

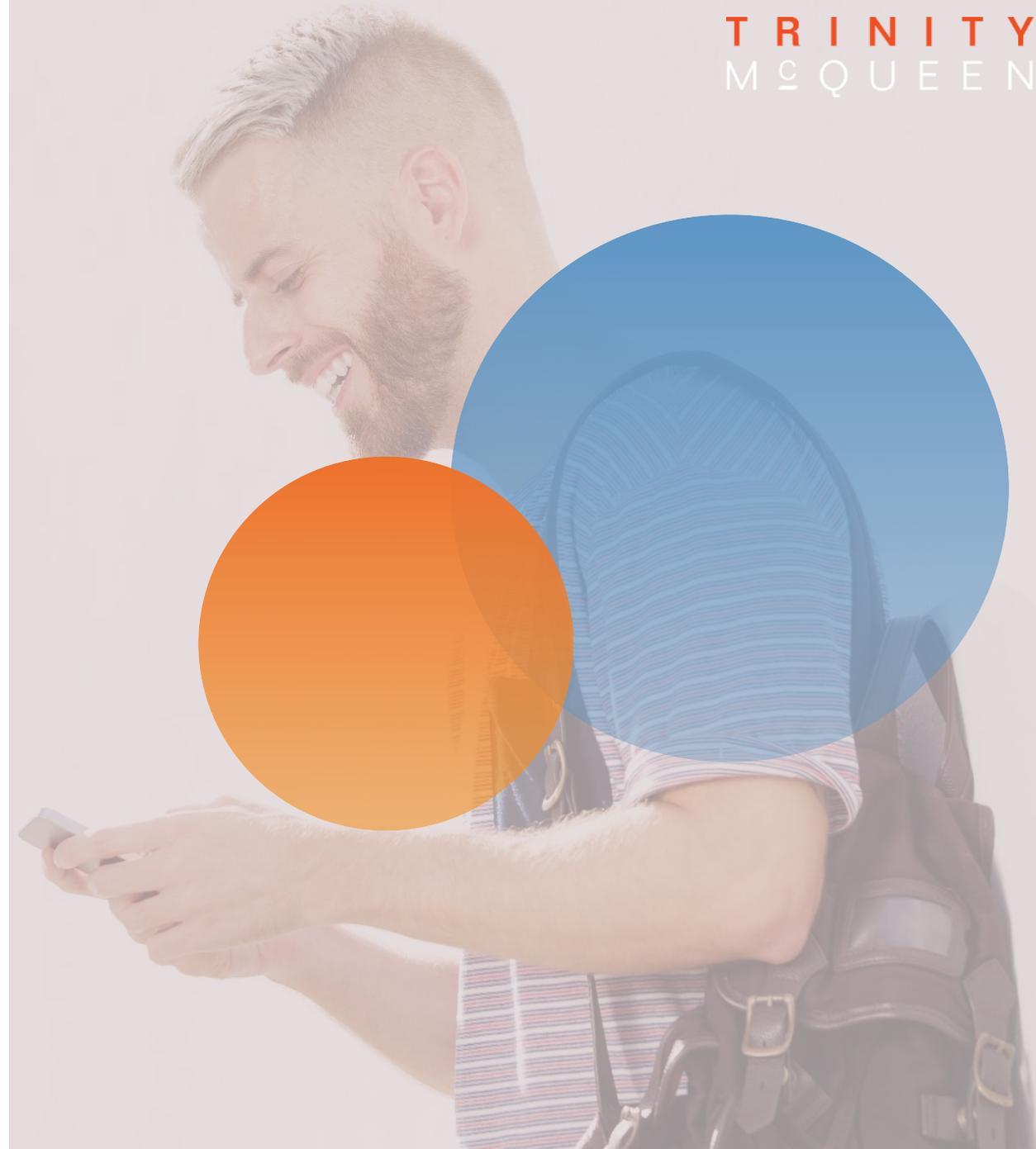
Q2 Transactional NPS Tracker

NWG

16/06/2022

Contents

Introduction	3
NPS	4-6
Satisfaction with the handling of the resolutions and contact	7-10
Satisfaction with the handling of visits where required	11-13
Overall satisfaction	14-16



