

# Q2'23 Domestic Tracker

15/06/23

TRINITY  
MCQUEEN

**NWG**  
*living water*

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this report

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# Introduction

Aim: To measure satisfaction with and perceptions of customers in NWG's regions and their water (and sewerage) service

Carried out by phone - 500 interviews per quarter

Sample provided by NWG and TPS-screened before use

Gender and age to match the homeowner population

Fieldwork dates: 2<sup>nd</sup> May – 10<sup>th</sup> May 2023

Average interview length: 12.2 min

Quota	Target	Achieved
North	316	316
Essex	184	184
TOTAL	500	500

Covering this wave:

- Likelihood to recommend, with reasons
- Overall satisfaction and satisfaction with value for money
- Priority areas for the business plan and less important areas
- Satisfaction with specific aspects of the service, Brand values measures
- Awareness of support services
- Visits to Waterside parks and the influence it has on overall score

# NPS

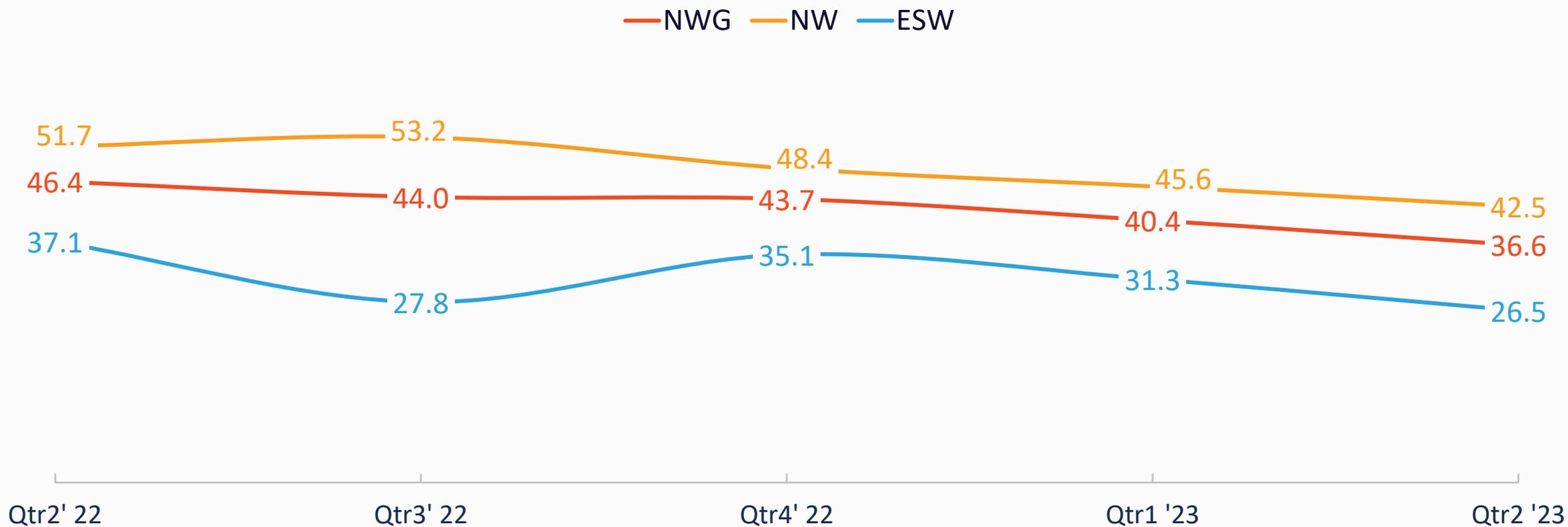


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# Likelihood to recommend NWG - NPS

NPS Scores trended



Q1a If people could choose their water provider, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family, using a scale of 0 to 10 where 0 is 'not at all likely' and 10 is 'extremely likely'?  
Base NWG (500), NW (316), ESW (184)

# Reason for NPS score

## Promoters (scores of 9-10) - 250 customers

No problems	60%
Good communication/updates/follow-ups/return calls etc	8%
No supply problems	8%
Good service/customer service	7%
Good water quality	6%
Responsive to issues/good response	6%
Ok/fine/satisfied	5%
Good experience/happy with them	5%
Quick response/resolution	5%
Been with them for years	5%
Good/fair price/good value	5%
Resolve problems	4%
Helpful	3%
Good company/good in general/do a good job	3%
Nothing to compare against/no choice/no real dealings	8%

## Passives (scores of 7-8) – 131 customers

No problems	32%
Ok/fine/satisfied	10%
Other	7%
Good communication/updates/follow-ups/return calls etc	7%
Good service/customer service	6%
Never give a 10/always room for improvement	6%
Don't know	5%
Good water quality	4%
No supply problems	3%
Quick response/resolution	3%
Informed/alerted of any issues/works etc	3%
Neutral/indifferent	3%
Resolve problems	3%
Responsive to issues/good response	3%
Nothing to compare against/no choice/no real dealings	21%

## Detractors (scores of 0-6) – 81 customers

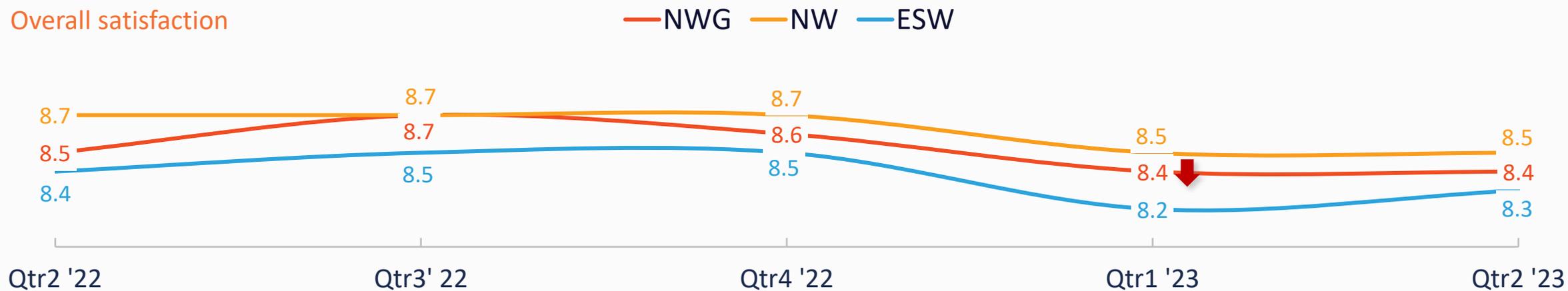
Neutral/indifferent	10%
Expensive/want it cheaper	9%
No problems	9%
Poor water quality	6%
Lots of leaks/not maintaining pipes/sewers etc	6%
Improvements needed to billing system - clearer/accurate-read meters/timely etc	5%
Need to do more for the environment cleaner rivers etc	5%
Don't know	5%
Poor communication/don't return calls/updates etc	4%
Inconsistent water supply/interruptions/low pressure	4%
Difficult to contact/on hold/passed around	4%
Ok/fine/satisfied	2%
Problem not resolved/needs permanent solution	2%
Been with them for years	2%
Nothing to compare against/no choice/no real dealings	41%

