

# Q2'23 Transactional NPS Tracker

NWG  
23/06/2023

TRINITY  
M & QUEEN

**NWG**  
*living water*

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# Introduction

Aim: To track one of NWG's NPS measures – where household customers have contacted the company to get a query, or a problem resolved

- Carried out by phone - 320 interviews per quarter
- Sample provided by NWG and TPS-screened before use
- Quotas set to achieve 50:50 NW:ESW, Billing:Ops
- Fieldwork dates: 10<sup>th</sup> May – 15<sup>th</sup> May 2023
- Average interview length: 8.6 mins

Covering this wave:

- Likelihood to recommend, with reasons
- Satisfaction with the handling of the contact, including visits where required
- Overall satisfaction, and satisfaction with value for money

Location	Target	Achieved
North East	160	160
Essex / Suffolk	160	160
TOTAL	320	320

NPS



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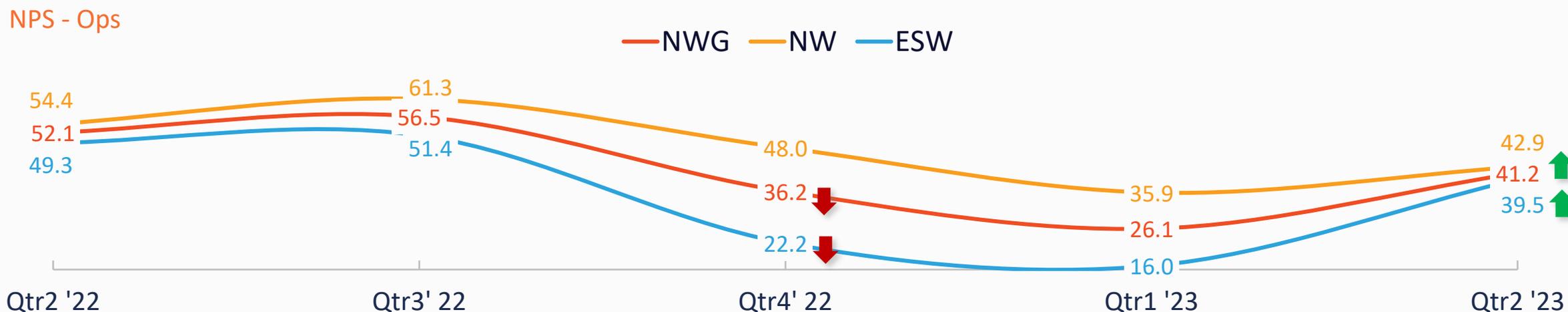
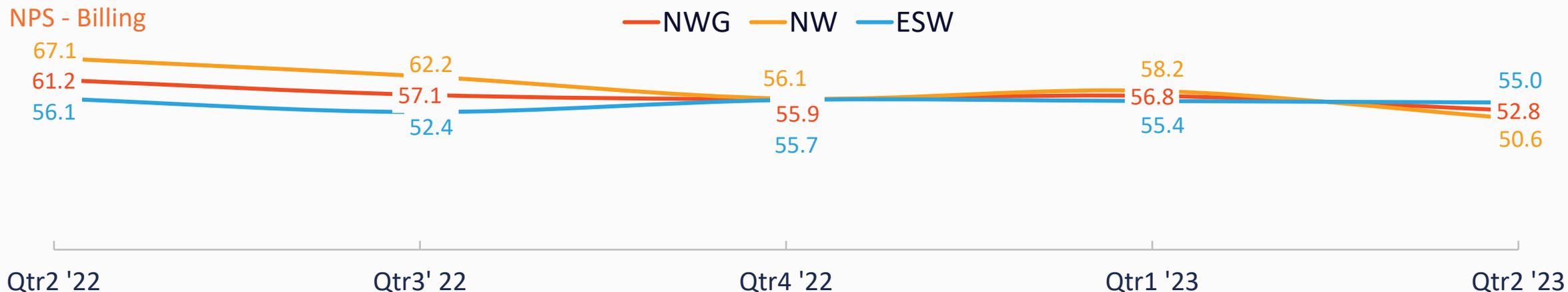
# Likelihood to recommend (NPS) - Total

NPS – Total

— NWG — NW — ESW



# Likelihood to recommend (NPS) – Billing vs Ops



Q10 If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base NWG Billing (173), NW Billing (85), ESW Billing (88), NWG Ops (157), NW Ops (78), ESW Ops (79)

# Reason for NPS score

## Promoters (scores of 9-10) - 194 customers

No problems	22%
Quick response/resolution	19%
Good service/customer service	16%
Ok/fine/satisfied	16%
Helpful	12%
Polite/friendly staff/workmen	11%
Good experience/happy with them	11%
Resolve problems	11%
Easy to contact/not on hold/answer quickly	9%
Good communication/updates/follow-ups/return calls etc	7%
Satisfied/happy with the service	6%
Efficient	5%
Fantastic/brilliant etc	5%
Good/fair price/good value	4%
Nothing to compare against/no choice/no real dealings	10%

