WSX65 – Continuous customer feedback and insight

Business plan
2025-2030

Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.

WSX65 – Continuous customer feedback and insight

CONTENTS

Annexes - None

This supporting document is part of Wessex Water's business plan for 2025-2030.

Please see WSX00 – Navigation document' for where this document sits within our business plan submission.

More information can be found at wessexwater.co.uk

Executive summary

We continually survey household customer satisfaction in real-time by launching internal feedback surveys as contacts are resolved, by encouraging customers to leave public reviews on Trust Pilot and through our tracking survey.

We also collect feedback through Ofwat C-MeX surveys, R-MeX and D-MeX surveys, insight from organisations such as the Institute of Customer Service and regularly undertake gap analyses against best practice guidance.

We combine all of this continuous insight with other data sources such as volume, type and root cause of customer contacts and complaints, and benchmark ourselves within and outside the sector to drive continuous improvement in our day-to-day billing and operational services. This might be improvements to processes, policies, systems, or training.

Delivery of our continuous improvement is overseen by our senior Customer Experience Group, comprising leaders from all customer-facing departments across the business.

Regular engagement and analysis of feedback, contacts and complaints also drives improvement in our service to retailers, businesses, and developers.

This data and insight also allows us to identify customers 'priorities for the future when supplemented by bespoke research projects.

This document presents a selection of the data collected from internal and external survey sources. It shows that although satisfaction with our service is generally high, key areas for improvement include:

- Communication during the resolution of a customer contact and during incidents such as supply interruptions. This includes timing, frequency and quality of information shared
- Response times to customer contacts, shortening where possible
- Effectiveness of contact systems, quality of non-household market data and engagement with retailers
- Keeping developers up to date and improving the information available to them on our website.

Feedback data and insight from other organisations has been considered and triangulated alongside other sources of related customer insight to shape our plan, for example to inform the proposals for household customers, business customers, retailers and developers set out in chapter 7 of our main business plan, excellent customer experience.

1. Feedback and insight sources

1.1. Wessex Water internal surveys

1.1.1. Customer satisfaction and service feedback

Figure 1 shows how satisfaction varies across different areas of our operational service.

Figure 1: Household operational incident customer satisfaction – December 2020-June 2023
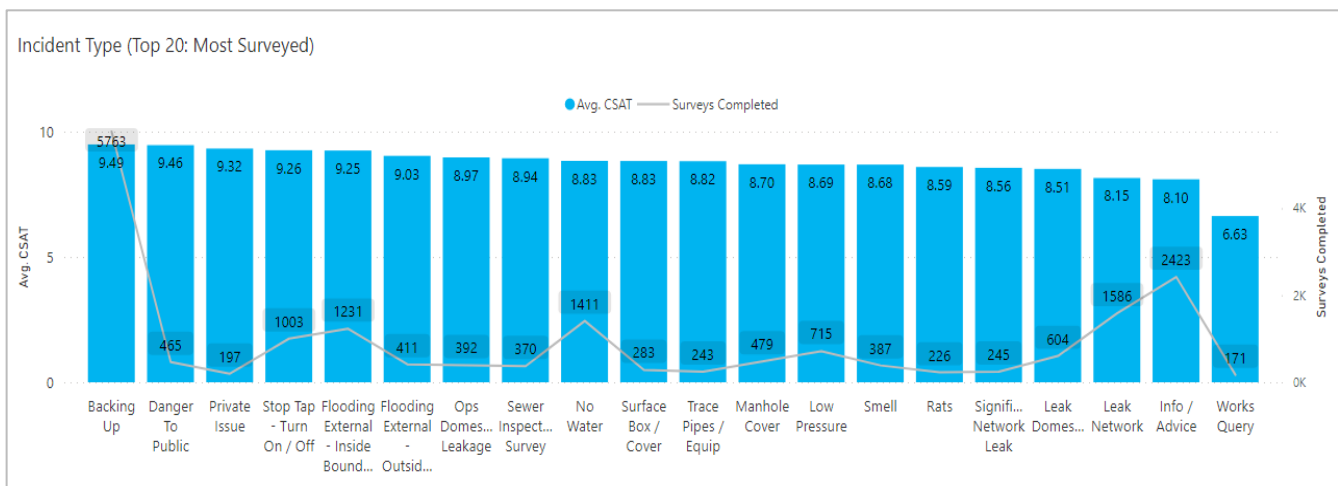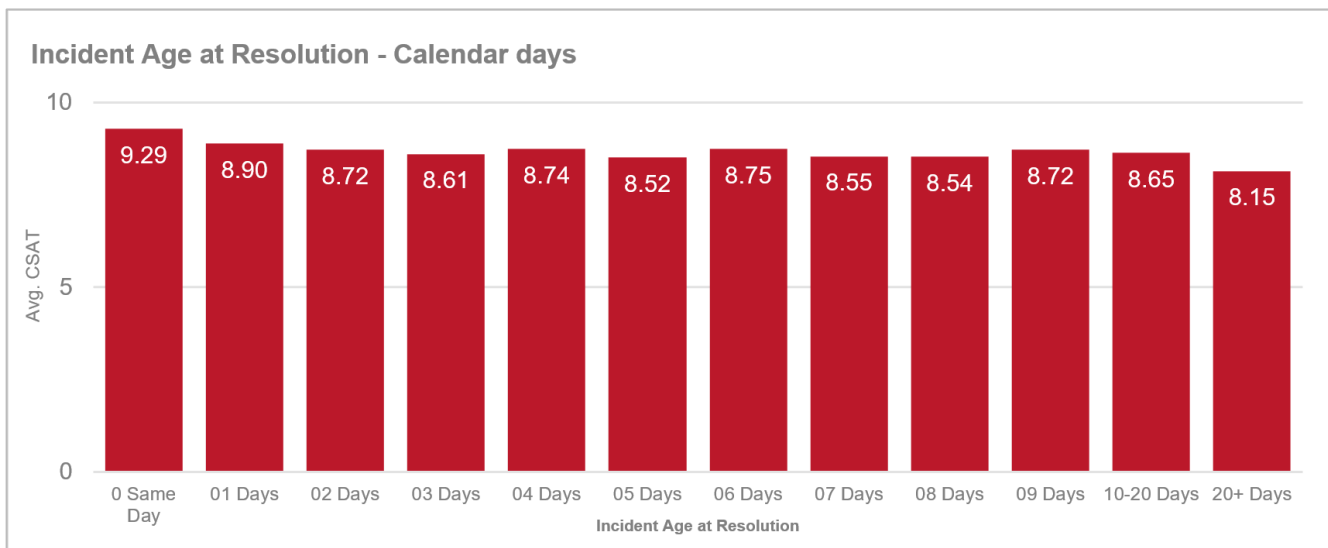

Figure 2 shows how the time it takes to resolve problems impacts on customer satisfaction.

Figure 2: Operational incidents satisfaction scores between December 20 to March 23

1.1.2. Analysis of contacts and complaints

Figures 3 to 6 show the number of contacts and complaints we receive about different operational areas and the top reasons for customer complaints. Figure 6 shows poor communication, recurring issues, and general inconvenience in the top three.

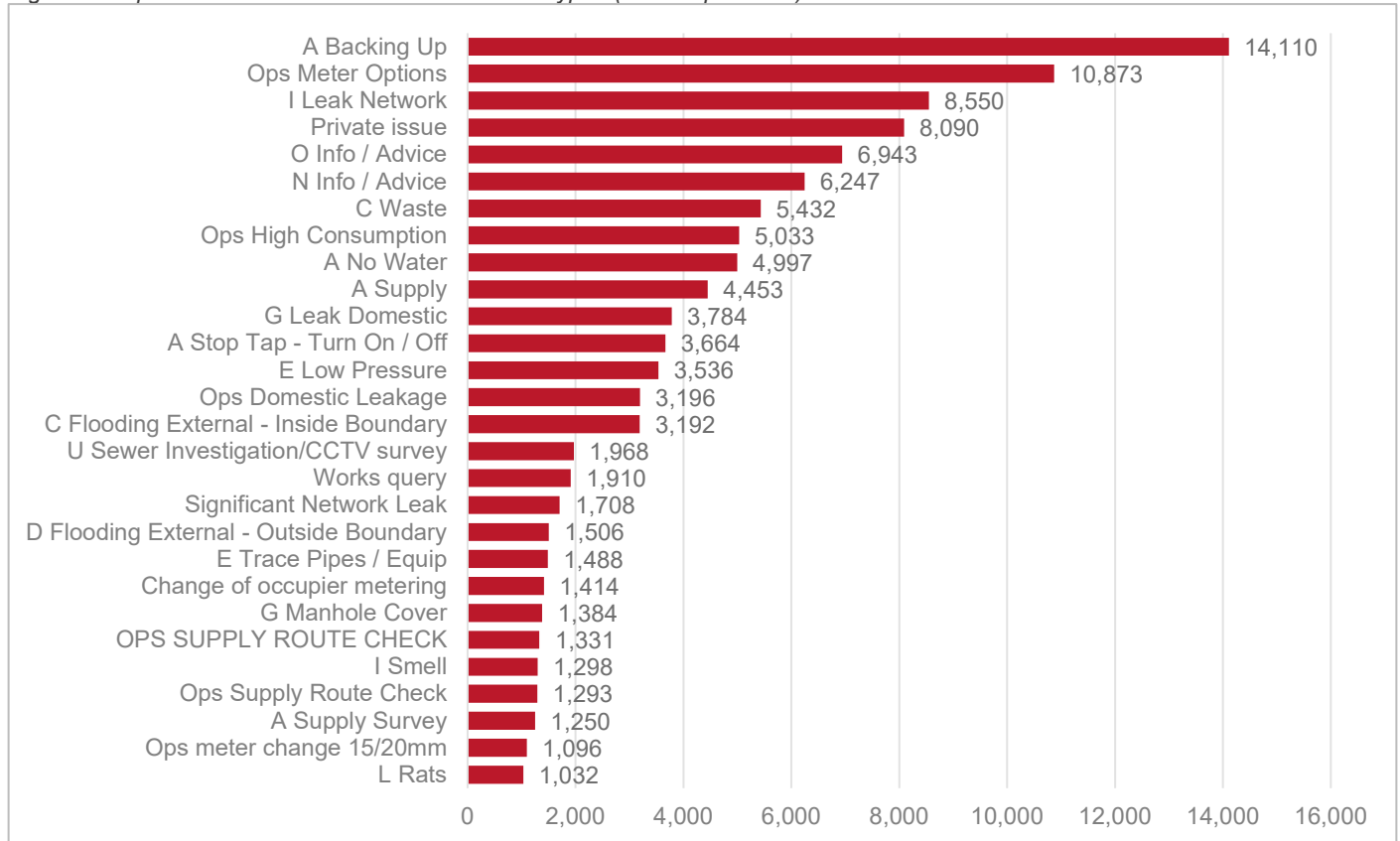*Figure 3: Top household customer contact incident types (Since April 2022)*

