

# Q3'22 Transactional NPS Tracker

NWG

01/09/22

TRINITY  
MCQUEEN

**NWG**  
*living water*

# Contents

What is in this  
report

3

Introduction

4

NPS

8

Satisfaction with the handling of  
resolutions and contact

14

Satisfaction with the handling of visits

19

Satisfaction

# Introduction

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

- 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> August – 25<sup>th</sup> August 2022
- Average interview length: 10 min

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

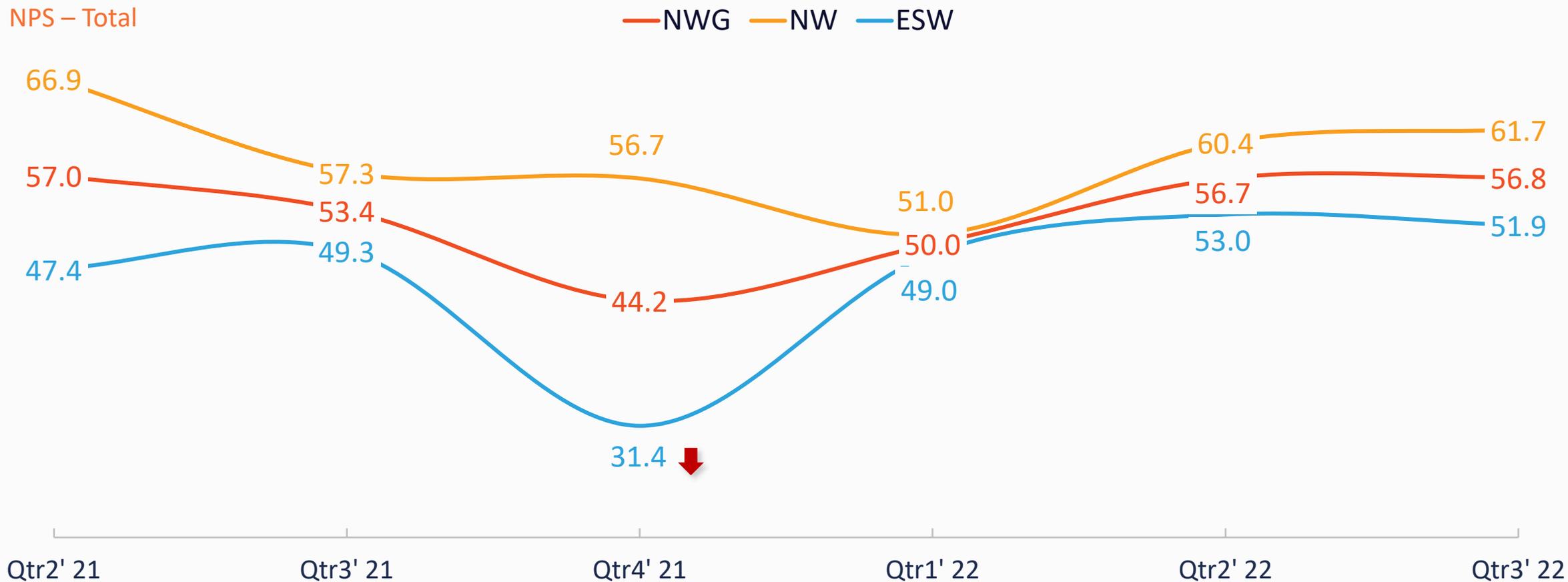
**NPS**



**NWVG**  
*living water*

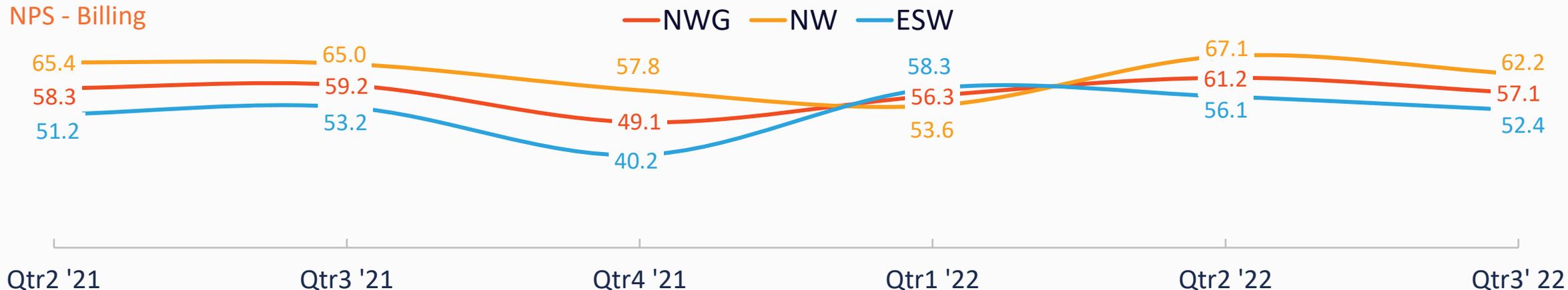
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# Likelihood to recommend (NPS) - Total

