

ADDITIONAL/FINANCIAL SUPPORT TRACKING RESEARCH

Q2 2022/23 RESULTS

CONTENTS

- **Introduction**
- **Tracking and YTD results**
- **Overall satisfaction**
- **NPS**
- **Supplied all the information wanted to feel informed**
- **Other support suggestions**
- **Progress towards performance commitment targets**

ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q2 2022/23

INTRODUCTION

This research programme is a quarterly tracker among household customers registered for additional support, or on the SupportPlus or WaterSure schemes for financial support

- Carried out by phone
- 500 interviews per quarter
- Data provided by NWG to Trinity McQueen and TPS screened before use
- Quotas set to achieve:
 - 50:50 Additional:Financial
 - Within each of those NW:ESW in proportion to the spread of the user base
- Q2 fieldwork dates: 24 August to 7 September
- Average interview length: 5 minutes
- Quarterly dates have been changed to reflect a regulatory year throughout this report

Schemes	Interviews
Total additional	250
Total financial	250
SupportPlus	185
WaterSure	65

ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23 TRACKING AND YTD RESULTS

ADDITIONAL SUPPORT TRACKER SURVEY (REGULATORY YEAR) PERFORMANCE COMMITMENT - 8.7	Qtr1 2021/22	Qtr2 2021/22	Qtr3 2021/22	Qtr4 2021/22	Qtr1 2022/23	Qtr2 2022/23	+/-
OVERALL SATISFACTION							
NWG	8.7	8.8	8.7	8.5	8.6	8.5	-0.1
NW	8.9	8.6	8.6	8.3	8.8	8.6	-0.2
ESW	8.6	8.9	8.7	8.5	8.2	8.4	+0.2
NPS							
NWG	65.4	63.4	57.0	61.8	58.1	68.9	+10.8
NW	67.0	54.9	54.2	57.4	61.7	70.7	+9.0
ESW	64.2	69.1	59.0	64.9	51.9	65.9	+14.0
RECEIVED INFORMATION WANTED TO FEEL INFORMED							
NWG	70%	69%	72%	67%	65%	68%	3%
NW	74%	65%	69%	67%	70%	63%	-7%
ESW	68%	72%	75%	67%	57%	75%	18%

2020/21 Total	2021/22 Total	2022/23 Total	+/-
8.7	8.7	8.6	-0.1
8.8	8.6	8.7	+0.1
8.5	8.7	8.3	-0.4
-	61.9	63.5	+1.6
-	58.4	66.2	+7.8
-	64.3	58.9	-5.4
-	70%	67%	-3%
-	69%	67%	-2%
-	71%	66%	-5%

Compared to:

vs Domestic YTD	vs Transactional NPS YTD
8.6	8.7
8.7	8.8
8.4	8.5
45.4	54.5
53.2	57.7
31.6	51.3
82%	86%
83%	84%
79%	88%

FINANCIAL SUPPORT TRACKER SURVEY (REGULATORY YEAR) PERFORMANCE COMMITMENT - 8.7	Qtr1 2021/22	Qtr2 2021/22	Qtr3 2021/22	Qtr4 2021/22	Qtr1 2022/23	Qtr2 2022/23	+/-
OVERALL SATISFACTION							
NWG	9.3	9.2	9.2	9.1	9.3	9.2	-0.1
NW	9.4	9.0	9.3	8.9	9.2	9.2	0.0
ESW	9.2	9.3	9.2	9.2	9.4	9.1	-0.3
NPS							
NWG	81.9	72.8	76.6	70.9	79.5	77.8	-1.7
NW	85.6	65.0	75.0	67.2	77.8	72.4	-5.4
ESW	78.5	79.8	78.1	74.2	82.2	86.2	+4.0
RECEIVED INFORMATION WANTED TO FEEL INFORMED							
NWG	81%	77%	77%	78%	78%	80%	2%
NW	83%	73%	82%	77%	79%	81%	2%
ESW	79%	81%	72%	79%	75%	78%	3%

2020/21 Total	2021/22 Total	2022/23 Total	+/-
9.3	9.2	9.3	+0.1
9.4	9.2	9.2	0.0
9.1	9.2	9.3	+0.1
-	75.6	78.7	+3.2
-	73.2	75.1	+1.9
-	77.7	84.2	+6.6
-	78%	79%	1%
-	79%	80%	1%
-	78%	77%	-1%