Incident Type	Count
A Backing Up	14,110
Ops Meter Options	10,873
I Leak Network	8,550
Private issue	8,090
O Info / Advice	6,943
N Info / Advice	6,247
C Waste	5,432
Ops High Consumption	5,033
A No Water	4,997
A Supply	4,453
G Leak Domestic	3,784
A Stop Tap - Turn On / Off	3,664
E Low Pressure	3,536
Ops Domestic Leakage	3,196
C Flooding External - Inside Boundary	3,192
U Sewer Investigation/CCTV survey	1,968
Works query	1,910
Significant Network Leak	1,708
D Flooding External - Outside Boundary	1,506
E Trace Pipes / Equip	1,488
Change of occupier metering	1,414
G Manhole Cover	1,384
OPS SUPPLY ROUTE CHECK	1,331
I Smell	1,298
Ops Supply Route Check	1,293
A Supply Survey	1,250
Ops meter change 15/20mm	1,096
L Rats	1,032

Figure 4: Top complaint incident types (since April 2022)

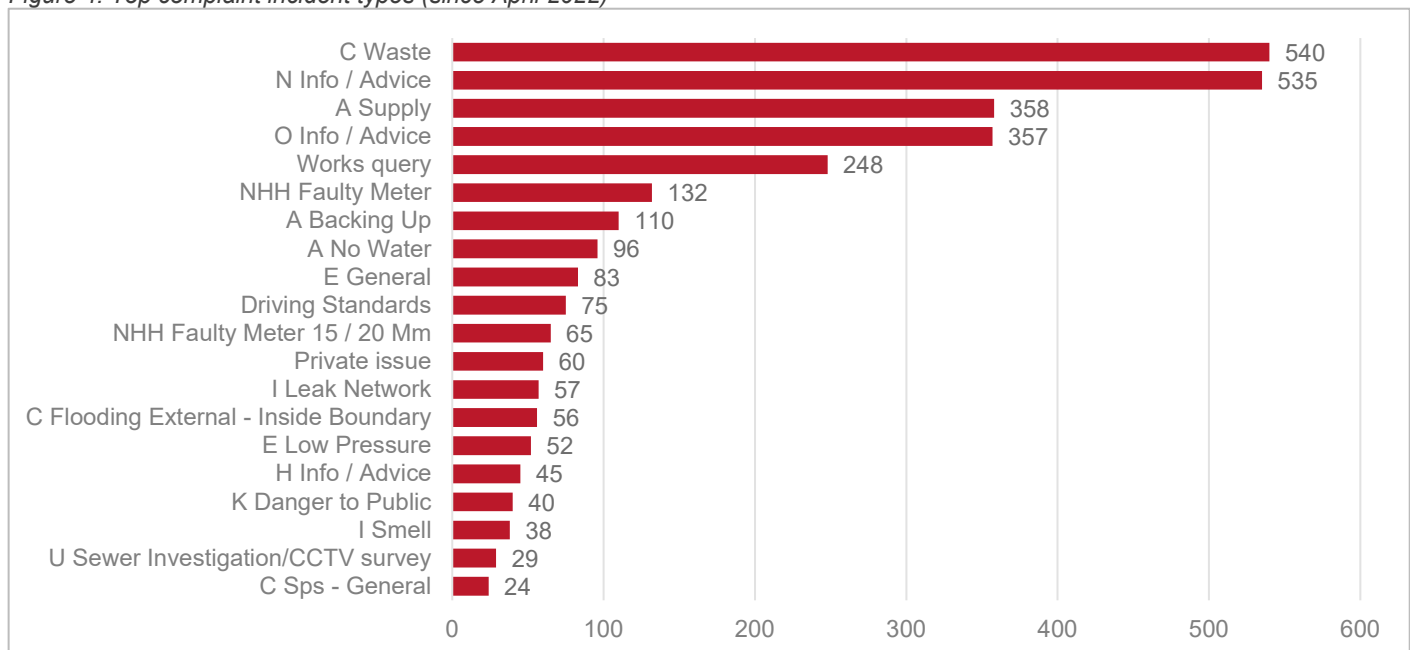| Incident Type	Count
C Waste	540
N Info / Advice	535
A Supply	358
O Info / Advice	357
Works query	248
NHH Faulty Meter	132
A Backing Up	110
A No Water	96
E General	83
Driving Standards	75
NHH Faulty Meter 15 / 20 Mm	65
Private issue	60
I Leak Network	57
C Flooding External - Inside Boundary	56
E Low Pressure	52
H Info / Advice	45
K Danger to Public	40
I Smell	38
U Sewer Investigation/CCTV survey	29
C Sps - General	24

Figure 5: Top complaint reason (Since April 2022)

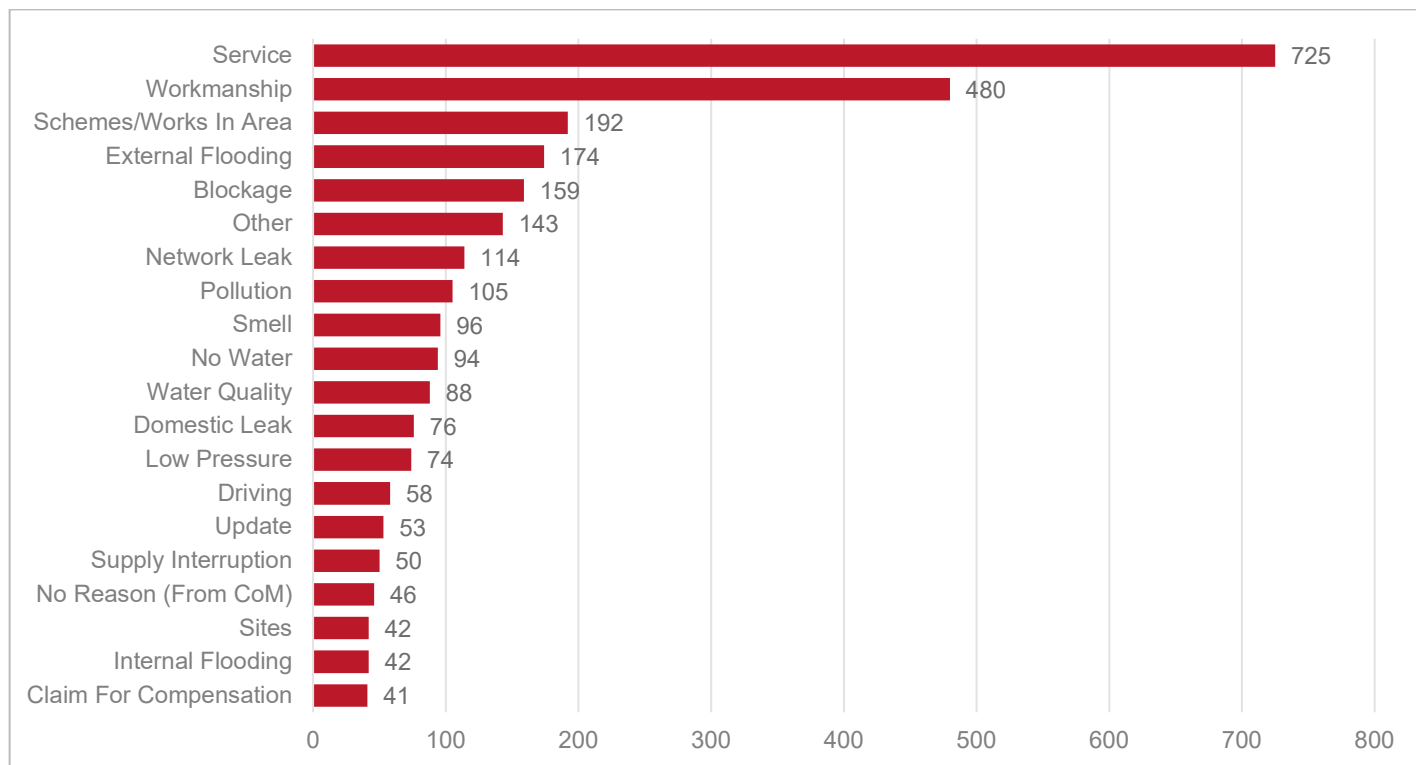| Complaint reason	Value
Service	725
Workmanship	480
Schemes/Works In Area	192
External Flooding	174
Blockage	159
Other	143
Network Leak	114
Pollution	105
Smell	96
No Water	94
Water Quality	88
Domestic Leak	76
Low Pressure	74
Driving	58
Update	53
Supply Interruption	50
No Reason (From CoM)	46
Sites	42
Internal Flooding	42
Claim For Compensation	41

Figure 6: Top causes of complaint (Since April 2022)

| Cause of complaint	Value
Poor Communication	447
Repeat Problem	337
General Inconvenience	295
Other	143
Poor Standard	141
Area Left Untidy	114
Unhappy With…	93
Generally Unhappy	85
Damage Caused By Our…	81
Incorrect Advice Given	65
Delay In Attending	59
Noisy	56
Delay in Completing Repair	53
No Cause (From CoM)	45
Dangerous	42
Due To Our Works	42
Delay In Completing Works	42
Private	41
Claim for Compensation	41
Inside Boundary	39

We contact customers who give a satisfaction score of 7 or below on our internal feedback survey or have said their journey was not easy or is unresolved. Figure 7 shows that 36% of customers over the last three years have said their main issue was communication, while 17% have said inconvenience.

