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To: [Water2020](#)
Cc: [Rob Wesley](#); [Sally Irgin](#); [David Strang](#)
Subject: A consultation on the outcomes framework for PR19
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Attachments: [image001.jpg](#)

This response is being submitted by Water UK, a trade body representing substantially all of the UK's statutory water and water and sewerage companies. We are responding in relation to one topic raised by the consultation, namely whether and if so how the customer experience of developer customers might be measured.

As Appendix 5 to the consultation notes, Water UK has been responsible for the implementation of a system to measure levels of service achieved for companies' developer customers. The system is broadly acknowledged to have been instrumental in increasing companies' focus on service to this customer group. The group that oversees the operation of the reporting system, Water UK's Infrastructure Policy Group (IPG), recognises that the system looks only at quantitative service delivery measures and does not therefore provide a complete view of developer customers' experience of service delivery. During the early period of operation of the system, it has therefore been investigating how that quantitative data could be supplemented by qualitative data. This has led to a number of companies trialling a Net Promoter Score based system.

Appendix 5 notes the possibility of an industry wide initiative to implement a new system for measuring developer customers' views of water company service. With the benefit of the initial work that we have carried out to date, Water UK would like to explore further with Ofwat whether an industry-wide initiative to meet Ofwat's expectations could be developed. As with the existing performance measurement system, any such development would be carried out in consultation with other interested parties such as the HBF and developer customers. We envisage that Ofwat might wish to set some broad expectations for such a system, leaving it to companies to devise a system meeting those expectations. In this connection, it is helpful that Ofwat regularly attends the IPG meetings and in that way could oversee the development and implementation of such a system.

Kind regards

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