



18 / 08 / 21

# Additional/Financial support Results: Qtr 3 2021

Our ref. J8210.2



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

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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

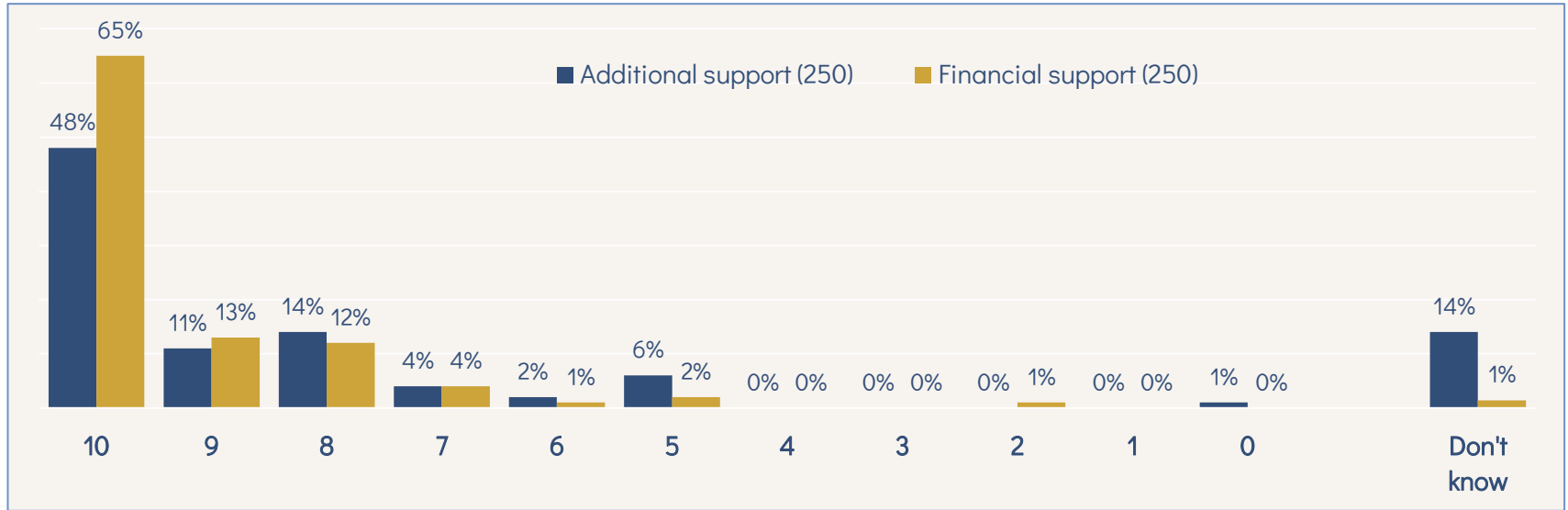
Fieldwork carried out:

20 July – 3 August 2021

Interview length: 5.1 minutes



# Overall satisfaction with the services provided



Additional support		Financial support	
Total (250)	8.8	Total (250)	9.2
NW (102)	8.6	NW (120)	9.0
ESW (148)	8.9	ESW (130)	9.3

**Mean scores**

SupportPlus		WaterSure	
Total (162)	9.2	Total (88)	9.0
NW (101)	9.2	NW (19)	7.9
ESW (61)	9.4	ESW (69)	9.3

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# Top reasons for satisfaction scores

## Additional support (250)

- No problems (22%)
- Helpful/supportive (10%)
- Happy with them/they've been good to me (10%)
- Good customer service (9%)
- Reassuring/what we need (6%)
- Good scheme/beneficial (6%)
- No supply problems (6%)
- Quick to respond/resolve issues (5%)
- Get a cost reduction (4%)
- It's excellent/brilliant etc (4%)
- Alert customers to problems (4%)
- Bottled water so never without (4%)
- Good company/do a good job (3%)
- Handle issues well (3%)
- Accommodating/flexible (3%)
- Don't know enough/no real dealings as yet/never had to use (25%)