Overall satisfaction for additional support services is similar to what we see in our Domestic and Transactional NPS research programmes, whereas financial support service satisfaction is much higher

Both additional and financial support NPS scores demonstrate that when we have contact/interaction with customers that they are more likely to score higher compared to other tracking programmes (for the domestic programme customers are chosen at random and are less likely to have contact apart from receiving their bill)

Additional support service customers are less likely to feel they've received all the information wanted to feel informed, more so in ESW

ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

OVERALL SATISFACTION



Mean scores:

Additional support		Financial support		SupportPlus		WaterSure	
Total (250)	8.5	Total (250)	9.2	Total (185)	9.2	Total (65)	9.2
NW (154)	8.6	NW (154)	9.2	NW (114)	9.2	NW (40)	9.2
ESW (96)	8.4	ESW (96)	9.1	ESW (71)	9.0	ESW (25)	9.1

ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

REASONS FOR SATISFACTION SCORES

Additional support (250)

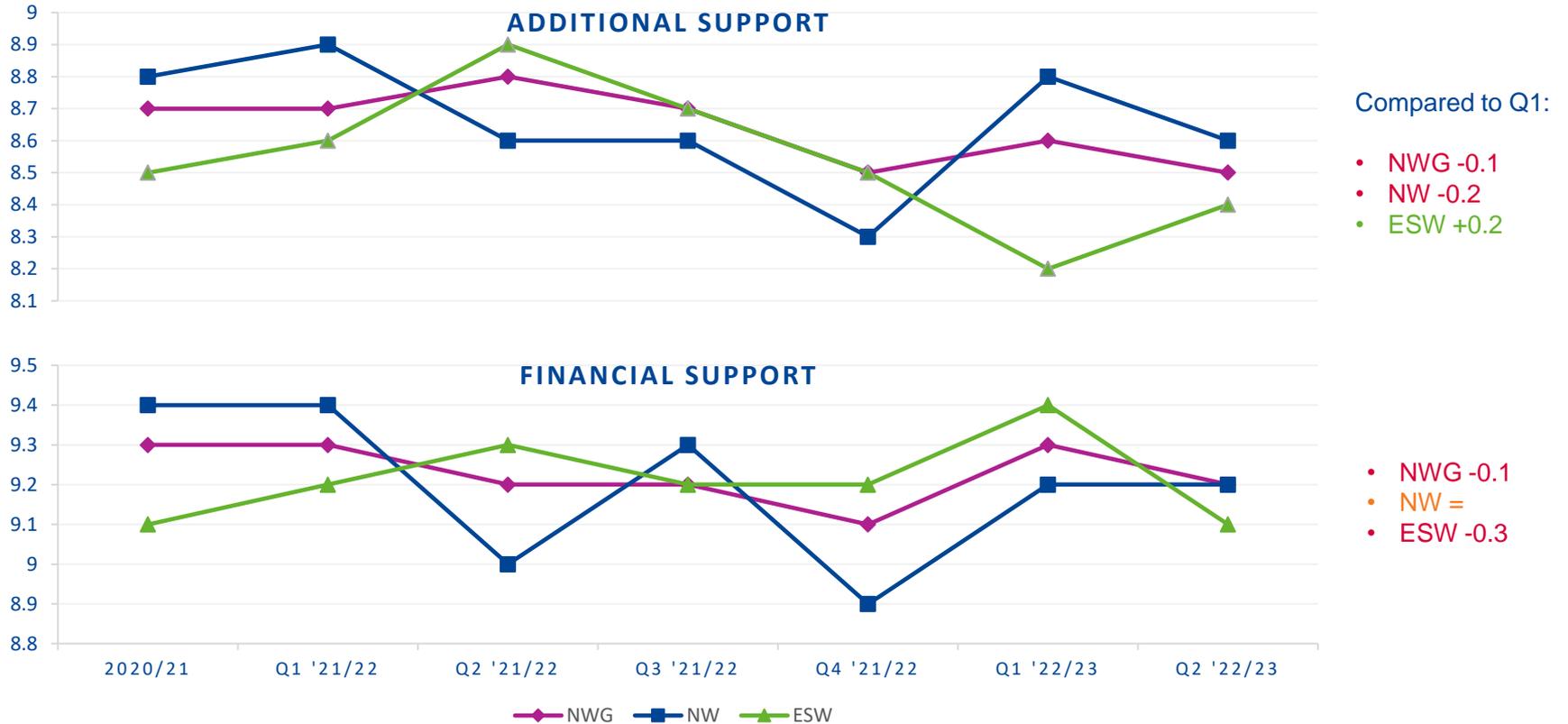
- Don't know/no real dealings as yet/never had to use (32%)
- No problems/never had a problem (27%)
- Satisfied/happy with them/been good to me (8%)
- Helpful/supportive (7%)
- No supply problems (6%)
- Good service/customer service (6%)
- Good/great scheme/idea – beneficial (6%)
- Friendly/polite/good staff (5%)
- Quick to respond/resolve issues (5%)
- Alert customers re: issues/work/ supply problems/updates (5%)
- Reassuring to have/offers what we need (5%)
- Fact they have/will supply bottled water so never without (4%)
- Good/do a good job (4%)
- Expensive/keep putting the price up (4%)
- Poor/no communication (4%)