Introduction

Aim: 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

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, and Billing:Ops

Fieldwork dates: 17th – 21st May 2022

Average interview length: 10 minutes

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

Location	Interviews
NW	160
ESW	160
TOTAL	320

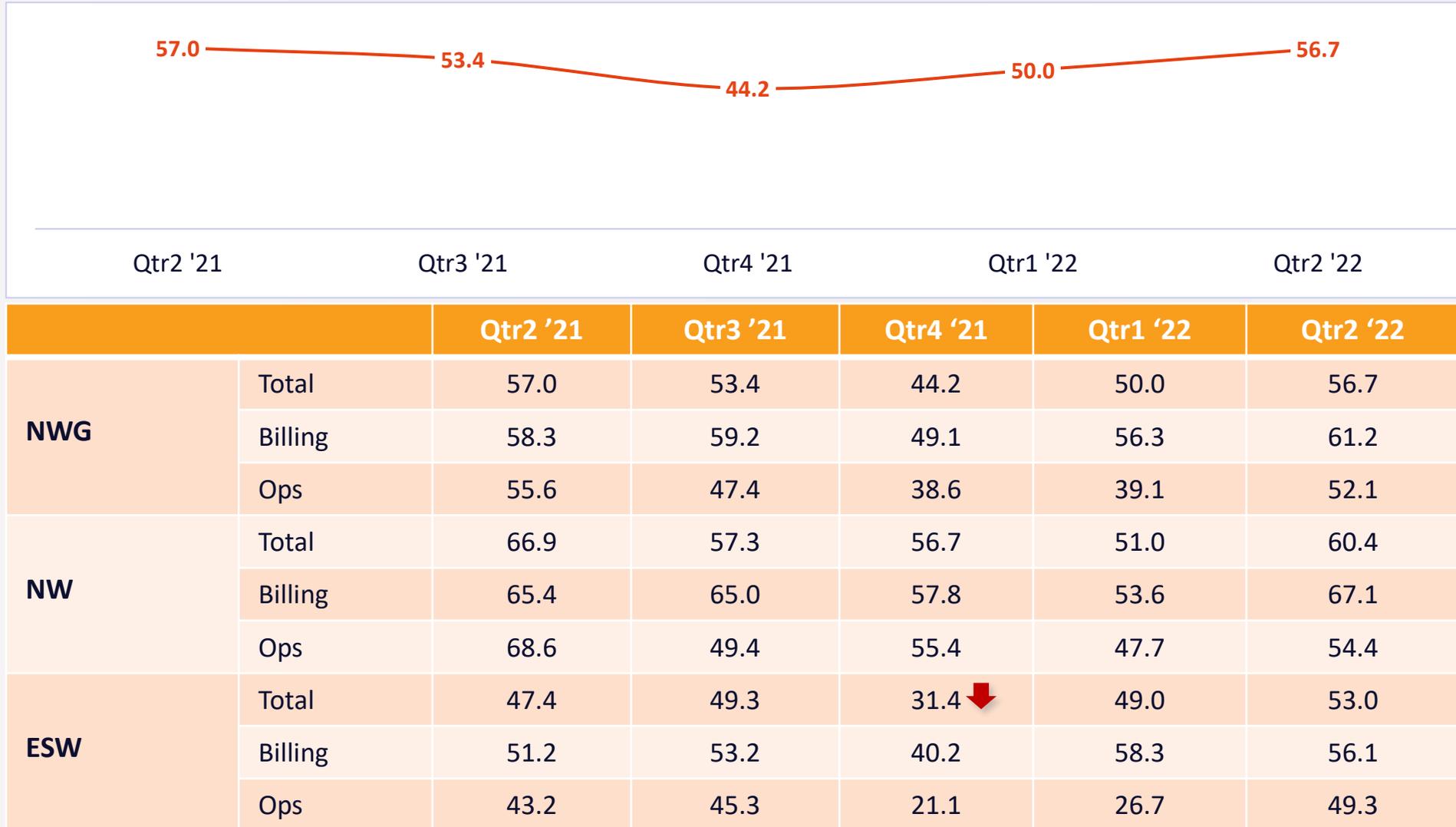
NPS



NWG
living water

T R I N I T Y
M C Q U E E N

NPS



Significantly higher/Lower vs previous quarter



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 (320), NW (160), ESW(160)

Top reasons for NPS scores this wave

Promoters (scores of 9-10) – (203)