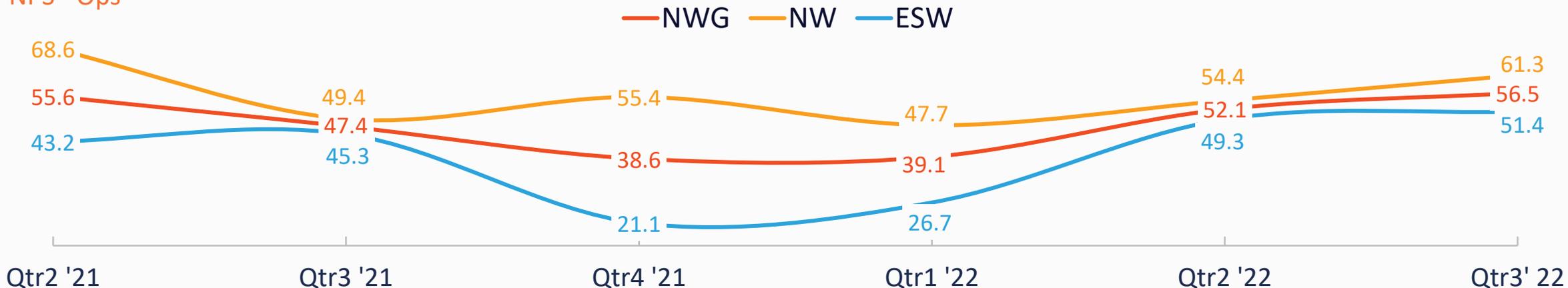


# Likelihood to recommend (NPS) – Billing vs Ops

NPS - Billing



NPS - 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 (161), NW Billing (77), ESW Billing (84), NWG Ops (159), NW Ops (83), ESW Ops (76)

# Reason for NPS score

## Promoters (scores of 9-10) - 209 customers

No problems	27%
Quick response/resolution	20%
Good service/customer service	17%
Good experience/happy with them	15%
Helpful	14%
Polite/friendly staff/workmen	13%
Resolve problems	7%
Good company/good in general/do a good job	6%
Handled well/always deal with issues	6%
Good communication/updates/follow-ups/return calls etc	6%
Good/fair price/good value	6%
Informative/answer questions/advise	5%
Easy to contact/not on hold/answer quickly	5%
Been with them for years	4%
Nothing to compare against/no choice/no real dealings	6%

## Passives (scores of 7-8) – 68 customers

No problems	16%
Ok/fine/satisfied	12%
Good service/customer service	10%
Expensive	9%
Helpful	9%
Quick response/resolution	7%
No reason/indifferent/never give a 10	7%
Polite/friendly staff/workmen	6%
Good experience/happy with them	6%
Informative/answer questions/advise	4%
Resolve problems	3%
Good communication/updates/follow-ups/return calls etc	3%
Easy to contact/not on hold/answer quickly	3%
Handled well/always deal with issues	3%
Nothing to compare against/no choice/no real dealings	24%

## Detractors (scores of 0-6) – 33 customers

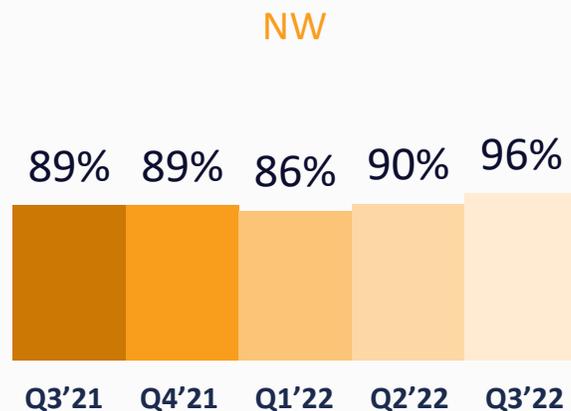
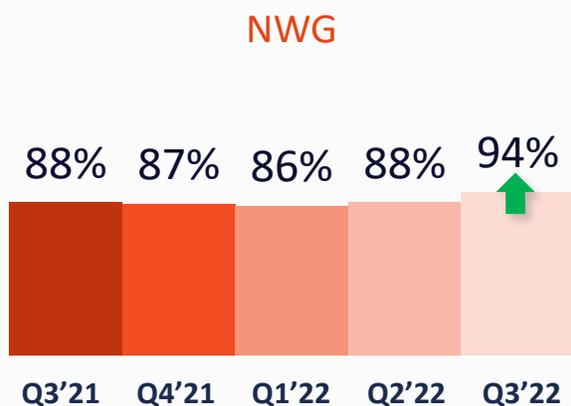
Expensive	15%
Poor experience with them	12%
Poor communication/don't return calls/updates etc	9%
Take too long to resolve issues	9%
Don't/won't take responsibility/refused to do anything	9%
Don't recommend anything to anyone/no one to recommend to	9%
Problem not resolved/needs permanent solution	6%
Slow to respond to issues etc	6%
Don't listen to customers	6%
Poor service/customer service	3%
Unhelpful	3%
Given incorrect/conflicting information/fobbed off	3%
Poor water quality	3%
Ok/fine/satisfied	3%
Nothing to compare against/no choice/no real dealings	12%