## SupportPlus (162)

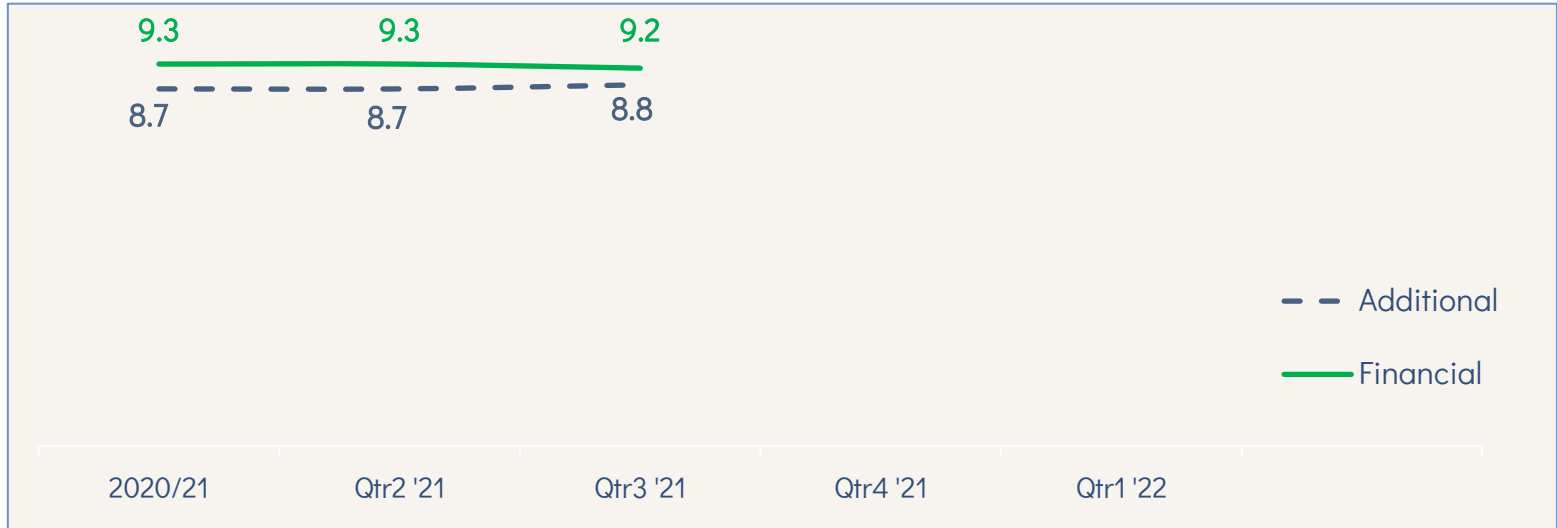
- No problems (27%)
- Get a cost reduction (27%)
- Helpful/supportive (19%)
- Happy with them/they've been good to me (14%)
- Good scheme/beneficial (9%)
- Good customer service (8%)
- No supply problems (6%)
- Quick to respond/resolve issues (6%)
- Easy to apply (5%)
- Reassuring/what we need (4%)
- It's excellent/brilliant etc (4%)
- Good company/do a good job (4%)
- Handle issues well (4%)
- Don't know enough/no real dealings as yet/never had to use (6%)

## WaterSure (88)

- No problems (32%)
- Get a cost reduction (24%)
- Helpful/supportive (13%)
- Good scheme/beneficial (13%)
- Happy with them/they've been good to me (11%)
- Good customer service (10%)
- Easy to apply (9%)
- No supply problems (8%)
- Fair price/affordable (7%)
- Reassuring/what we need (6%)
- Easy to contact (6%)
- Expensive (5%)
- Don't know enough/no real dealings as yet/never had to use (2%)



# Overall satisfaction with the services provided (tracking)



		2020/21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	Additional support	8.8	8.9	8.6		
	Financial	9.4	9.4	9.0		
ESW	Additional support	8.5	8.6	8.9		
	Financial	9.1	9.2	9.3		



