

# ADDITIONAL/FINANCIAL SUPPORT TRACKING RESEARCH

Q1 2023/24 RESULTS

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# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

## INTRODUCTION

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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
- Q1 fieldwork dates: 15 May to 18 May
- Average interview length: 5.3 minutes

Schemes	Interviews
Total additional	250
Total financial	250
<i>SupportPlus</i>	185
<i>WaterSure</i>	65

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

## ADDITIONAL SUPPORT

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Following the decline of scores in Q4 2022/23 for additional support services, we see an increase in overall satisfaction with the service in the NW area but a continued decline in the ESW area.

NW NPS continues to increase with ESW continuing to decline.

For receiving all the information wanted to feel informed we see a decline in the NW area and ESW remains steady at 68%.

Most respondents in both operating areas indicate that they have never had a problem (29% NW/32% ESW). This is followed by them not having any real dealings as yet, never having to use the service or don't know enough about the service (23% NW/34% ESW).

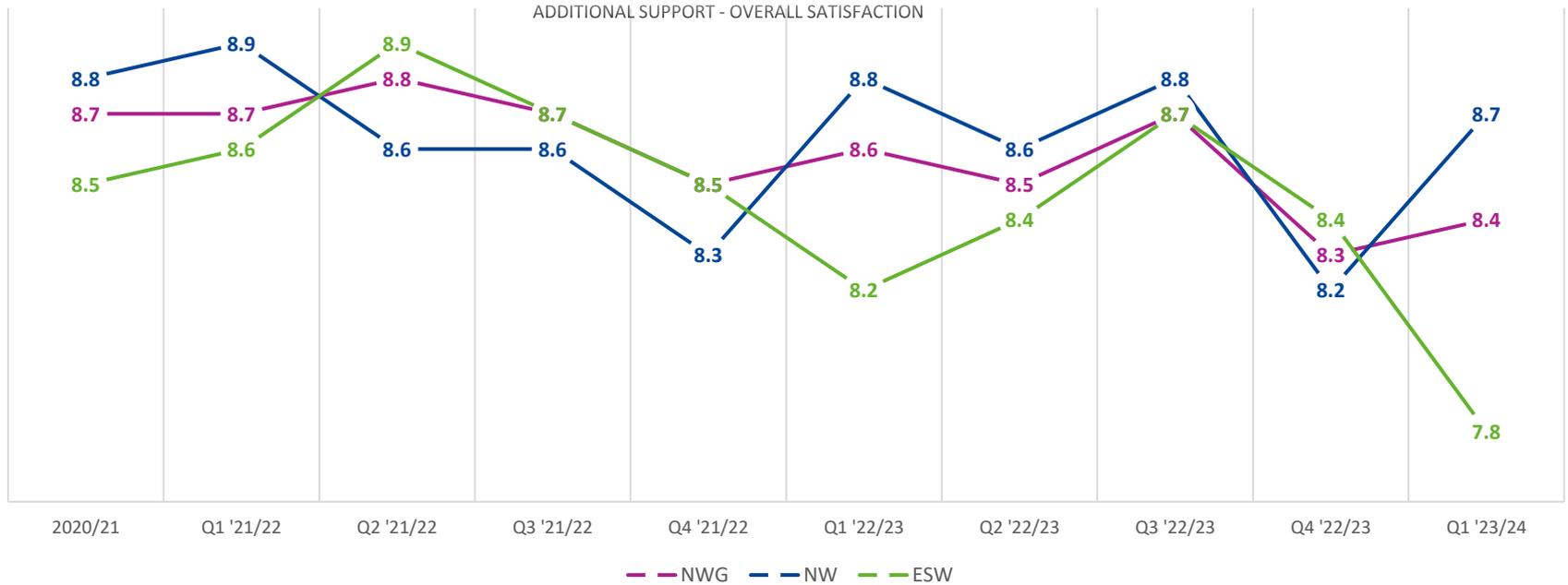
Respondents in the NW area indicate that they would like customers to be alerted for any issues, work or supply problems and be kept updated but in general scores indicate receiving a good service/customer service, with some feeling reassured having this service which offers what they need.

Respondents in the ESW area indicate receiving a good service/customer service and feeling reassured having this services which offers what they need. Some do indicate that communication is poor, with some receiving no communication.