# Satisfaction with the handling of resolutions and contact

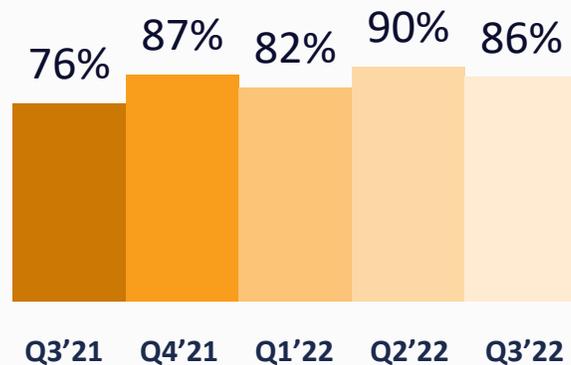
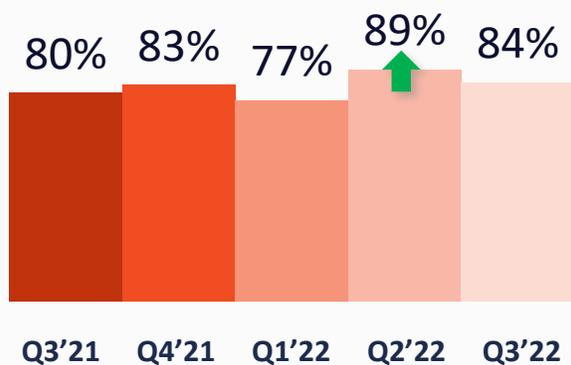