## Passives (scores of 7-8) – 57 customers

Other	14%
No problems	11%
Ok/fine/satisfied	11%
Take too long to resolve issues	11%
Expensive	7%
Quick response/resolution	7%
No reason/indifferent/never give a 10	7%
Poor communication/don't return calls/updates etc	7%
Resolve problems	7%
Good service/customer service	5%
Good/fair price/good value	5%
Easy to contact/not on hold/answer quickly	5%
Helpful	4%
Slow to respond to issues etc	4%
Nothing to compare against/no choice/no real dealings	11%

## Detractors (scores of 0-6) – 51 customers

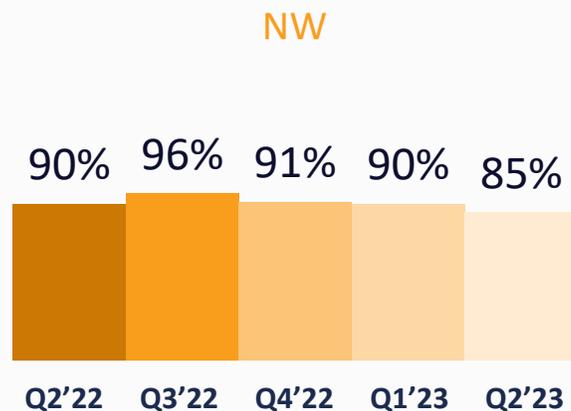
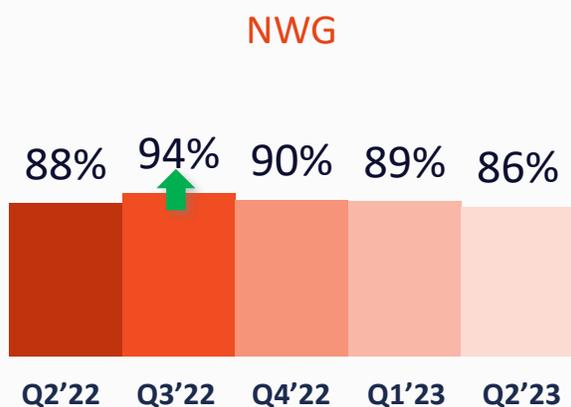
Other	27%
Problem not resolved/needs permanent solution	18%
Expensive	10%
Poor communication/don't return calls/updates etc	10%
Take too long to resolve issues	8%
Slow to respond to issues etc	6%
Don't recommend anything to anyone/no one to recommend to	6%
Unhelpful	4%
Difficult to contact/on hold/passed around	4%
Poor experience with them	2%
Poor service/customer service	2%
Don't/won't take responsibility/refused to do anything	2%
Given incorrect/conflicting information/fobbed off	2%
Had to contact them several times re issue	2%
Nothing to compare against/no choice/no real dealings	25%

# Satisfaction with the handling of resolutions and contact

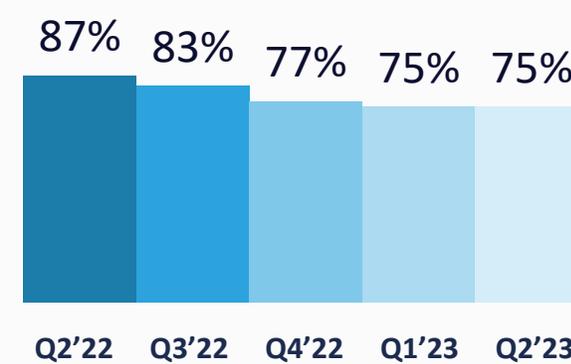
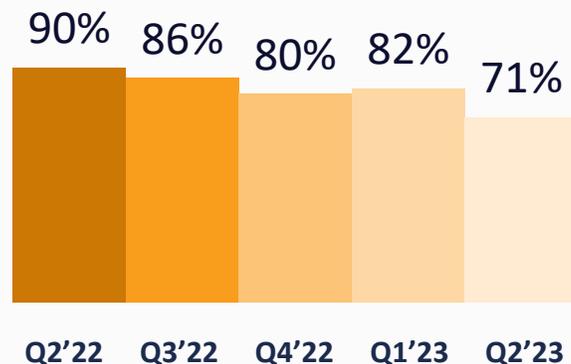
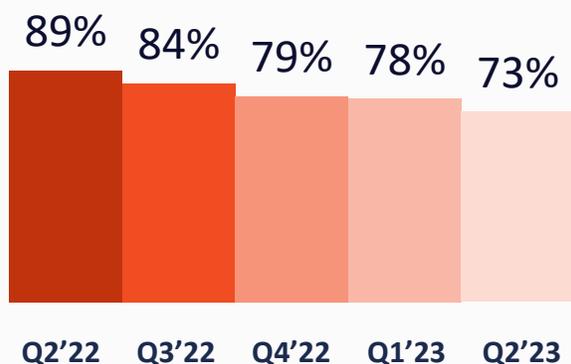


