



16 / 09 / 20

Stakeholder Tracker

Results: Quarter 3 2020

Our ref. J3069.2



DEFINING THE **CLEAREST** DIRECTION

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Stakeholder Tracker

On-going research programme among stakeholders - individuals and organisations who have a professional interest or concern in what the company is doing

Covering:

- Trust and other brand values measures
- Likelihood to recommend, with reasons
- Overall satisfaction
- Contact satisfaction (where applicable)
- Preferences for information channels

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Approach

- Carried out by phone
- 50 interviews per quarter
- Sample provided by NWG
- Quotas set in proportion to the profile of stakeholders, by:
 - Region - NW, ESW, National
 - Type – Public affairs, NGO, media

Qtr3 2020

Fieldwork carried out:

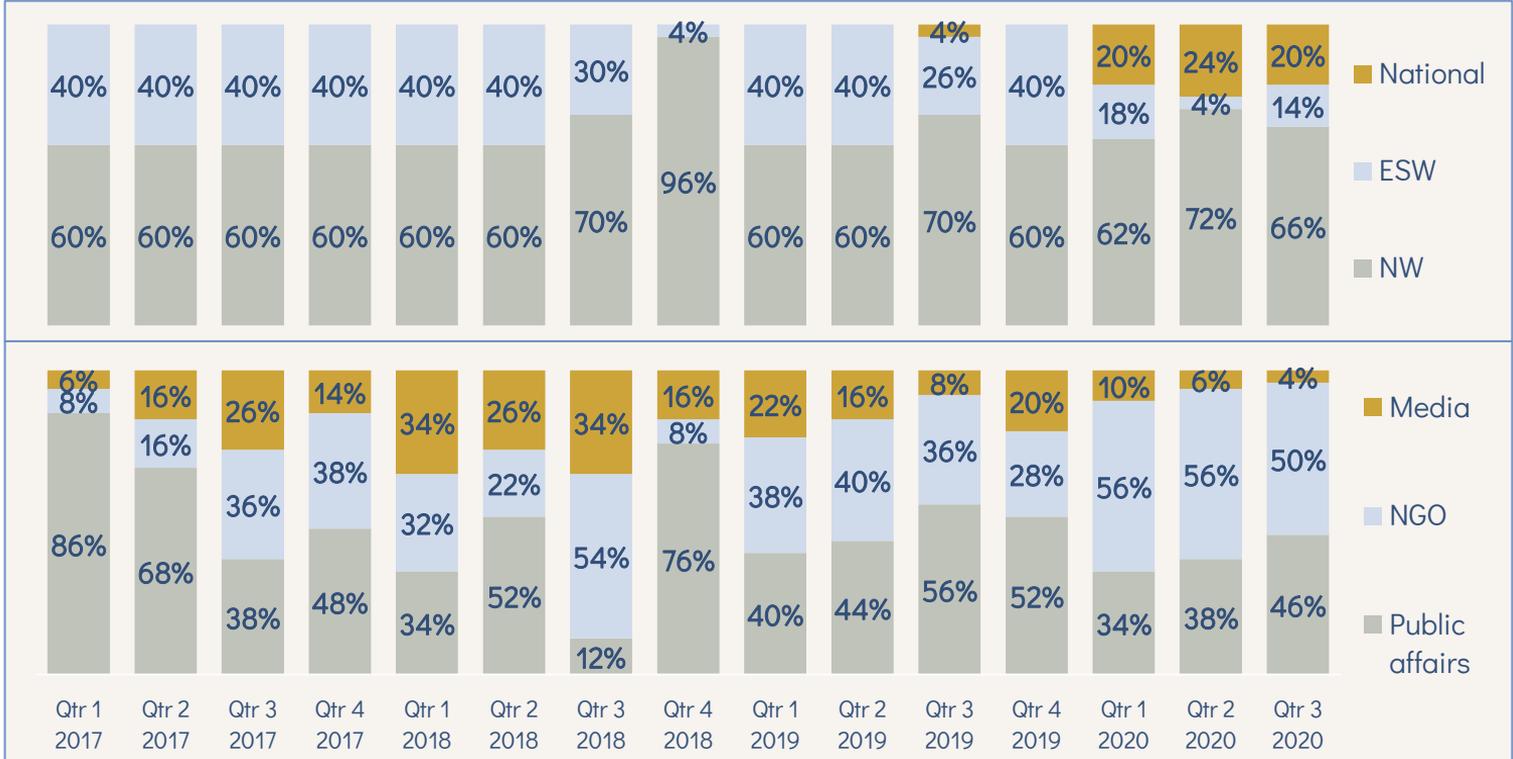
20 Aug – 14 Sept 2020

Due to the Covid-19 restrictions, many stakeholders were still not back in the office

We have merged all previous data and 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



Variation in the profile from wave to wave to each sample of 50 means that differences in the results may be a result of differences in the profile

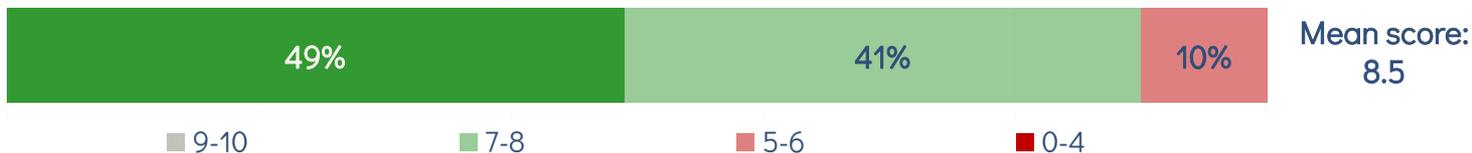


(Qtr4 '18 – 25 interviews)



Trust

NWG are a company you can trust (10 = agree strongly, 0 = disagree strongly)



