



12/03/21

Transactional NPS Tracker Results: Quarter 1 2021

Our ref. J3066.5



DEFINING THE **CLEAREST** DIRECTION



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Transactional NPS Tracker

On-going research programme among household customers, to track one of NWG's NPS measures – where customers have contacted the company to get a query or a problem resolved

Covering:

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

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Approach

Carried out by phone

Now 320 interviews per quarter (was 300)

Sample provided by NWG and TPS-screened before use

Quotas set to achieve 50:50:

- NW:ESW, and
- Billing:Ops

This wave

Contact period:

4 – 10 Jan and
25 Jan – 1 Feb 2021

Fieldwork carried out:

15 – 26 February 2021

The latest results have been tested for statistical significance vs earlier waves. Significantly different figures are highlighted with circles - green indicates a significantly higher result than any figure circled red in the same row



NPS



		Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NWG	Total	52.1	55.3	58.5	49.1	55.0
	Billing	55.2	66.2	69.6	51.6	61.1
	Ops	49.0	44.3	46.8	46.3	48.7
NW	Total	60.5	61.7	59.0	55.8	67.5
	Billing	56.2	63.0	74.6	55.8	72.2
	Ops	64.9	60.3	43.8	55.7	62.7
ESW	Total	43.4	48.9	58.0	42.4	42.6
	Billing	54.3	69.6	64.9	47.4	50.0
	Ops	33.3	29.2	50.0	36.4	35.1

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Top reasons for NPS scores this wave

Promoters (scores of 9-10) - 208 customers

- No problems (29%)
- Quick response/resolution (24%)
- Good experience/happy with them (22%)
- Good customer service (18%)
- Helpful (15%)
- Polite/friendly staff (14%)
- Always deal with issues (8%)
- Good communication/updates (7%)
- Good value/fair price (7%)
- Good company in general (6%)
- No supply problems (6%)
- Informative/answer questions (6%)
- Easy to contact/answer quickly (5%)
- Efficient (5%)
- Easy/straightforward (5%)
- Been with them for years (5%)
- Good response to issues (5%)
- Resolve problems (4%)

Passives (scores of 7-8) – 61 customers

- No problems (20%)
- Good customer service (15%)
- Good experience/happy with them (10%)
- Poor communication/no updates (8%)
- Resolve problems (7%)
- Expensive (7%)
- Good company in general (7%)
- Satisfied (5%)
- Helpful (5%)
- Good value/fair price (5%)
- No supply problems (5%)
- Good communication/updates (5%)
- Not given enough information (5%)
- Nothing to compare against/no choice/had no real dealings with them (25%)

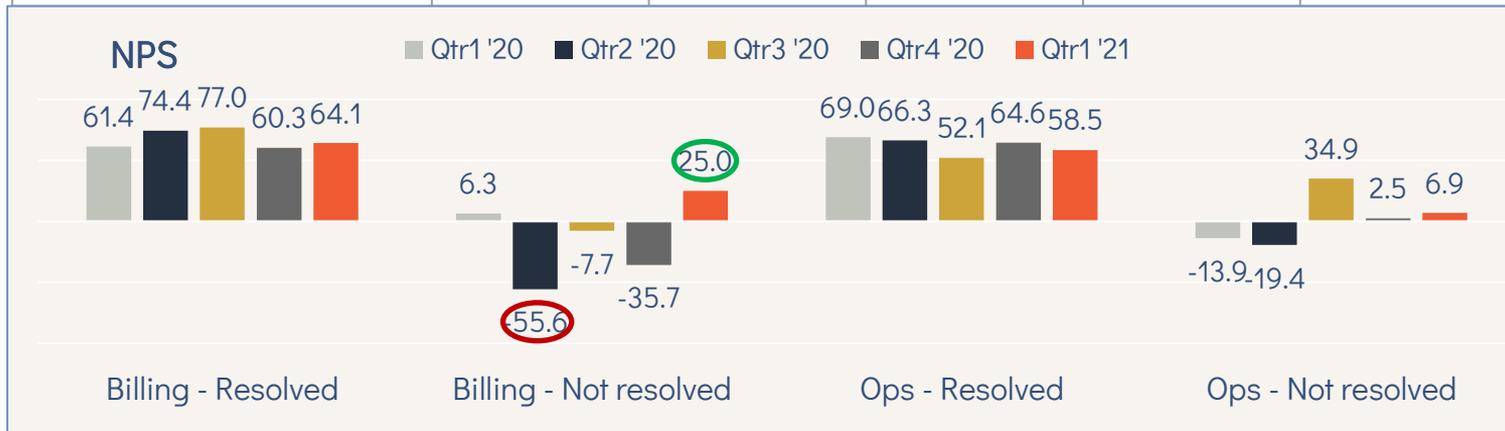
Detractors (scores of 0-6) – 39 customers