# Overall Satisfaction

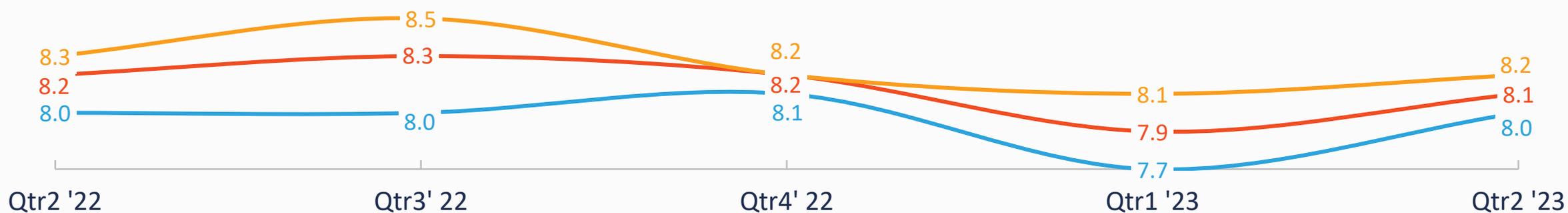


# Satisfaction – overall & value for money

## Overall satisfaction



## Value for money satisfaction



Q2 How satisfied would you say you are with [Northumbrian Water/Essex & Suffolk Water], in terms of value for money for the service they provide? Please give me a score from 0-10, this time where 0 means very dissatisfied and 10 means very satisfied. Q3 And on the same scale, how satisfied are you overall with [Northumbrian Water/Essex & Suffolk Water]? Base NWG (500), NW (316), ESW (184)

# Service satisfaction (1)

NWG

■ Qtr 2 '22  
 ■ Qtr 3 '22  
 ■ Qtr 4 '22  
 ■ Qtr 1 '23  
 ■ Qtr 2 '23



NW  
 9.0   9.2 ↑   9.1   8.7 ↓   9.0

8.8   8.9   8.8   8.5   8.7

9.4   9.5   9.4   9.3   9.3

ESW  
 8.5 ↓   8.6   8.9   8.7   8.7

8.4   8.4   8.6   8.5   8.4

9.2   9.4 ↑   9.4   9.2 ↓   9.1

# Service satisfaction (2)

NWG

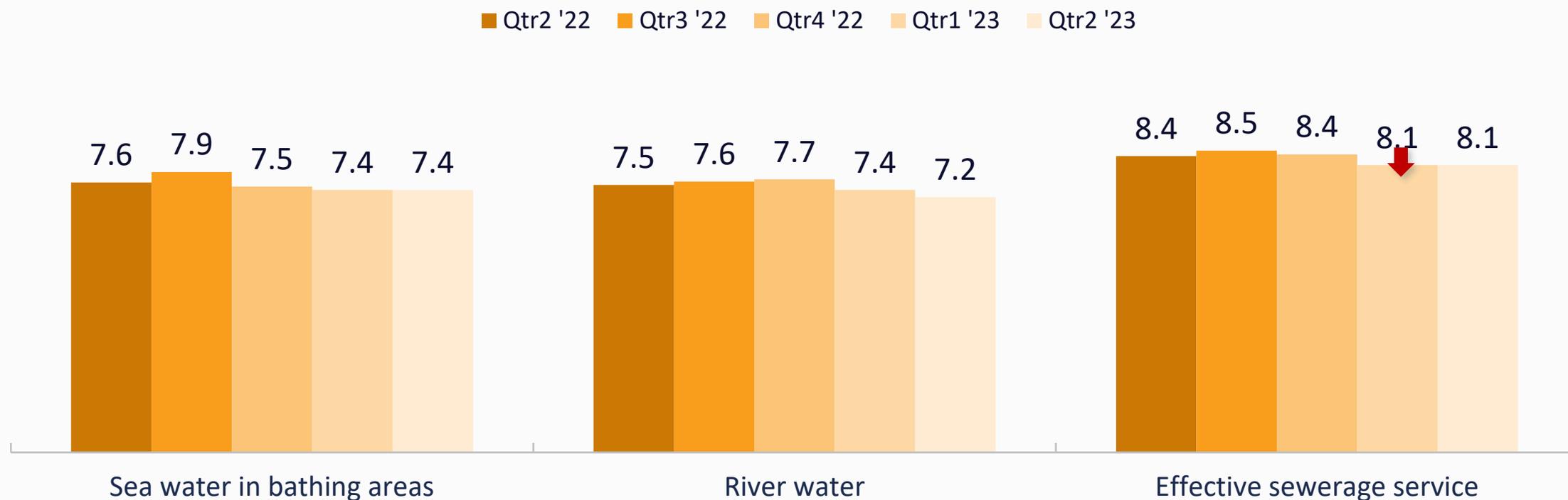
■ Qtr2 '22  
 ■ Qtr3 '22  
 ■ Qtr4 '22  
 ■ Qtr1 '23  
 ■ Qtr2 '23



NW	8.9	9.0	8.8	8.7	8.9	8.8	9.0	8.9	8.7	8.6	8.5	8.6	8.7	8.5	8.6
ESW	8.6	8.5	8.7	8.6	8.4	8.4	8.7	8.6	8.5	8.7	8.2	8.4	8.5	8.2	8.3

# Service satisfaction (NW only)

NW region only



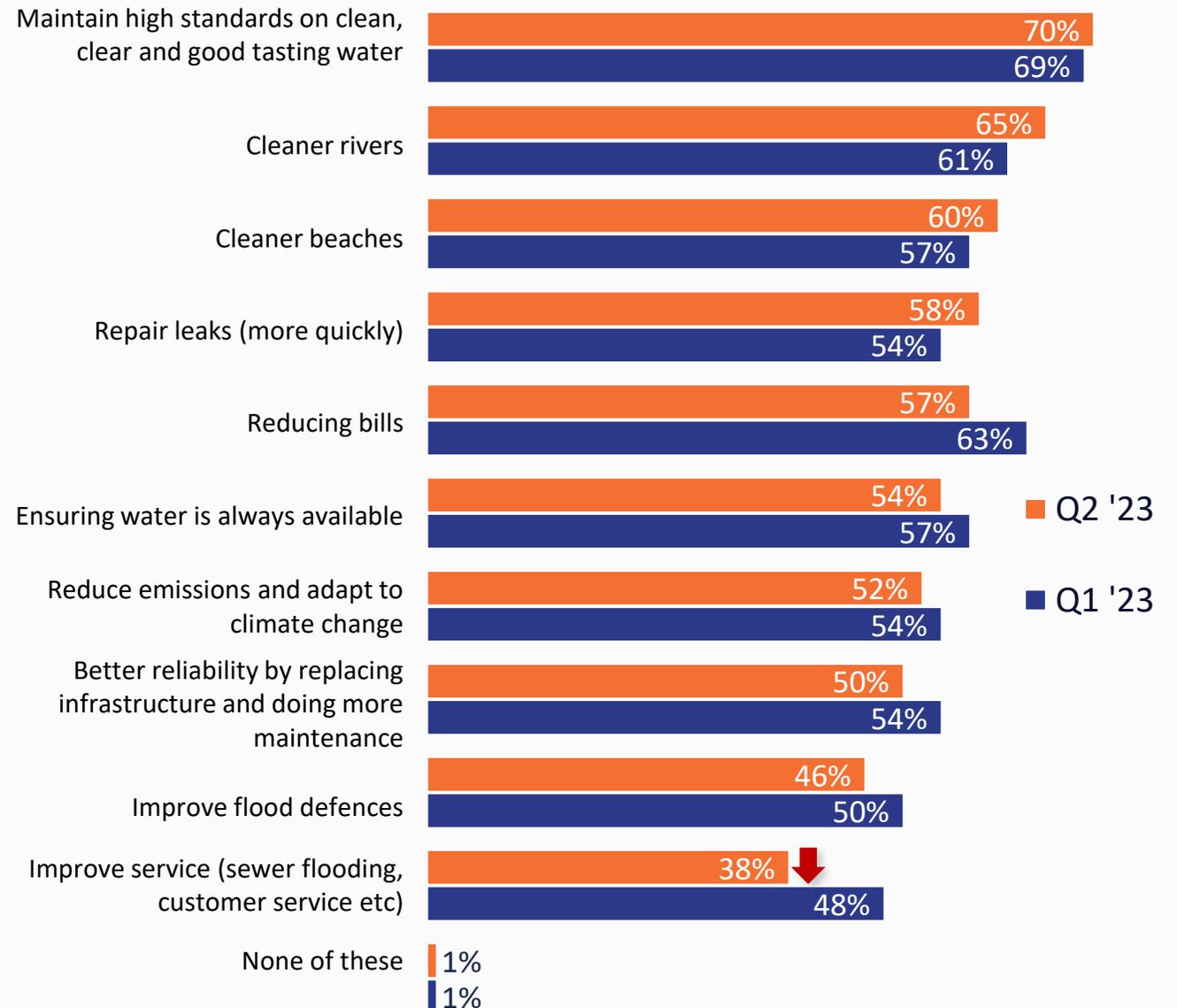


## Areas of the business plan that respondents think should be a priority

(NWG)