Base: all respondents, where answer given (49)

Region	Count	Score
NW	33	8.3
ESW	6	8.8
National	10	9.1
Type	Count	Score
Public affairs	22	8.4
NGO	25	8.7
Media	2	7.0

From the Parliamentary Office point of view, every time there has been an issue they are very quick to respond and they've always explained why something has happened and what they've done to correct it

Generally they deliver their promises. Some sections, like their legal sections, aren't always helpful. We have had contact with them and they haven't been helpful

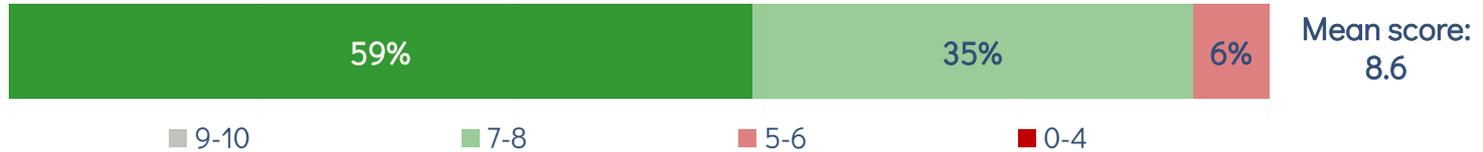
When I've had dealings with them and when they have agreed to do things, they do actually carry them through, they do deliver. It's not as though we don't hear from them. In the community I live, when they have been working in the area, they have been very good with community engagement. They've gone that little further and are a real asset to the community

I have been working very closely with the Senior Leadership Team. I have a really good understanding of what they are trying to do and what they're trying to achieve. We have regular meetings, it is at the forefront of innovation. They really do try and break new ground and that really is fresh thinking. Just generally they are receptive, responsive to challenges, new thinking and new ideas



