

# ADDITIONAL/FINANCIAL SUPPORT TRACKING RESEARCH

Q4 2022/23 RESULTS

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# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## INTRODUCTION

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This research programme is a quarterly tracker among household customers registered for additional support, or on the SupportPlus or WaterSure schemes for financial support

- Carried out by phone
- 500 interviews per quarter
- Data provided by NWG to Trinity McQueen and TPS screened before use
- Quotas set to achieve:
  - 50:50 Additional:Financial
  - Within each of those NW:ESW in proportion to the spread of the user base
- Q4 fieldwork dates: 30 January to 2 February
- Average interview length: 4.8 minutes

Schemes	Interviews
Total additional	250
Total financial	250
<i>SupportPlus</i>	185
<i>WaterSure</i>	65

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## TRACKING AND YTD RESULTS

With the exception of one score, all others have declined this quarter, the biggest being ESW NPS. Looking at the YTD figures we see a 0.2 decline in overall satisfaction compared to the previous year

NW NPS has increased by 1.6 this year compared to the previous year, despite a drop in this quarter compared to the previous

Those in the NW area are more likely to tell us they have received all the information they want to feel informed, whereas we see a decline in ESW compared to the previous quarter and year

ADDITIONAL SUPPORT TRACKER SURVEY (REGULATORY YEAR) PERFORMANCE COMMITMENT - 8.7	Qtr1 2021/22	Qtr2 2021/22	Qtr3 2021/22	Qtr4 2021/22	Qtr1 2022/23	Qtr2 2022/23	Qtr3 2022/23	Qtr4 2022/23	+/-	2020/21 Total	2021/22 Total	2022/23 Total	+/-
<b>OVERALL SATISFACTION</b>													
NWG	8.7	8.8	8.7	8.5	8.6	8.5	8.7	8.3	-0.4	8.7	8.7	8.5	-0.2
NW	8.9	8.6	8.6	8.3	8.8	8.6	8.8	8.2	-0.6	8.8	8.6	8.6	0.0
ESW	8.6	8.9	8.7	8.5	8.2	8.4	8.7	8.4	-0.3	8.5	8.7	8.4	-0.3
<b>NPS</b>													
NWG	65.4	63.4	57.0	61.8	58.1	68.9	62.3	48.9	-13.4	-	61.9	59.6	-2.3
NW	67.0	54.9	54.2	57.4	61.7	70.7	60.3	47.1	-13.2	-	58.4	60.0	+1.6
ESW	64.2	69.1	59.0	64.9	51.9	65.9	65.5	51.7	-13.8	-	64.3	58.8	-5.5
<b>RECEIVED INFORMATION WANTED TO FEEL INFORMED</b>													
NWG	70%	69%	72%	67%	65%	68%	73%	72%	-1%	-	70%	70%	0%
NW	74%	65%	69%	67%	70%	63%	73%	74%	1%	-	69%	70%	1%
ESW	68%	72%	75%	67%	57%	75%	73%	68%	-5%	-	71%	68%	-3%

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## TRACKING AND YTD RESULTS

Compared to the previous quarter, we see an increase in scores for most measures/areas, with the biggest being the ESW NPS and receiving all the information wanted to feel informed

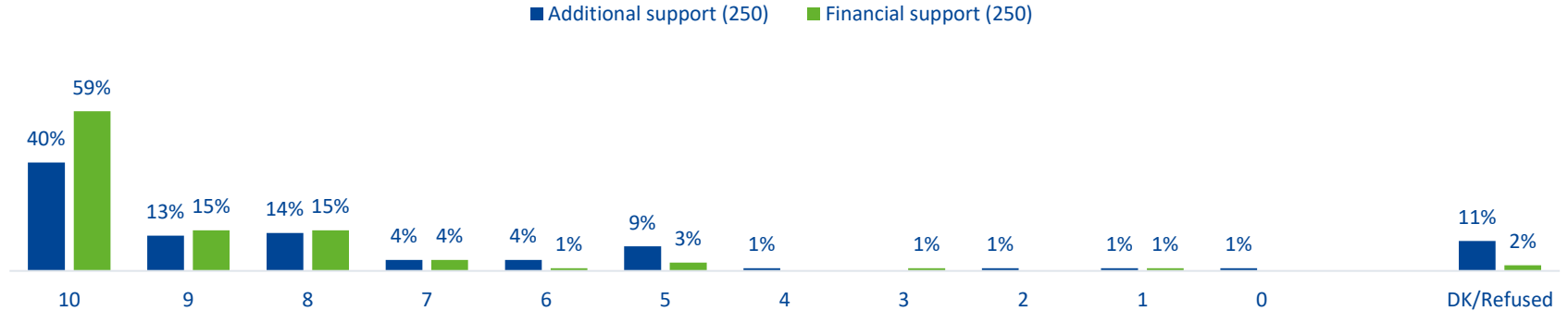
Looking at the YTD scores, although some have declined compared to the previous year, all scores are in good place