The following pages show the tracking graphs for additional financial support.

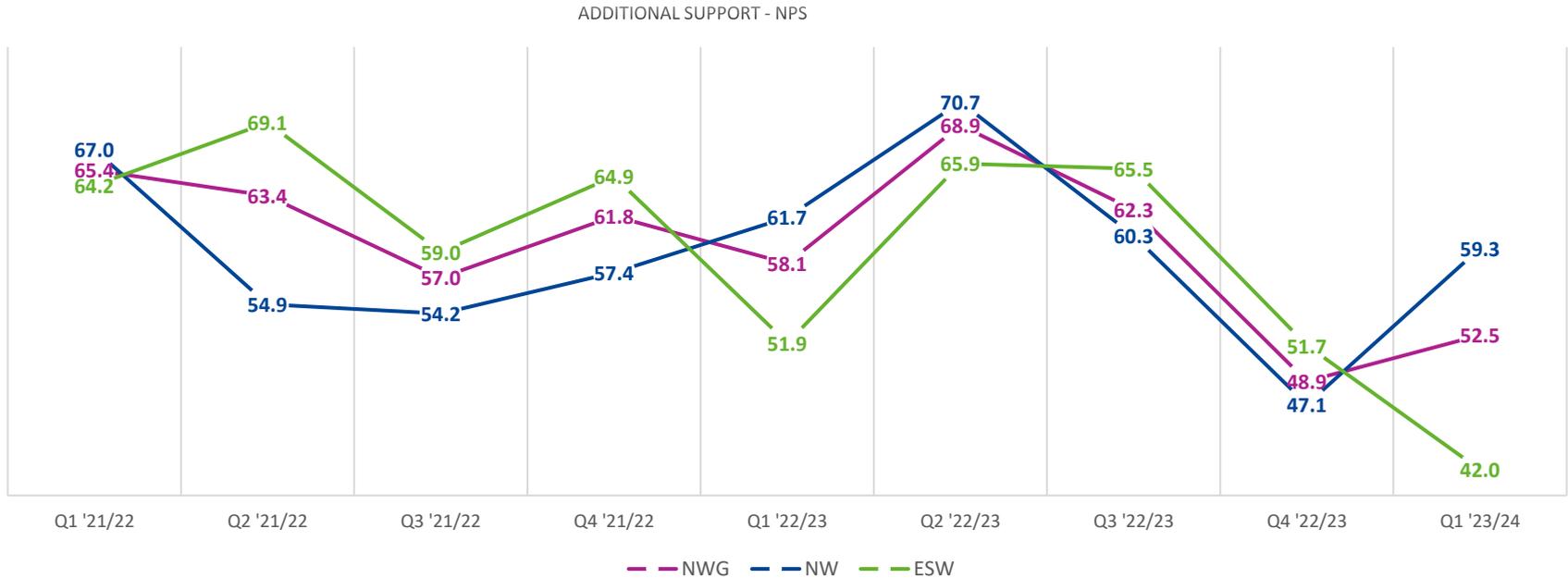
# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