Overall satisfaction

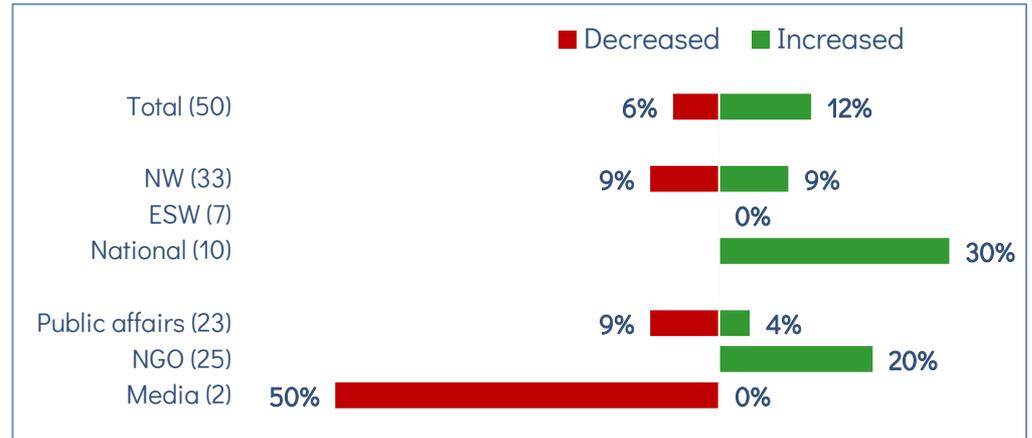
How satisfied are you overall with NWG (10 = very satisfied, 0 = very dissatisfied)



Base: all respondents, where answer given (49)

Region	NW (33)	8.4
	ESW (6)	8.5
	National (10)	9.2
Type	Public affairs (22)	8.5
	NGO (25)	8.8
	Media (2)	6.5

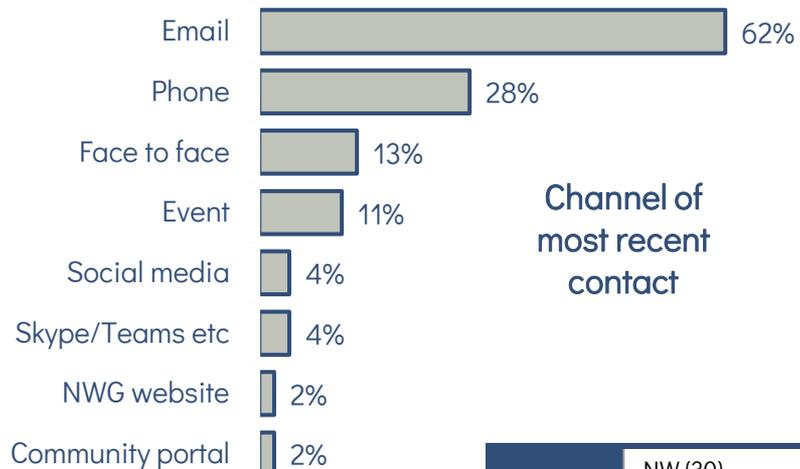
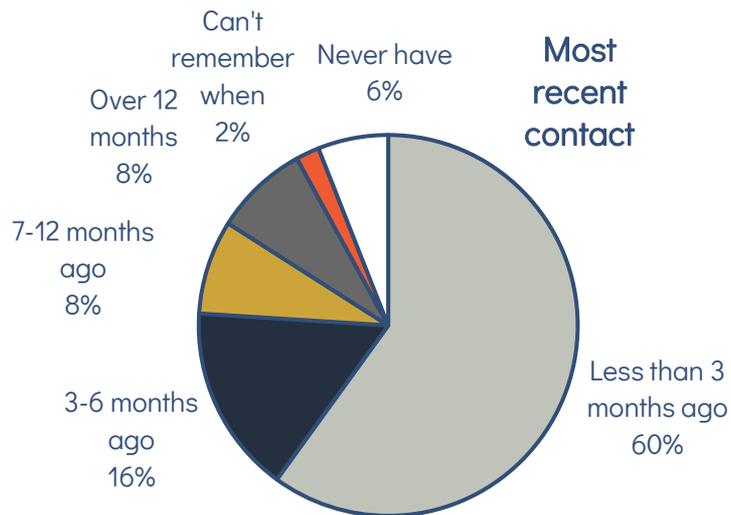
Overall satisfaction change over the last year