- No problems (29%)
- Quick response/resolution (23%)
- Helpful (16%)
- Good service/customer service (15%)
- Polite/friendly staff/workmen (15%)
- Good experience/happy with them (12%)
- Good company/good in general/do a good job (9%)
- Resolve problems (7%)
- Fantastic/brilliant (7%)
- Easy/straightforward/simple (6%)
- Handled well/always deal with issues (6%)
- Good communication/updates/follow-ups/return calls etc (6%)
- Efficient (6%)
- Informative/answer questions/advise (5%)
- Been with them for years (5%)
- Nothing to compare against/no choice/had no real dealings with them (7%)
- No reason/indifferent (0%)

Passives (scores of 7-8) – (61)

- No problems (15%)
- Helpful (15%)
- Good service/customer service (11%)
- Good company/good in general/do a good job (10%)
- Polite/friendly staff/workmen (10%)
- Expensive (8%)
- Difficult to contact/on hold/passed around (7%)
- No reason/indifferent/never give a 10 (5%)
- Poor communication/don't return calls/updates etc (5%)
- Ok/fine/satisfied (5%)
- Quick response/resolution (5%)
- Take too long to resolve issues (5%)
- Good communication/updates/follow-ups/return calls etc (5%)
- Resolve problems (3%)
- Slow to respond to issues etc (3%)
- Nothing to compare against/no choice/had no real dealings with them (26%)
- No reason/indifferent (5%)

Detractors (scores of 0-6) – (34)

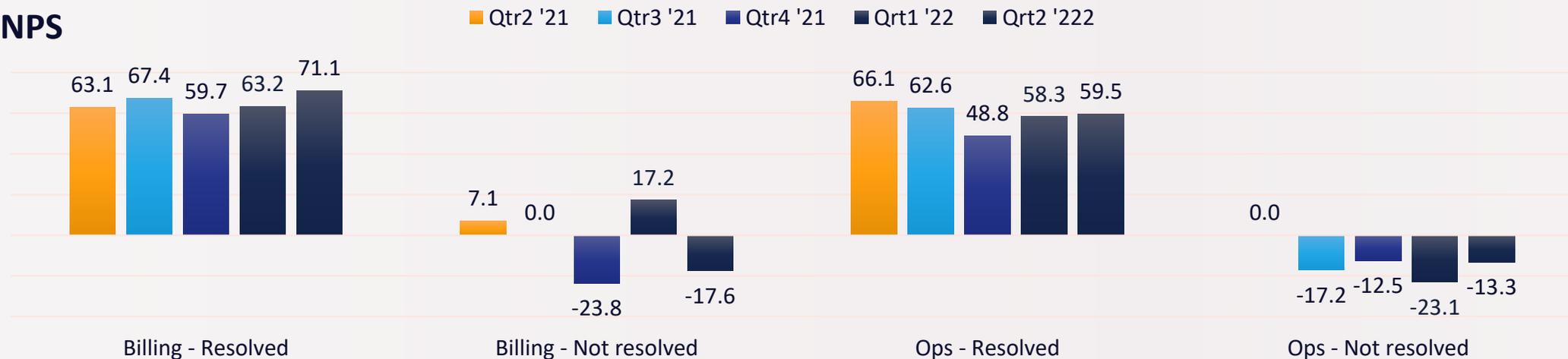
- Poor experience with them (21%)
- Poor communication/no updates (21%)
- Expensive (18%)
- Take too long to resolve issues (9%)
- Slow to respond to issues (6%)
- Problems not resolved (6%)
- Poor water quality (6%)
- Don't recommend anything to anyone/no one to recommend to (6%)
- Give incorrect information/conflicting information/fobbed off (6%)
- Difficult to contact (6%)
- Improvement needed to billing system (6%)
- Had to contact them several times (6%)
- Not given enough/adequate information (6%)
- Unhelpful (3%)
- Poor workmanship/reinstatement (3%)
- Nothing to compare against/no choice/had no real dealings with them (5%)
- No reason/indifferent (0%)

Satisfaction with the handling of the resolutions and contact

Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NWG	91%	88%	87%	86%	88%
NW	89%	89%	89%	86%	90%
ESW	93%	88%	85%	85%	86%
Matter fully resolved - Ops	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NWG	83%	80%	83%	77%	89% 
NW	83%	76%	87%	82%	90%
ESW	84%	84%	78%	70%	87% 