Figure 7: Internal service recovery feedback themes
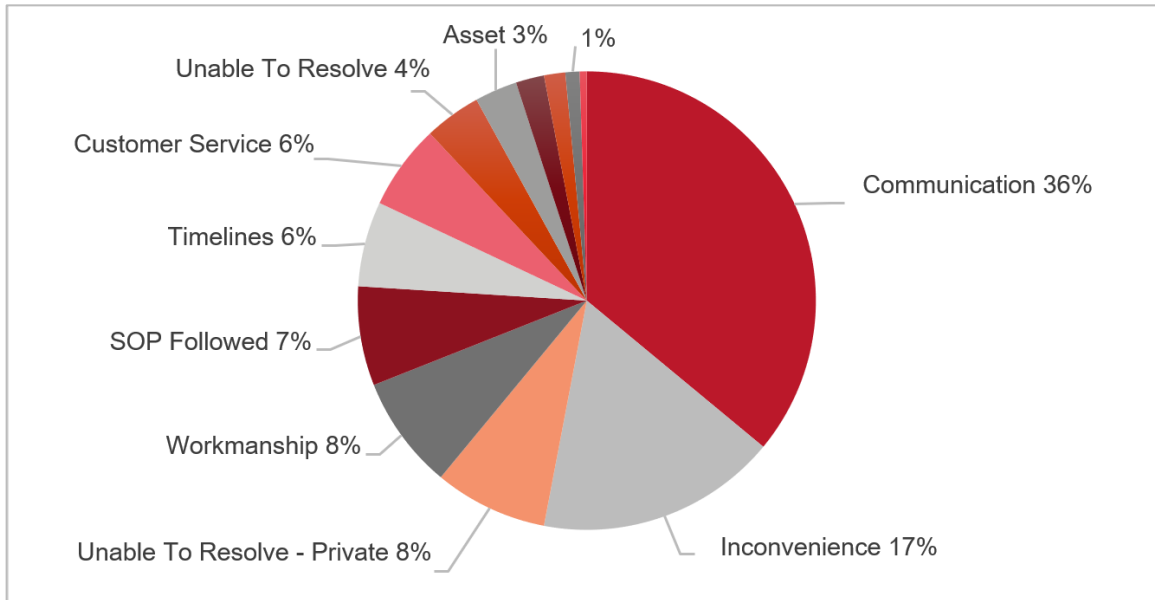
We also look at the customer journey and where communication is having the most impact. Communication to close out a contact and during the journey to keep the customer informed are areas we need to focus on most.

Figure 8: Communication during the customer journey
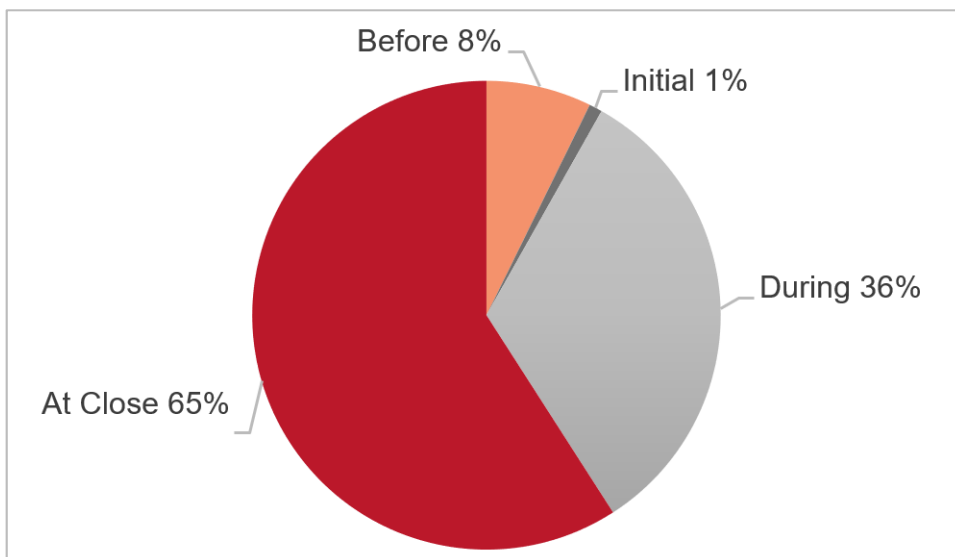
1.1.3. Customer water quality enquiries and contacts from 2020-2022

The following tables and charts show the reasons why customers contacted Wessex Water about water quality between 2020 and 2022.

Customer enquiries include questions and queries about water quality. Customer contacts are relating to the quality of water received.

Table 1: Total contacts and enquiries about water quality issues 2020-2022

Total contacts	Number	% total pop	Consumer enquiries	Contact-appearance	Contact - taste and odour	Contact - illness	Contact - DW quality concern
2020	2963	0.22%	16%	49%	16%	3%	17%
2021	2636	0.20%	19%	41%	18%	4%	18%
2022	2236	0.17%	13%	50%	18%	3%	15%

Figure 9: Customer enquiries and contacts 2020-2022

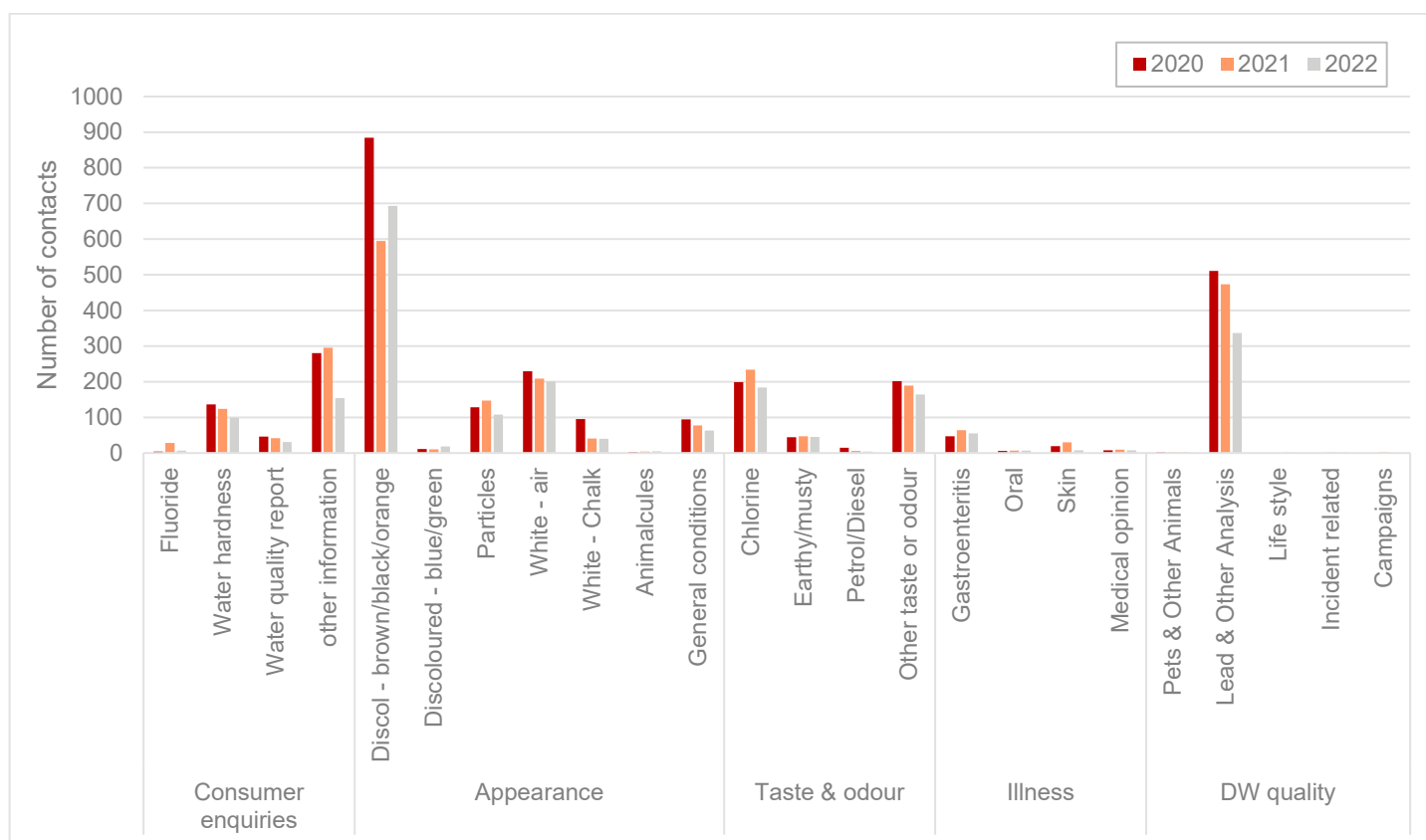*Table 2: Customer enquiries about water quality*