- Takes too long to resolve issues (13%)
- Slow to respond (10%)
- Poor experience with them (10%)
- Poor communication/no updates (8%)
- Problem not resolved (5%)
- Don't recommend (5%)
- Didn't turn up/keep to timescale (5%)
- Expensive (5%)
- Nothing to compare against/no choice/had no real dealings with them (46%)

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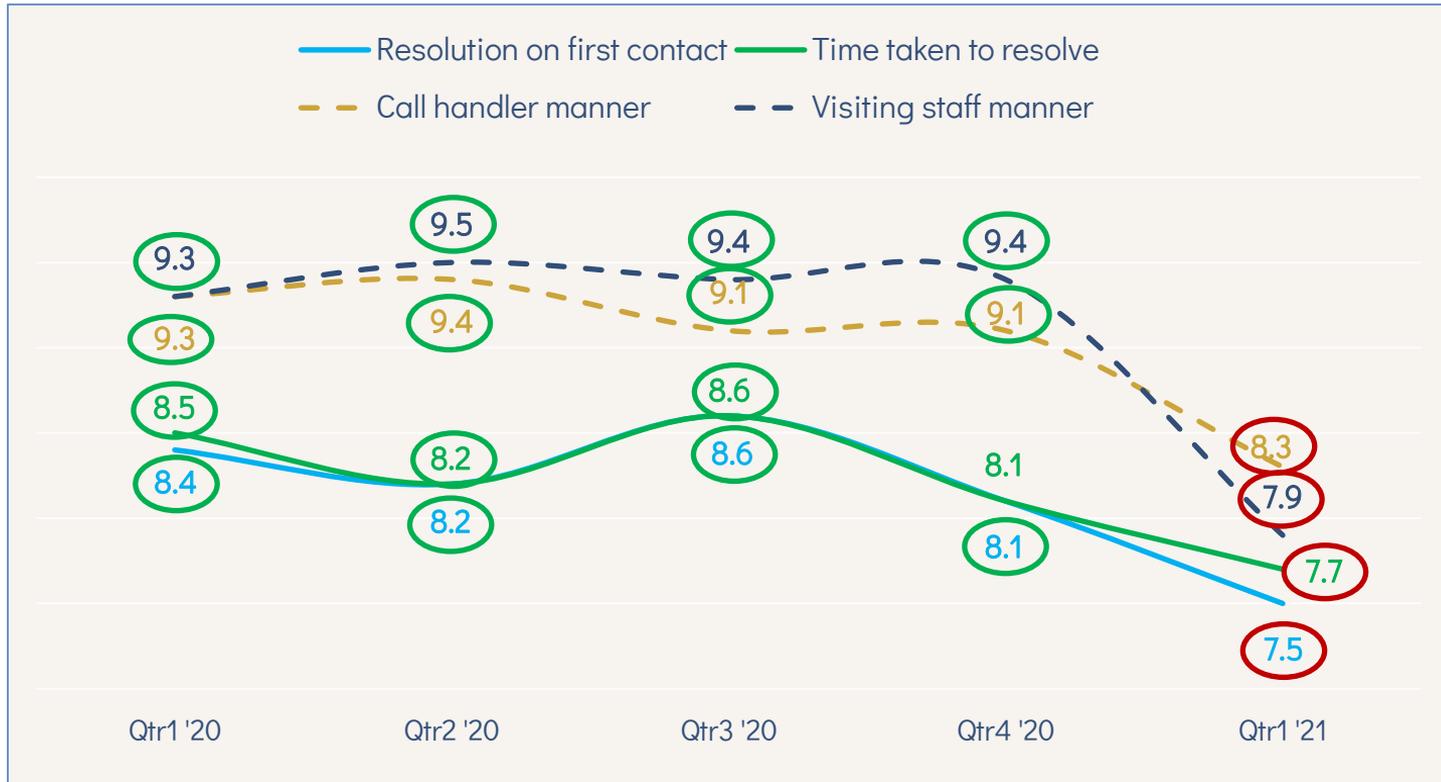
Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NWG	88%	93%	91%	91%	92%
NW	83%	95%	93%	94%	95%
ESW	93%	92%	90%	89%	89%
Matter fully resolved - Ops	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NWG	76%	74%	70%	70%	80%
NW	79%	76%	66%	72%	83%
ESW	73%	73%	74%	68%	76%