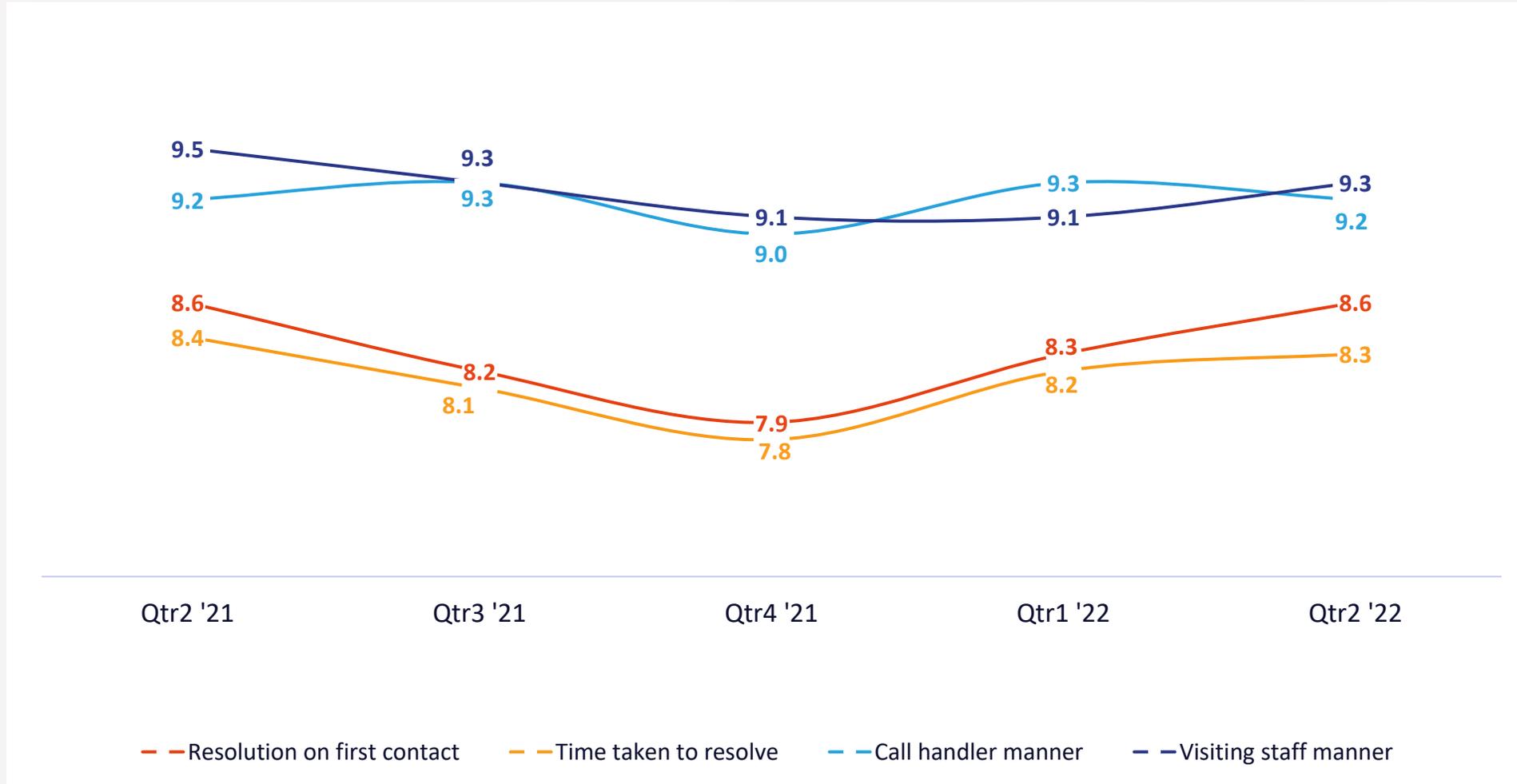
NPS



Significantly higher/Lower vs previous quarter  

Q5: Do you consider the matter you contacted [Northumbrian Water/Essex & Suffolk Water] about, to be fully 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 NWG (320), NW (160), ESW(160)

Contact handling



↑ Significantly higher/Lower vs previous quarter
↓

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 a) that the person you first spoke to when you contacted [Northumbrian Water/Essex & Suffolk Water] was polite, friendly and willing to help? b) that [Northumbrian Water/Essex & Suffolk Water] was able to resolve the matter, at first contact? c) that the person they sent out was polite, friendly and willing to help? d) the length of time it took to resolve the matter? Base (320)