### NWG Total

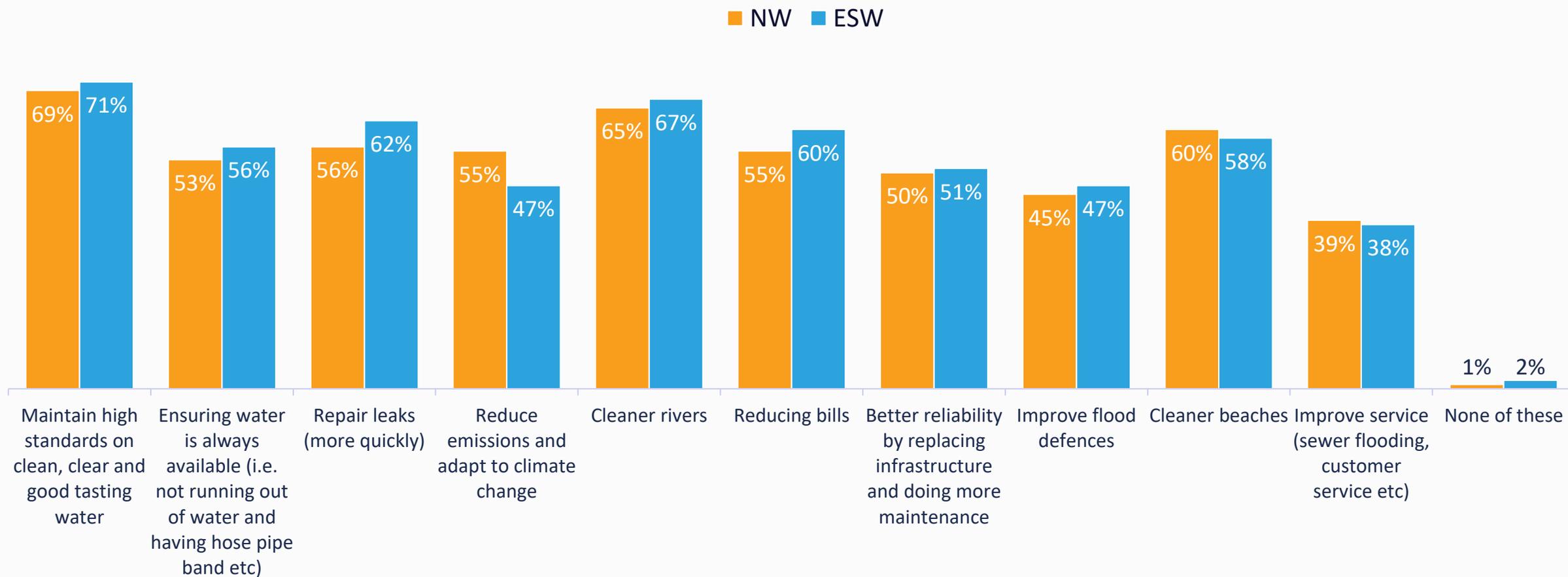
↑ ↓ Significantly higher/Lower than previous Qtr



Q5c. So, which of these would you say should be priority areas for [Northumbrian Water/Essex & Suffolk Water]? Base NWG (500)

# Areas of the business plan that respondents think should be a priority

(NW & ESW)



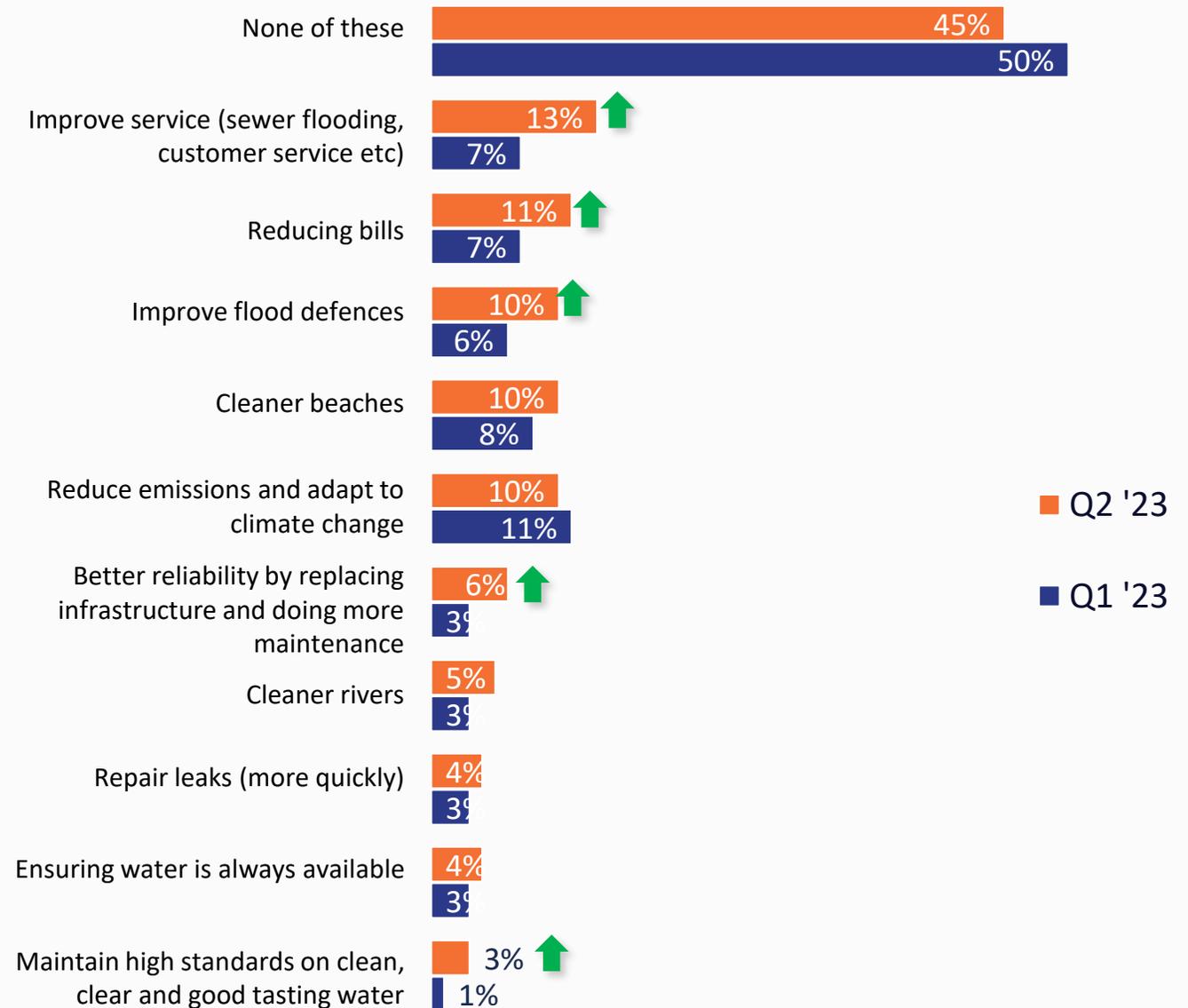


## Areas of the business plan that respondents think are less important

(NWG)