Year	Total contacts	Fluoride	Water hardness	Water quality report	Other information
2020	466	1%	29%	10%	60%
2021	489	6%	25%	9%	60%
2022	291	2%	34%	11%	53%

Table 3: Customer contacts about water appearance

Year	Total contacts	Discoloured - brown/black/orange	Discoloured - blue/green	Particles	White - air	White - Chalk	Animalcules	General conditions
2020	1444	61%	1%	9%	16%	7%	0%	7%
2021	1083	55%	1%	14%	19%	4%	0%	7%
2022	1128	61%	2%	10%	18%	4%	0%	6%

Table 4: Customer contacts about water taste and odour

Contacts - taste/odour	Total contacts	Chlorine	Earthy/musty	Petrol/Diesel	Other taste or odour
2020	460	43%	10%	3%	44%
2021	476	49%	10%	1%	40%
2022	397	46%	11%	1%	41%

Table 5: Customer contacts about illness

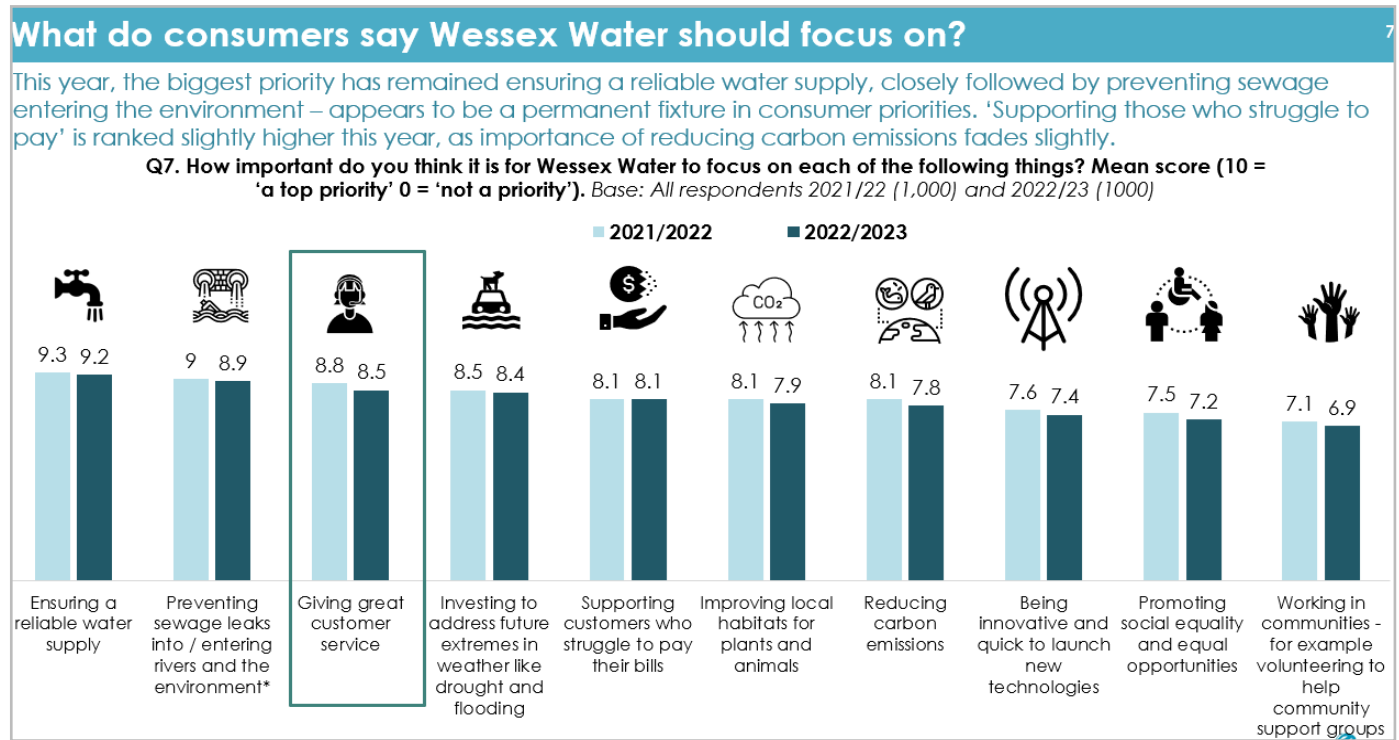| Contacts - illness	Total contacts	Gastroenteritis	Oral	Skin	Medical opinion
2020	80	59%	8%	24%	10%
2021	110	58%	6%	27%	8%
2022	78	71%	9%	10%	10%

Table 6: Customer contacts about drinking water quality

Contacts - drinking water quality concern	Total contacts	Pets & Other Animals	Lead & Other Analysis	Life style	Incident related	Campaigns
2020	513	0%	100%	0%	0%	0%
2021	478	0%	99%	0%	0%	0%
2022	342	1%	99%	0%	0%	0%

1.1.4. Image tracking surveys

We identify areas of focus in our annual image tracking surveys. Great customer experience is the third most important area for us to focus on, after ensuring a reliable water supply and preventing sewage leaks into/entering rivers and the environment.

Figure 10: Areas of focus – Image Tracking survey 2022/23

What do consumers say Wessex Water should focus on?

This year, the biggest priority has remained ensuring a reliable water supply, closely followed by preventing sewage entering the environment – appears to be a permanent fixture in consumer priorities. 'Supporting those who struggle to pay' is ranked slightly higher this year, as importance of reducing carbon emissions fades slightly.

Q7. How important do you think it is for Wessex Water to focus on each of the following things? Mean score (10 = 'a top priority' 0 = 'not a priority'). *Base: All respondents 2021/22 (1,000) and 2022/23 (1000)*

■ 2021/2022   ■ 2022/2023

Focus area	2021/2022	2022/2023
Ensuring a reliable water supply	9.3	9.2
Preventing sewage leaks into / entering rivers and the environment*	9	8.9
Giving great customer service	8.8	8.5
Investing to address future extremes in weather like drought and flooding	8.5	8.4
Supporting customers who struggle to pay their bills	8.1	8.1
Improving local habitats for plants and animals	8.1	7.9
Reducing carbon emissions	8.1	7.8
Being innovative and quick to launch new technologies	7.6	7.4
Promoting social equality and equal opportunities	7.5	7.2
Working in communities - for example volunteering to help community support groups	7.1	6.9

1.2. Ofwat C-MeX surveys

C-MeX is made up of two surveys. The customer satisfaction survey (CSS) asks customers to rate their experience when they've been in touch with us. The customer experience survey (CES) is a broader perception survey asking customers who have not recently been in contact with us what they think.

1.2.1. Overall service feedback

Figure 11 shows overall sentiment and themes from the 2022-23 CSS survey. Scores of 0-6 indicate we must do better, 7-8 that we could improve, and 9-10 that we are doing well. It shows that communication remains one of the primary reasons for customers dissatisfaction or satisfaction with our service and an area we need to improve. Responsiveness, workmanship and resolution also feature highly, the latter typically relating to speed.

Figure 11: C-MeX Customer Service Survey overall sentiment and themes 2022-23
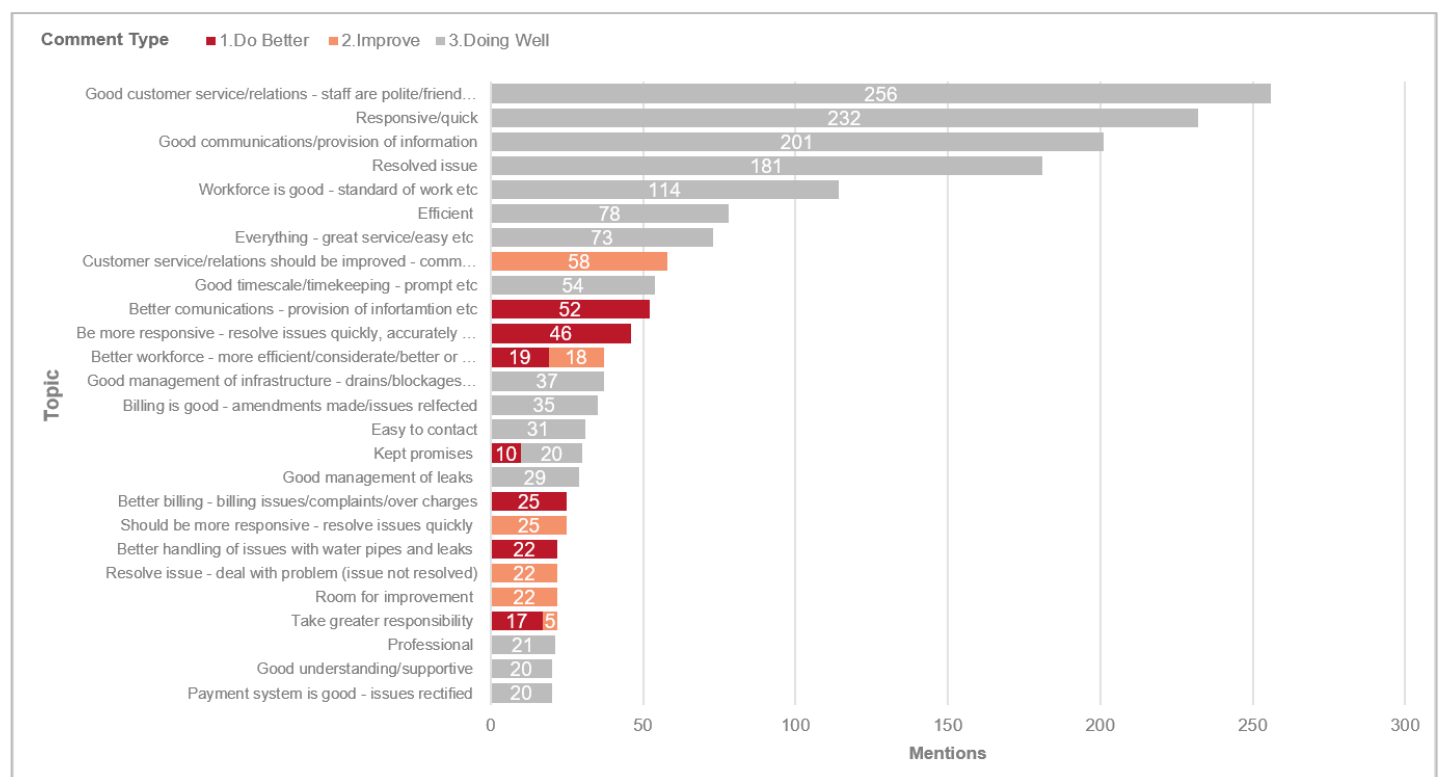
Figure 12 shows an analysis of responses of 8 or below out of 10 on our C-MeX customer service survey. Again this highlights communication and speed of response as key drivers of dissatisfaction.

