

# Q4 2021 Additional / Financial support

NWG  
23/11/21

# Introduction

## Additional/Financial support survey

Quarterly tracker among household customers registered on the Priority Services Register for additional support, or on the SupportPlus or WaterSure schemes for financial support

Schemes	Interviews
Total PSR	250
Total Financial	250
SupportPlus	162
WaterSure	88

Carried out by phone

500 interviews per quarter

Sample provided by NWG and TPS-screened before use

Quotas set to achieve

- 50:50 Additional:Financial
- And within each of those, NW:ESW in proportion to the spread of the user base

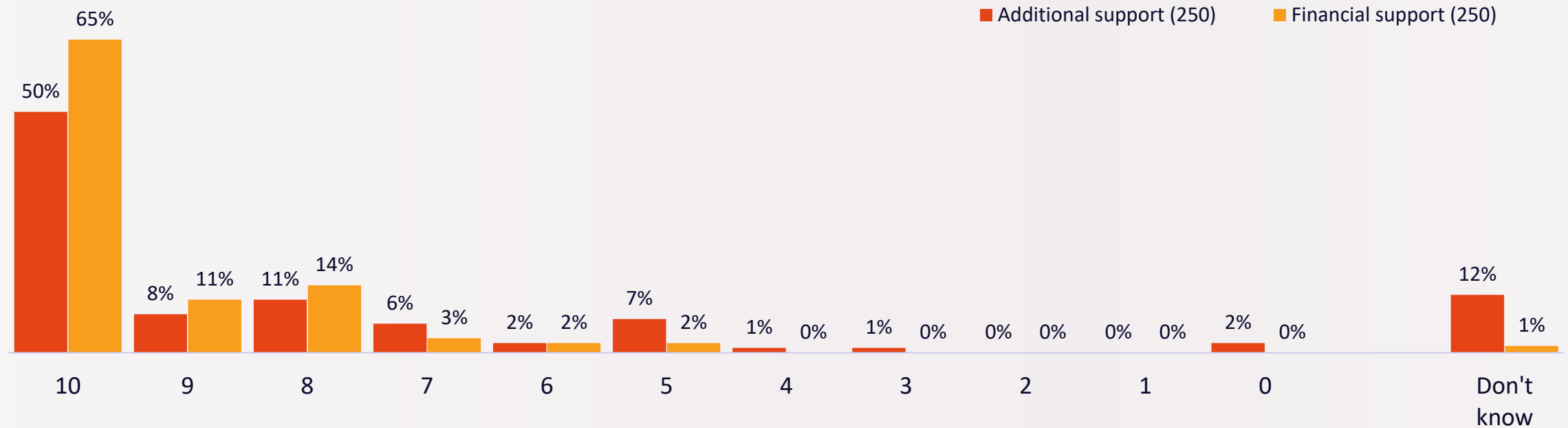
Fieldwork carried out:

- 20 July – 3 August 2021
- Interview length: 5.1 minutes



# Customer satisfaction

# Overall satisfaction with the services provided



Additional support	
Total (250)	8.7
NW (102)	8.6
ESW (148)	8.7

Financial support	
Total (250)	9.2
NW (120)	9.3
ESW (130)	9.2

**Mean scores**

SupportPlus	
Total (162)	9.3
NW (101)	9.3
ESW (61)	9.2

WaterSure	
Total (88)	9.2
NW (19)	9.3
ESW (69)	9.1

Q1 How satisfied would you say you are overall with the [Priority Services Register / SupportPlus / WaterSure] services that [Northumbrian Water / Essex & Suffolk Water] provides to you? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied. Base: all respondents (as shown)

# Top reasons for satisfaction scores

## Additional support (250)

- No problems (21%)
- Helpful/supportive (14%)
- Alert customers to problems (**12%**) +8% from previous wave
- Reassuring/what we need (10%)
- Good customer service (8%)
- Happy with them/they've been good to me (7%)
- Bottled water so never without (6%)
- Good scheme/beneficial (5%)
- No supply problems (5%)
- Good company/do a good job (4%)
- Handle issues well (3%)
- Get a cost reduction (2%)
- Accommodating/flexible (2%)
- Don't know enough/no real dealings as yet/never had to use (27%)