# Contact resolution – Billings vs Ops

## % Agree matter was fully resolved - Billing



## % Agree matter was fully resolved - Ops

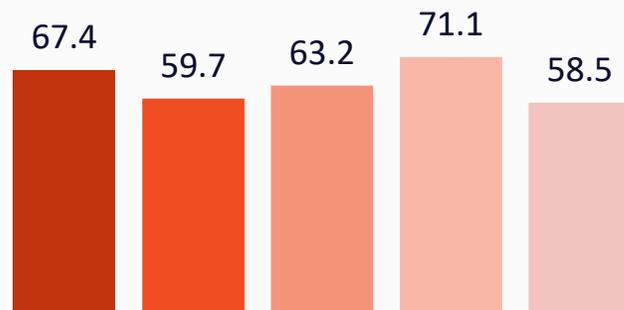




# Contact resolution impact on NPS

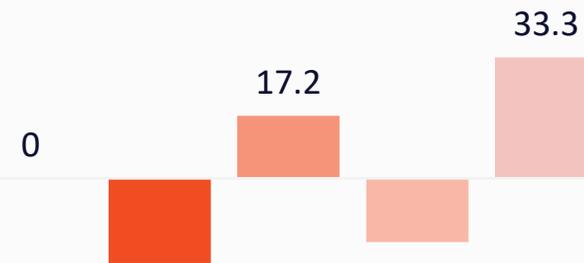
NPS score Billings vs Ops

Billing - resolved



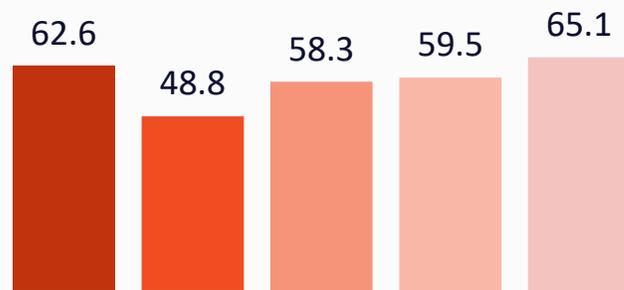
Q3'21 Q4'21 Q1'22 Q2'22 Q3'22

Billing – not resolved



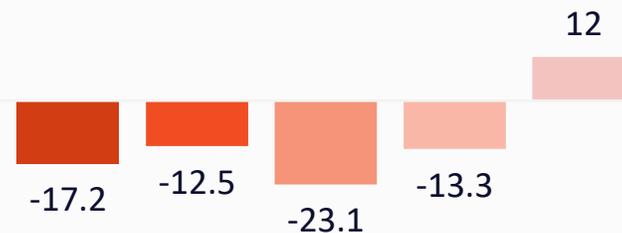
Q3'21 Q4'21 Q1'22 Q2'22 Q3'22

Ops - resolved



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

Ops – not resolved

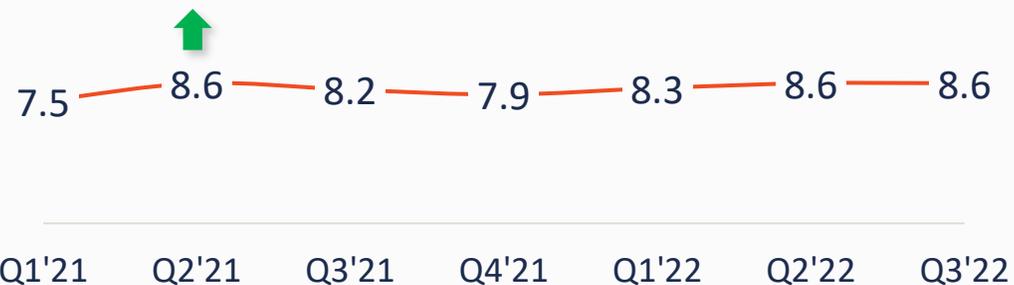


Q3'21 Q4'21 Q1'22 Q2'22 Q3'22

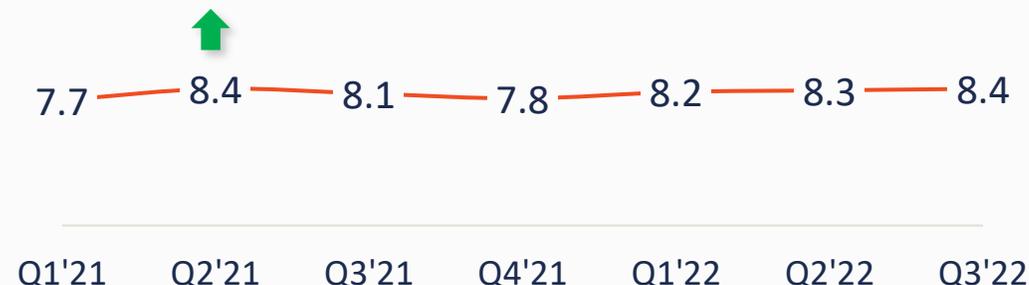
Q10: If you could choose your water provider, based on your recent experience, how likely would you be to recommend [Northumbrian Water/Essex & Suffolk Water] to friends or family? Again please use a scale of 0-10, this time where 0 = not at all likely and 10 = extremely likely. Base Resolved Billing (152), Resolved Ops (134), Not resolved Billing (9), Not resolved Ops (25)