# Contact resolution – Billings vs Ops

% Agree matter was fully resolved - Billing



% Agree matter was fully resolved - Ops

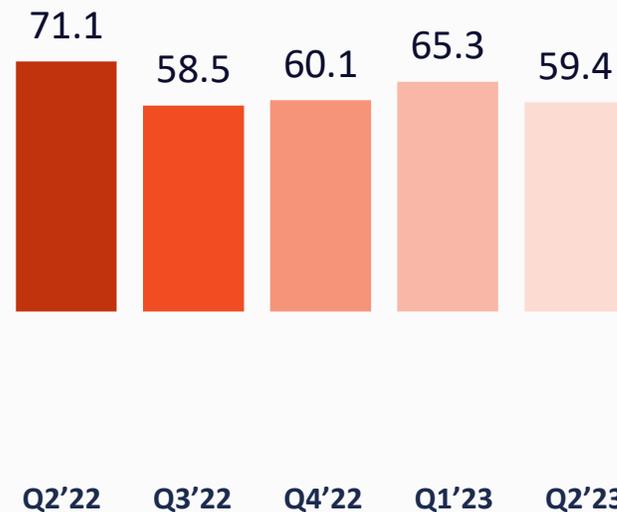




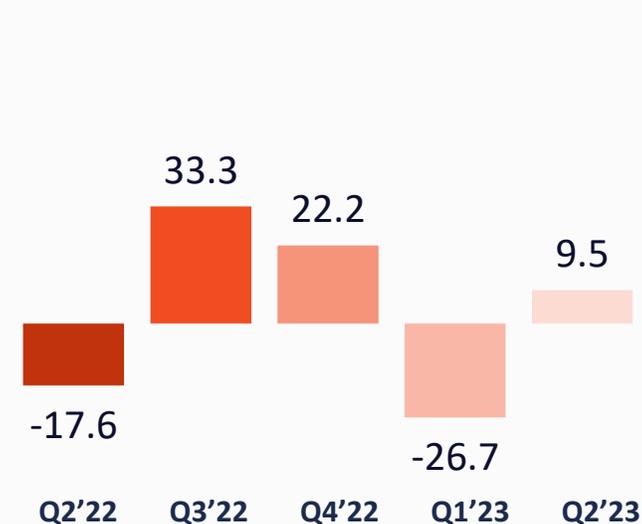
# Contact resolution impact on NPS

NPS score Billings vs Ops

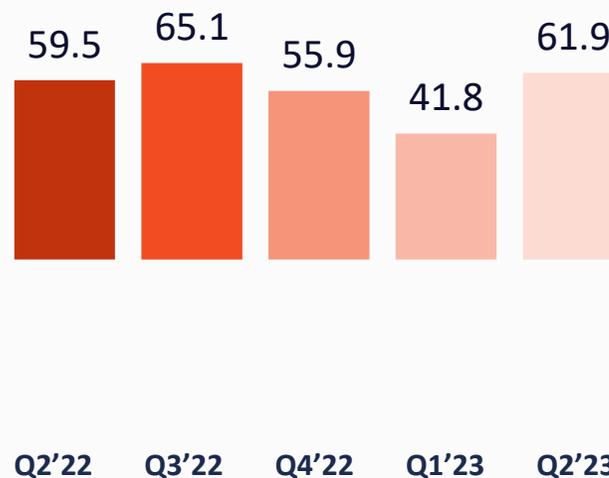
Billing - resolved



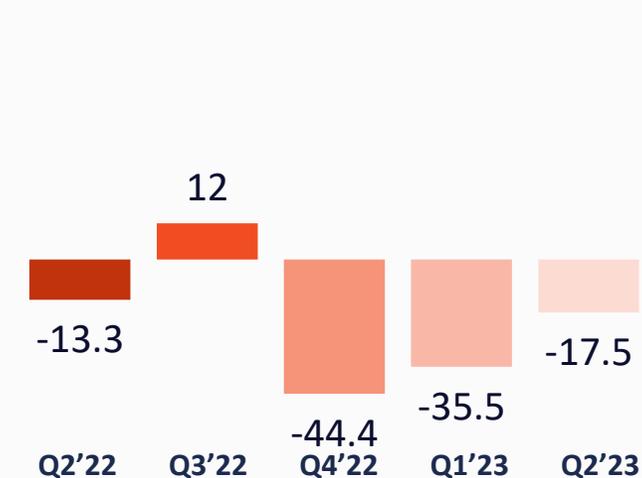
Billing – not resolved\*



Ops - resolved



Ops – not resolved



Q10: If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base Resolved Billing (148), Resolved Ops (114), \*Caution low base size: Not resolved Billing (25), Not resolved Ops (43)