Base: all respondents (as shown)

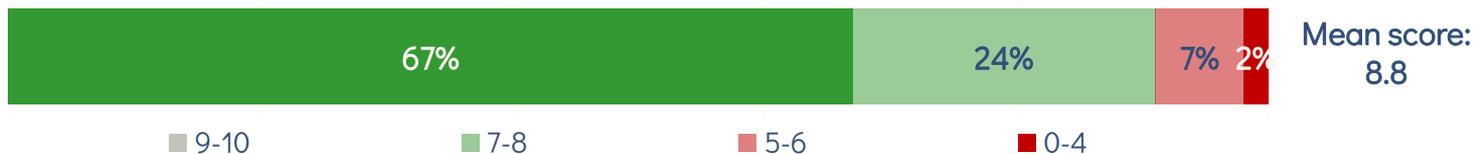
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Contact



Region	Count	Score
NW	30	8.6
ESW	6	8.7
National	10	9.6
Type	Count	Score
Public affairs	20	8.8
NGO	24	9.0
Media	2	7.0

Satisfaction with most recent contact

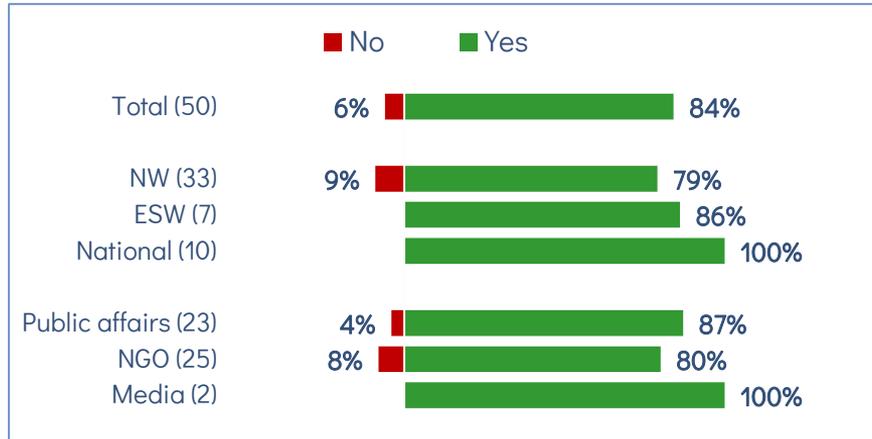


Base: have had contact, where answer given (46)

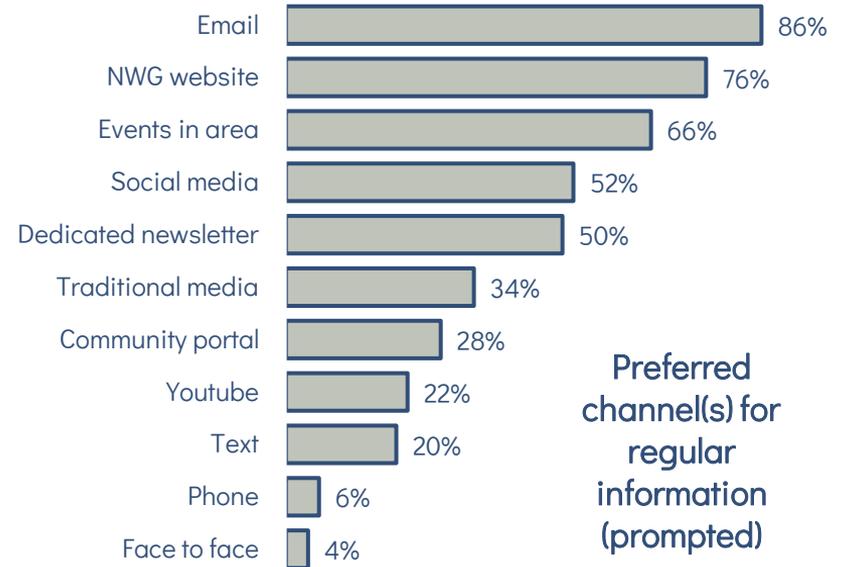
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Information

