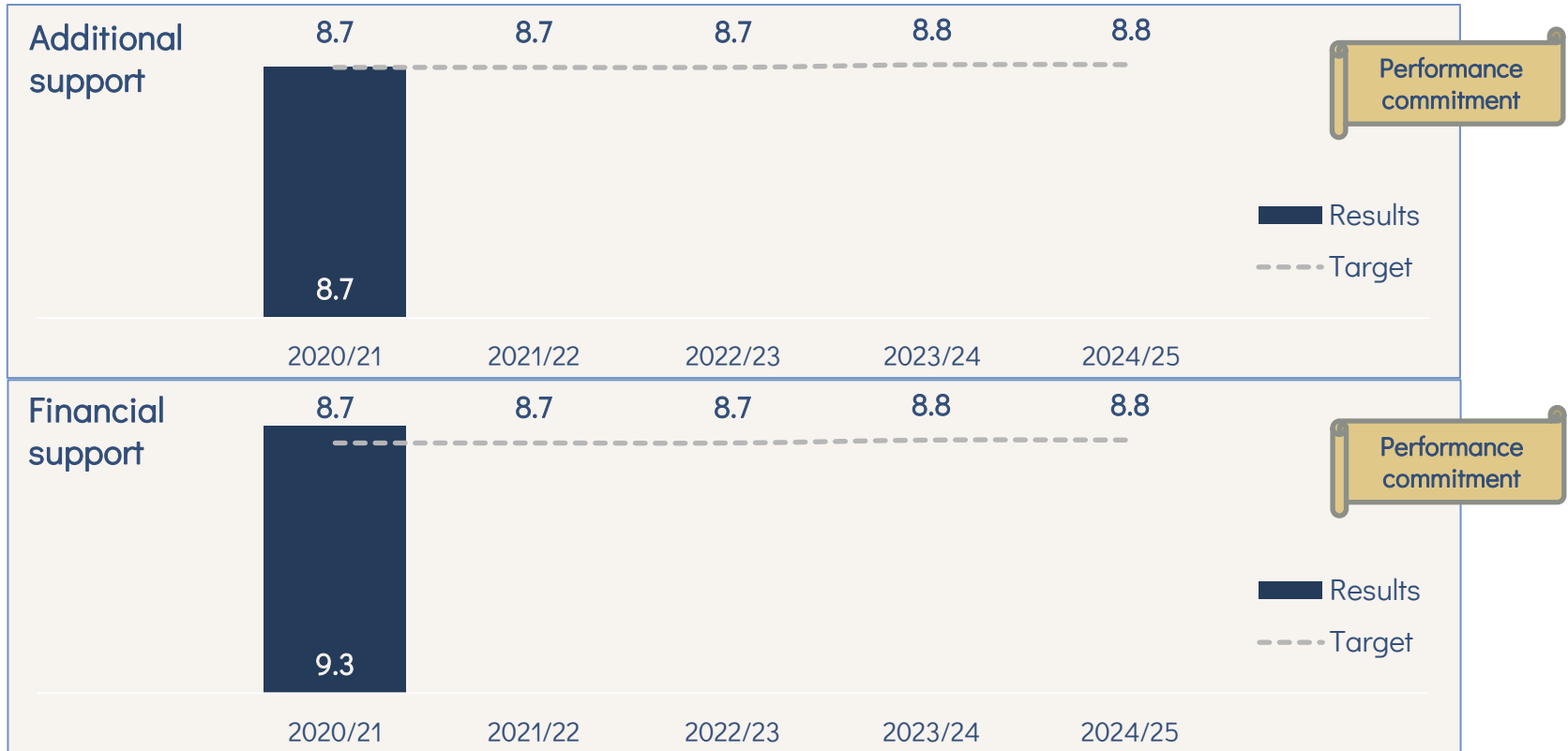
Any suggestions – 16%

None/don't know – 84%

- More information on what is offered/included (12)
- Cheaper/lower the price/more affordable (9)
- Advertise more/make customers aware (7)
- More financial support for those who don't qualify but struggling (6)
- Ask customers their preferred method of communication - letter/text/call etc (5)
- Continue/give extra support to those in need - financial/advice etc (5)
- Improve communication/regular contact etc (4)
- Read meters more often/notify customers of visit/install smart meters (4)
- Insurance service - covers indoor plumbing etc (3)
- More knowledgeable staff (3)
- Water saving advice/devices etc (2)
- Offer to improve water pressure (2)
- Improve online services/website (2)
- Broaden the range for eligibility - single mums etc (2)
- Have one company provide water & waste (2)
- Improve water quality/provide/install filters (2)
- Ability to speak to a person - no automated service (2)



# Progress towards targets





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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