Contact handling



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Contact handling

Resolution on first contact	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NW	8.4	8.4	8.6	8.5	7.6
ESW	8.4	8.1	8.6	7.7	7.4
Billing	8.9	9.1	9.0	8.9	8.2
Ops	8.0	7.4	8.2	7.1	6.7
Time taken to resolve	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NW	8.5	8.2	8.6	8.4	8.0
ESW	8.5	8.2	8.5	7.8	7.3
Billing	9.0	9.0	9.0	8.8	8.3
Ops	8.0	7.4	8.2	7.3	7.0
Call handler manner	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NW	9.5	9.5	9.1	9.1	8.7
ESW	9.1	9.2	9.0	9.1	7.9
Billing	9.4	9.3	9.0	9.3	8.3
Ops	9.3	9.4	9.2	8.9	8.3



Visits, and their impact on NPS (Ops only)

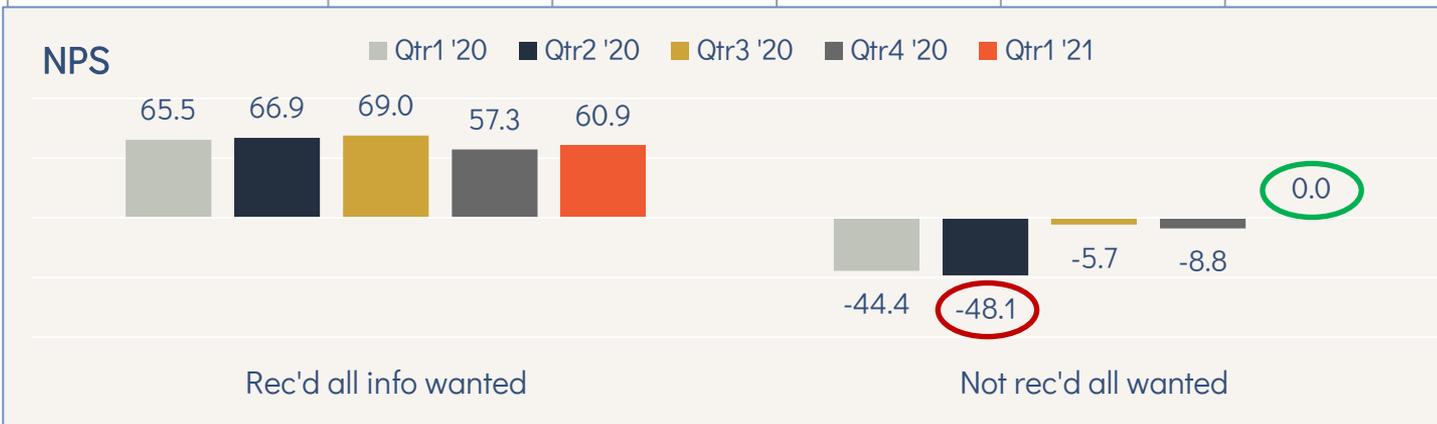
Visit needed?	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NWG	65%	59%	65%	74%	69%
NW	72%	67%	67%	72%	65%
ESW	58%	51%	63%	76%	73%
Visiting staff manner	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NWG	9.3	9.5	9.4	9.5	7.8
NW	9.2	9.6	9.2	9.6	8.6
ESW	9.5	9.4	9.6	9.3	7.2