Figure 12: C-MeX Customer Service Survey responses of 8 or below
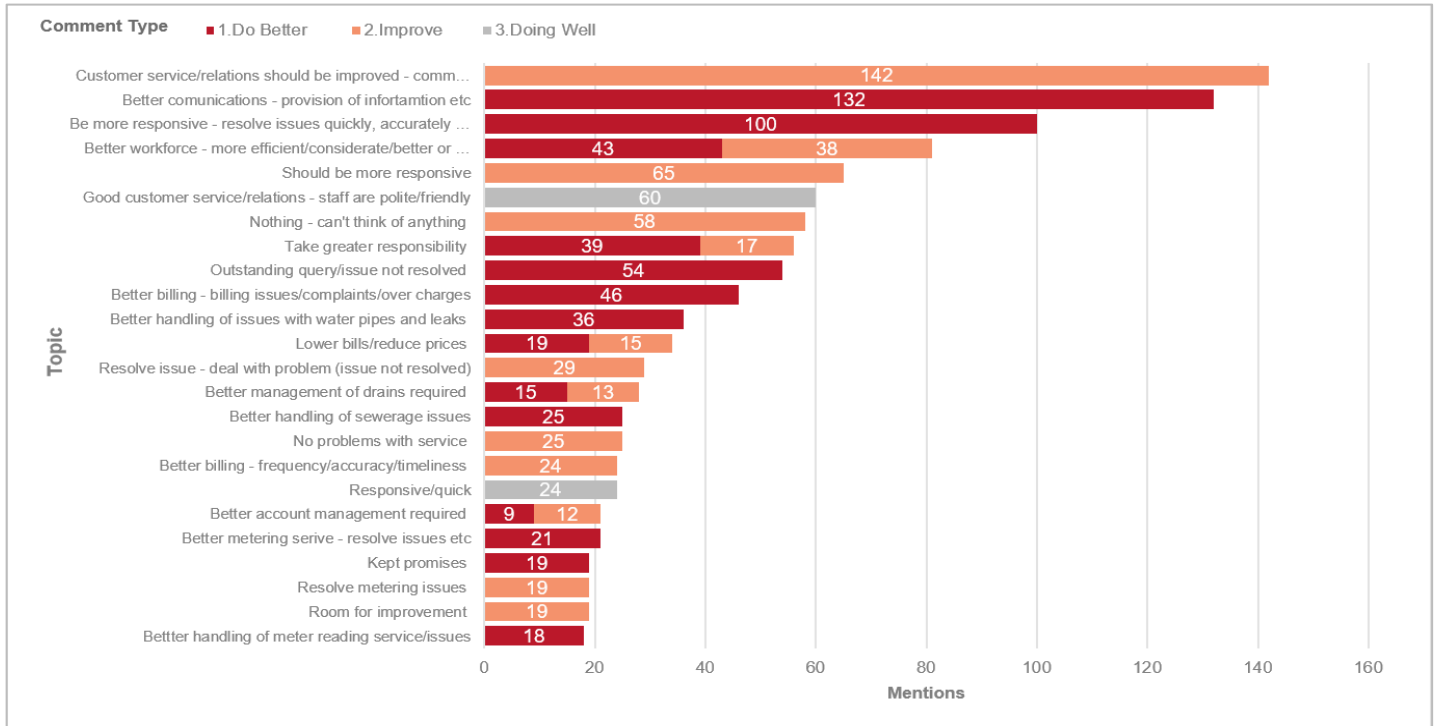
Figures 13 and 14 below show summarised data for CSS surveys in 2022-23.