FINANCIAL SUPPORT TRACKER SURVEY (REGULATORY YEAR) PERFORMANCE COMMITMENT - 8.7	Qtr1 2021/22	Qtr2 2021/22	Qtr3 2021/22	Qtr4 2021/22	Qtr1 2022/23	Qtr2 2022/23	Qtr3 2022/23	Qtr4 2022/23	+/-	2020/21 Total	2021/22 Total	2022/23 Total	+/-
<b>OVERALL SATISFACTION</b>													
NWG	9.3	9.2	9.2	9.1	9.3	9.2	9.0	9.1	+0.1	9.3	9.2	9.2	0.0
NW	9.4	9.0	9.3	8.9	9.2	9.2	9.2	9.2	0.0	9.4	9.2	9.2	0.0
ESW	9.2	9.3	9.2	9.2	9.4	9.1	8.7	9.0	+0.3	9.1	9.2	9.1	-0.1
<b>NPS</b>													
NWG	81.9	72.8	76.6	70.9	79.5	77.8	73.9	72.7	-1.2	-	75.6	76.0	+0.4
NW	85.6	65.0	75.0	67.2	77.8	72.4	78.9	72.4	-6.5	-	73.2	75.4	+2.2
ESW	78.5	79.8	78.1	74.2	82.2	86.2	65.9	73.1	+7.2	-	77.7	76.9	-0.8
<b>RECEIVED INFORMATION WANTED TO FEEL INFORMED</b>													
NWG	81%	77%	77%	78%	78%	80%	76%	81%	5%	-	78%	79%	1%
NW	83%	73%	82%	77%	79%	81%	83%	86%	3%	-	79%	82%	3%
ESW	79%	81%	72%	79%	75%	78%	66%	73%	7%	-	78%	73%	-5%

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## OVERALL SATISFACTION

As seen previously, financial support continues to score higher than additional support services for overall satisfaction



### Mean scores:

Additional support		Financial support		SupportPlus		WaterSure	
Total (250)	8.3	Total (250)	9.1	Total (185)	9.0	Total (65)	9.4
NW (154)	8.2	NW (154)	9.2	NW (114)	9.2	NW (40)	9.2
ESW (96)	8.4	ESW (96)	9.0	ESW (71)	8.7	ESW (25)	9.6

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## REASONS FOR SATISFACTION SCORES

### Additional support (250)

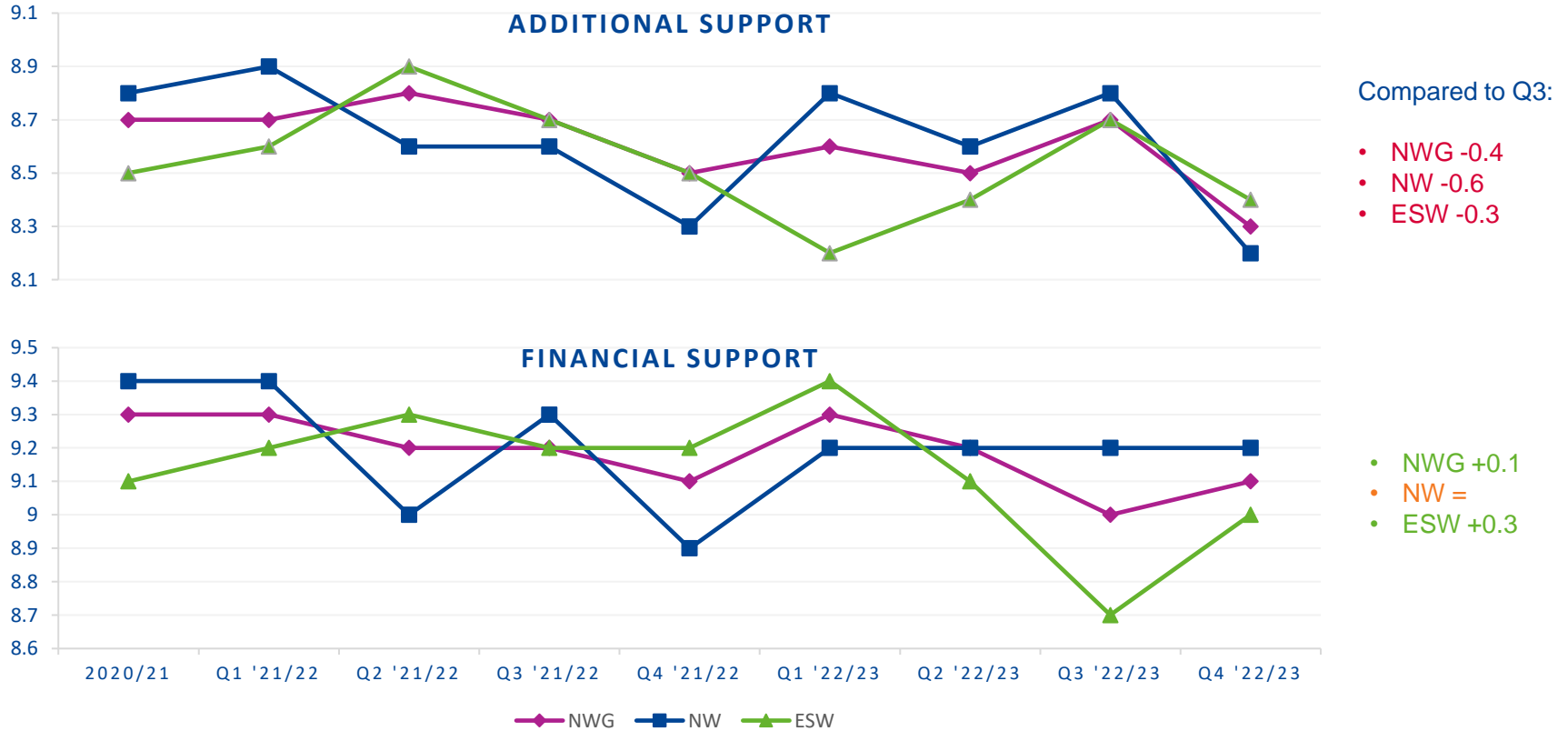
- No problems/never had a problem (22%)
- Reassuring to have/offers what we need (18%)
- Satisfied/happy with them/been good to me (10%)
- Good/great scheme/idea – beneficial (10%)
- Helpful/supportive (9%)
- Alert customers regarding issues, works, supply problems, updates (8%)
- It's OK/fine etc (8%)
- Quick to respond/resolve issues (7%)
- Other (7%)
- Good/great scheme/idea – beneficial (6%)
- No supply problems (4%)
- They are good/do a good job (4%)
- The fact they have/will supply bottled water so never without (4%)
- Wasn't notified of works/issues etc as promised/specified in service (4%)