Financial support (250)

- No problems/never had a problem (21%)
- Helpful/supportive (21%)
- Get a reduction/capped bills/save money (20%)
- Good/great scheme/idea – beneficial (14%)
- Satisfied/happy with them/been good to me (10%)
- Good service/customer service (6%)
- Don't know enough/no real dealings as yet/never had to use (6%)
- Quick to respond/resolve issues (5%)
- Easy to apply/set up (4%)
- Explain well/informative/offer advice etc (4%)
- No supply problems (4%)
- Expensive/keep putting the price up (4%)

ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

OVERALL SATISFACTION WITH THE SERVICES PROVIDED - TRACKING



ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

NPS

ADDITIONAL SUPPORT



FINANCIAL SUPPORT



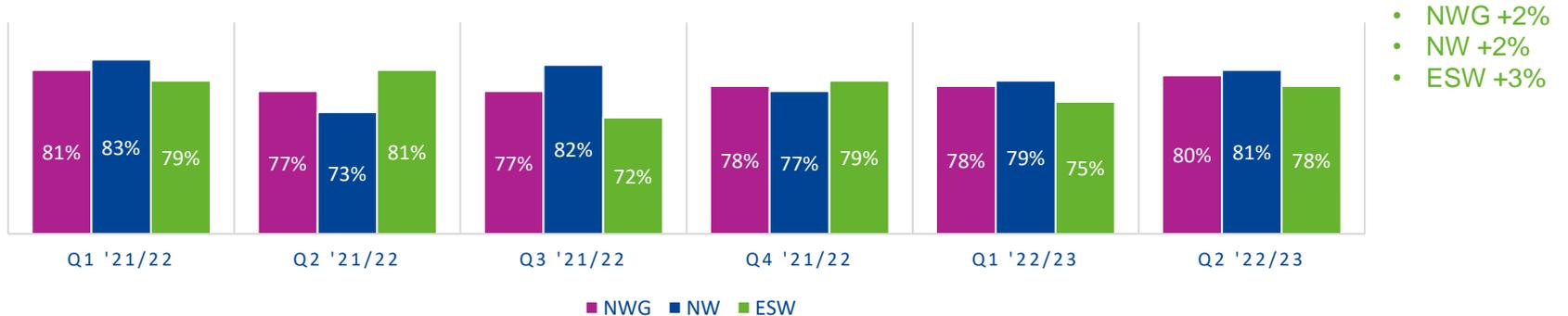
ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