### NWG Total

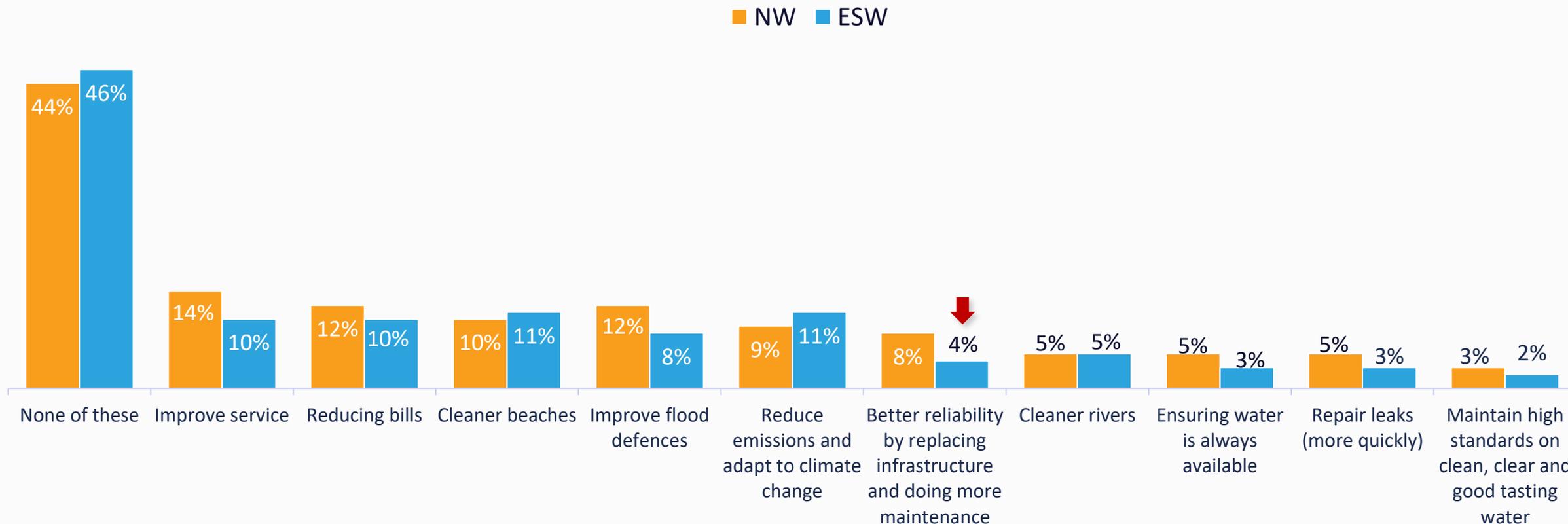
↑ ↓ Significantly higher/Lower than previous Qtr



Q5d. And which of these, if any, do you think is less important for them to focus on? Base: NWG (500)

# Areas of the business plan that respondents think are less important

(NW & ESW)



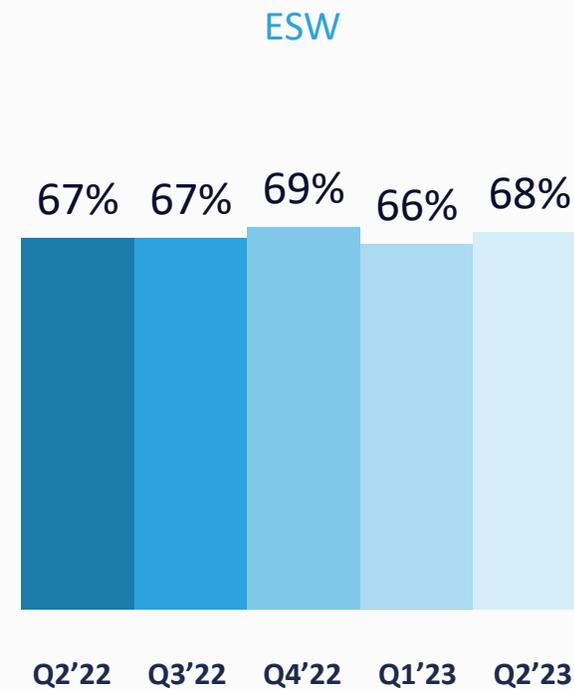
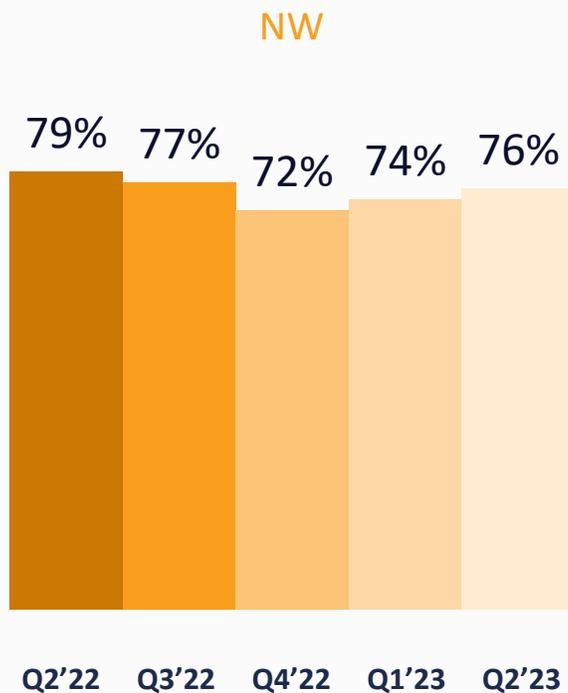
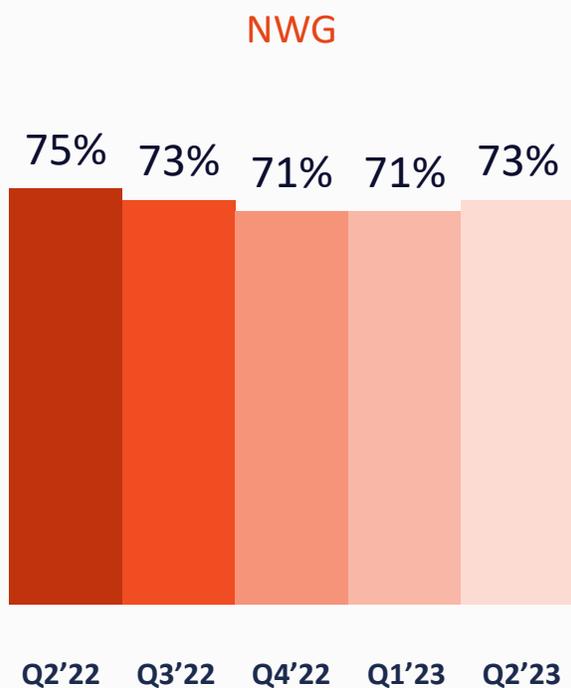
Q5d. And which of these, if any, do you think is less important for them to focus on? Base: NW (316), ESW (184)