### Financial support (250)

- No problems/never had a problem (31%)
- Helpful/supportive (30%)
- Satisfied/happy with them/been good to me (20%)
- It's OK/fine etc (9%)
- Gave a refund/compensation/discount (9%)
- Other (8%)
- Get a reduction/capped bills (7%)
- Reassuring to have/offers what we need (7%)
- Don't know enough/no real dealings as yet/never had to use (7%)
- Good/great scheme/idea – beneficial (6%)
- Good/affordable/fair price (6%)
- Good service/customer service (4%)

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## OVERALL SATISFACTION WITH THE SERVICES PROVIDED - TRACKING

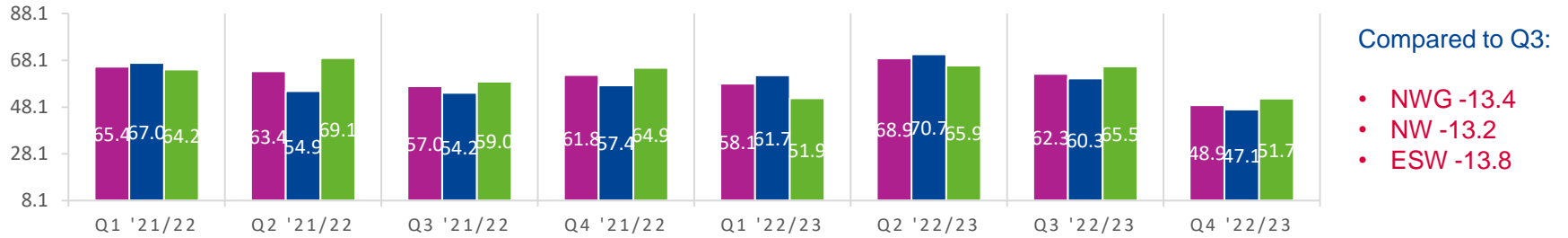




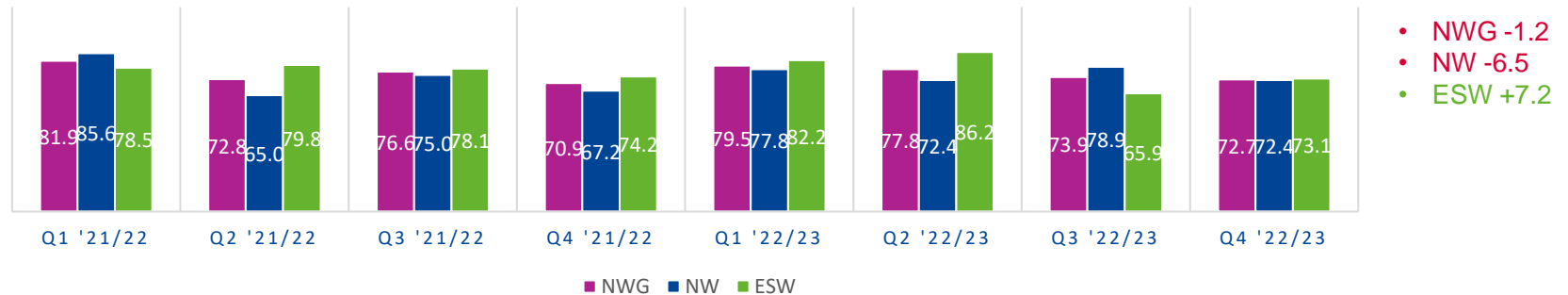
# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## NPS

### ADDITIONAL SUPPORT



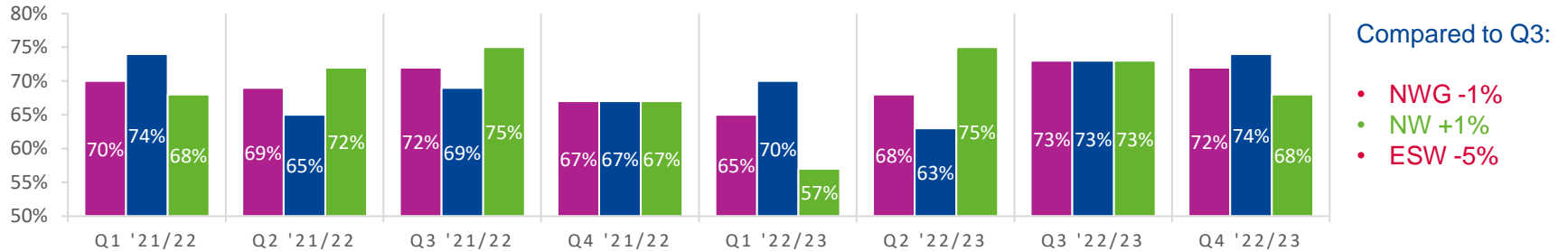
### FINANCIAL SUPPORT



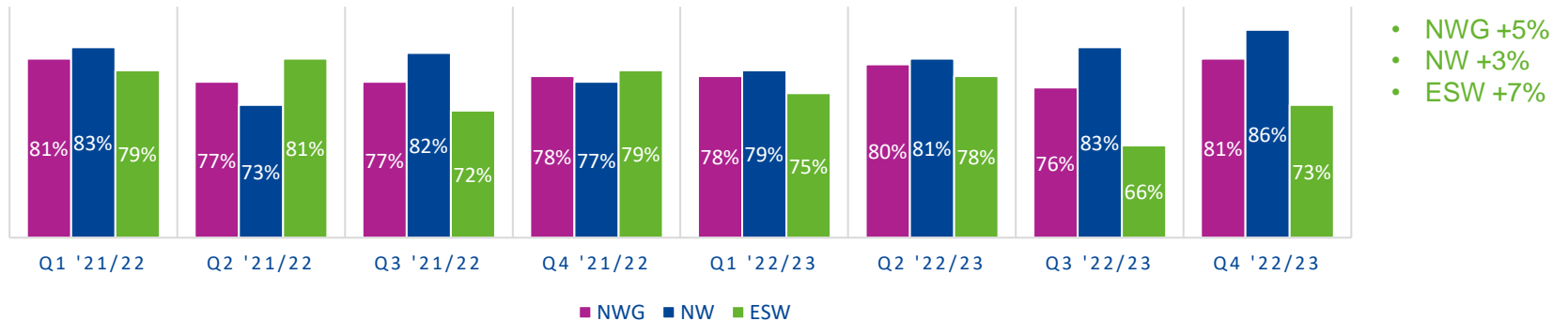
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## SUPPLIED ALL THE INFORMATION WANTED TO FEEL INFORMED

### ADDITIONAL SUPPORT



### FINANCIAL SUPPORT



## ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

### OTHER SUPPORT SUGGESTIONS

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Any suggestions (84)

None/don't know (405)

- Cheaper/lower the price/more affordable (30)
- More financial support for those who don't qualify but struggling (12)
- More information on what is offered/included (7)
- Ask customers their preferred method of communications (6)
- Ensure water is always available/provide bottled water (6)
- Improve communication/regular contact etc (4)
- Notify customers of any works/issues etc (4)
- Offer the option to have a meter or not (3)
- Be more understanding/sympathetic (3)
- Alert customers about any issues/changes etc (3)
- Water saving advice/devices etc (2)
- Improve water quality/provide/install filters (2)

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23 PROGRESS TOWARDS PERFORMANCE COMMITMENT TARGETS

## Overall satisfaction