# Satisfaction with contact handling – Overall

## Resolution on first contact

8.6 — 8.2 — 7.9 — 8.3 — 8.6 — 8.6 — 8.1 — 8.2 — 8.3

Q2'21 Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23

## Time taken to resolve

8.4 — 8.1 — 7.8 — 8.2 — 8.3 — 8.4 — 8.0 — 7.9 — 8.2

Q2'21 Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23

## Call handler manner

9.2 — 9.3 — 9.0 — 9.3 — 9.2 — 9.4 — 9.2 — 9.2 — 9.3

Q2'21 Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23

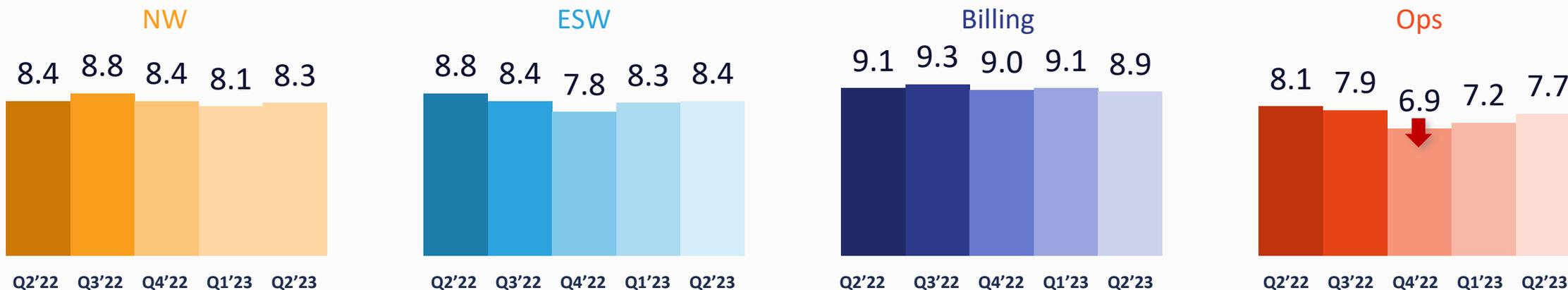
## Visiting staff manner

9.5 — 9.3 — 9.1 — 9.1 — 9.3 — 9.3 — 9.3 — 9.3 — 9.3

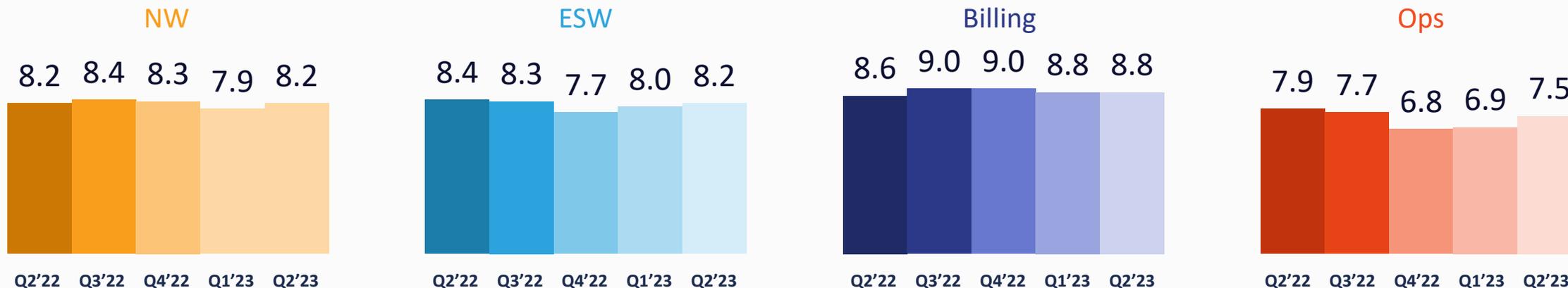
Q2'21 Q3'21 Q4'21 Q1'22 Q2'22 Q3'22 Q4'22 Q1'23 Q2'23