# Satisfaction with contact handling – Overall

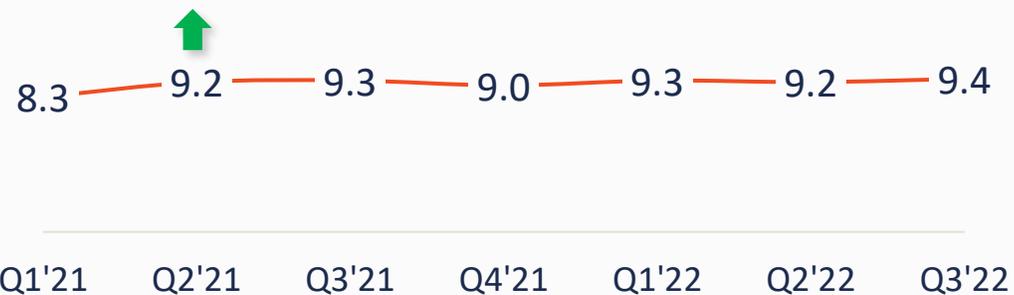
## Resolution on first contact



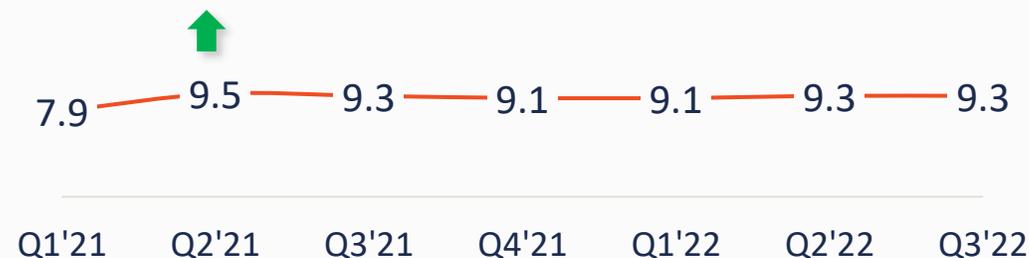
## Time taken to resolve



## Call handler manner



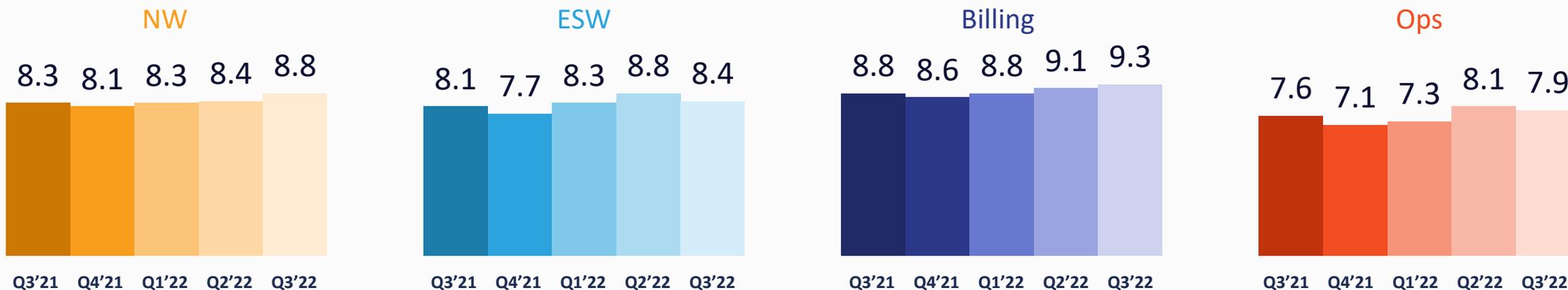
## Visiting staff manner



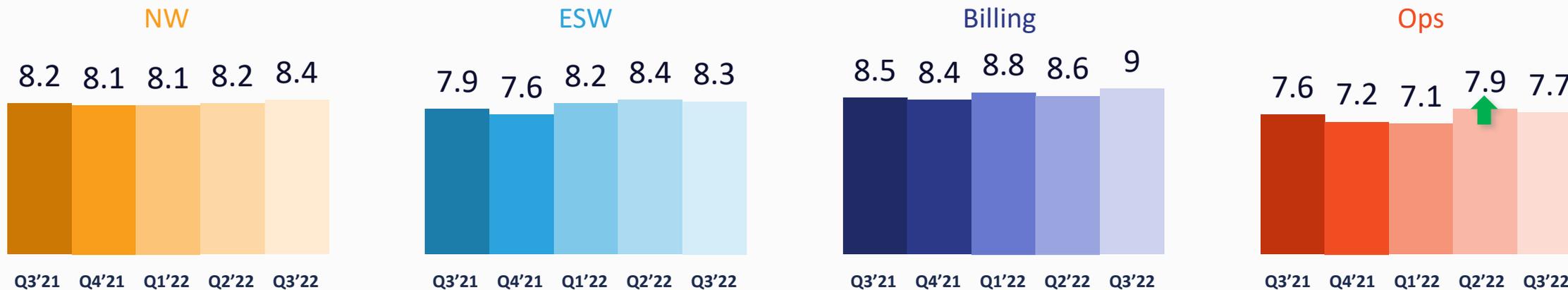
Q6:How satisfied were you with the following aspects of the service? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied a) that the person you first spoke to when you contacted [Northumbrian Water/Essex & Suffolk Water] was polite, friendly and willing to help? 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)

# Satisfaction with contact handling – Region & Departments

## Satisfaction with resolution on first contact

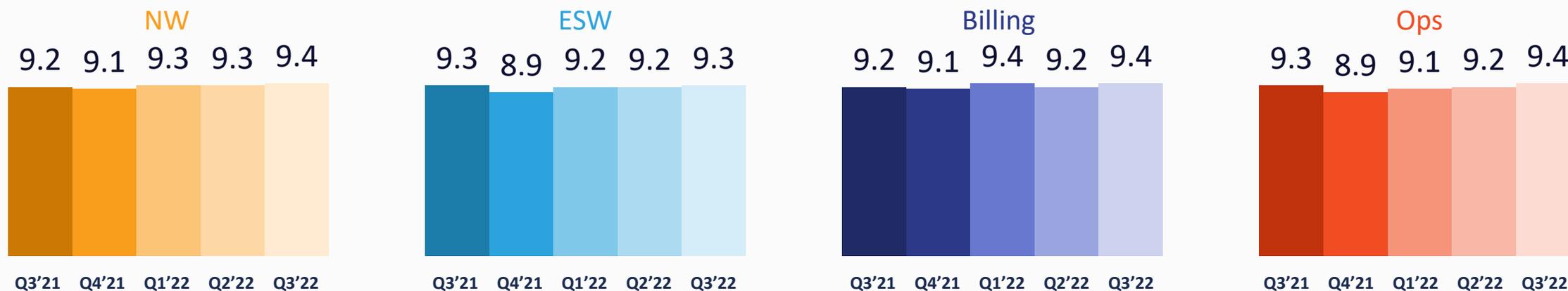


## Satisfaction with time taken to resolve



# Satisfaction with contact handling – Region & Departments

## Satisfaction with call handler manner

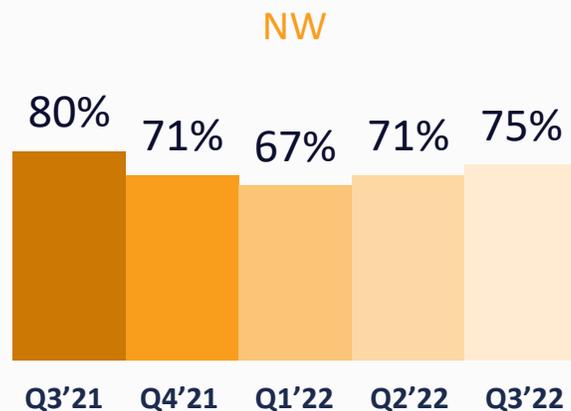
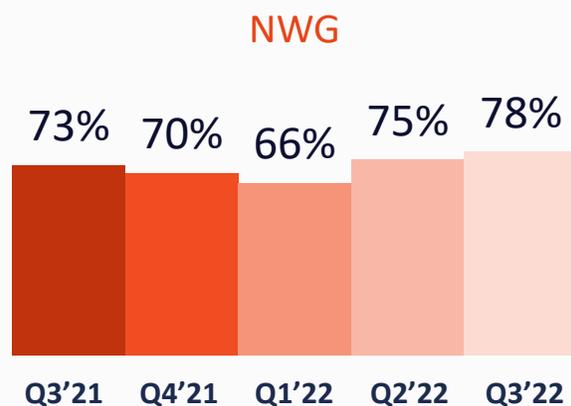