# NPS

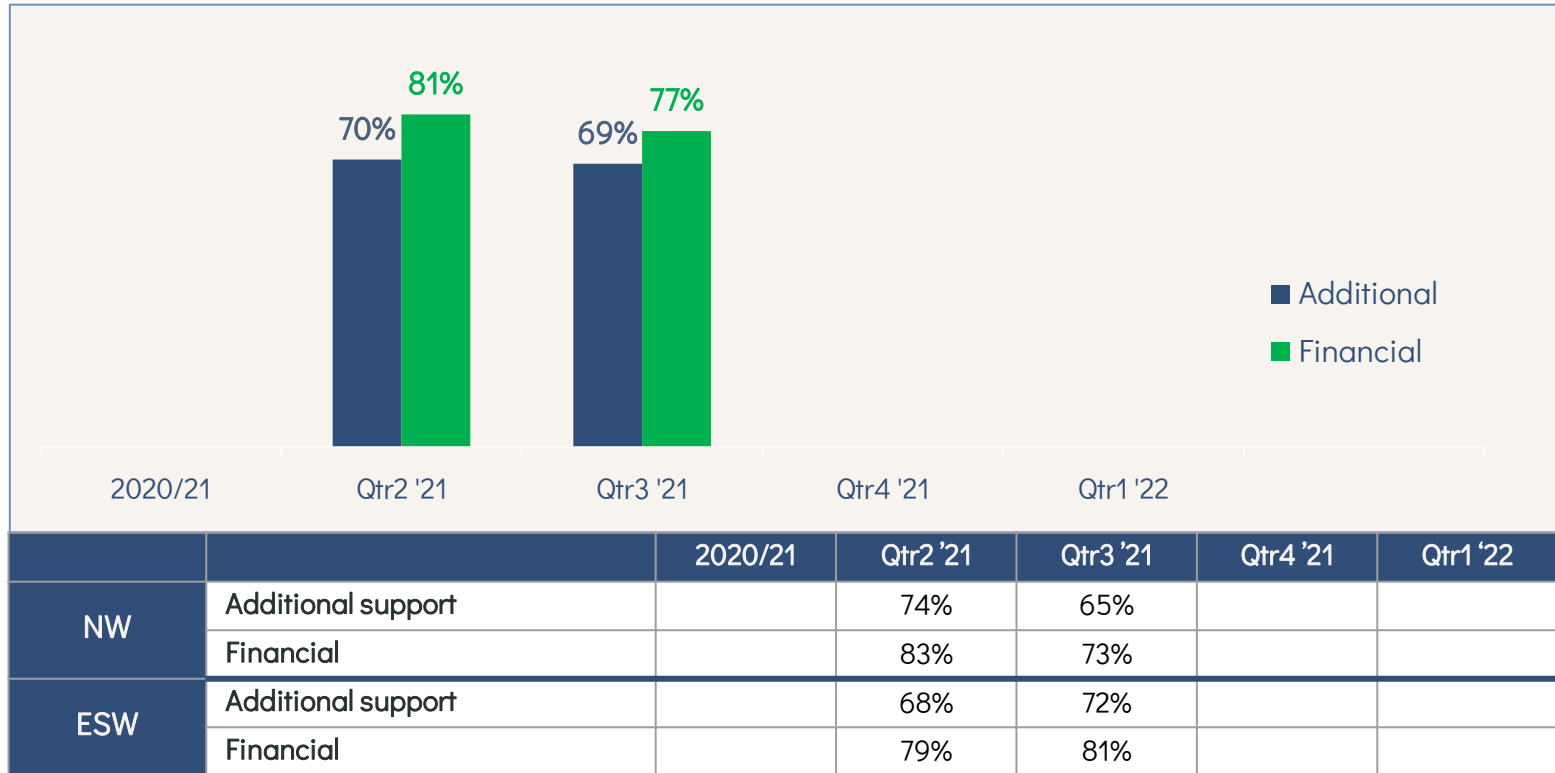
(added to the survey from Qtr2 2021)



		2020/21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22
NW	Additional support		67.0	54.9		
	Financial		85.6	65.0		
ESW	Additional support		64.2	69.1		
	Financial		78.5	79.8		