Been supplied with all the info wanted



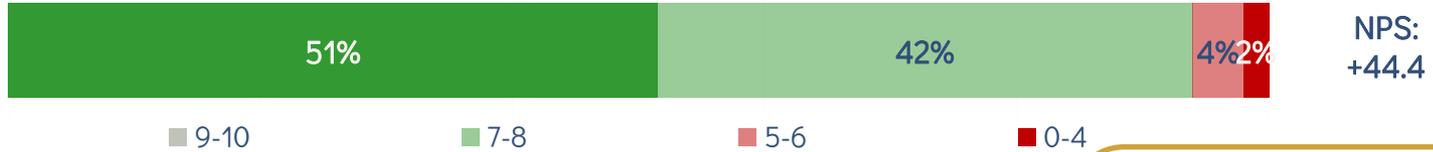
Base: all respondents (as shown)





NPS

Likelihood to recommend NWG (10 = very likely, 0 = very unlikely)



Base: all respondents, where answer given (45)

Region	NW (31)	+48.4
	ESW (6)	0.0
	National (8)	+62.5
Type	Public affairs (20)	+40.0
	NGO (23)	+56.5
	Media (2)	-50.0

In my professional experience Northumbrian Water provide a good service to their customers and that's the reason why I would recommend them. They are also a good partner to the local authority, we have no complaints with how we work in partnership with Northumbrian Water

The customer experience is okay. I turn on the tap and the water comes out, and they will resolve a situation. I live in an area with a lot of water issues and struggle to get responses from staff at Northumbrian Water, senior operations staff. I've just had to email one today after a fortnight of no reply

I just think they are at the forefront of everything that happens in terms of innovation

There is a family who have lost out financially because of a pipework issue and it's dragged on and is not fair on the customer. {xxx} was good but it was escalated to someone else and it's disappeared into thin air, so there is just frustration of this issue and I would like someone to get back to us on this and get it sorted.

I think they do the basic job well, but they have an eye to improving that, and have a genuine intention to do their part for the environment and their customers and more vulnerable customers. They have a human centre to their work

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Brand values – progress monitoring

Brand values	2017 total	2018 total	2019 total	2020 YTD	2020 Q1	2020 Q2	2020 Q3	2020 Q4
Provide an unrivalled customer experience	7.8	8.0	7.1	7.7	7.7	8.2	7.2	
Provide affordable and inclusive services			7.5	8.2	7.8	8.5	8.2	
Provide reliable and resilient services			8.2	8.5	8.3	8.8	8.5	
Leading in innovation	7.6	7.9	7.3	8.3	8.3	8.4	8.2	
Trust they work with others to improve the environment	7.9	8.2	8.0	8.8	8.5	9.0	8.7	
Contribute to successful economy in region			7.8	8.5	8.3	8.8	8.3	
Company you can trust	8.1	8.2	8.2	8.7	8.6	9.0	8.5	
Leading company in tackling leakage			7.6	7.8	7.4	8.2	7.6	