Information received, and its impact on NPS

Rec'd all info wanted?	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21
NWG	87%	87%	84%	87%	90%
NW	86%	88%	86%	90%	91%
ESW	88%	86%	83%	84%	89%

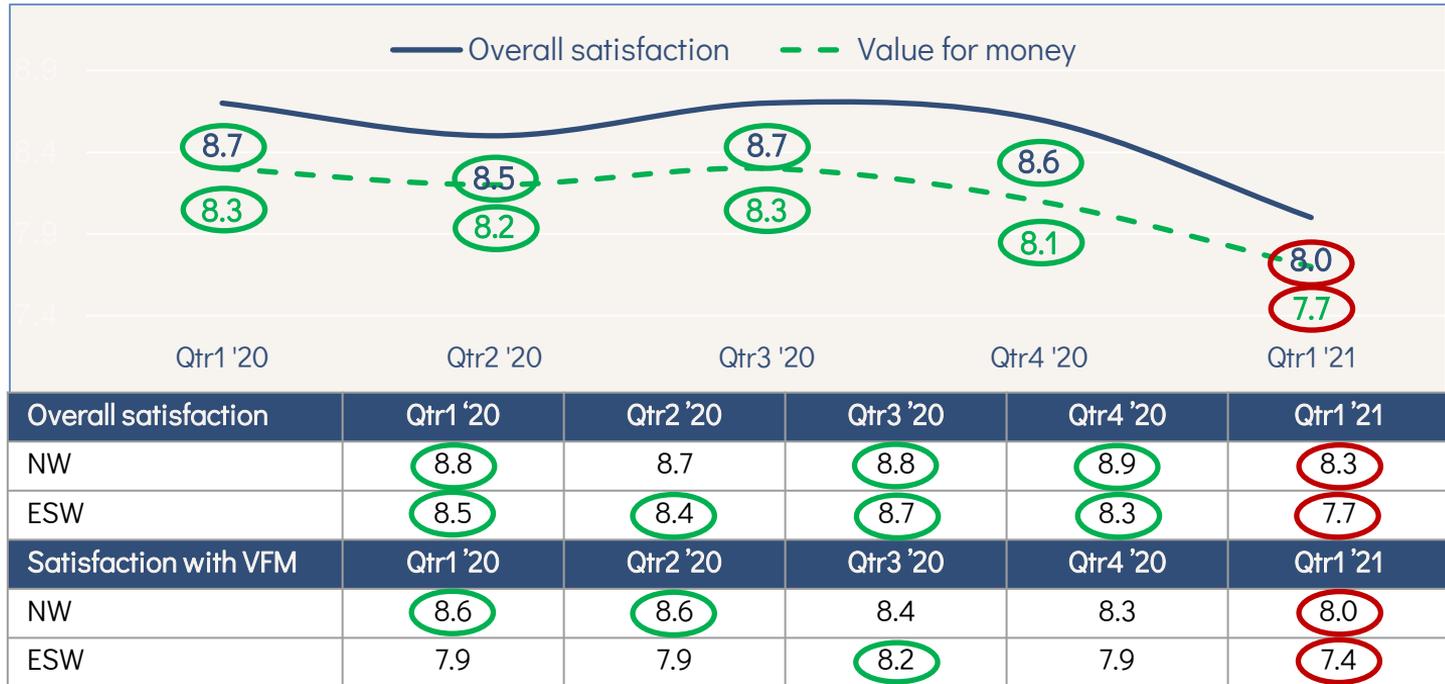


What information missing? - 22 customers

- Poor communication/no updates (9)
- Not given enough information (4)
- Problem unresolved (4)
- Didn't send what was promised/needed (3)



Overall measures



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HEADLINES

The latest NPS figure is 55.0. NW is 67.5 and ESW 42.6

There has been a rise in NW vs the end of last year in the proportion of Ops matters fully resolved, and for Billing vs this time last year

However, timely resolution, call handler manner and visiting staff manner have all dropped significantly across the board, leading to drops in overall satisfaction



DEFINING THE **CLEAREST** DIRECTION

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THANK YOU

NWG
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