# Satisfaction with contact handling – Region & Departments

## Satisfaction with resolution on first contact

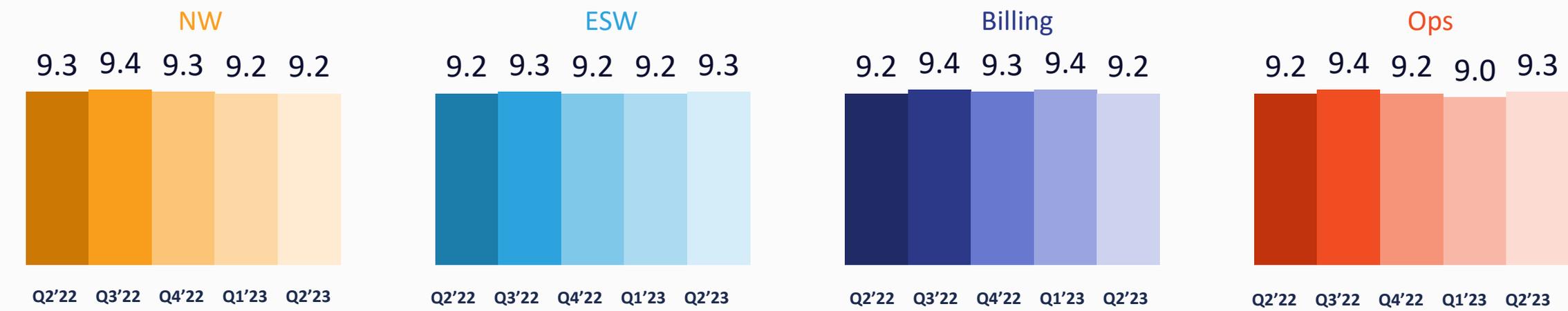


## Satisfaction with time taken to resolve

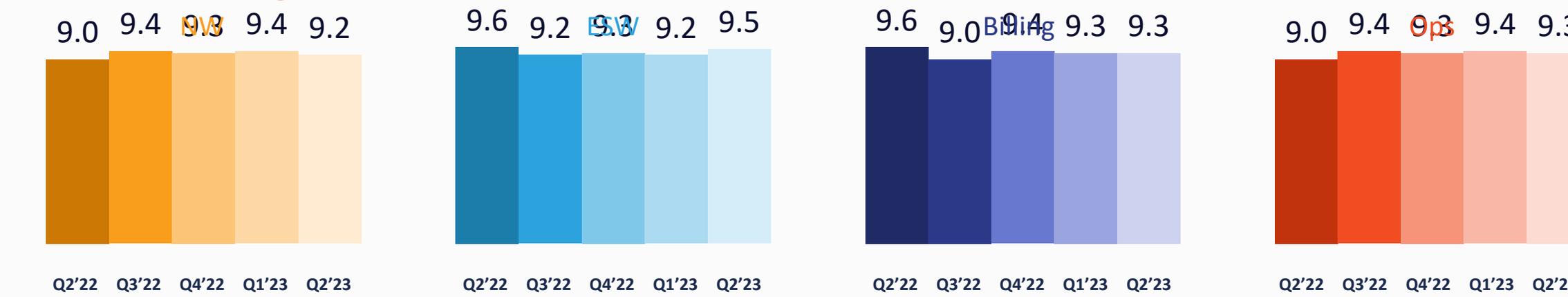


# Satisfaction with contact handling – Region & Departments

## Satisfaction with call handler manner



## Satisfaction with visiting staff manner



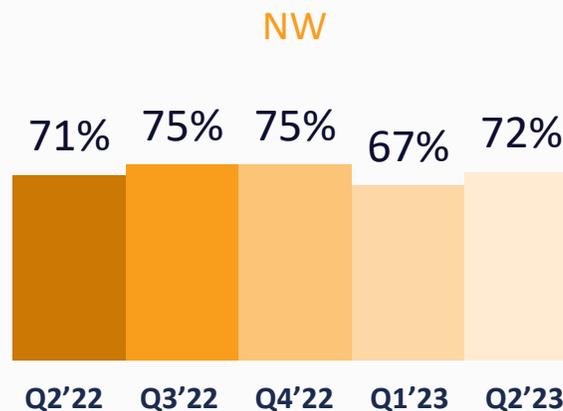
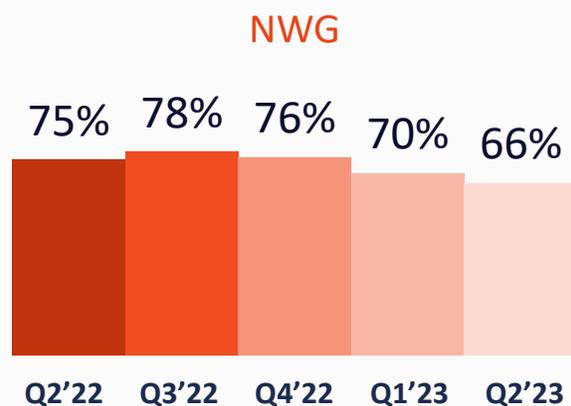
Q6: How satisfied were you with the following aspects of the service? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied Base ESW (160), NW (160) Billing (173) Ops (157)