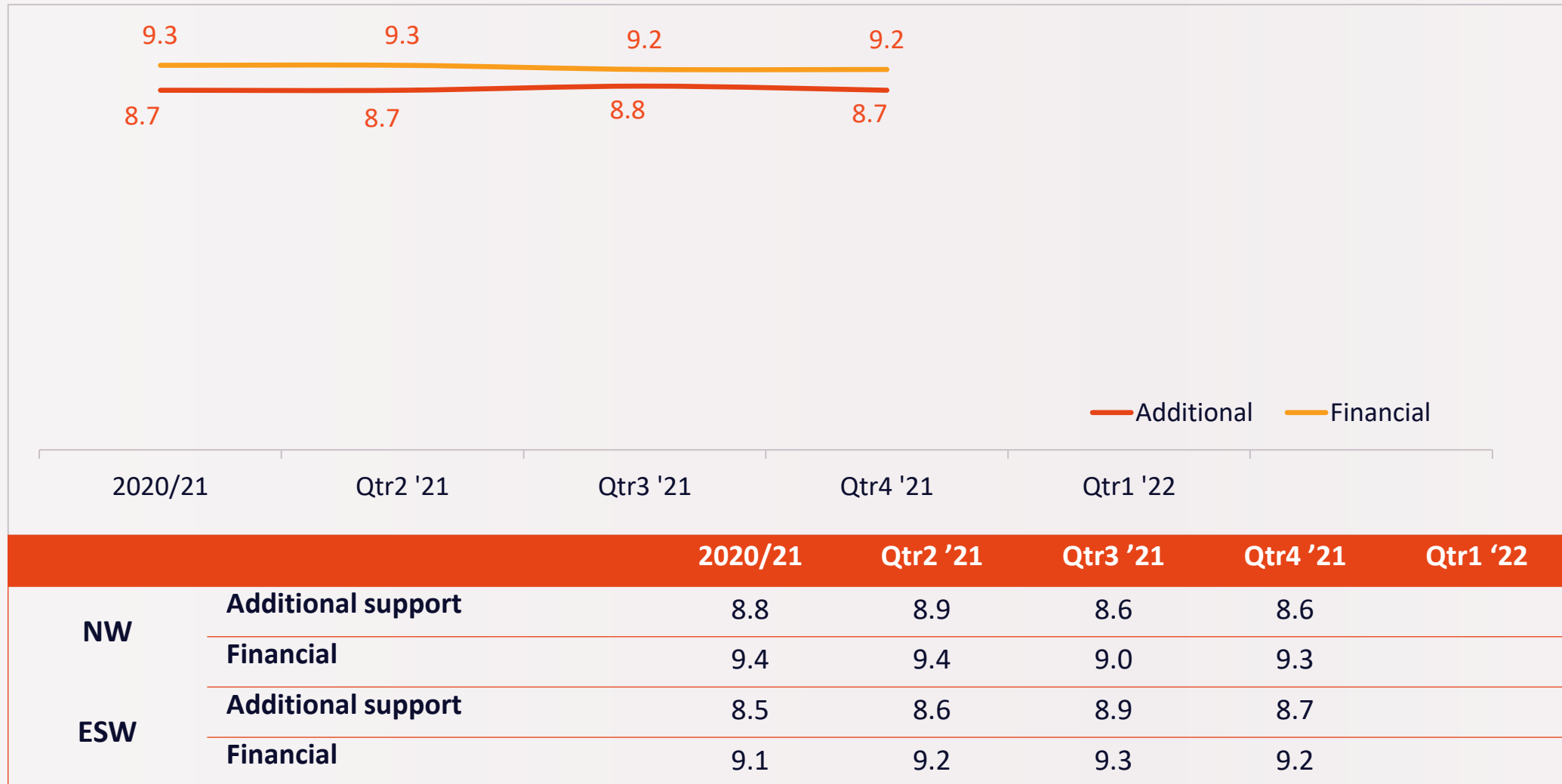
## SupportPlus (162)