Contact handling

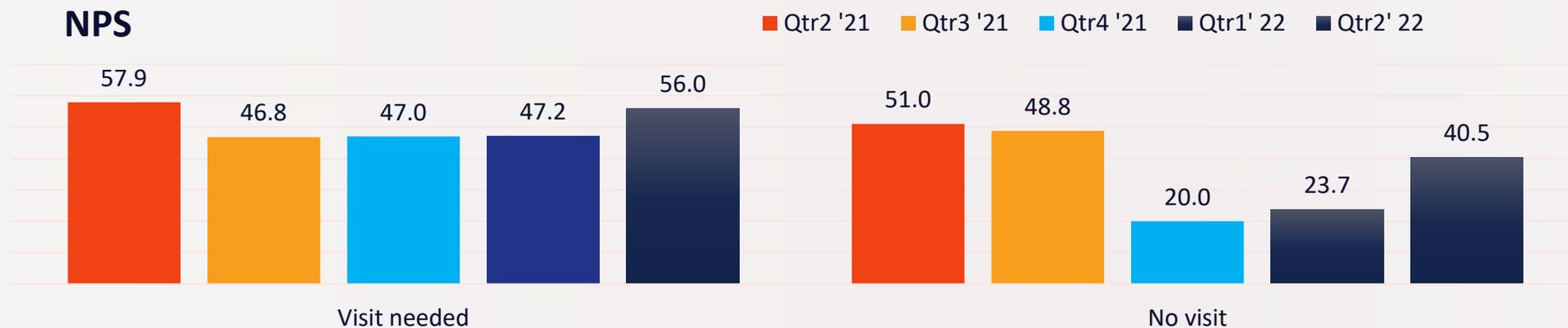
Resolution on first contact	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NW	8.7	8.3	8.1	8.3	8.4
ESW	8.5	8.1	7.7	8.3	8.8
Billing	9.0	8.8	8.6	8.8	9.1
Ops	8.2	7.6	7.1	7.3	8.1
Time taken to resolve	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NW	8.6	8.2	8.1	8.1	8.2
ESW	8.2	7.9	7.6	8.2	8.4
Billing	8.7	8.5	8.4	8.8	8.6
Ops	8.0	7.6	7.2	7.1	7.9 
Call handler manner	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NW	9.3	9.2	9.1	9.3	9.3
ESW	9.1	9.3	8.9	9.2	9.2
Billing	9.2	9.2	9.1	9.4	9.2
Ops	9.2	9.3	8.9	9.1	9.2

  Significantly higher/Lower vs previous quarter

Satisfaction with the handling of visits where required

Visits, and their impact on NPS (Ops only)

Visit needed?	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1' 22	Qtr2' 22
NWG	66%	73%	70%	66%	75%
NW	64%	80% ↑	71%	67%	71%
ESW	67%	66%	68%	64%	80% ↑
Visiting staff manner	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1' 22	Qtr2' 22
NWG	9.5	9.3	9.1	9.1	9.3
NW	9.5	9.0	9.1	9.5	8.9
ESW	9.4	9.6	9.0	8.6	9.7 ↑



Significantly higher/Lower vs previous quarter
 

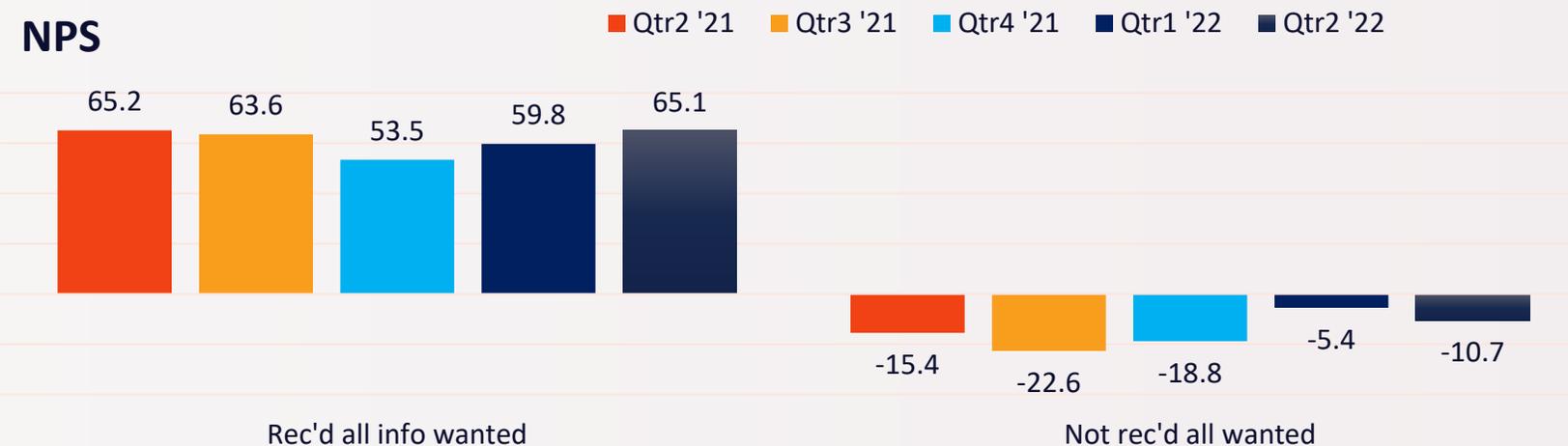
Q4. Did NWG need to send a member of its team out to resolve this matter for you? Base: NWG Ops (158), NW Ops (83) ESW Ops (75)

Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (119), NW Ops (59) ESW Ops (60)

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 (119), Not visited NWG Ops (39)

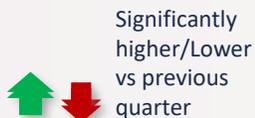
Information received, and its impact on NPS

Rec'd all info wanted?	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NWG	88%	88%	87%	82%	86%
NW	89%	89%	91%	81% ↓	86%
ESW	88%	88%	83%	84%	86%



What information missing? - 35 customers

- Had no contact from them whatsoever (23%)
- Not given enough information (11%)
- Didn't need information (11%)
- Problem unresolved (9%)
- Poor communication (9%)
- Did not send what was needed (6%)
- Taking too long to resolved issue (6%)
- Slow to respond to issues (6%)

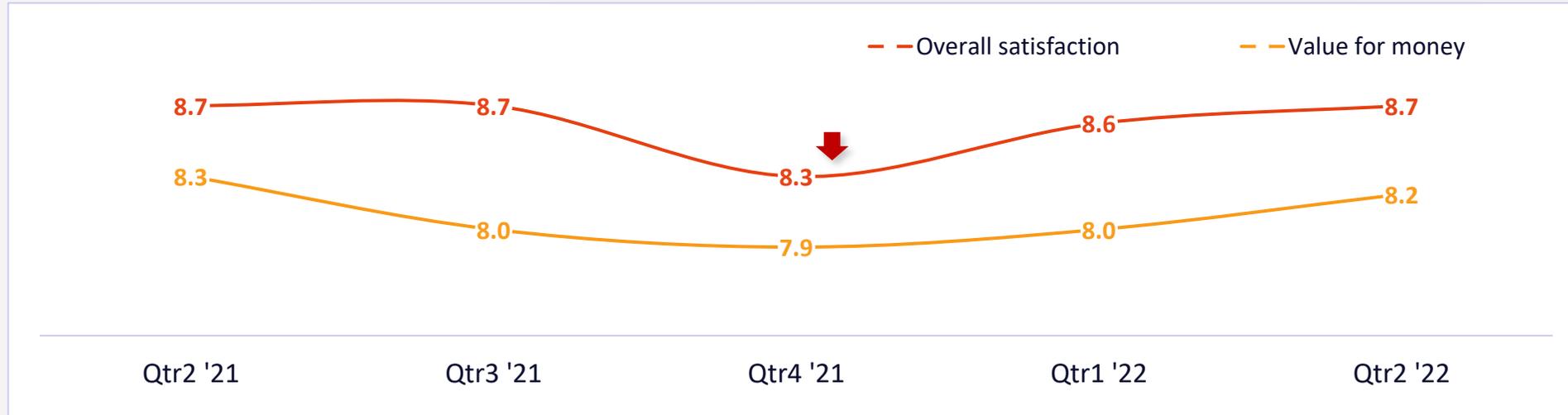


Significantly higher/Lower vs previous quarter



Overall satisfaction

Overall measures



Overall satisfaction	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NW	8.8	8.8	8.6	8.7	8.9
ESW	8.6	8.6	8.0	8.5	8.5
Satisfaction with VFM	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22
NW	8.7	8.3	8.3	8.0	8.4
ESW	7.9	7.8	7.5	8.0	8.0