# Company suggestions and preferences



# Tap water preference

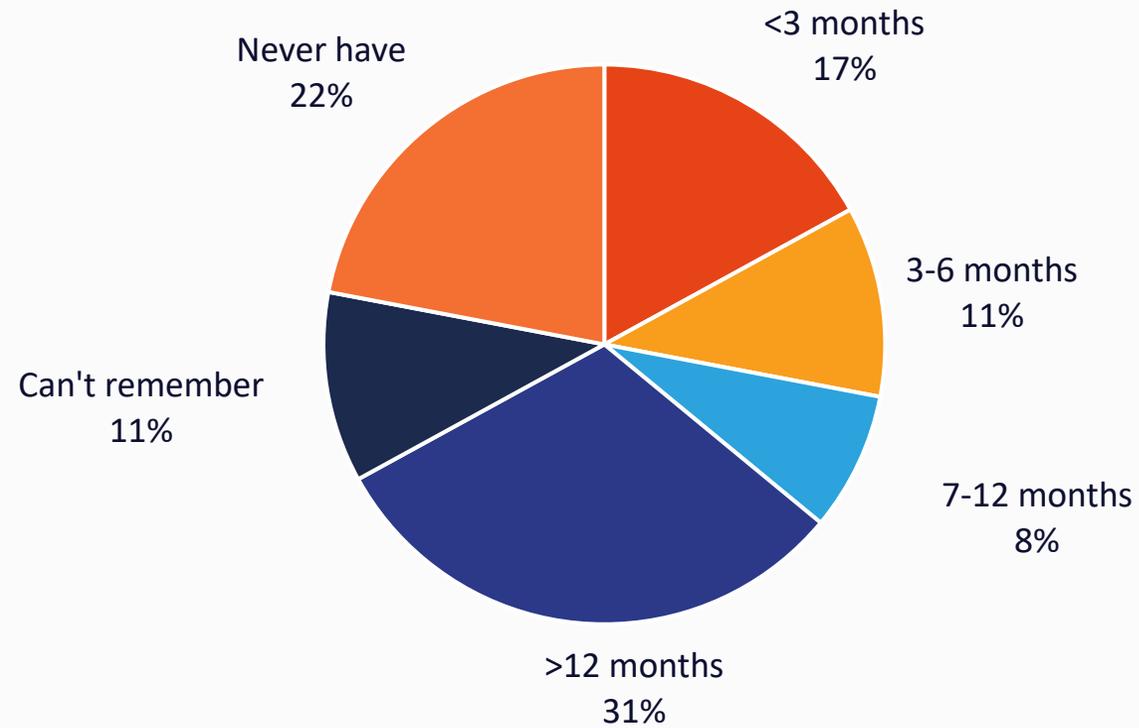
% who prefer tap water over bottled water



Q7 If you had to choose, would you drink tap water or bottled water? Base All those who expressed a preference NWG (488), NW (310), ESW (178)

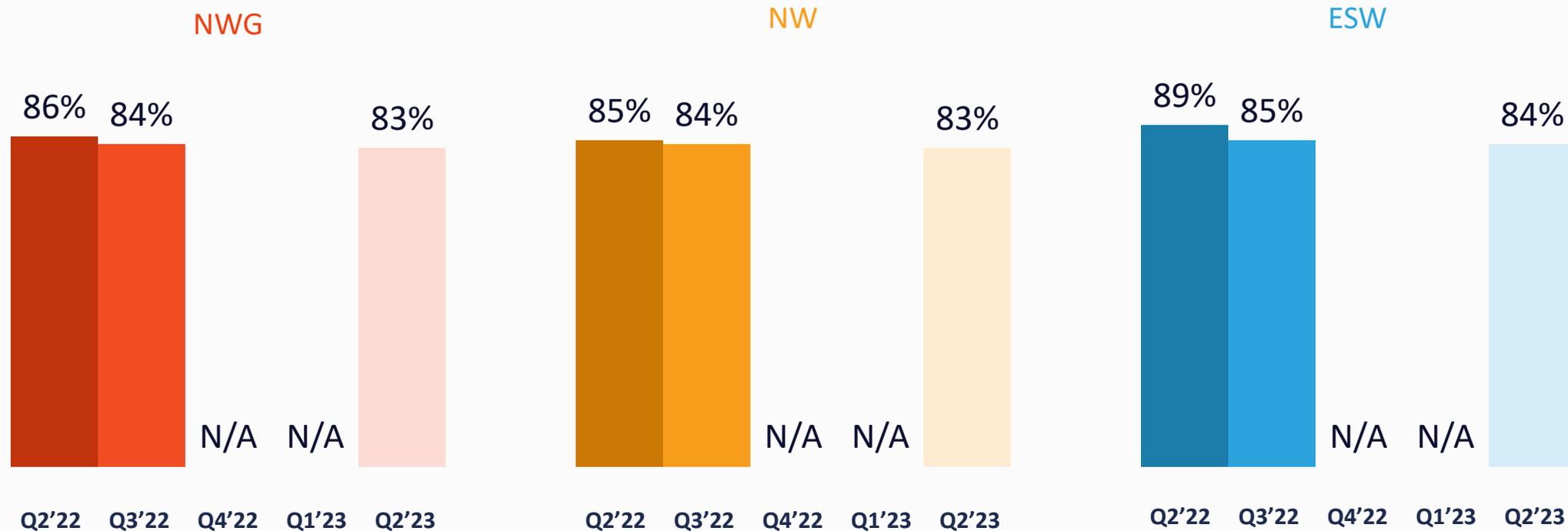
# Contact with NWG

When last had contact with NWG?



# Whether issue was resolved

% who say issue was resolved



Q9b. And was your issue resolved? Base: All those who have contacted NWG for an issue other than receiving a bill. NWG (334), NW (2`8), ESW (116)

# Brand values



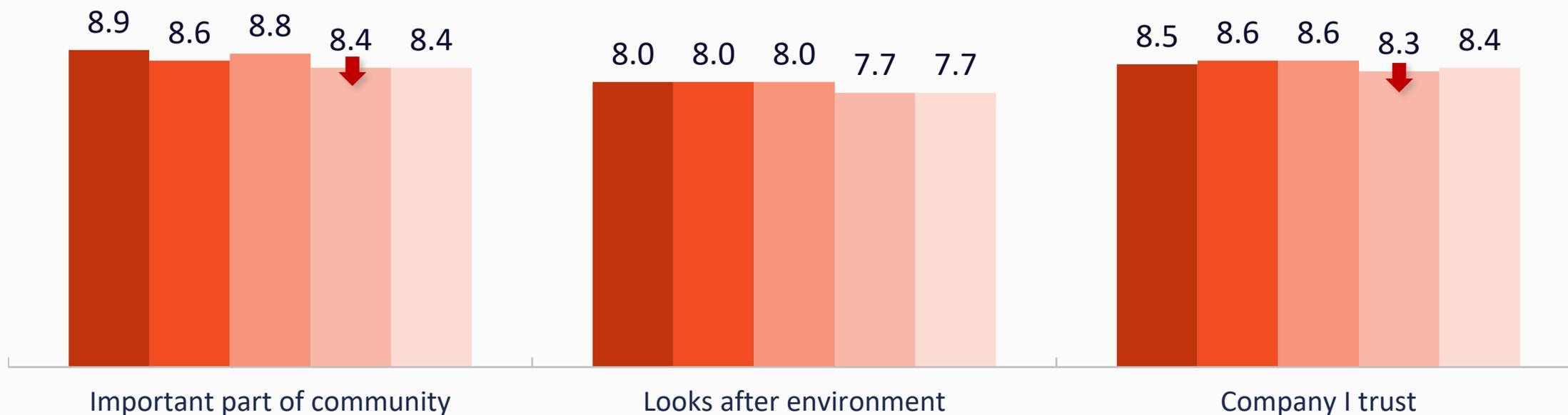
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# Brand values

## Overall service satisfaction

■ Qtr 2 '22  
 ■ Qtr 3 '22  
 ■ Qtr4 '22  
 ■ Qtr 1 '23  
 ■ Qtr 2 '23



	Qtr 2 '22	Qtr 3 '22	Qtr4 '22	Qtr 1 '23	Qtr 2 '23
NW	8.8	8.7	9.0	8.5	8.6
ESW	8.5	8.3	8.4	8.2	8.0