## TRACKING – ADDITIONAL SUPPORT



# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

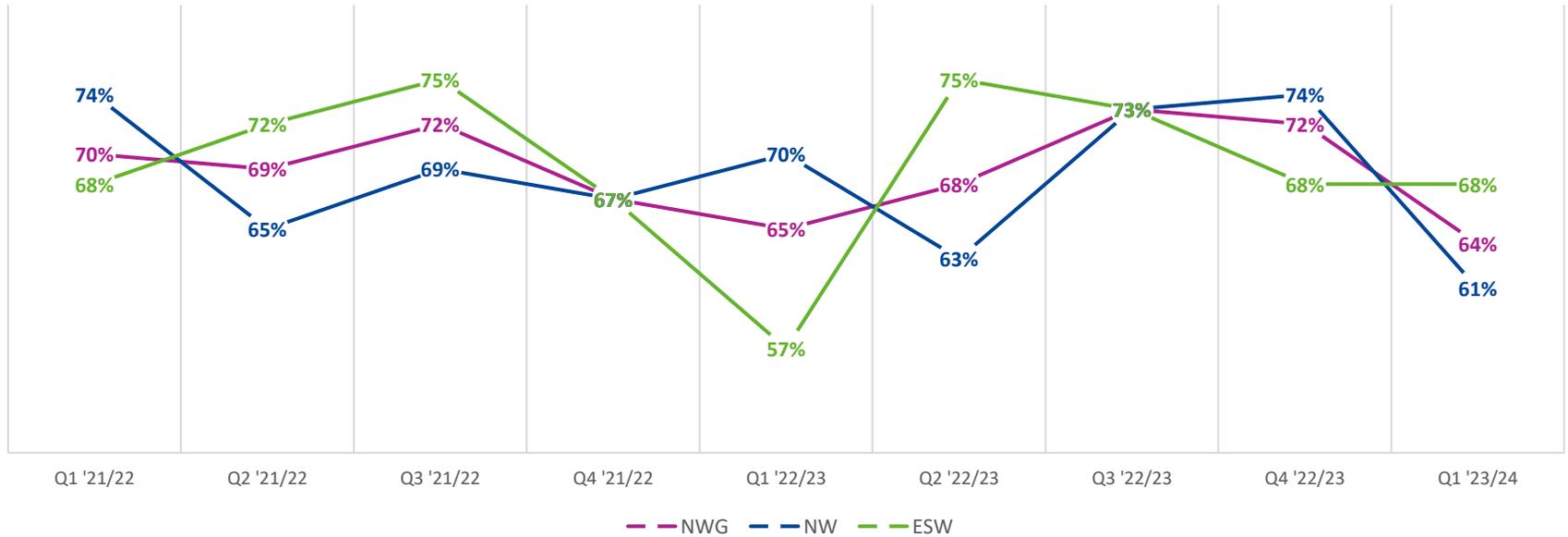
## TRACKING – ADDITIONAL SUPPORT



# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

## TRACKING – ADDITIONAL SUPPORT

ADDITIONAL SUPPORT - RECEIVED INFORMATION WANTED



# **ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24**

## **FINANCIAL SUPPORT**

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We see a decline in most measures in Q1 2023/24 compared to Q4 2022/23, with the biggest being the ESW NPS score.

As seen in the additional support scores, most indicate they have never had a problem (29% NW/23% ESW).

Most who did comment indicate that they received a good service/customer service where staff were helpful and supportive, with some indicating that they got a refund, compensation or discount, for both NW and ESW respondents.

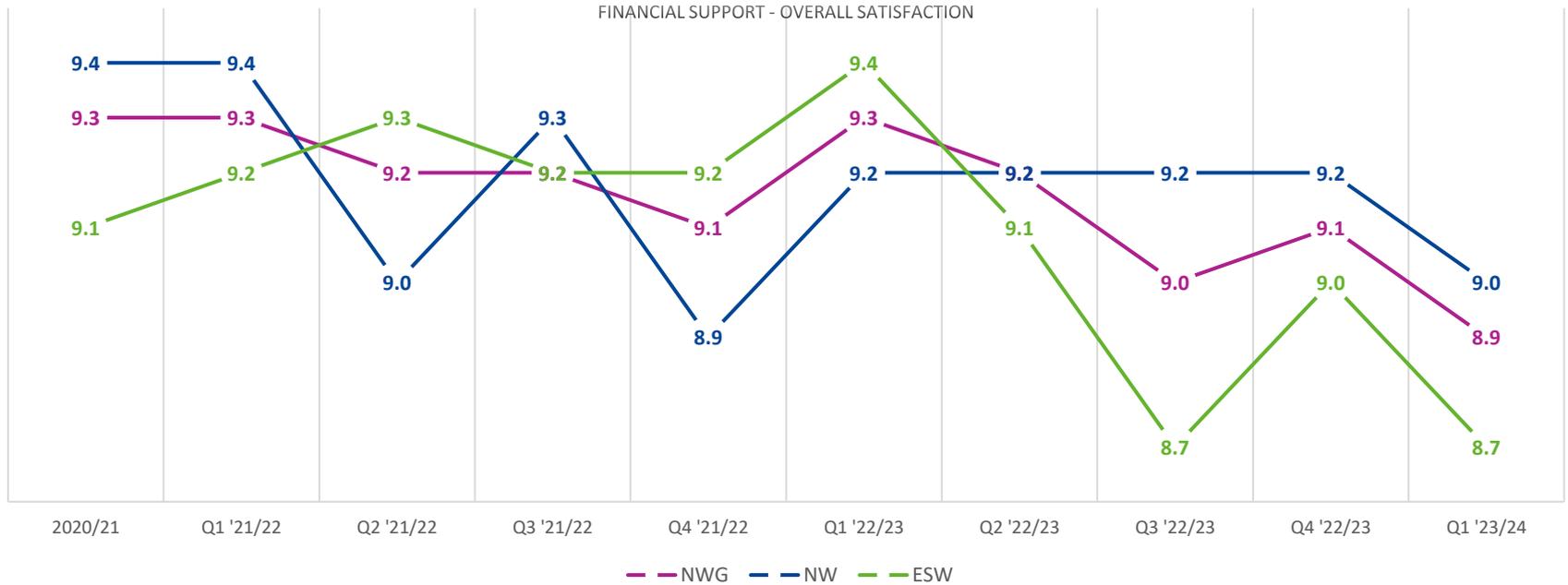
Respondents are more likely to have used the service in contrast to the additional support services.

