



01 / 09 / 20

Transactional NPS Tracker

Results: Quarter 3 2020

Our ref. J3066.3



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

300 interviews per quarter

Sample provided by NWG
and TPS-screened before
use

Quotas set to achieve 50:50:

- NW:ESW, and
- Billing:Ops

Qtr3 2020

Contact period:

20 - 26 July 2020

Fieldwork carried out:

3 - 7 August 2020

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



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Top reasons for NPS scores this wave

Promoters (scores of 9-10) - 196 customers

- No problems/hassle free (30%)
- Quick response/resolution (21%)
- Helpful (21%)
- Polite/friendly staff (18%)
- Good customer service (16%)
- Good experience/happy with them (14%)
- Informative/answer questions (10%)
- Always deal with issues (10%)
- Good value/fair price (8%)
- Good communication/updates (7%)
- Brilliant/fantastic etc (7%)
- Good company in general (7%)
- Easy to contact/answer quickly (5%)
- Resolve problems (4%)
- Efficient (4%)
- Been with them for years (4%)
- Go above and beyond/thorough (4%)

Passives (scores of 7-8) – 63 customers

- Quick response/resolution (17%)
- No problems (16%)
- Good customer service (11%)
- Polite/friendly staff (11%)
- Expensive (10%)
- No reason/indifferent (8%)
- Helpful (8%)
- Informative/answer questions (8%)
- Resolve problems (6%)
- Difficult to contact/passed around (6%)
- Nothing to compare against/no choice/had no real dealings with them (19%)

Detractors (scores of 0-6) – 28 customers

- Expensive (21%)
- Poor communication/no updates (18%)
- Poor customer service (11%)
- Problem not resolved (7%)
- Takes too long to resolve issues (7%)
- Slow to respond (7%)
- Not given enough information (7%)
- Made mistakes (7%)
- No reason/indifferent (7%)
- Nothing to compare against/no choice/had no real dealings with them (25%)

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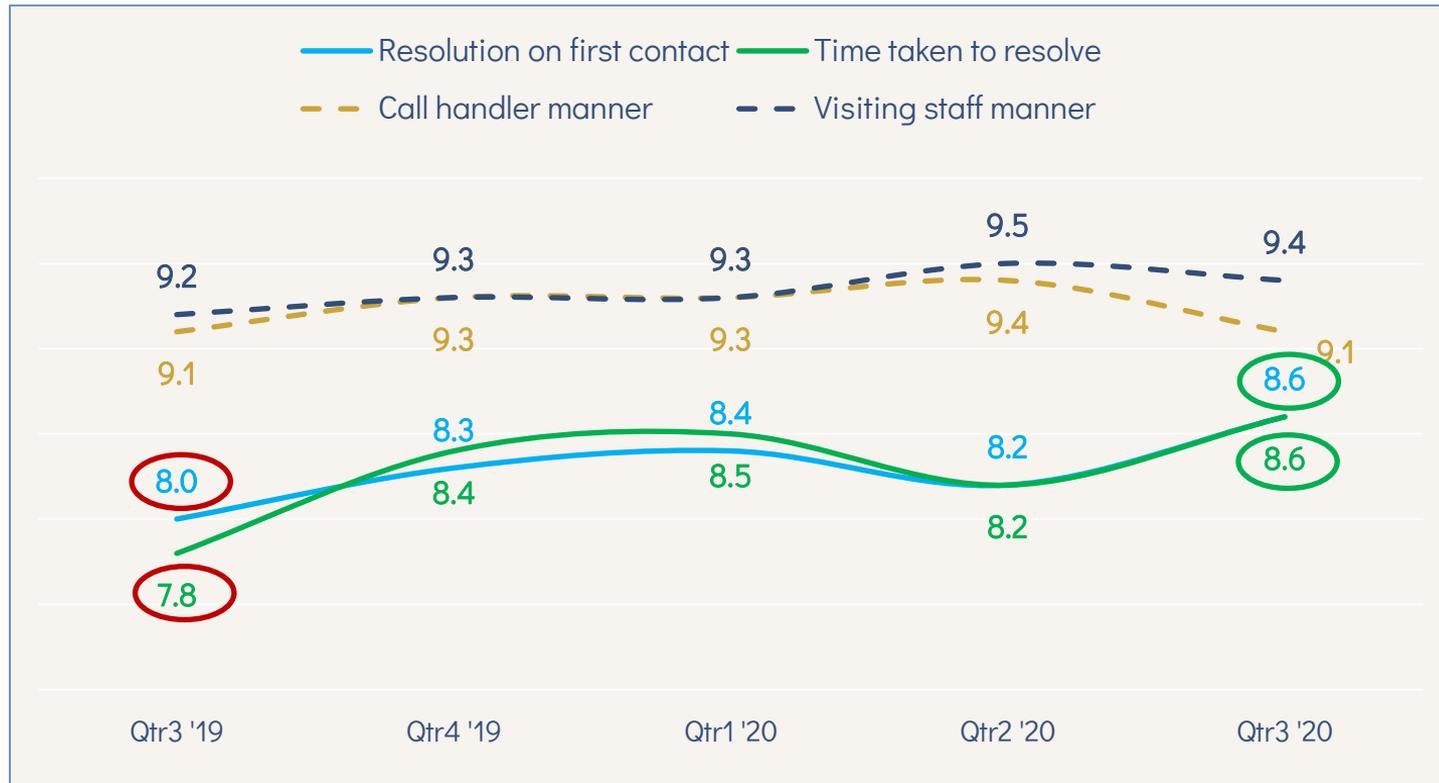
Resolution, and its impact on NPS