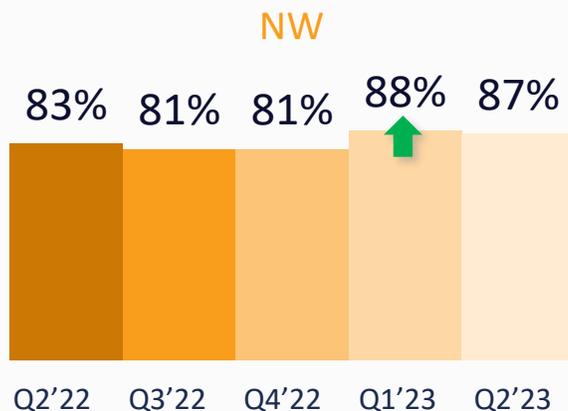
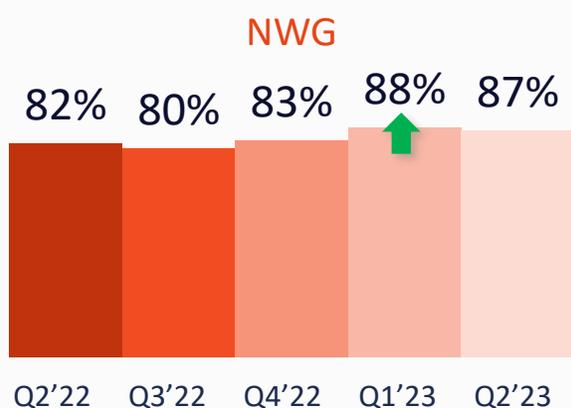
Q12 Thinking now about your overall impressions of [Northumbrian Water/Essex & Suffolk Water], to what extent would you agree or disagree with the following statements? Please use a scale of 0 to 10, this time where 0 is strongly disagree and 10 is strongly agree. Base NWG (500), NW (316), ESW (184)

# Priority services

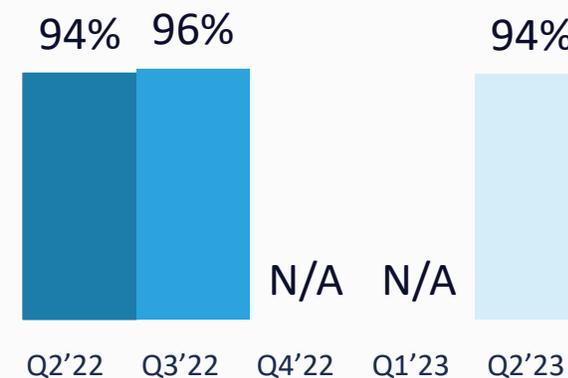
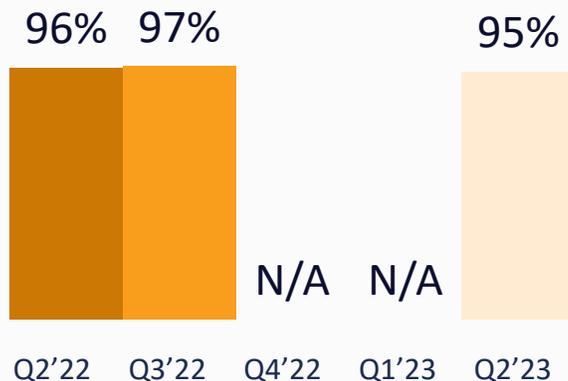
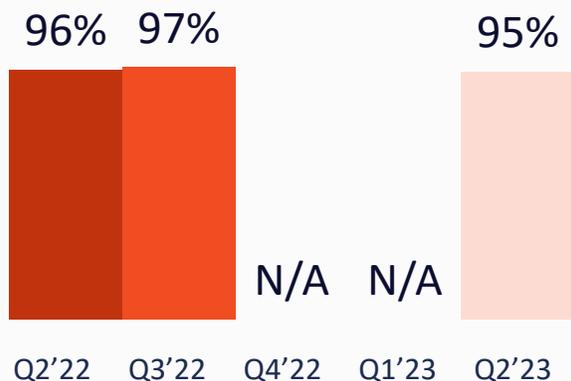


# Information and services access

% Received all information wanted, to feel informed



% Services easy to access



Q8: Has [Northumbrian Water/Essex & Suffolk Water] supplied you with all the information you want, to feel informed about water [NW: and sewerage] services in your area? Q14: Would you say that the services provided by [Northumbrian Water/Essex & Suffolk Water] are easy to access? Base NWG (500) NW (316) ESW (184)

# A small proportion (5% - 23 customers) think that services are NOT easy to access



When we need to contact them, we have to go through so many avenues to get through to someone and have to go online which I don't have a computer to go online.

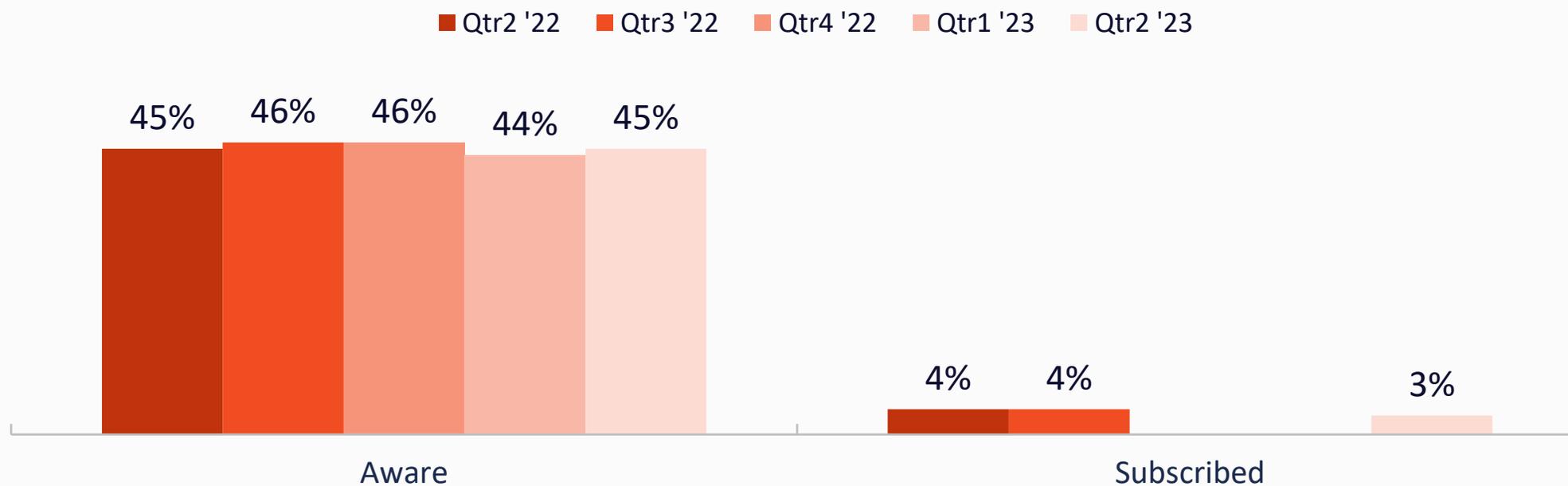
I tried to call them, it's a long wait, I don't have 40 minutes to wait for them. It needs to be a bit more efficient response time.

Everything routes into phoning them and it seems to be forever before anyone picks up on their end.

Having difficulties getting hold of them.