Those respondents registered for WaterSure score the lowest for overall satisfaction, with a decline of 1.6 to a mean score out of 10 to 8.0, compared to the previous quarter results.

The following pages show the tracking graphs for additional financial support.

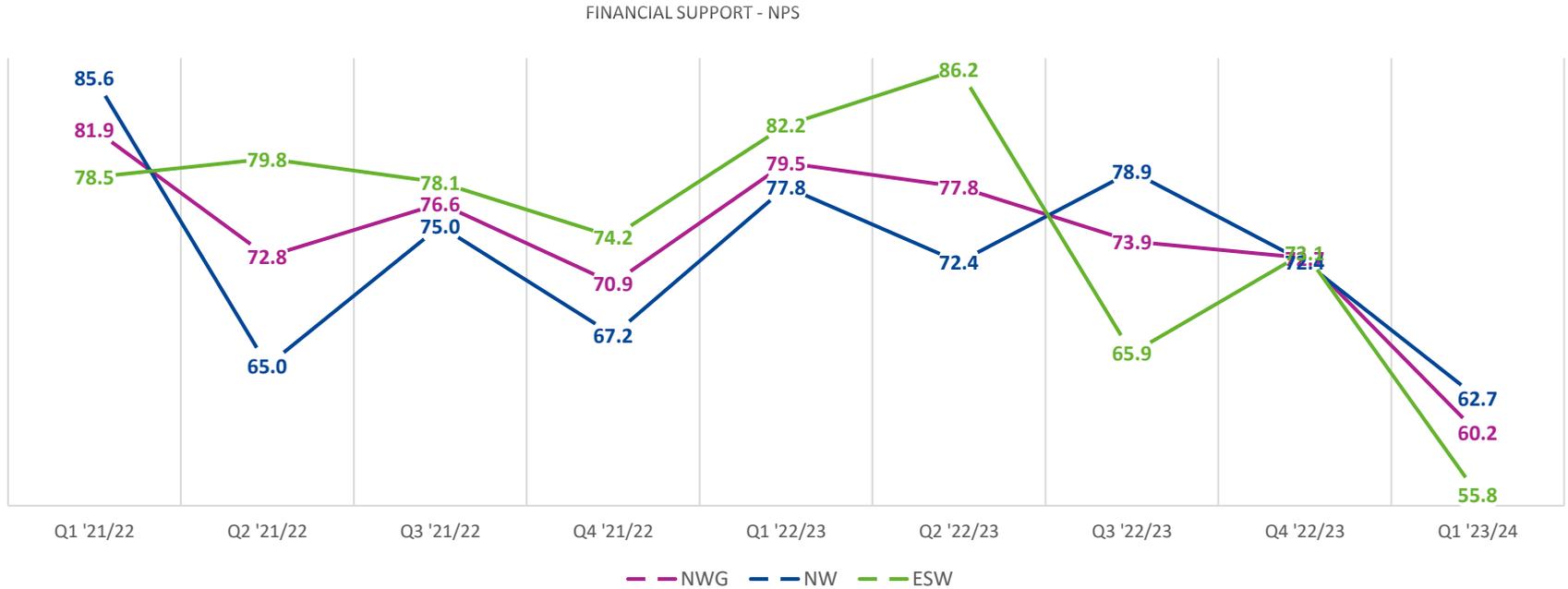
# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