# Satisfaction with the handling of visits

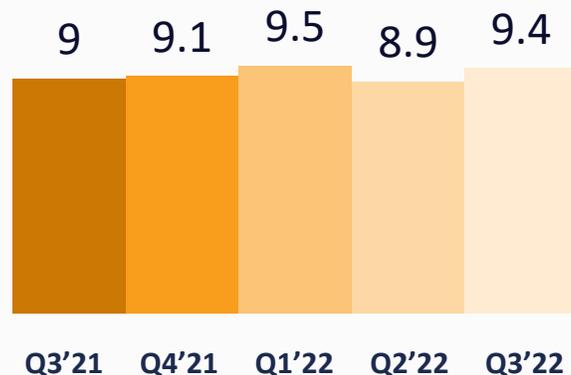
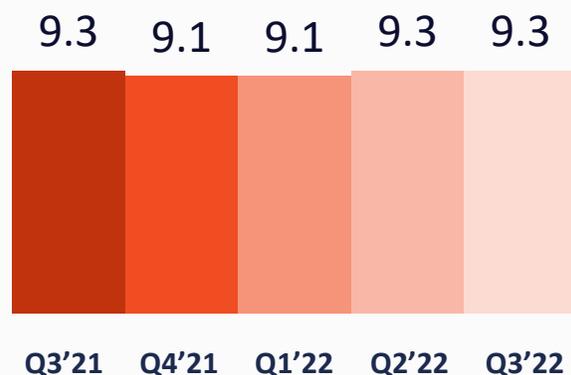


# Visits and staff manner – Ops only

## % 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 (159), NW Ops (83) ESW Ops (76) Q6c. that the person they sent out was polite, friendly and willing to help Base: NWG Ops (124), NW Ops (62) ESW Ops (62)



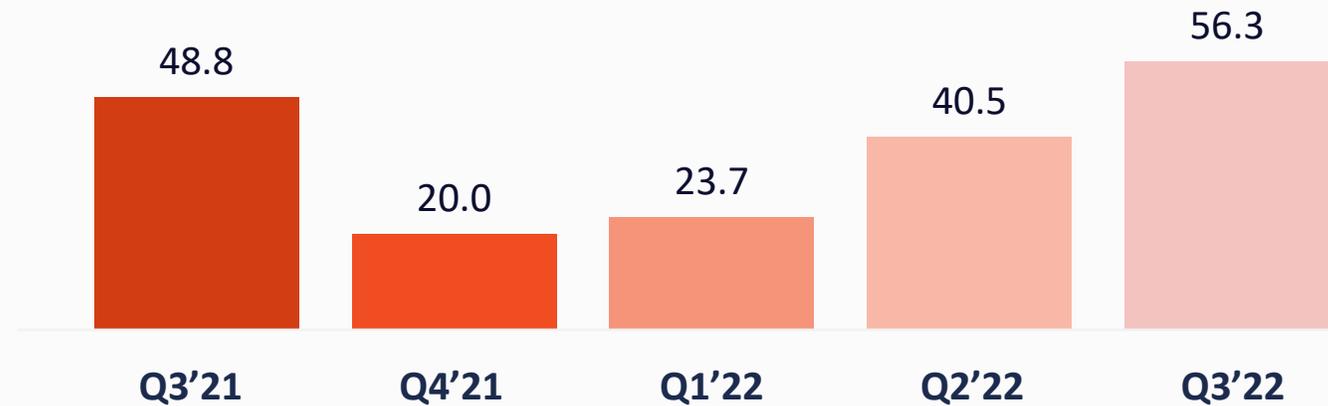
## Impact of visit on NPS – Ops only

NPS score visit vs no visit

### Visit needed



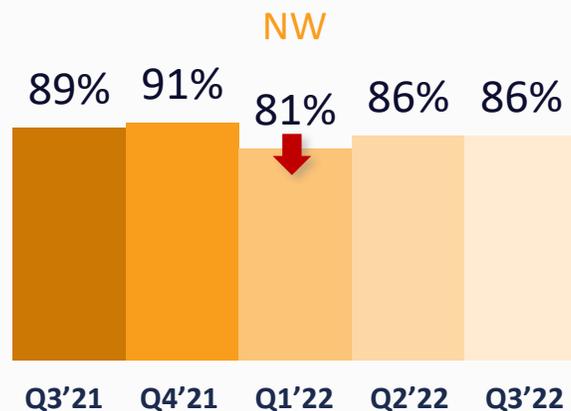
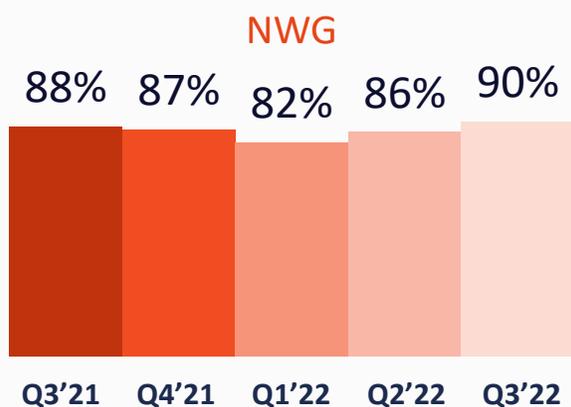
### Visit not needed



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 (124), Not visited NWG Ops (35)

# Information received

% who received all information wanted



% had information missing & Top 7 reasons why (25 respondents)