Matter fully resolved - Billing	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NWG	84%	88%	88%	93%	91%
NW	80%	87%	83%	95%	93%
ESW	90%	89%	93%	92%	90%
Matter fully resolved - Ops	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NWG	71%	76%	76%	74%	70%
NW	73%	71%	79%	76%	66%
ESW	70%	81%	73%	73%	74%





Contact handling



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Contact handling

Resolution on first contact	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NW	8.2	8.2	8.4	8.4	8.6
ESW	7.8	8.4	8.4	8.1	8.6
Billing	8.7	8.8	8.9	9.1	9.0
Ops	7.2	7.6	8.0	7.4	8.2
Time taken to resolve	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NW	8.0	8.3	8.5	8.2	8.6
ESW	7.6	8.5	8.5	8.2	8.5
Billing	8.5	8.9	9.0	9.0	9.0
Ops	7.0	7.8	8.0	7.4	8.2
Call handler manner	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NW	9.3	9.3	9.5	9.5	9.1
ESW	8.9	9.3	9.1	9.2	9.0
Billing	9.4	9.4	9.4	9.3	9.0
Ops	8.8	9.1	9.3	9.4	9.2



Visits, and their impact on NPS (Ops only)

Visit needed?	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NWG	81%	75%	65%	59%	65%
NW	79%	80%	72%	67%	67%
ESW	82%	70%	58%	51%	63%
Visiting staff manner	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NWG	9.2	9.4	9.3	9.5	9.4
NW	9.4	9.4	9.2	9.6	9.2
ESW	9.0	9.4	9.5	9.4	9.6





Information received, and its impact on NPS

Rec'd all info wanted?	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
NWG	84%	86%	87%	87%	84%
NW	87%	87%	86%	88%	86%
ESW	82%	85%	88%	86%	83%



What information missing? - 40 customers

- Poor communication/no updates (14)
- Not given enough information (11)
- Didn't notify me re works/loss of supply (8)



Overall measures



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HEADLINES

The latest NPS figure is 58.5

The latest measure in ESW Ops (previously the lowest) has significantly improved, to 50.0

Many of the results have shown significant improvement this wave, compared to this same quarter last year



DEFINING THE **CLEAREST** DIRECTION

TELEPHONE | +44 (0)113 237 5590

WEBSITE | www.allto.co.uk

ADDRESS | 23 Harrogate Road, Chapel Allerton, Leeds, LS7 3PD

THANK YOU

NWG
living water

All of our work is carried out in accordance with the requirements of the international quality standard specific to the market research industry, ISO 20252

