Appendix 1.1.R – Evidence from day to day engagement

Wessex Water

September 2018

Wessex Water
YTL GROUP

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1. Introduction

Every year we seek customer feedback via multi-channel surveys including:

Telephone	Telephone survey on completion of an operational contact
SMS	SMS survey on completion of an operational contact
Feedback cards	Paper survey left by field staff on completion of an operational contact
Social media	Comments by customers on Facebook and Twitter
Live chat	Survey on completion of a web chat on an operational or billing issue
SIM surveys (including replicas)	Telephone surveys carried out by an independent company appointed by Ofwat as part of Service Incentive Mechanism

We use all our daily customer feedback data to continually improve the service we offer our customers, overseen by our senior Customer Experience Group. This might be improvements to processes, policies, training or systems. Customer feedback data is shared with staff via real-time dashboards which allows us to react quickly to any dissatisfaction amongst our customers and encourages 'gamification' across teams and divisions.

This strong focus on continuous improvement has led to us being the leading water and sewerage company on the Service Incentive Mechanism in all but one year since its inception.

In addition, we carried out specific in-depth analysis to inform this business plan by combining feedback data with operational contact data and reports from our compliance teams.

The following sections provide more information on the data used in the analysis and how the findings were used in the development of the business plan.

2. Data used

Customer satisfaction feedback

We have used 3.5 years of customer feedback data in this analysis. The data was initially cleansed to ensure it related to the correct incident/customer/property reference and relevant job category/type e.g. blockage, supply interruption etc.

We operate in three distinct areas in our region – north, south and west. The data was also cleansed to give an accurate regional breakdown.

Responses were excluded from the analysis where the customer was unidentifiable or we were unable to match with certainty to the original incident.

Live chat feedback data was also excluded from the analysis due to insufficient traceable customer/incident information.

The total number of surveys included in the analysis was:

Survey	Volume
Telephone & SMS	15,501
Feedback cards	7,818
SIM replicas	4,987
Total	**28,306**

Compliance team reports

Our compliance team keep a log of sewerage incidents and who is responsible for the service failure i.e. our asset or human related. For example, has a non-return valve failed or has the flushing of wet wipes caused sewage flooding.

This enables us to understand whether customer satisfaction varies depending on the root cause of the issue.

Operational contact data

We used 3.5 years of operational contact data for this analysis. The dataset contained customer contacts by job details such as job category/type and region, combined with customer/property reference numbers.

Social media comments

We used 2.5 years of comments from Facebook and Twitter in the analysis. The 10,645 comments were individually reviewed and mapped back to the relevant operational contact data. Where the comments related to a more general post, job advert, roadworks or an award, we excluded the data.

3. Data analysis

Extensive analysis of all the data was undertaken. A large amount of focus was put on consistent metrics across all the customer satisfaction feedback. For example, the question *'how would you rate your overall experience with Wessex Water?'* The question has five possible answers ranging from 1 - very dissatisfied to 5 - very satisfied.

By merging the contact data with the customer feedback data, we were able to determine the number of customer contacts per job category/type and produce a customer satisfaction score by year and job type, including:

- Water quality
- Leakage
- Supply interruptions
- Sewer flooding
- Metering
- Manholes

We used the unique incident reference numbers in the operational contact data to identify the number of incidents generated for each job type. This enabled us to separate incidents which have one contact from those which have multiple contacts and then analyse these by how long the incident took to resolve i.e. subtracting closed date/time from incident opened date/time.

To add further confidence to the overall analysis, a calculation was made to understand the ratio of incidents with multiple contacts to those with only one contact.

With the social media data, we individually reviewed and assigned a job category and type where possible to match our operational job descriptions. A sentiment percentage was then allotted to each comment (negative comment = 0%, positive 100% and neutral 50%) to give an overall sentiment score.
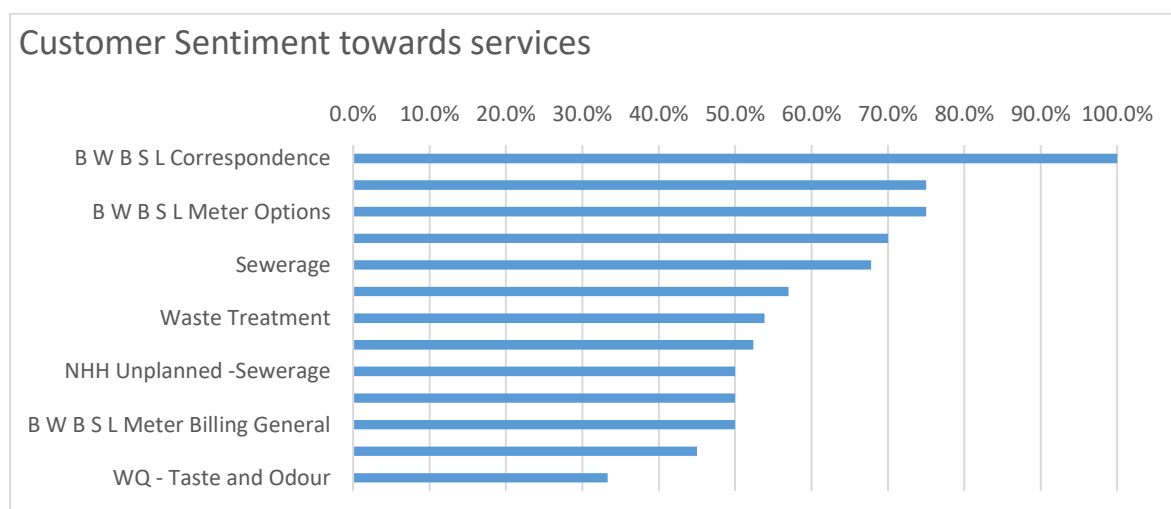
4. Examples of findings