Significantly higher/Lower vs previous quarter

↑ ↓

Key headlines



56.7

NPS this quarter

NPS at an overall level has increased slightly since Qtr1'22. Compared to Qtr4 '21 NPS at NWG total level has increased significantly



8.7

Overall satisfaction

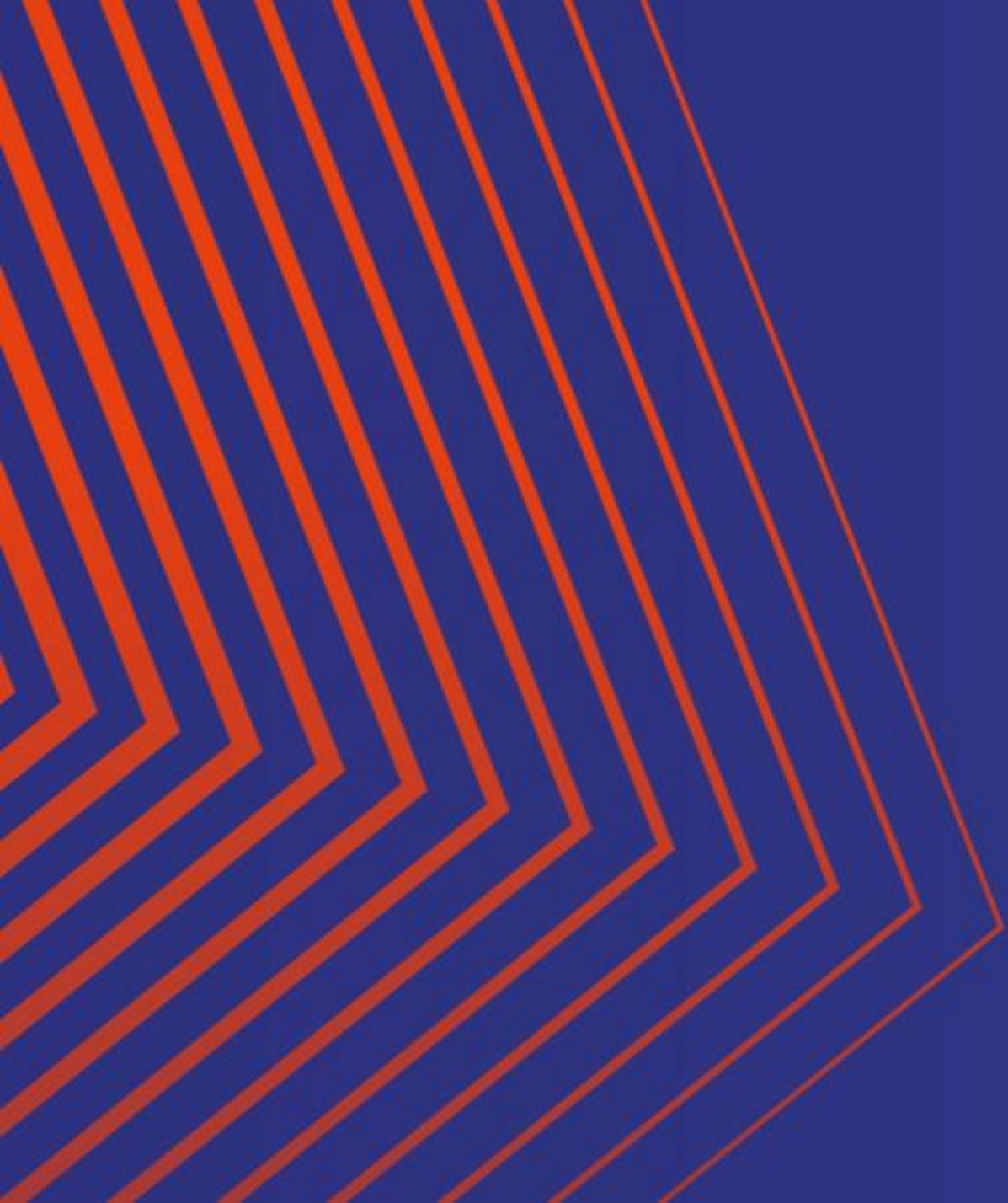
Overall, satisfaction has remained static compared to Qtr2 '21



65.1

Received all the information

Those who would recommend their water company based on receiving all information has slightly increased since Qtr1 '22



TRINITY
MCQUEEN