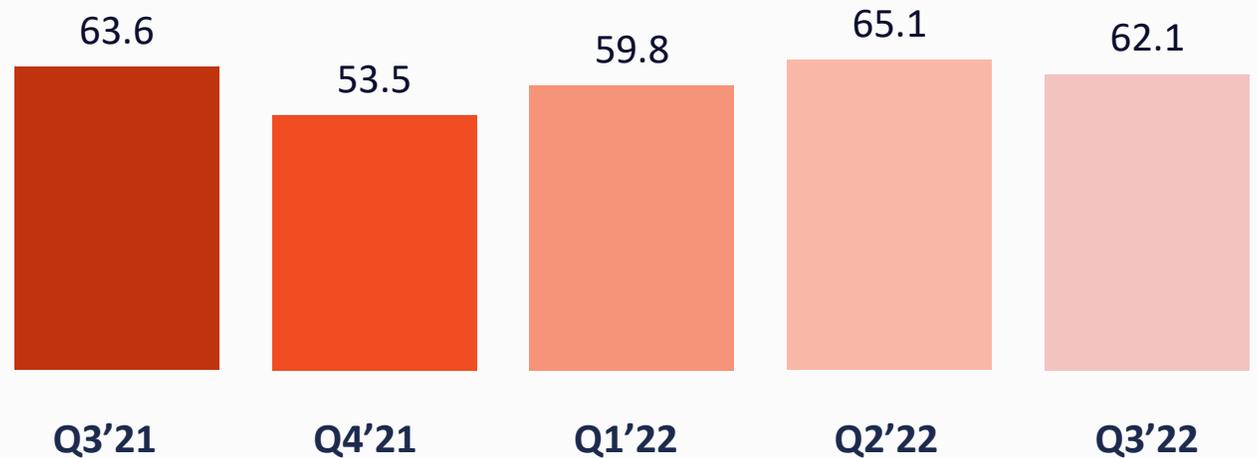
Poor communication/don't return calls/keep updated etc	20%
More information on what services they provide	20%
Won't take responsibility/won't do anything about the issue	16%
Slow to respond to issues	12%
Long term solution needed/keeps happening	8%
Had no contact from them whatsoever	8%



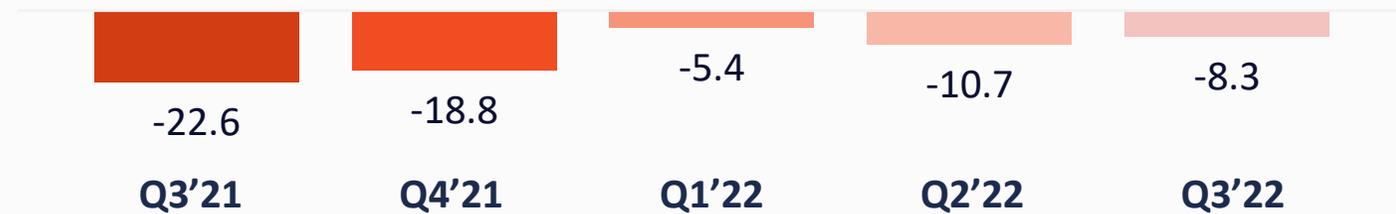
## Impact of information received on NPS