SUPPLIED ALL THE INFORMATION WANTED TO FEEL INFORMED

ADDITIONAL SUPPORT



FINANCIAL SUPPORT



ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

OTHER SUPPORT SUGGESTIONS

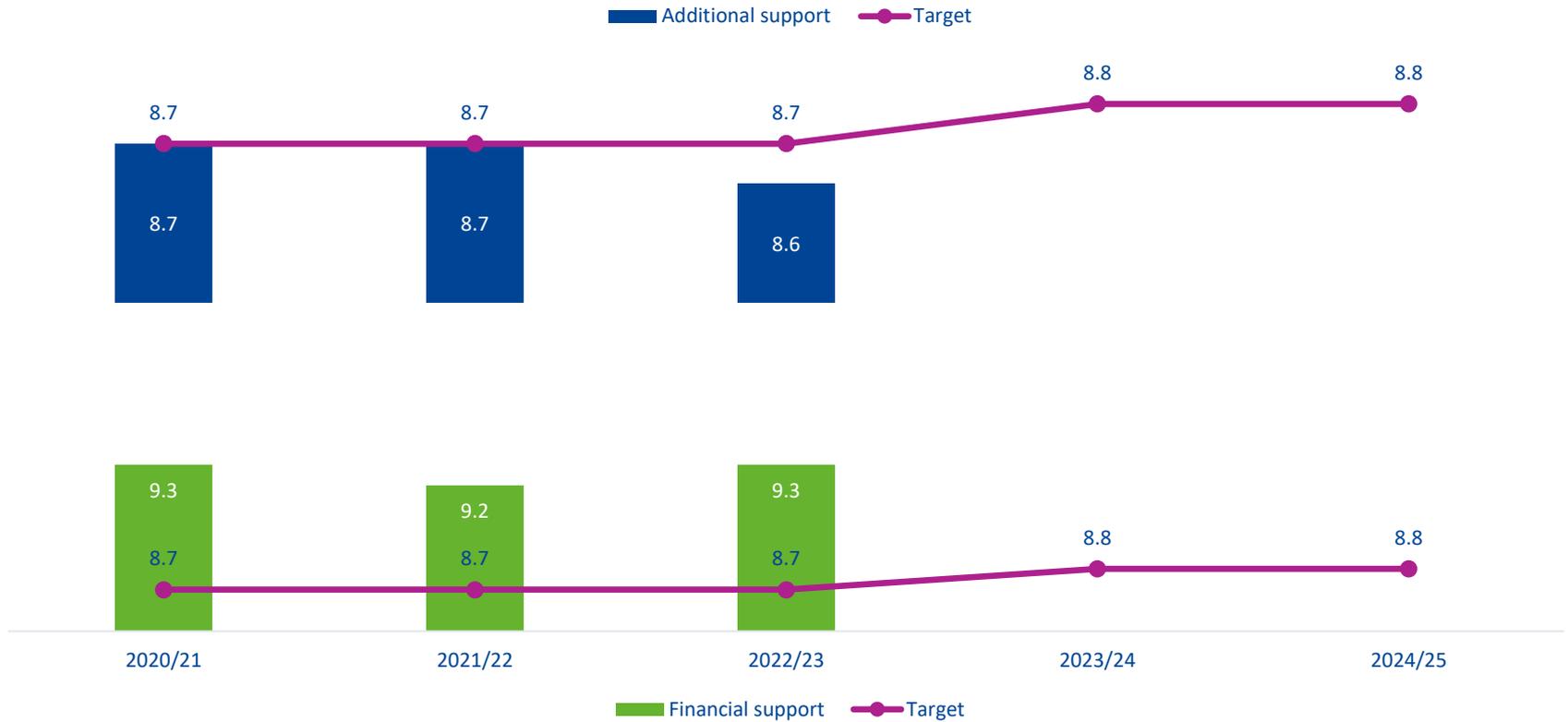
Any suggestions (94)

None/don't know (406)

- Cheaper/lower the price/more affordable (28)
- More information on what is offered/included (13)
- Improve communications/regular contact etc (7)
- Improve communication/regular contact (7)
- Continue/give extra support to those in need of financial/advice etc (6)
- Offer the option to have a meter or not (4)
- Advertise more/make customers aware (3)
- Improve online services/website (3)
- Ask customers their preferred method of communications (3)
- More financial support for those who don't qualify but are struggling (3)

ADDITIONAL/FINANCIAL TRACKING – Q2 2022/23

PROGRESS TOWARDS PERFORMANCE COMMITMENT TARGETS



SEPTEMBER 2022

The background features a gradient from dark blue on the left to light green on the right. A large, dark blue curved shape overlaps the bottom left. Several thin, parallel lines in shades of green and blue curve across the middle of the page.