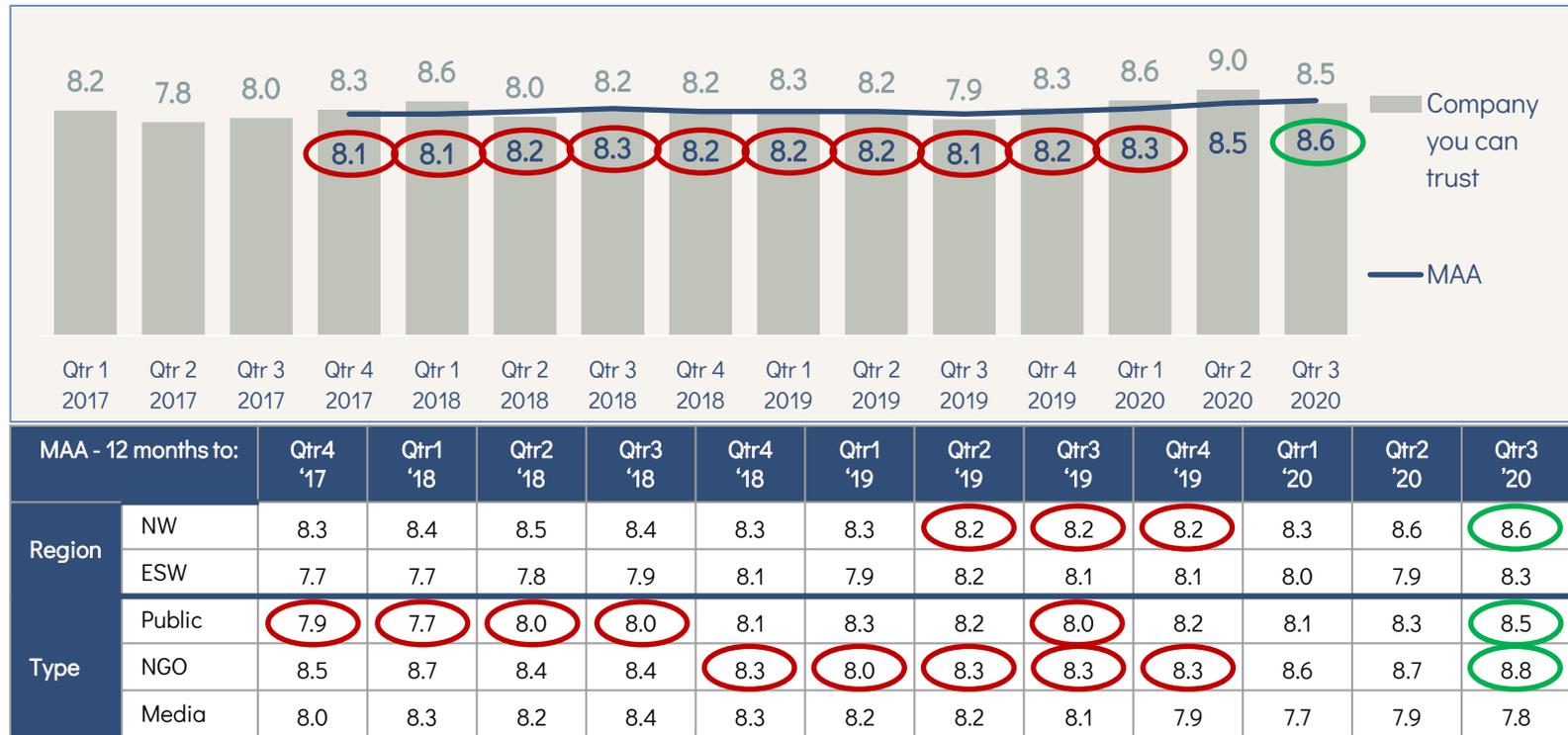


The sample base each quarter is relatively small, so the scope for analysis of trends within the region and sample type sub-groups is limited. We have therefore run 'moving annual averages' (MAA) in order to increase the sub-group bases and also to iron out peaks and troughs in the data caused by sample profile differences from wave to wave.