Here are some examples of the findings displayed as charts for one job type, water supply interruptions.

This chart shows the relationship between customer satisfaction and job duration for water supply interruptions.
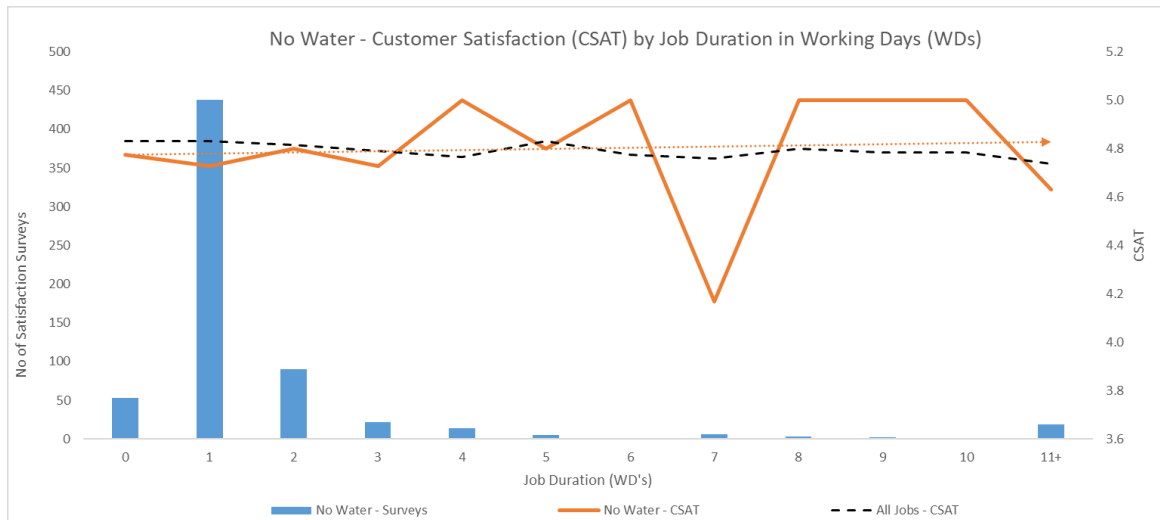
This chart shows the relationship between the number of contacts (and any incidents raised as a result of those contacts) and job duration for water supply interruptions.
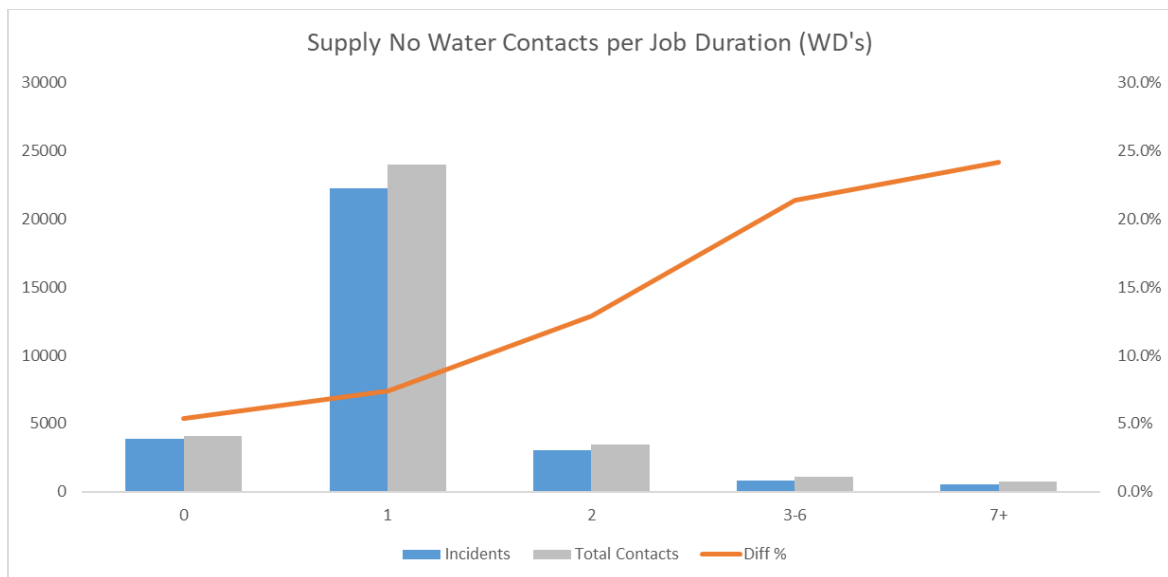
This chart shows the relationship between customer contact and job duration in hours for water supply interruptions.
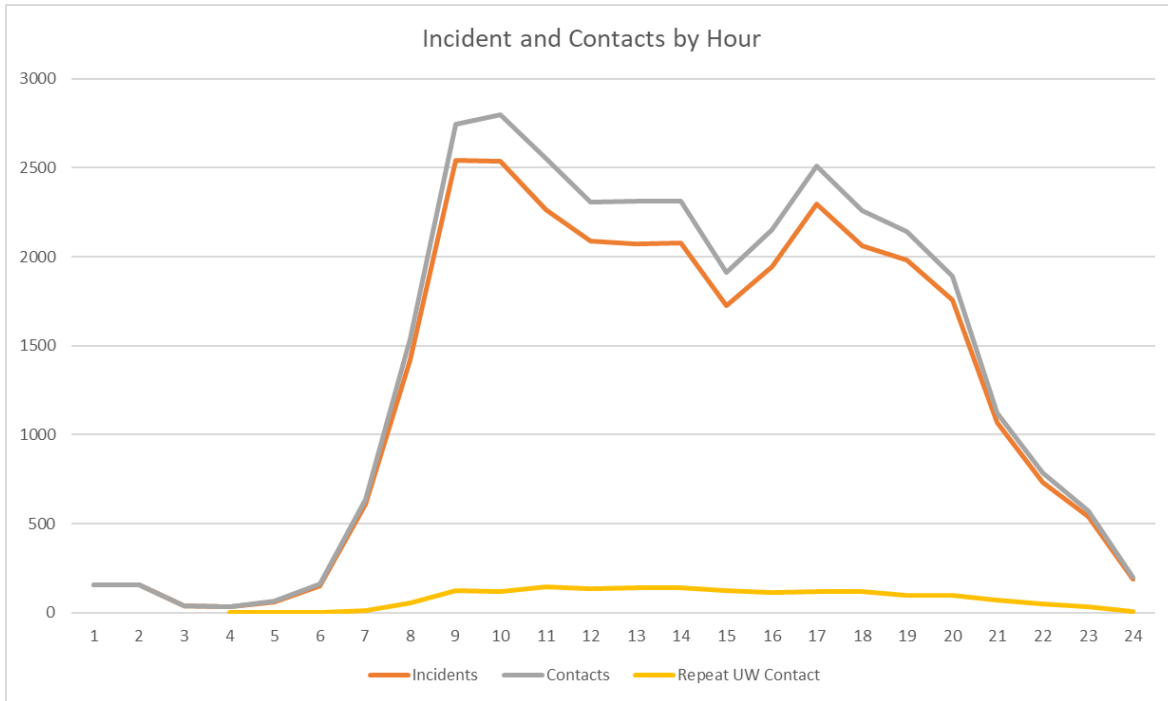
5. How this analysis has been used in the business plan

This more in-depth analysis of our continuous data, combined with all the other research that we have done for this business plan, has helped us identify the things that are most important to customers and informed the areas of service that we should concentrate on most. In addition, we better understand the impact that these service failures have on our customers.

Customer contacts are an expression of how annoyed/frustrated people are with the service we are providing and so a contact is a sign of the impact that a service failure is having.

The number of contacts per property affected is a proxy for the impact that different types of service failure have had, and gives us relative rankings of different types of service failure.

We have used these revealed preferences in conjunction with our stated preference research to cross check the relative ranking of service failures. This has helped us understand where our stated preference surveys are reflecting how customers respond in real life, and has fed into the weighting in our triangulated willingness to pay figures.

This approach still has flaws. Customers who feel the need to contact us will not all be feeling the same, for example it is conceivable that a customer who is affected by a supply interruption is in search of information on when water may be returned, whereas a customer experiencing sewer flooding is truly distressed. Thus, any relative ranking may understate the impact of serious service failures.