# Satisfaction with the handling of visits

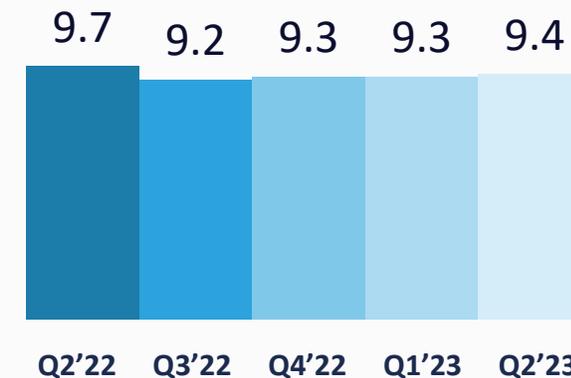
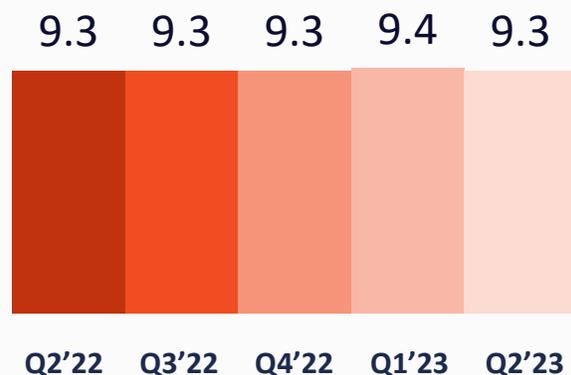


# Visits and staff manner – Ops only

## % who received a visit



## Satisfaction with visiting staff manner



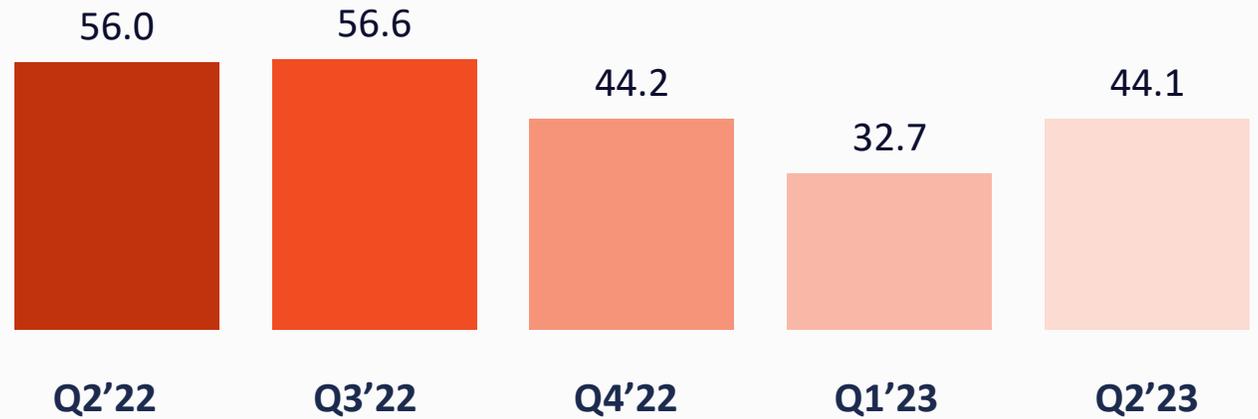
Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (157), NW Ops (78) ESW Ops (79) Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (104), NW Ops (56) ESW Ops (48)