Each MAA data point is a total of the interviews completed in the 4 quarters up to and including that wave. This gives us total bases averaging around 120 for NW and 60-80 for ESW, along with 90 for public affairs, 65 for NGOs and 40 for media; it is then possible also to significance test the MAA data points.

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Trust – the moving annual average is now significantly higher than it has been previously





Overall satisfaction – also trending upwards in recent quarters



MAA - 12 months to:		Qtr4 '17	Qtr1 '18	Qtr2 '18	Qtr3 '18	Qtr4 '18	Qtr1 '19	Qtr2 '19	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
Region	NW	8.4	8.5	8.5	8.6	8.5	8.3	8.3	8.3	8.3	8.5	8.7	8.7
	ESW	7.9	7.9	7.9	8.2	8.4	8.4	8.4	8.2	8.3	8.1	8.1	8.3
Type	Public	8.2	8.0	8.1	8.2	8.4	8.4	8.4	8.3	8.3	8.3	8.4	8.5
	NGO	8.4	8.7	8.6	8.7	8.6	8.3	8.4	8.3	8.3	8.6	8.7	8.8
	Media	8.0	8.3	8.2	8.4	8.3	8.3	8.1	7.9	8.1	8.1	8.6	8.5

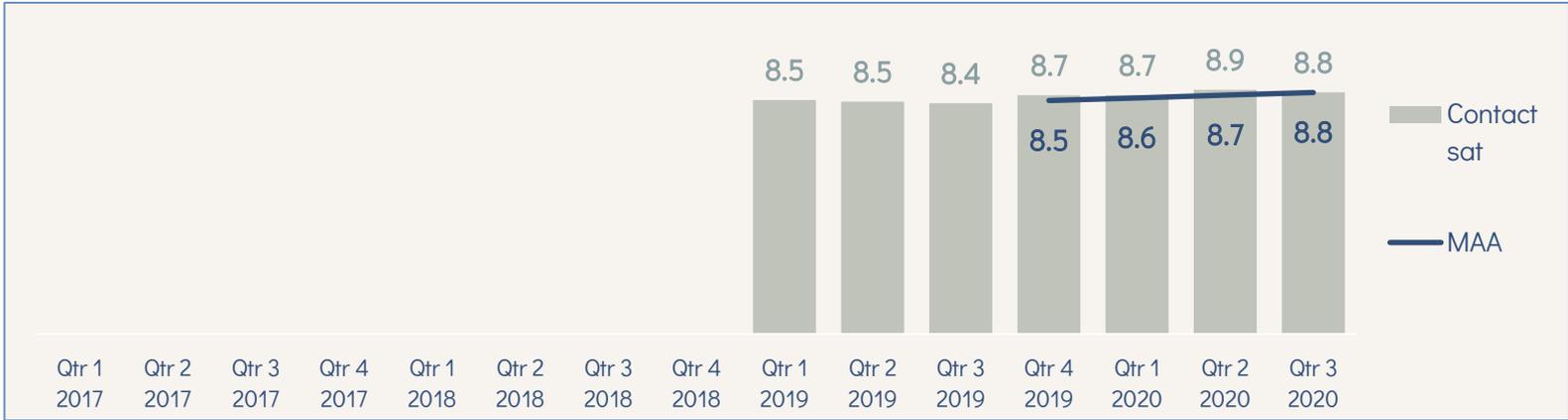
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The NPS measure itself is volatile, so the moving annual average also swings up and down. The measure in NW has improved vs last year, but dropped in ESW