- Helpful/supportive (**30%**) +11% from previous wave
- No problems (27%)
- Get a cost reduction (**15%**) -12% from previous wave
- Happy with them/they've been good to me (11%)
- Good customer service (11%)
- Good company/do a good job (9%)
- Good scheme/beneficial (6%)
- Easy to apply (4%)
- Reassuring/what we need (4%)
- Handle issues well (3%)
- No supply problems (**1%**) -5% from previous wave
- Don't know enough/no real dealings as yet/never had to use (5%)

## WaterSure (88)

- No problems (35%)
- Get a cost reduction (23%)
- Helpful/supportive (20%)
- Good scheme/beneficial (14%)
- Good customer service (13%)
- Happy with them/they've been good to me (8%)
- Expensive (7%)
- No supply problems (6%)
- Fair price/affordable (6%)
- Reassuring/what we need (6%)
- Easy to apply (5%)
- Easy to contact (1%)
- Don't know enough/no real dealings as yet/never had to use (3%)

# Overall satisfaction with the services provided (tracking)



Q1 How satisfied would you say you are overall with the [Priority Services Register / SupportPlus / WaterSure] services that [Northumbrian Water / Essex & Suffolk Water] provides to you? Please give me a score from 0-10, where 0 means very dissatisfied and 10 means very satisfied. Base: Total (250) PSR NW (102), PSR ESW (148), Financial NW(120), Financial ESW (130)