## TRACKING - FINANCIAL SUPPORT



# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

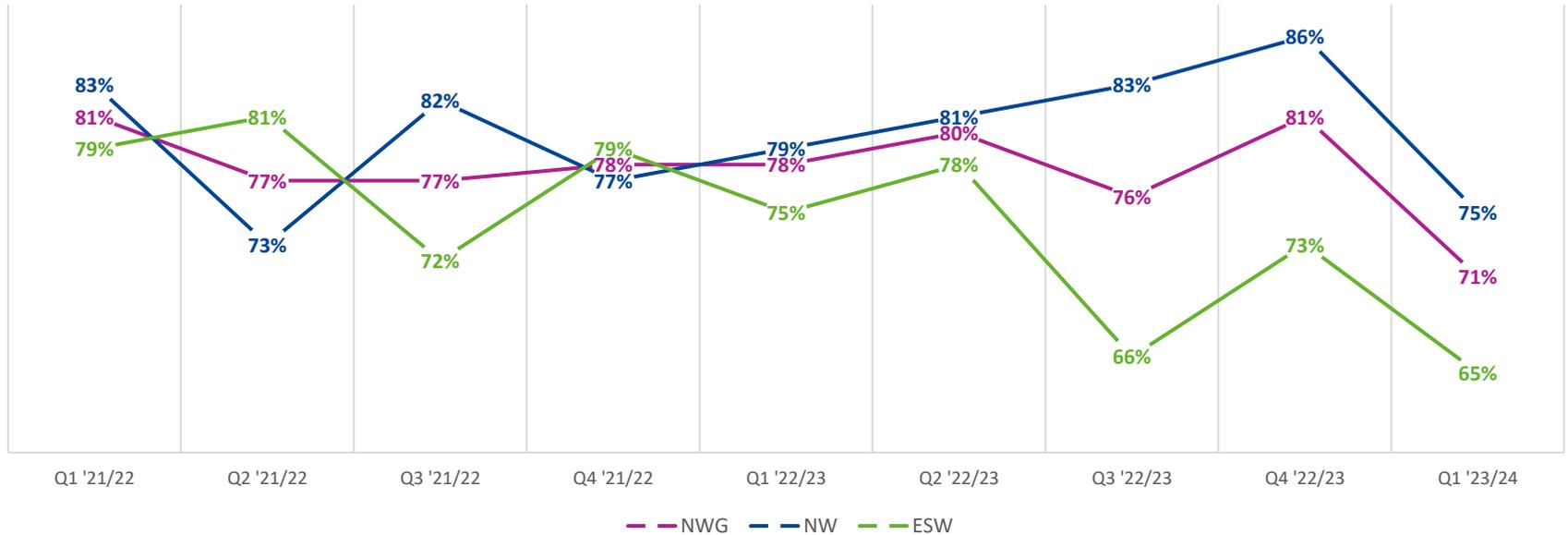
## TRACKING - FINANCIAL SUPPORT



# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

## TRACKING - FINANCIAL SUPPORT

FINANCIAL SUPPORT - RECEIVED INFORMATION WANTED



## ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

### REASONS FOR SATISFACTION SCORES

#### Additional support (250)

- No problems/never had a problem (30%)
- Don't know enough/no real dealings as yet/never had to use (27%)
- Good service/customer service (7%)
- Helpful/supportive (7%)
- Alert customers re issues/works/supply problems/updates (7%)
- It's okay/fine/satisfactory etc (6%)
- Reassuring to have/offers what we need (6%)
- Poor/no communication (6%)
- No/my opinion/no reason/indifferent (6%)
- Satisfied/happy with them/been good to me (4%)
- The fact they have/will supply bottled water so never without (4%)

#### Financial support (250)

- No problems/never had a problem (26%)
- Helpful/supportive (14%)
- Good service/customer service (13%)
- Satisfied/happy with them/been good to me (10%)
- Gave a refund/compensation/discount (9%)
- Get a reduction/capped bills (6%)
- No/my opinion/no reason/indifferent (6%)
- Resolve issues (5%)
- Expensive (4%)
- Quick to respond/resolve issues (4%)

## ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q1 2023/24

### OTHER SUPPORT SUGGESTIONS

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Any suggestions (105)

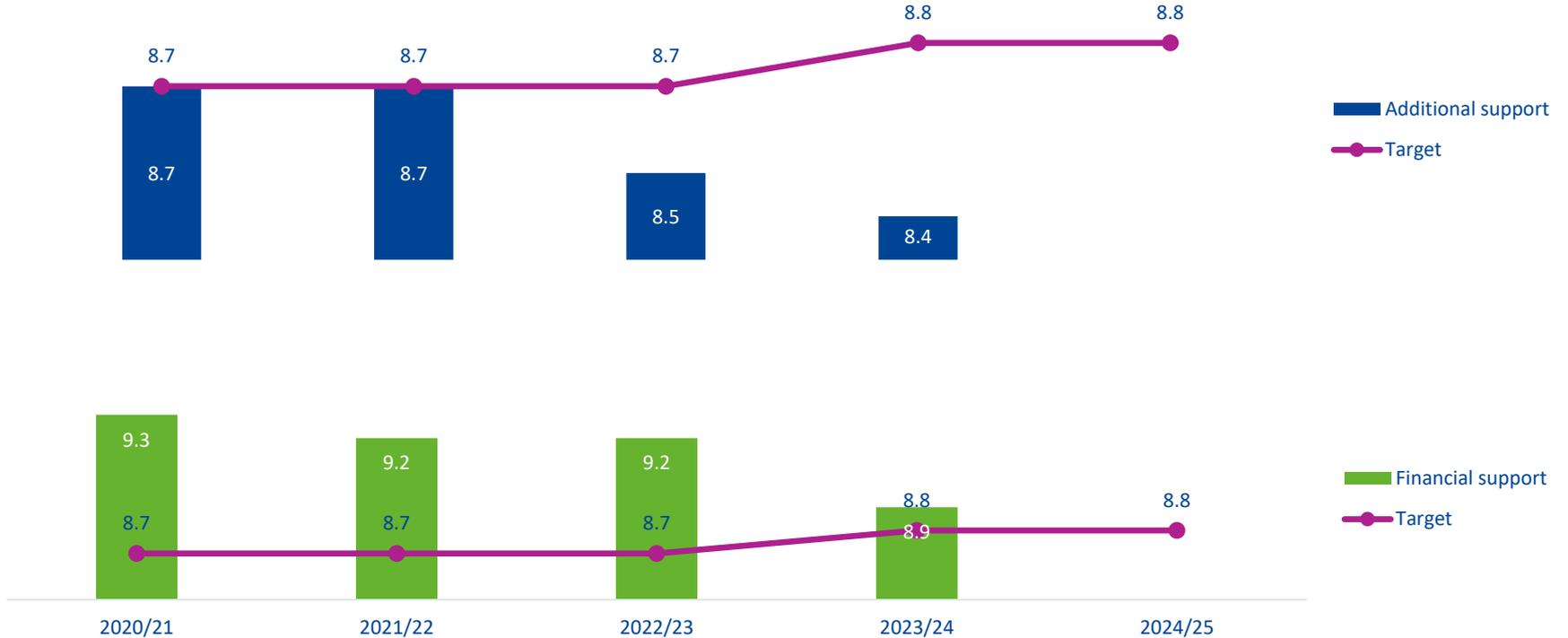
None/don't know (159)

- None/nothing (389)
- Cheaper/lower the price/more affordable (35)
- Improve communication/regular contact etc (25)
- Provide clearer/more detailed information/answers/advice (17)
- More information on what is offered/included (5)
- Offer the option to have a meter or not (5)
- Clean up the rivers/do more for the environment (4)

# ADDITIONAL/FINANCIAL SUPPORT TRACKING – Q4 2022/23

## PROGRESS TOWARDS PERFORMANCE COMMITMENT TARGETS

### Overall satisfaction



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June 2023

The image features a background with a color gradient from dark blue at the top to light green at the bottom. A white horizontal line is positioned near the top. A large, dark blue, wavy shape curves across the lower-left portion of the frame. In the lower-right, there are several overlapping, semi-transparent green shapes, including a large oval and a series of parallel lines that create a sense of motion or depth.