# Priority services (1)

## Awareness/usage of additional support services

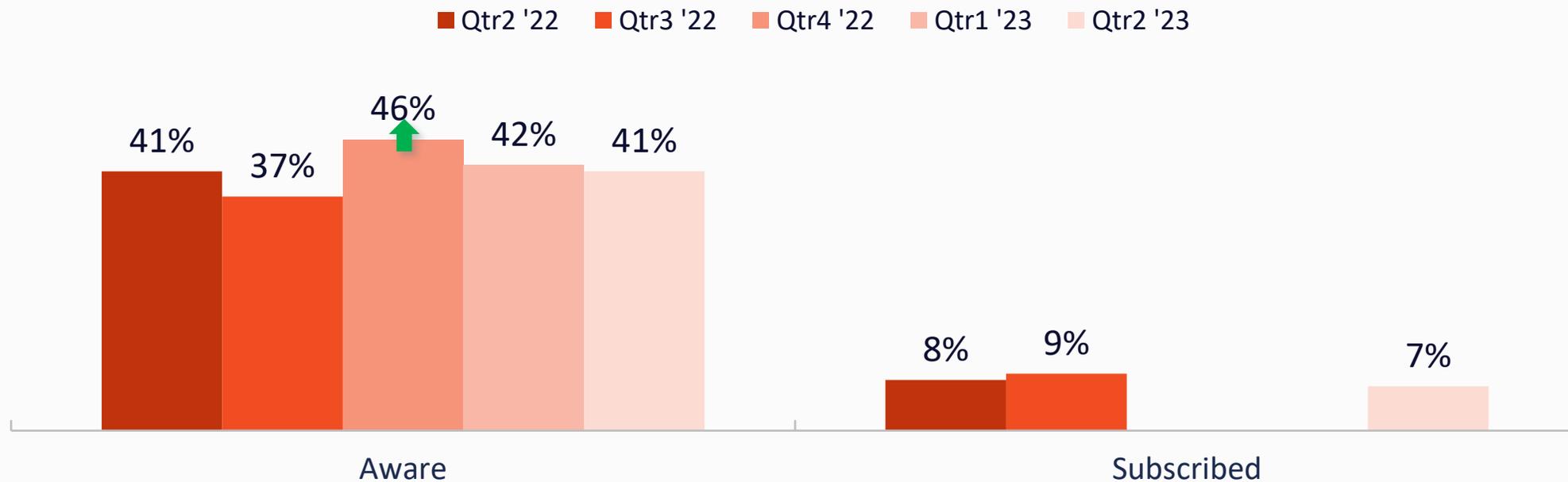


	Qtr2 '22	Qtr3 '22	Qtr4 '22	Qtr1 '23	Qtr2 '23	Qtr2 '22	Qtr3 '22	Qtr4 '22	Qtr1 '23	Qtr2 '23
NW	43%	47%	50%	43%	45%	3%	3%	N/A	N/A	3%
ESW	49%	45%	40%	45%	45%	5%	4%	N/A	N/A	3%

Q15a. Were you aware that they provide these services? Q15b. Have you requested any of these services? Base NWG (500), NW (316), ESW (184)

# Priority services (2)

## Awareness/usage of additional financial services



	Qtr2 '22	Qtr3 '22	Qtr4 '22	Qtr1 '23	Qtr2 '23	Qtr2 '22	Qtr3 '22	Qtr4 '22	Qtr1 '23	Qtr2 '23
NW	39%	40%	48% ↑	42%	40%	7%	11%	N/A	N/A	7%
ESW	45%	32% ↓	43% ↑	41%	42%	11%	6%	N/A	N/A	8%

Q16a. Were you aware that they provide these services? Q16b. Have you requested any of these services? Base NWG (500), NW (316), ESW (184)

# Waterside Parks

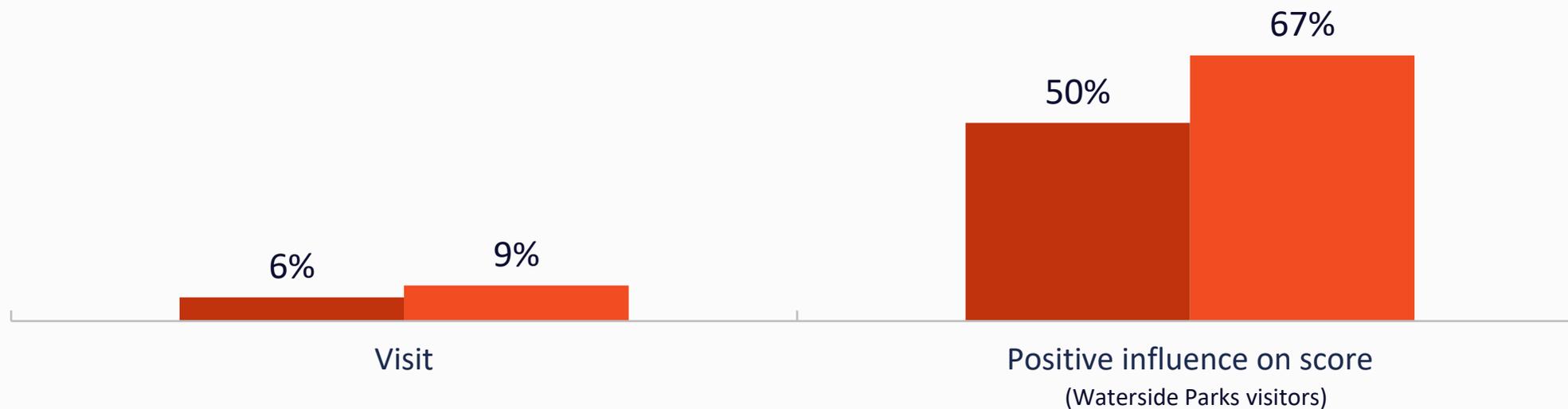


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# Waterside Parks

■ Qtr1 '23 
 ■ Qtr2 '23



NW
6%
12% 

ESW
7%
4%
63%
66%
31%
75%

Q27. Have you visited a NW/ESW Waterside Park in the last 12 months? These Waterside parks include: Derwent, Fontburn, Hanningfield, Waterside Parks and Kielder Waterside. Base NWG (500), NW (316), ESW (184) Q28. Would you say that your visit to one of our Waterside Parks has positively influenced how you've scored your overall satisfaction of the services provided by NW/ESW? Base NWG (46), NW (38), ESW (8)

# Key headlines

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## NPS this quarter

NWG NPS is continuing to see a steady decline. This is driven by both regions, but slightly more so by ESW.



## Overall satisfaction

Overall satisfaction has not recovered since the significant fall in Q1'23 but has not worsened either.



## Received all information

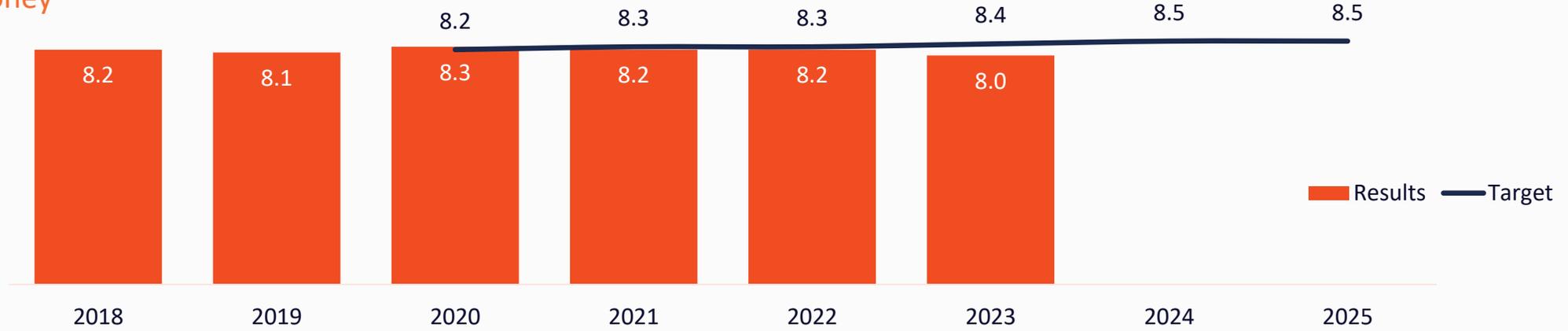
Encouragingly, the improved score achieved in Q1'23 for receiving all information required to feel informed has been maintained in Q2'23.