# Received all information wanted, to feel informed (added to the survey from Qtr2 2021)







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

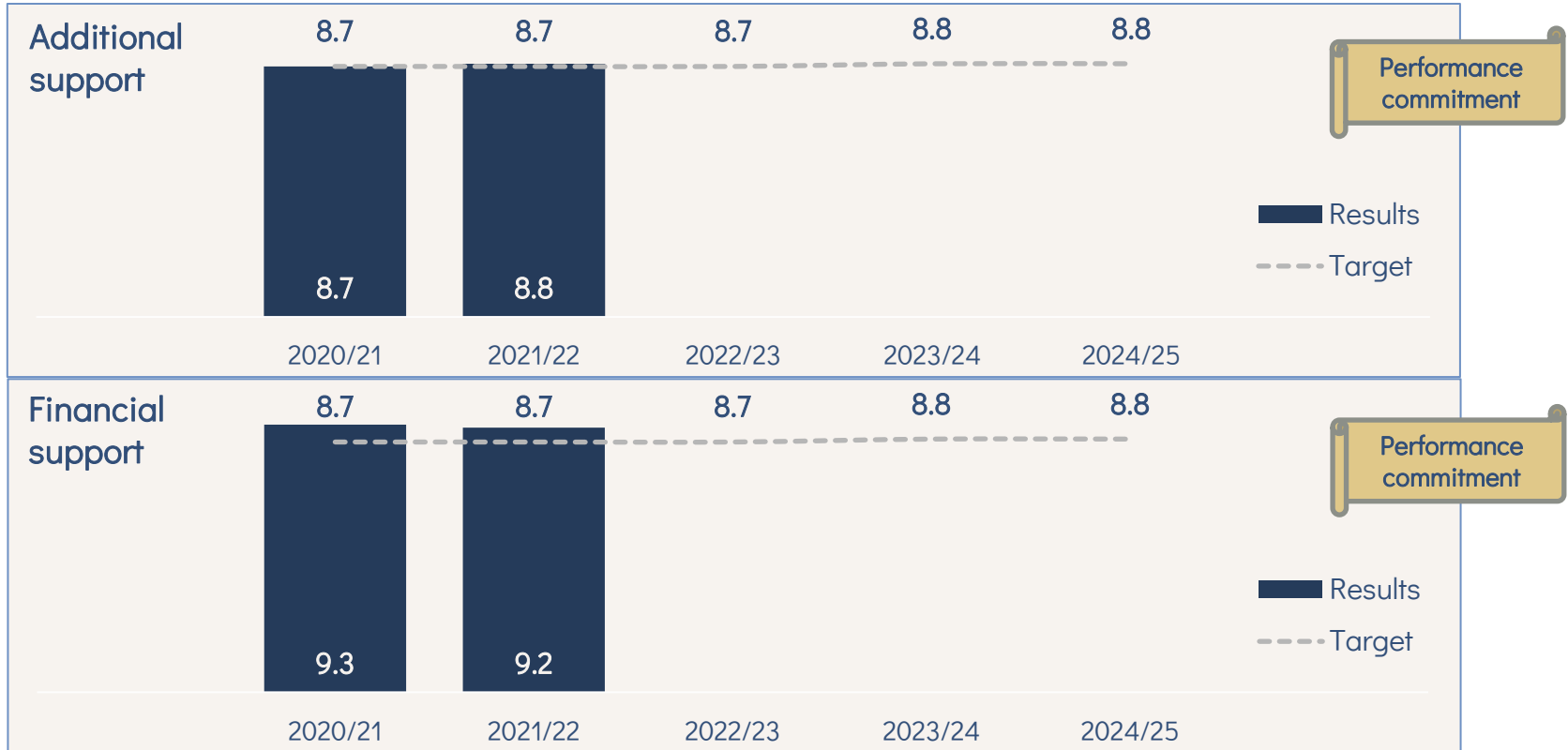
Any suggestions – 12%

None/don't know – 88%

- Cheaper/lower the price/more affordable (10)
- Broaden the range for eligibility - single mums etc (6)
- More information on what is offered/included (5)
- Advertise more/make customers aware (5)
- Water saving advice/devices etc (4)
- More financial support for those who don't qualify but struggling (4)
- Improve communication/regular contact etc (3)
- Continue/give extra support to those in need - financial/advice etc (3)
- Ensure water is always available/provide bottled water (3)
- Improve water quality/provide/install filters (2)
- Read meters more often/notify customers of visit/install smart meters (2)
- Be more helpful/supportive (2)
- Notify customers of any works/issues etc (2)
- Easier to find contact numbers for issues/departments (2)
- Ability to speak to a person - no automated service (1)
- Resolve issues (1)
- Listen to customers (1)



# Progress towards targets (current year = to date)





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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