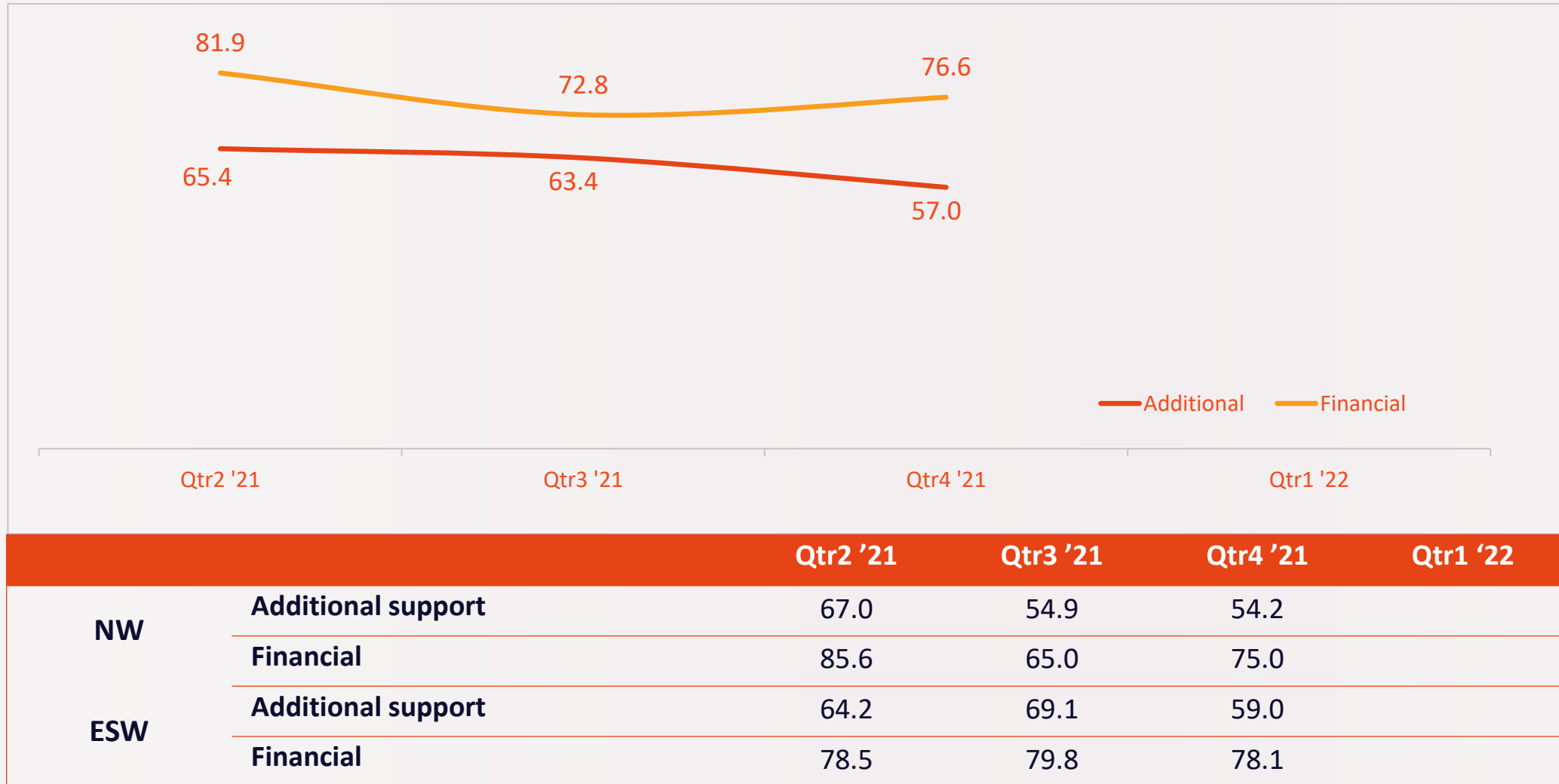
NPS



**NWG**  
*living water*

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

# NPS (added to the survey from Qtr2 2021)

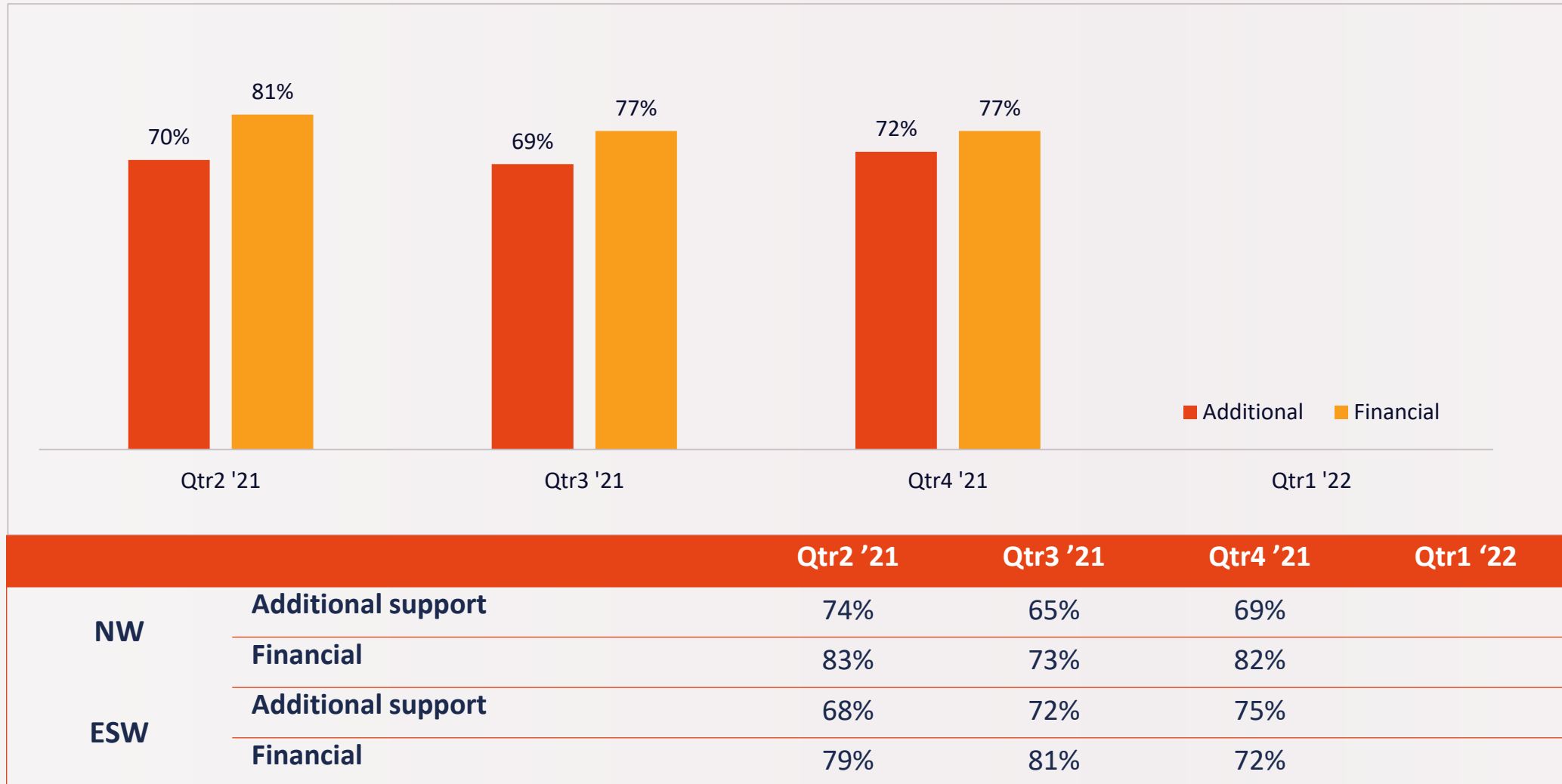


Q3 How likely would you be to recommend this service to friends or family - using a scale of 0 to 10 where 0 is 'not at all likely' and 10 is 'extremely likely'? Base: all respondents (500)



# Received all information wanted, to feel informed

(added to the survey from Qtr2 2021)



The background of the slide is a high-angle photograph of a stone plaza. Two people are visible: one in the lower-left and one in the upper-right. Both are looking down at their smartphones. The plaza is composed of large, rectangular stone tiles. A diagonal shadow or architectural line runs across the scene from the top-left towards the bottom-right.