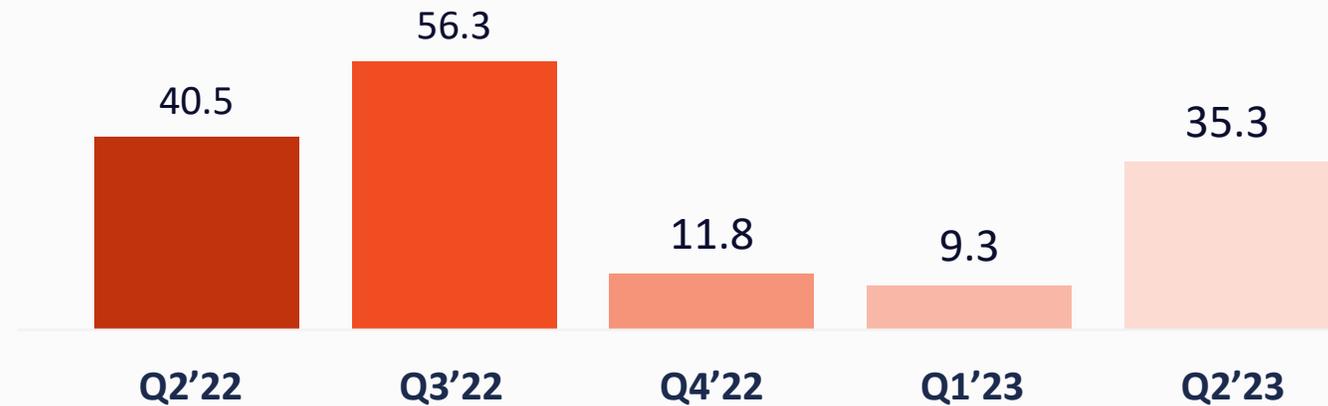
## Impact of visit on NPS – Ops only

NPS score visit vs no visit

### Visit needed



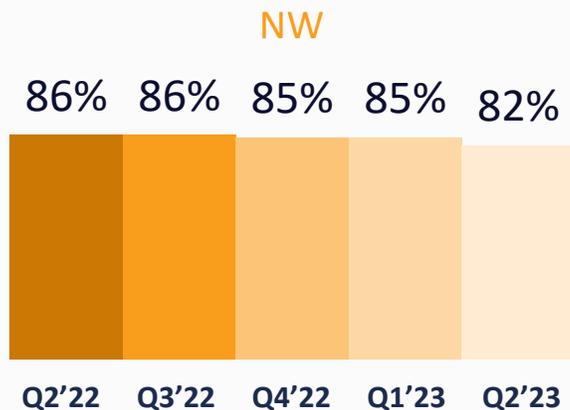
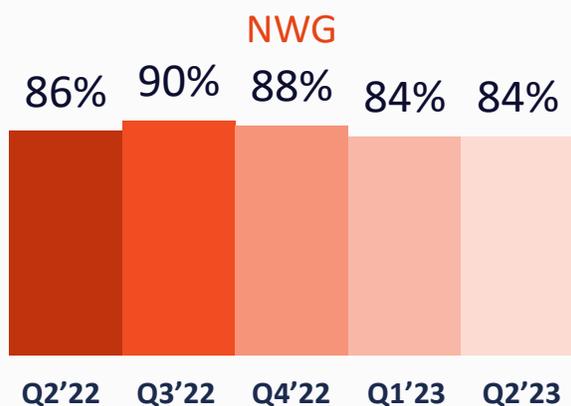
### Visit not needed



Q10. If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Base Visited NWG Ops (104), Not visited NWG Ops (53)

# Information received

## % who received all information wanted



## % had information missing & Top 7 reasons why (43 respondents)



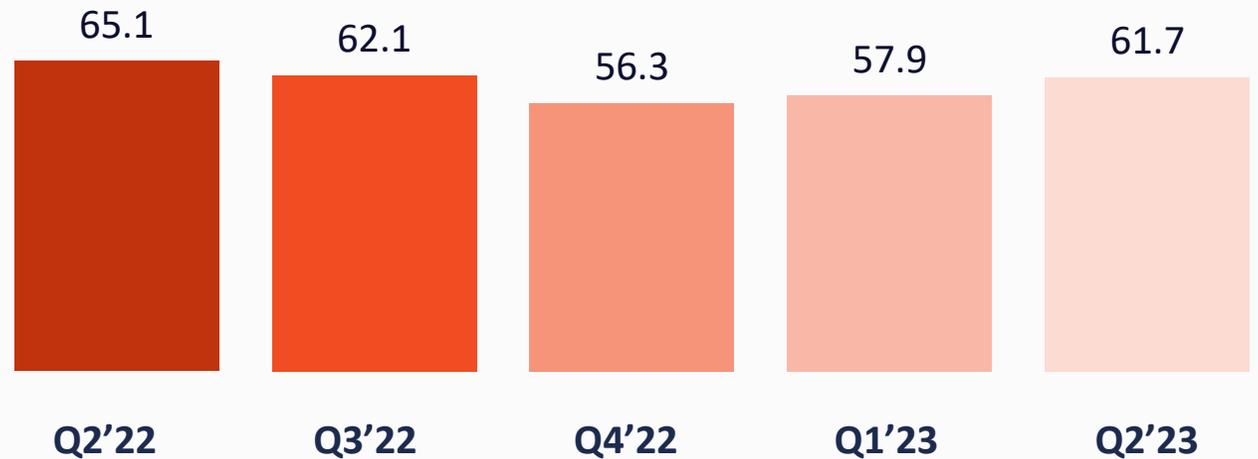
Had no contact from them whatsoever	35%
Problem unresolved	30%
Poor communication/don't return calls/keep updated etc	9%
Did not send what was promised/requested/needed etc	7%
Not given enough/adequate information	5%
Won't take responsibility/won't do anything about the issue	5%
Slow to respond to issues	2%