# Progress and targets

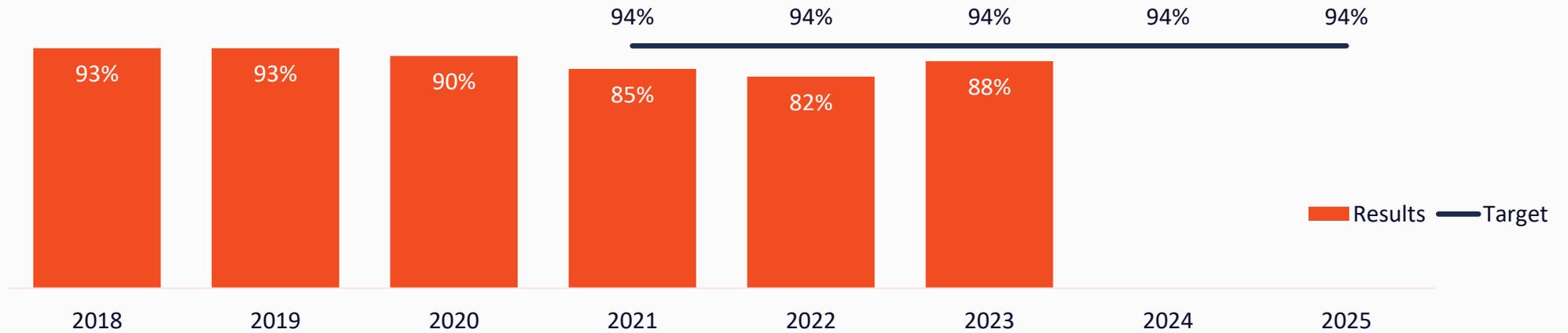


# Progress towards targets – Business Plan Outcome

## Value for money

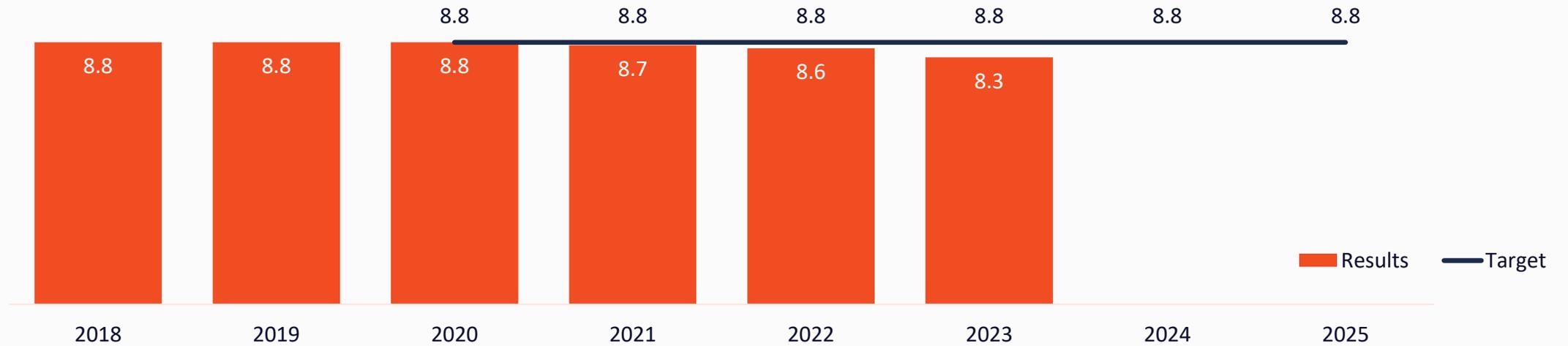


## Rec'd all info wanted



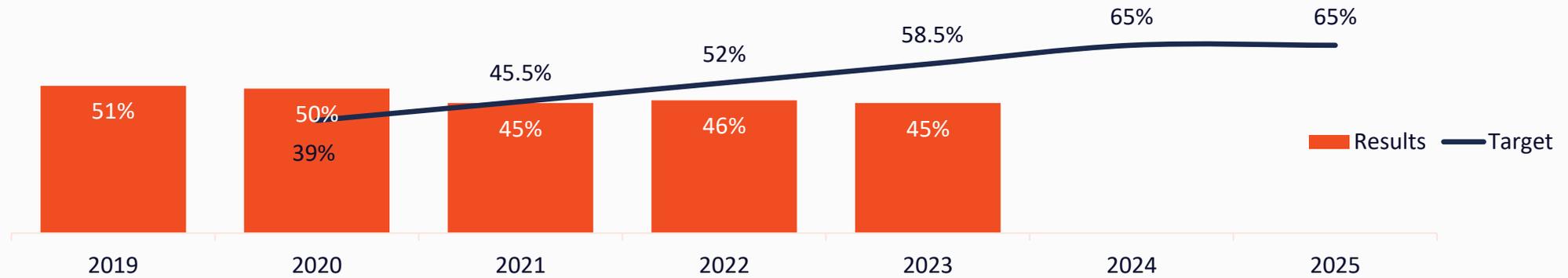
# Progress towards targets – Performance Commitment

Trust

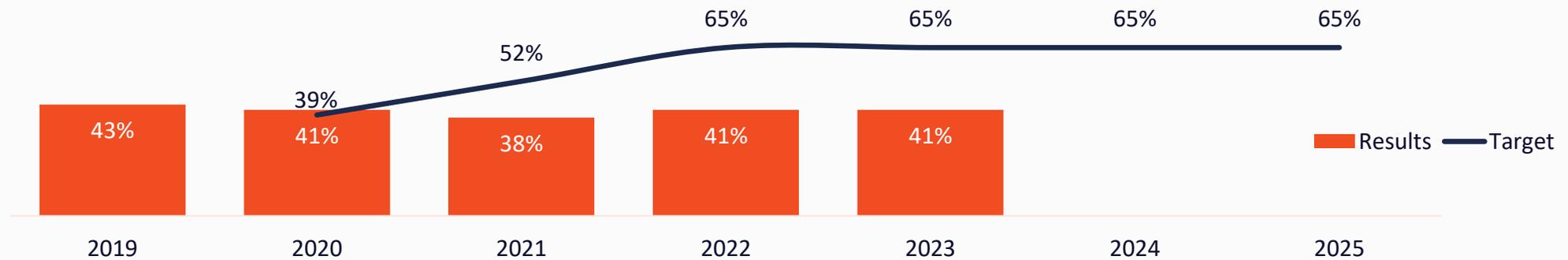


# Progress towards targets – Performance Commitment

## Awareness of non-financial support services

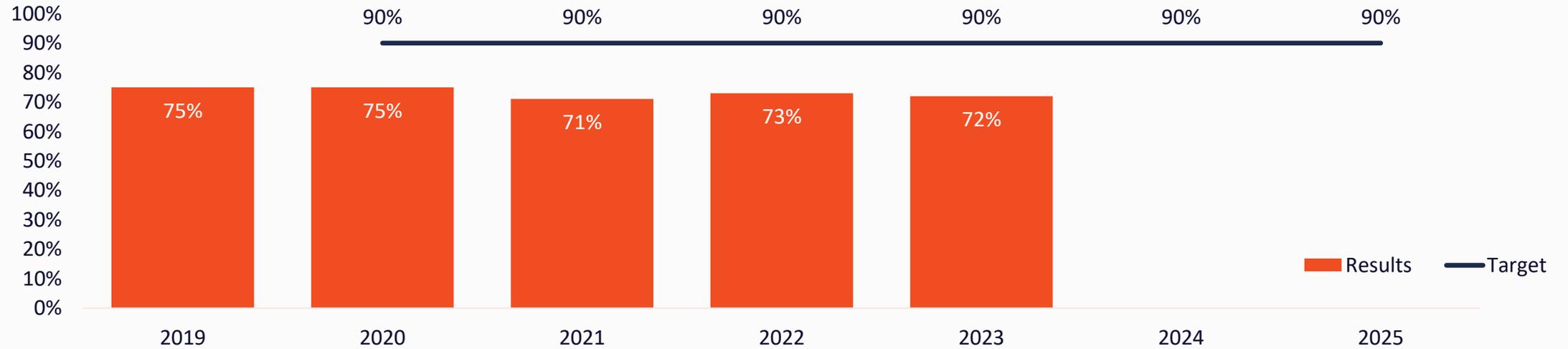


## Awareness of financial support services



# Progress towards targets – Ambitious Goal

Would choose tap water over bottled (excl. those who have no preference)



The image features a dark blue background that transitions into a vibrant orange gradient on the right side. On the left, 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.

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