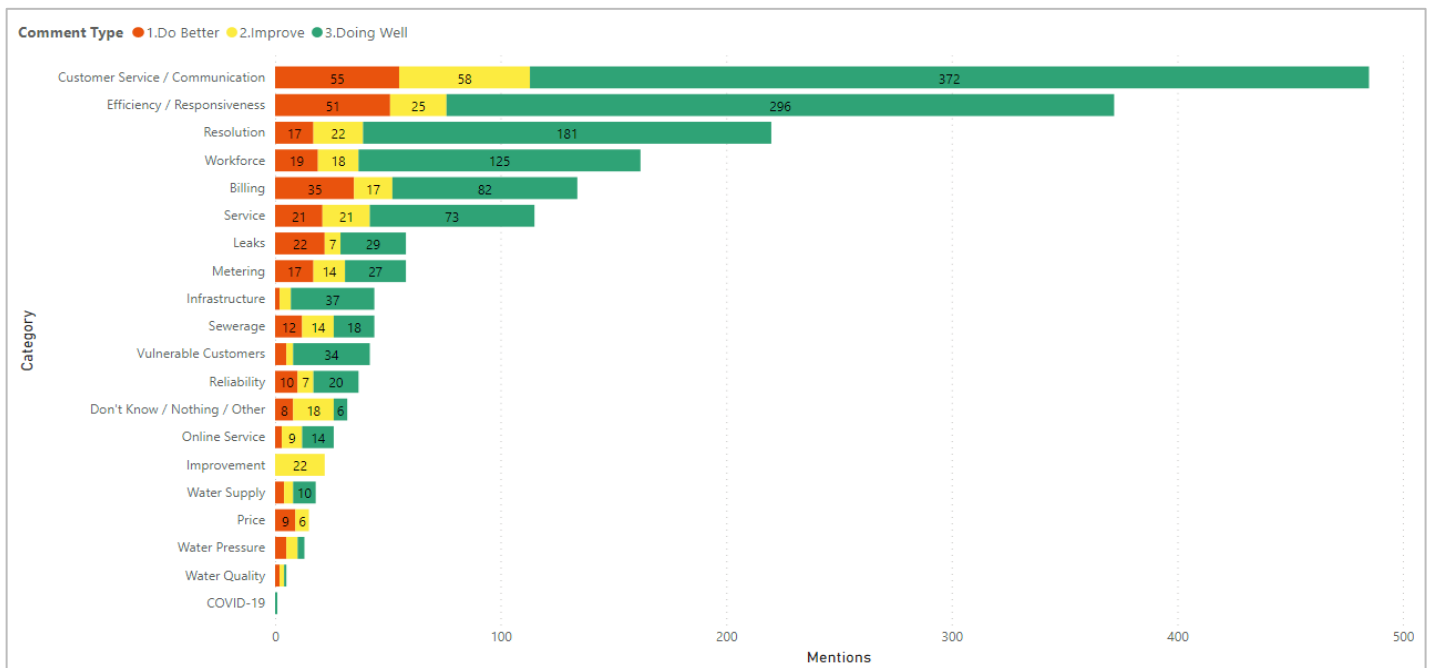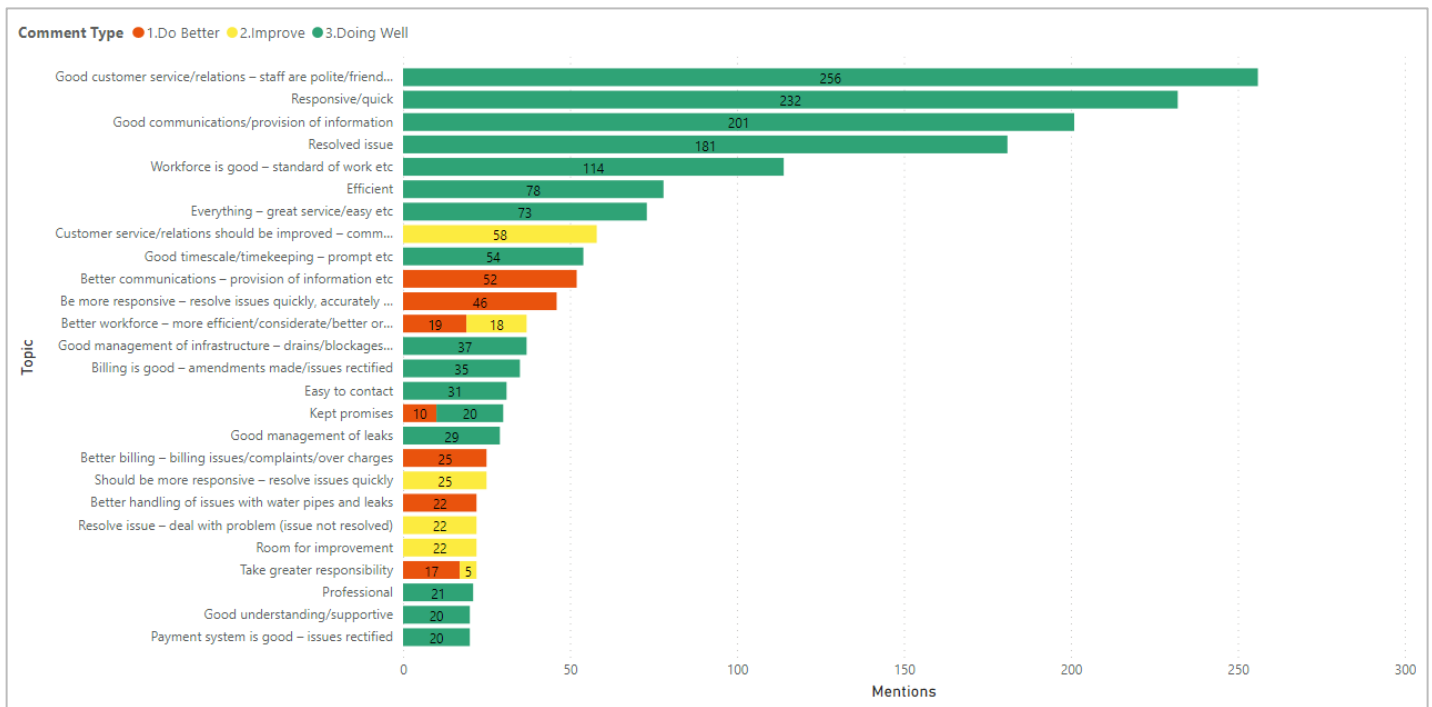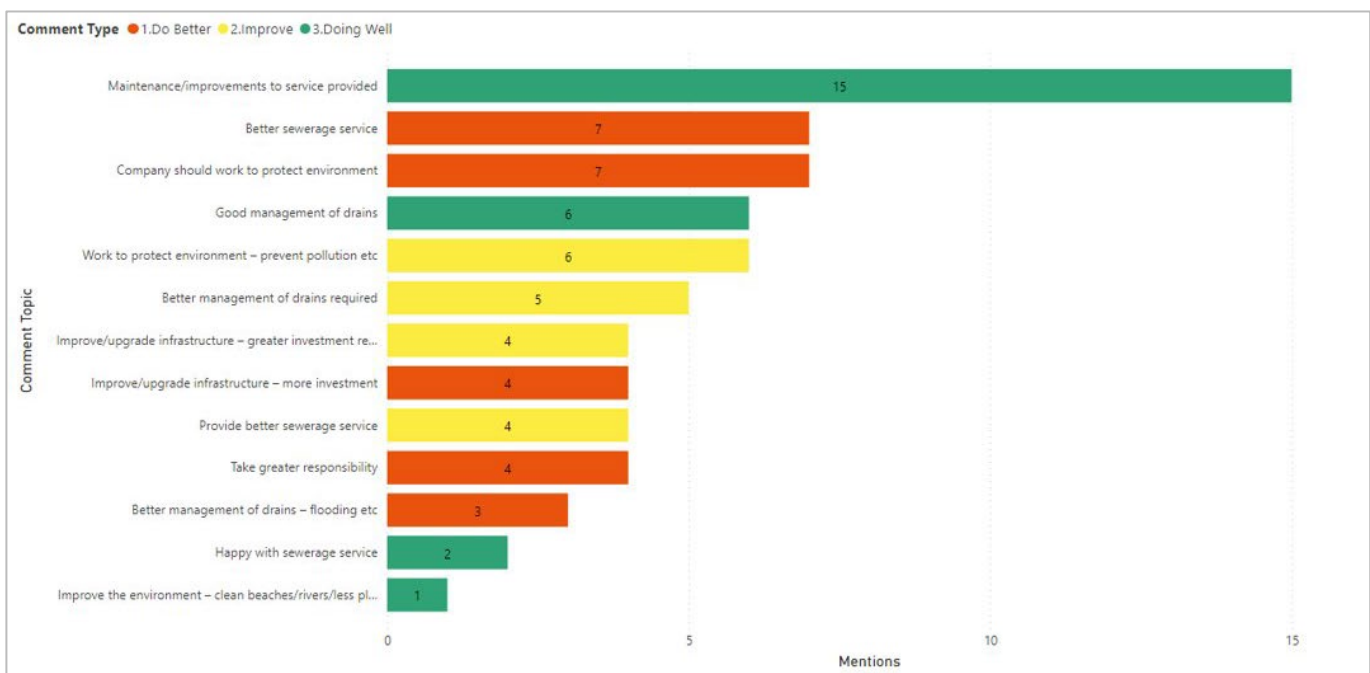*Figure 13: C-MeX Customer Service Survey summarised comment themes 2022-23*

Figure 14: C-MeX Customer Service Survey detailed comment themes 2022-23

1.2.2. Sewerage

Figure 15 shows the comments made by customers in the Customer Experience Survey about sewerage issues.

Figure 15: C-MeX Customer Experience Survey Environmental/Infrastructure/Sewerage Comments 2022-23

1.2.3. Metering

Customers who contacted us about water meters made the following comments in CSS and CES surveys, see Figures 16 and 17.