NPS score received all information vs not received all information

### Received all information wanted



### Not received all information wanted

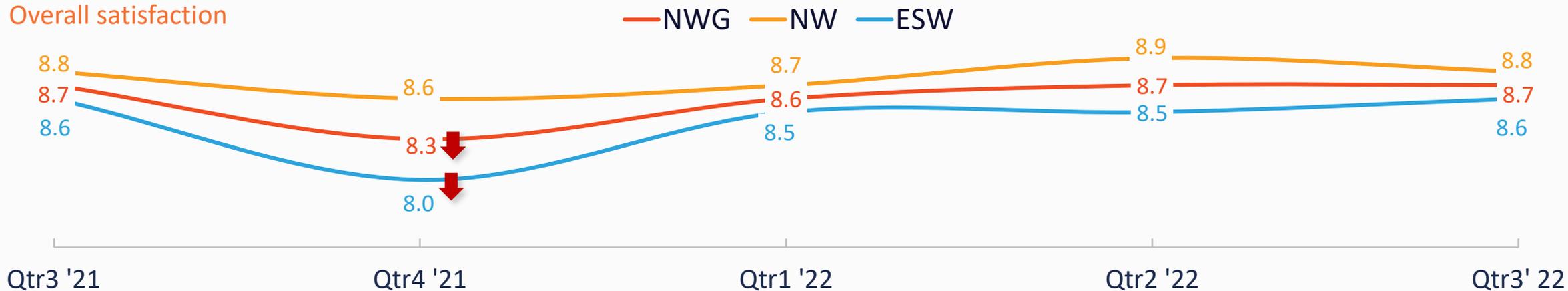


# Satisfaction

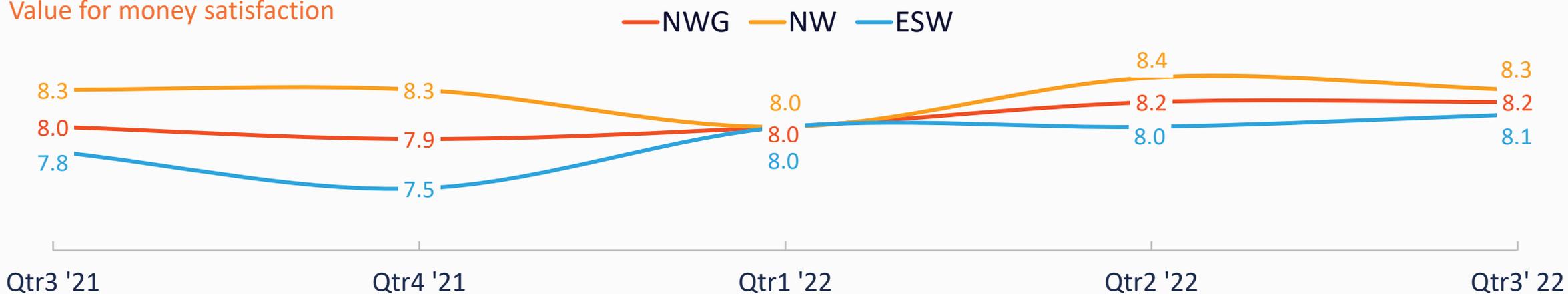


# Overall measures

## Overall satisfaction



## Value for money satisfaction



# Key headlines

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## NPS this quarter

NPS at an overall level has remained static compared to Qtr2 '22



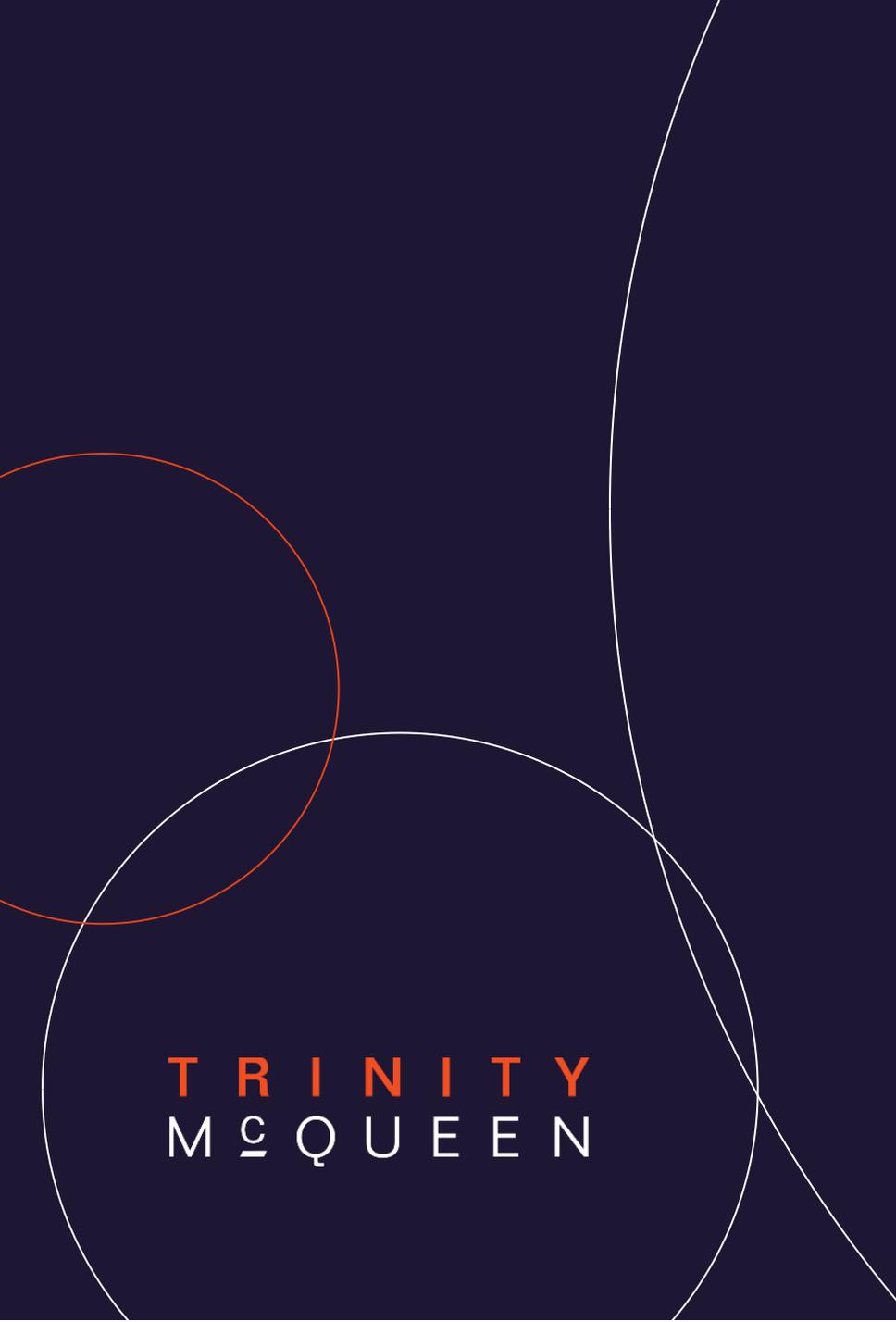
## Received all information wanted

Those in ESW have seen a significant increase in receiving all information wanted versus Qtr2 '22



## Contact resolution

Contact resolution Billing at NWG has seen a significant increase compared to Qtr2 '22

The logo features the text 'TRINITY' in orange and 'MCQUEEN' in white, stacked vertically. This text is enclosed within a large white circle. To the left and slightly above this circle is another white circle, and further up and to the left is a smaller orange circle. A thin white line curves from the top left towards the bottom right, passing through the circles.

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