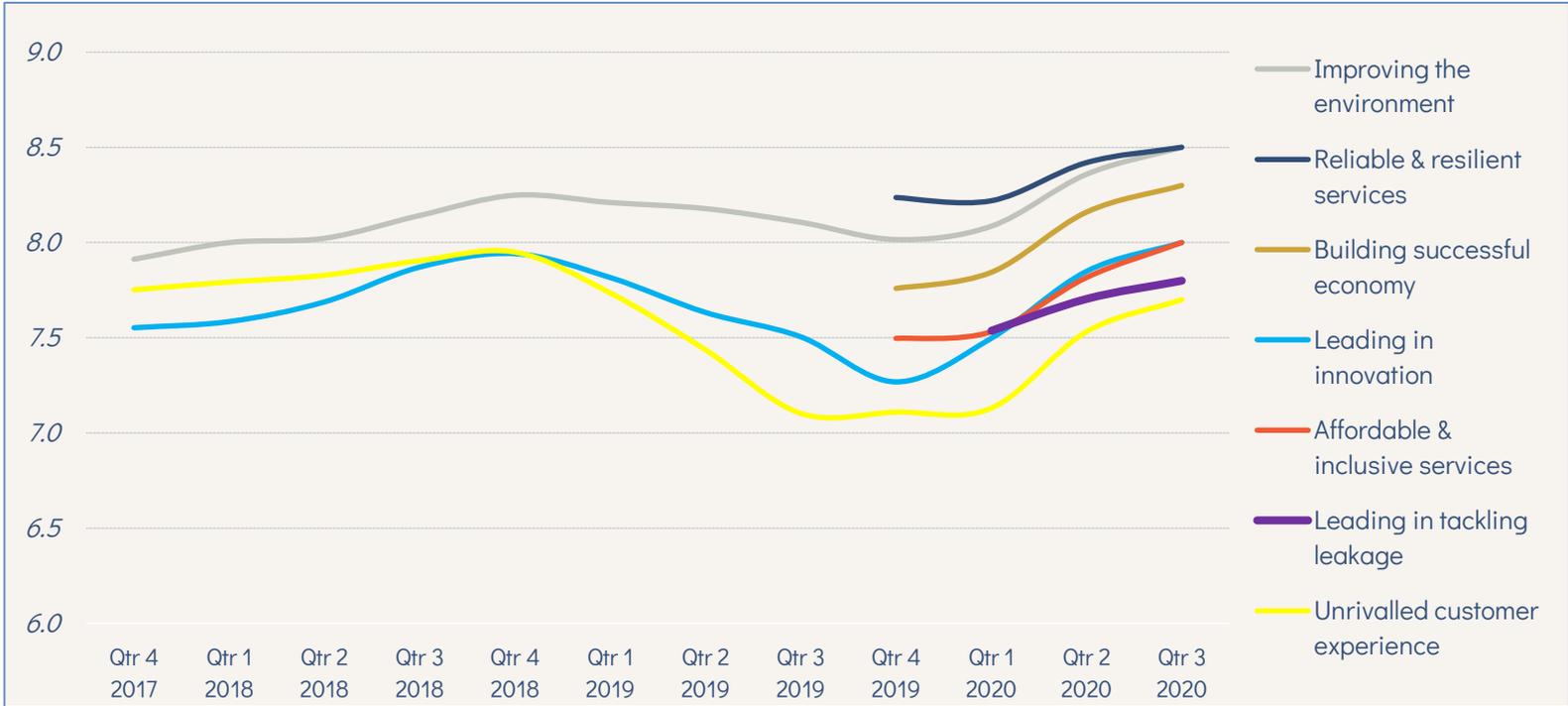
The contact satisfaction moving annual average is trending upwards – but not in ESW



MAA - 12 months to:		Qtr4 '17	Qtr1 '18	Qtr2 '18	Qtr3 '18	Qtr4 '18	Qtr1 '19	Qtr2 '19	Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20
Region	NW									8.5	8.6	8.7	8.8
	ESW									8.4	8.2	8.1	8.2
Type	Public									8.4	8.4	8.5	8.6
	NGO									8.7	8.8	8.9	8.9
	Media									8.4	8.3	8.5	8.6



The other brand values moving annual averages show a dip from the end of 2018 and through 2019 but a recovery in recent waves





DEFINING THE **CLEAREST** DIRECTION

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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