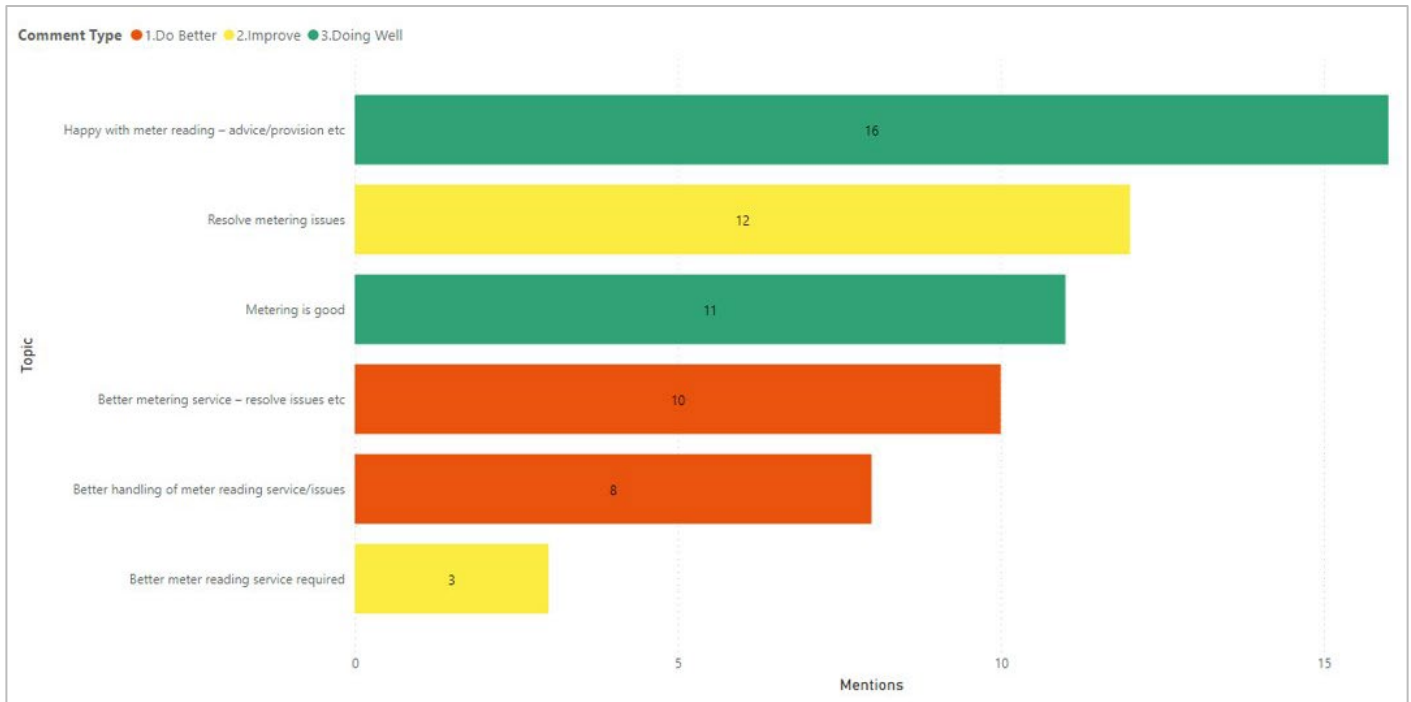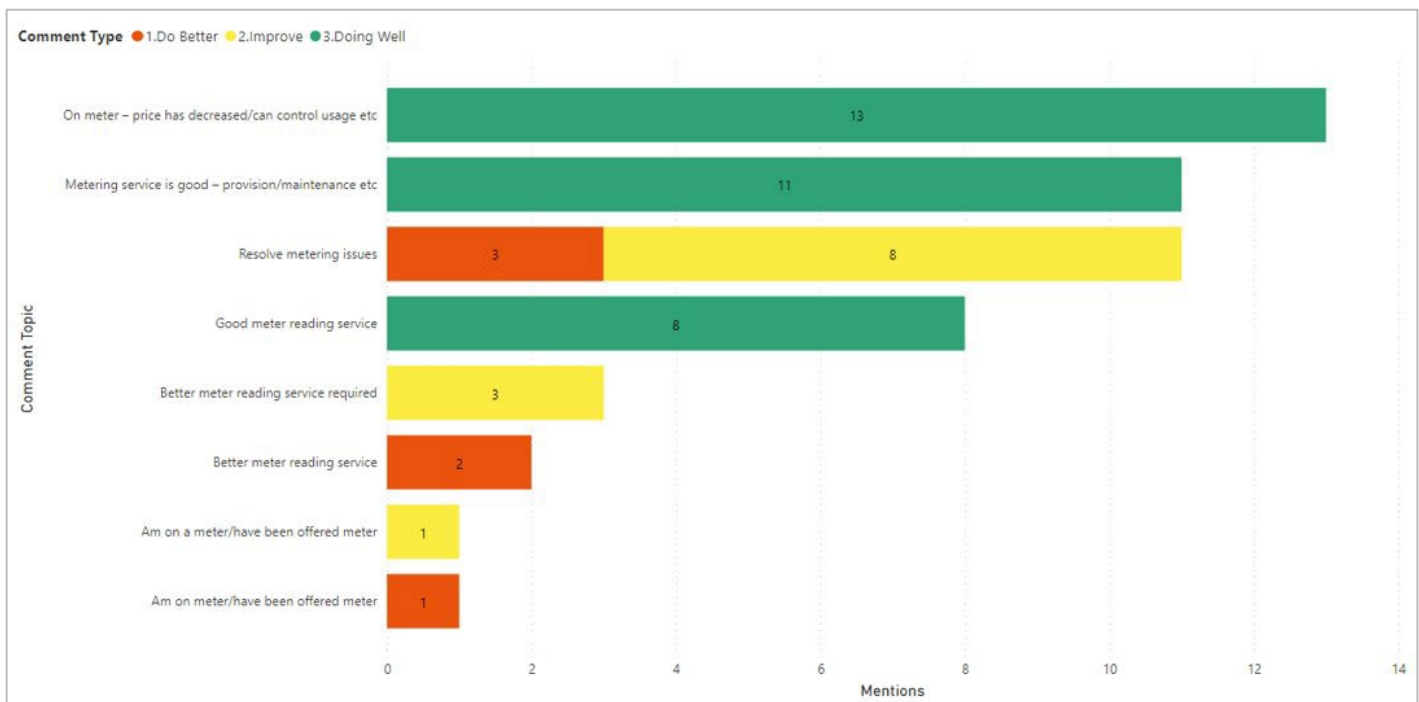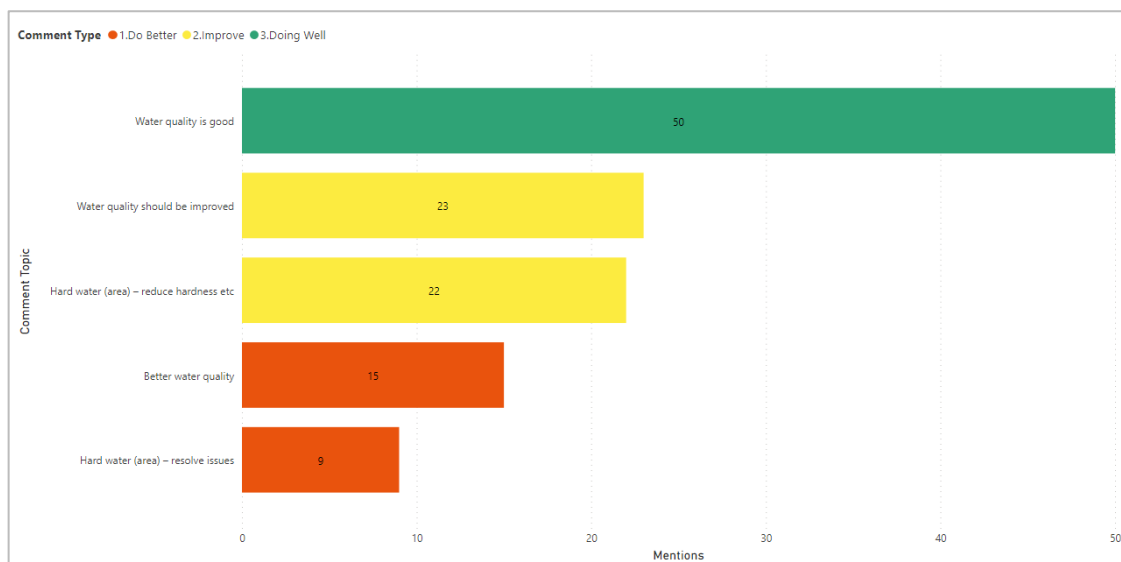*Figure 16: C-MeX Customer Service Survey metering comments 2022-23*

Figure 17: C-MeX Customer Experience Survey metering comments 2022-23

1.2.4. Water quality

Figure 18 shows the comments made by customers who contacted us about water quality issues.

Figure 18: C-MeX Customer Service Survey Water Quality comments 2022-23

1.3. Ofwat R-MeX surveys

Figure 19 shows our latest results for R-MeX. The effectiveness of our IT systems, quality of market data and engagement and support of retailers are our three lowest scoring areas and areas we need to focus on.

Figure 19: R-MeX survey summary – February 2023

| Rank	Wholesaler	Overall service	Speed and quality of responses to service requests	Level of communication during incidents	Quality of data maintenance and improvement	Effectiveness of systems and notifications	Level of engagement and support	Effectiveness of financial policies
1	Affinity Water (WSL)	8.67	9.00	8.18	8.50	8.75	8.83	8.09
2	United Utilities Water	8.31	8.23	8	8.15	7.38	8.62	8.08
3	South West Water	8.09	7.60	8.27	7.64	7.11	8.64	8.20
4	Portsmouth Water	8.00	8.60	7.67	7.70	8.50	8.00	7.50
5	Northumbrian Water	7.91	7.55	7.91	7.60	7.18	7.45	7.80
6	Southern Water	7.83	7.50	8.09	7.45	7.70	8.45	7.73
6	Yorkshire Water	7.83	8.25	8.33	7.64	8.33	7.75	8.09
8	Wessex Water	7.56	7.50	7.5	6.89	6.38	7.00	7.88
9	Sutton and East Surrey Water (WSL)	7.50	8.00	8	7.00	6.71	7.75	7.75
10	Anglian Water (WSL)	7.46	7.54	7.5	7.33	7.08	7.62	8.08
11	South Staffordshire Water	7.36	7.36	8.36	7.45	6.80	7.91	7.80
12	Bristol Water (WSL)	7.10	7.70	7.6	7.00	7.22	7.00	7.89
13	Thames Water	7.08	6.75	7.27	6.92	7.92	7.83	7.00
14	Severn Trent Water	6.38	6.15	7.36	6.58	6.75	6.69	6.50
15	South East Water	6.12	6.75	8	7.00	6.62	6.62	7.50
	Total	**7.55**	**7.63**	**7.87**	**7.39**	**7.36**	**7.74**	**7.73**

1.4. Ofwat D-MeX surveys

Figure 20 is an analysis of our D-MeX customer service feedback. Key areas for improvement include keeping customers informed, improving the information available on our website, and providing value for money.

Based on a detailed analysis of these scores and other D-MeX feedback, we know there are three key areas which correlate most strongly with a customers' overall satisfaction:

- How well we understand their needs
- Timeliness of our response
- How easy it is to contact us

These themes are also consistent with anecdotal feedback that we obtain during our customer engagement events and responses to internal customer surveys.

Figure 20: D-MeX customer service feedback summary
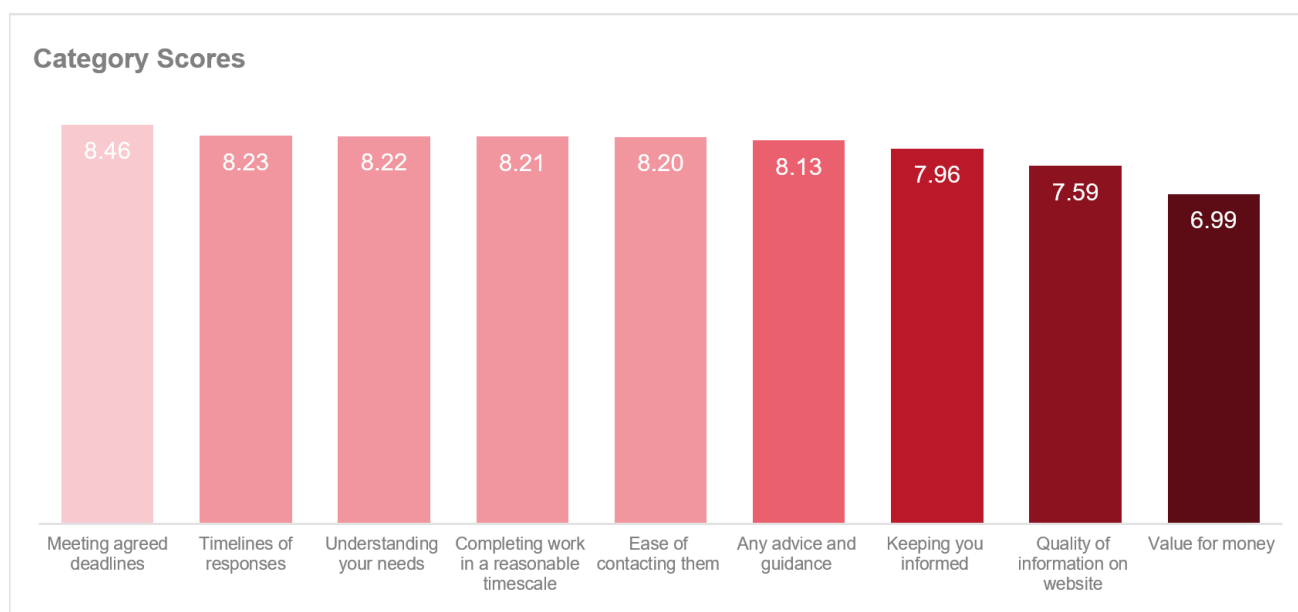
1.5. Institute of Customer Service surveys

The following charts are from the Institute of Customer Service, including our most recent Service Mark assessment. As part of Service Mark, areas of our performance are compared to average sector organisations. Ease of using the website and being kept informed (communication) are some of our lower scores, albeit they are still above the average sector ratings.