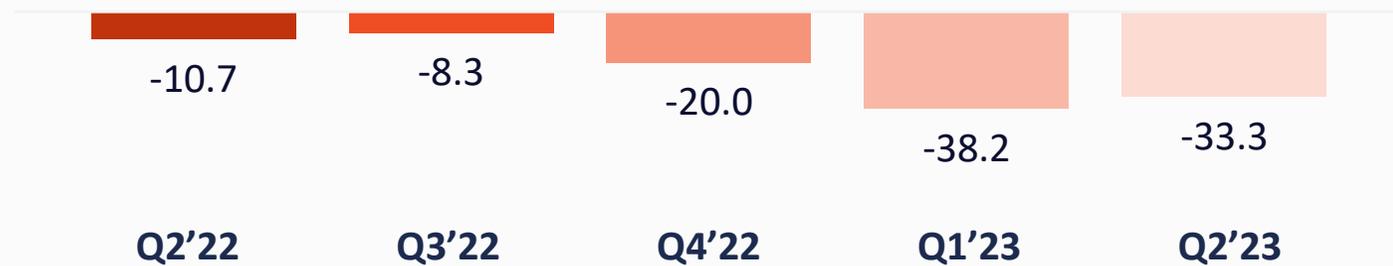
## Impact of information received on NPS

NPS score received all information vs not received all information

### Received all information wanted



### Not received all information wanted



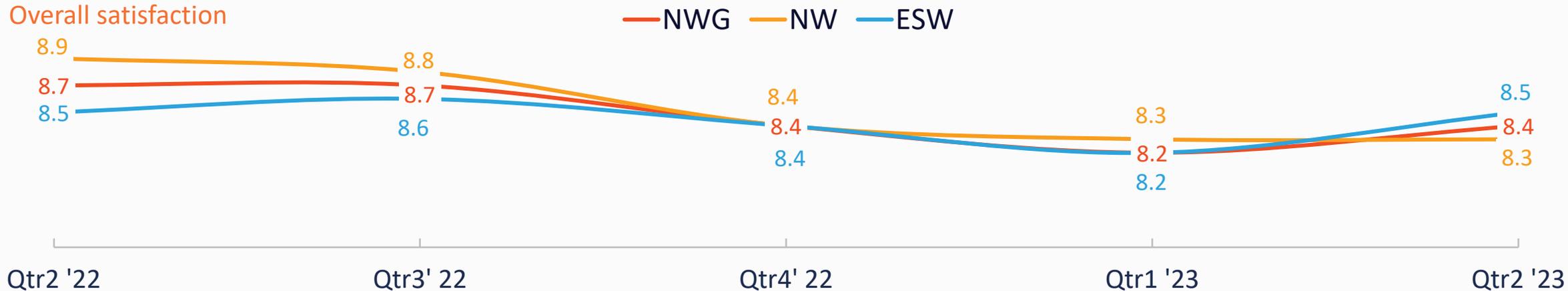
Q10 If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Base Received info (268), Not received info (43)

# Satisfaction

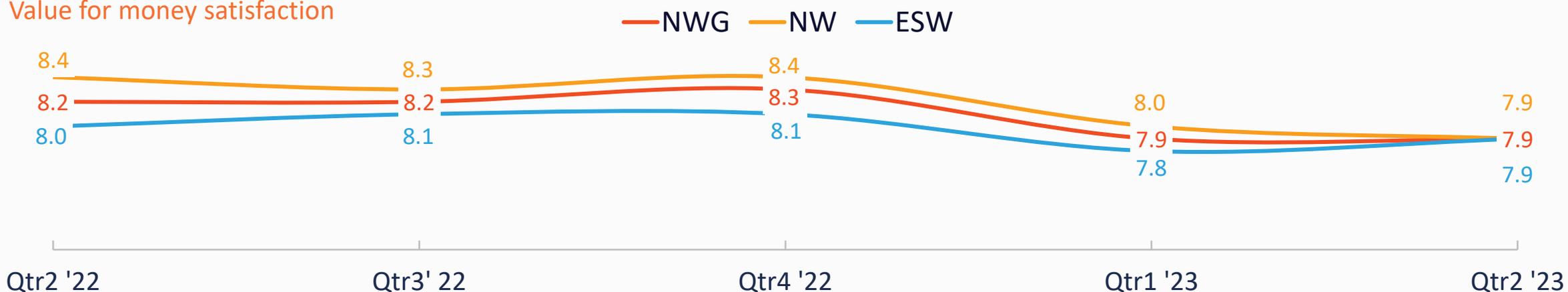


# Overall measures

## Overall satisfaction



## Value for money satisfaction



# Key headlines

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## NPS this quarter

NPS at an overall level has seen an increase since last quarter, coming after a decline since Qtr3 '22, with significant increases since last quarter in the scores seen in the ESW region (from 37.2 to 48.3) and for Ops (from 26.1 to 41.2).



## Time taken to resolve

Satisfaction with time taken resolve has seen a slight (but not significant) increase since last quarter. This increase is seen across both regions and Ops.



## Overall satisfaction

Overall satisfaction has bounced back to Qtr4 '22 levels after a slight (but not significant) dip in Qtr1 '23, due to the slight increase seen in the ESW region.



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