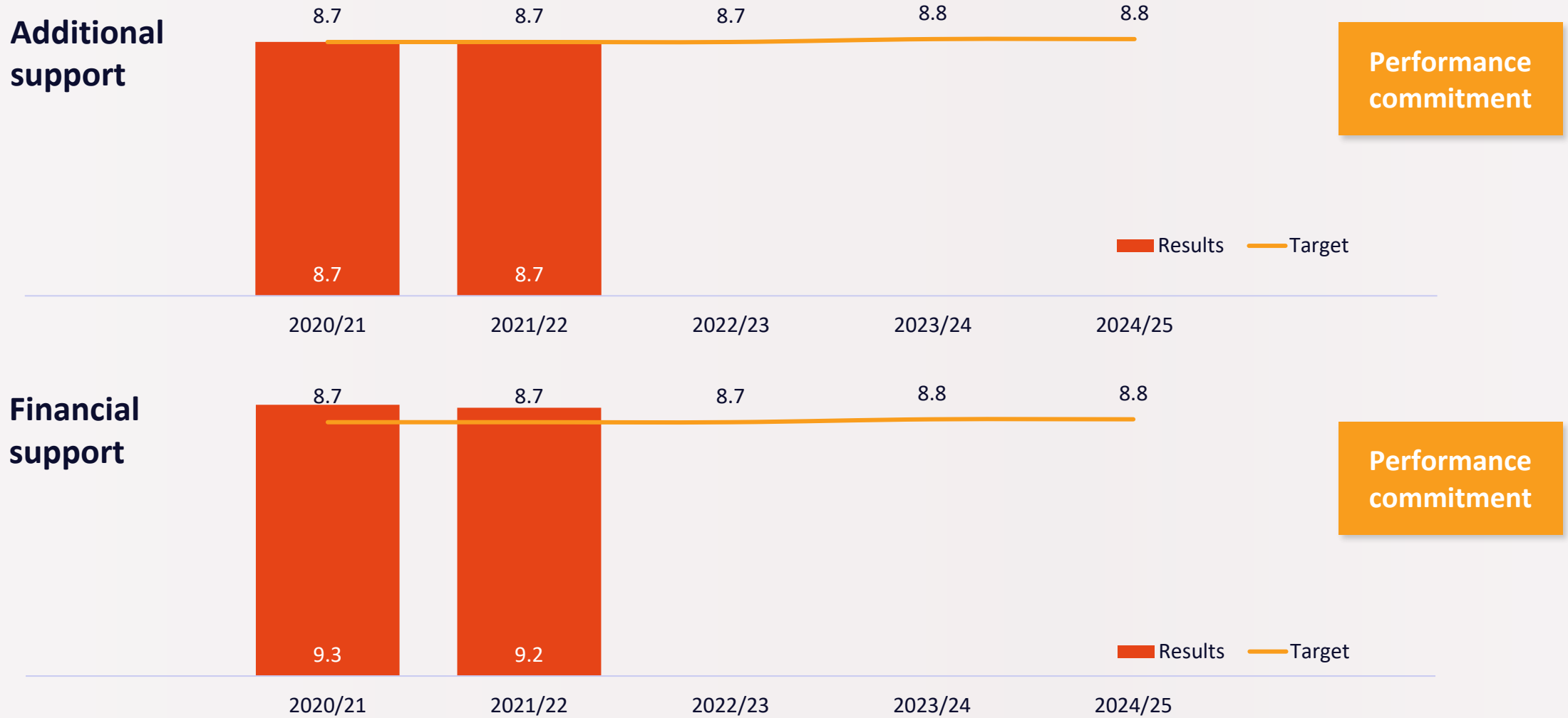
# Suggestions for additional support

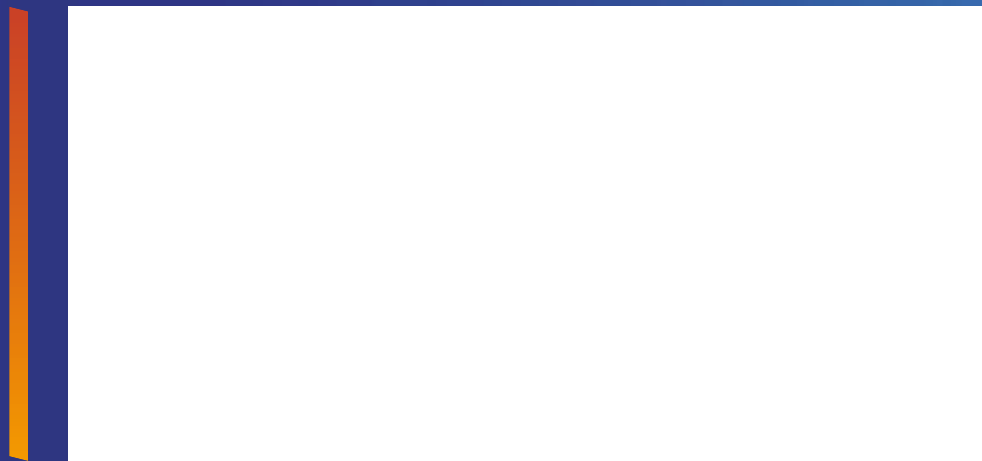
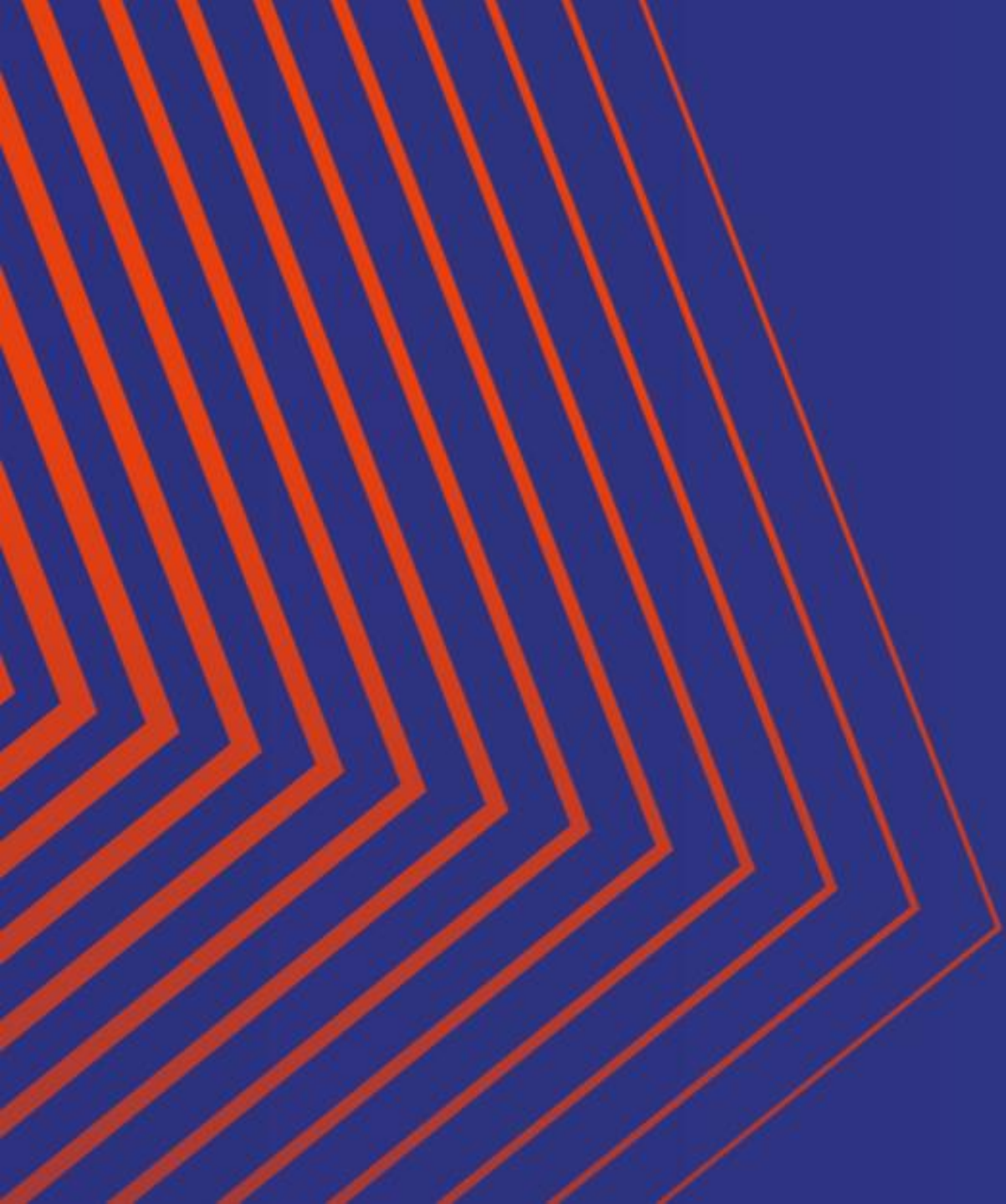
# Additional support services customers would like to see NWG offer

Any suggestions – 16%  
None/don't know – 85%

- Cheaper/lower the price/more affordable (13)
- More information on what is offered/included (10)
- Improve communication/regular contact etc (6)
- More financial support for those who don't qualify but struggling (5)
- Different ways to communicate large print/braille (5)
- Ability to choose meter location/ relocate existing one (4)
- Broaden the range for eligibility - single mums etc (3)
- Read meters more often/notify customers of visit/install smart meters (3)
- Water saving advice/devices etc (3)
- Improve water quality/provide/install filters (2)
- Introduce an app/make it easy to use (2)
- Ensure water is always available/provide bottled water (1)
- Continue/give extra support to those in need - financial/advice etc (1)
- Advertise more/make customers aware (1)
- Be more helpful/supportive (1)
- Notify customers of any works/issues etc (1)
- Listen to customers (1)

# Progress towards targets (current year = to date)





TRINITY  
MCQUEEN