Figure 21: Service Mark review by Institute of Customer Service
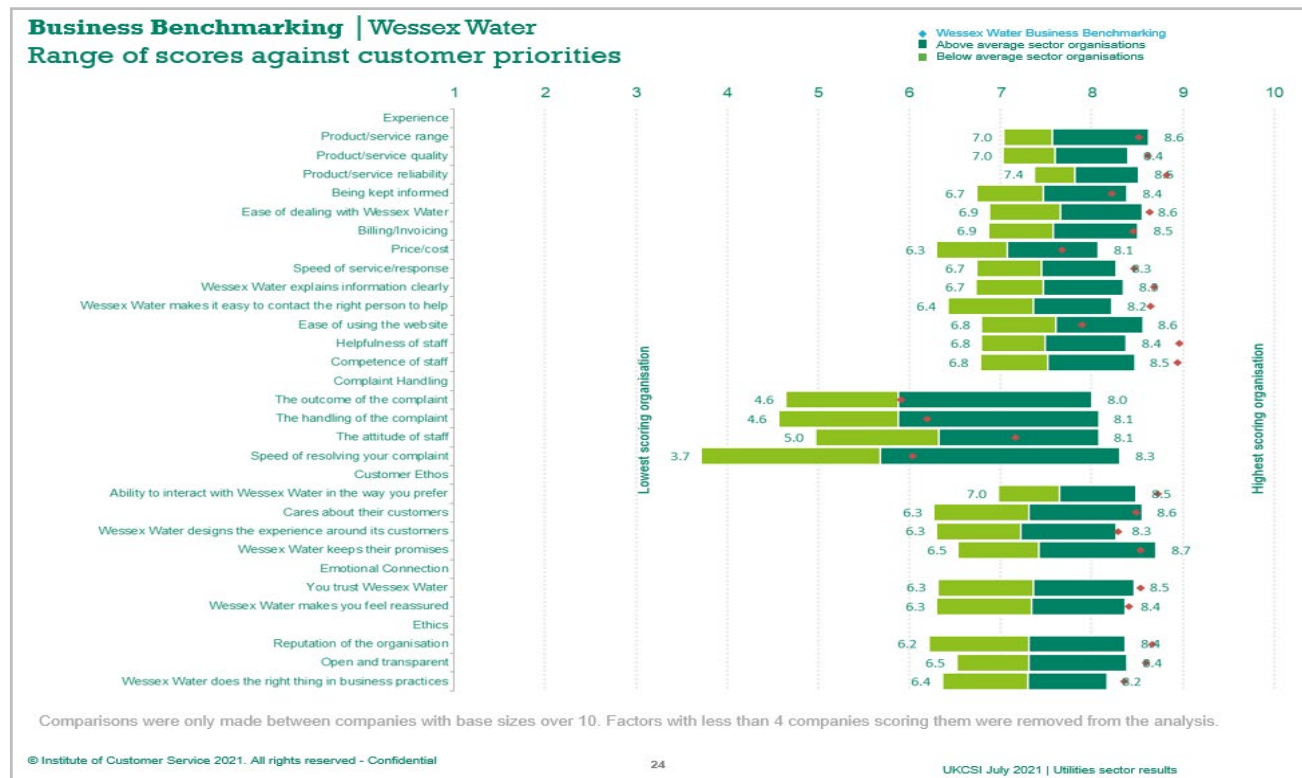
We were pleased to be the top scoring water company and the top three utility in the January 2023 UKCSI but slipped down the rankings in the July 2023 survey. Our sample size continues to be small at around 50-60 customers, the majority of whom haven't had a full interaction with us. The number of complainants was below ten so too small to be published in the survey.

The top three things that customers said we could do to improve service, using the Institute of Customer Service coding, were billing, more knowledgeable staff, and speed of response, in this and previous surveys, ease of contacting the right person to help and better website navigation have also been raised.

Figure 22: UKCSI scores – January 2023

Organisation ranking by UKCSI score

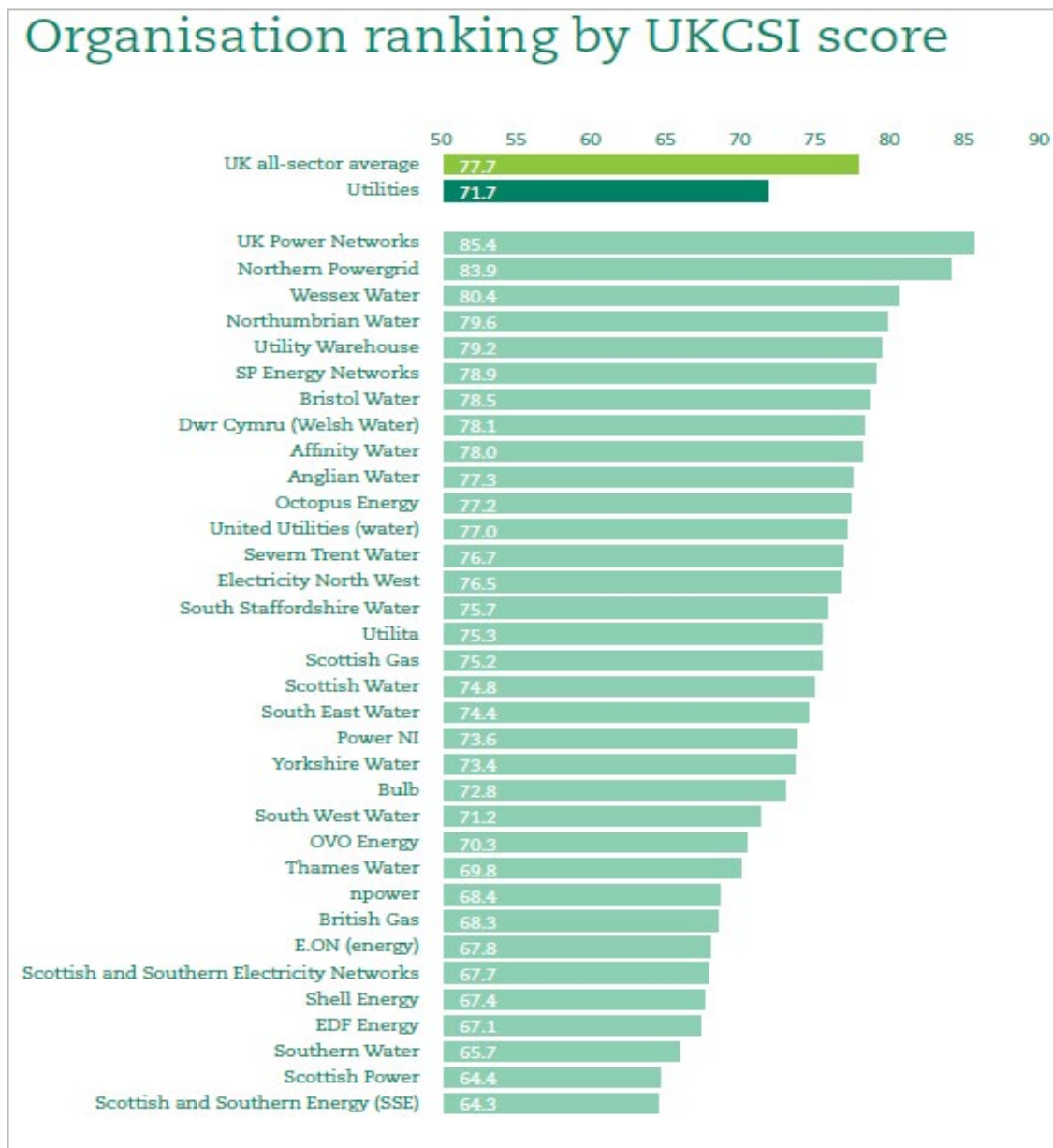| Organisation	UKCSI score
UK all-sector average	77.7
Utilities	71.7
UK Power Networks	85.4
Northern Powergrid	83.9
Wessex Water	80.4
Northumbrian Water	79.6
Utility Warehouse	79.2
SP Energy Networks	78.9
Bristol Water	78.5
Dwr Cymru (Welsh Water)	78.1
Affinity Water	78.0
Anglian Water	77.3
Octopus Energy	77.2
United Utilities (water)	77.0
Severn Trent Water	76.7
Electricity North West	76.5
South Staffordshire Water	75.7
Utilita	75.3
Scottish Gas	75.2
Scottish Water	74.8
South East Water	74.4
Power NI	73.6
Yorkshire Water	73.4
Bulb	72.8
South West Water	71.2
OVO Energy	70.3
Thames Water	69.8
npower	68.4
British Gas	68.3
E.ON (energy)	67.8
Scottish and Southern Electricity Networks	67.7
Shell Energy	67.4
EDF Energy	67.1
Southern Water	65.7
Scottish Power	64.4
Scottish and Southern Energy (SSE)	64.3

Figure 23: UKCSI scores – July 2023