Meeting note

C-MeX Working Group 1 – Set-up meeting

Attendees	
Colin Lench	CCWater
Dani Emerson	Bristol Water
Dean Stewart	Yorkshire Water
Jill Jones	Thames Water
Jo Ecroyd	South West/Bournemouth Water
Katy Stallabrass	Affinity Water
Leah Fry	Severn Trent/CSN chair
Lucy Denham	Northumbrian Water
Mark Allen	Welsh Water
Rachel Merrell	South Staffs Water
Ryan Davies	Wessex Water
Sally Ainsworth	United Utilities
Samantha Ross	Anglian Water
Simon Mullan	South East Water
Susie Price	Severn Trent contractor
Jas Oberoi	Ofwat
Dave Roberts	Ofwat

Meeting purpose

The aims of this set-up meeting were to:

- Establish the existence and purpose of the Customer Measure of Experience (C-MeX) working groups.
- Discuss some aspects of the design and implementation of C-MeX raised in the PR19 methodology consultation responses.
- Discuss group membership and set-up future C-MeX working groups.
- Discuss the timetable.

Key discussion points

- Ofwat explained the purpose, aims and remit of the working group, before summarising the C-MeX options outlined in the PR19 methodology consultation document, noting that option 1 was the preferred option in the consultation:

	Customer service quarterly satisfaction survey via online channels, of contacts based on the handling and resolution of a recent matter or complaint	Customer experience quarterly satisfaction survey via phone, of customers who have not contacted their company	Net promoter score using monthly data submitted by companies of the net proportion of customers who would recommend their water company	Complaints volumes based on application of updated guidance (includes complaints made via social media)
Option 1	50% weighting	50% weighting	Not applicable	Reputational incentive
Option 2	40% weighting	40% weighting	Not applicable	20% weighting
Option 3	40% weighting	40% weighting	20% weighting	Reputational incentive
All options: Combined into a single C-MeX score benchmarked against an upper quartile UKCSI all-sector threshold				

Sample size

- Group members drew on their research experience to discuss the sample sizes that would be appropriate for the surveys proposed in the consultation.
- Members then discussed the underlying sampling methodology, considering, for example, the different available methods for specifying a sample (e.g. setting a single 'fixed' total for all; proportional to company size; setting a minumum and allowing company 'top-ups' etc.) and whether there would be advantages in varying the frequency and/or length of surveys.
- The group discussed the related topic of the length of the survey 'window', and whether it should be standardised, or varied according to company characteristics.

Channels

- The group discussed the practicalities involved in matching the survey channel to the customer's method of contacting the company, for the customer service survey.
- Members with research experience gave recommendations for developing a well-designed survey questionnaire.

Aligning existing surveys

- The group discussed whether companies' existing internal satisfaction surveys could be adapted to achieve our C-MeX objectives.

The experience survey

- Members shared their thoughts on the concept of an experience survey – i.e. a phone survey targetting customers who have not contacted their companies.
- This led to a discussion about how to identify non-contacts.
- There was also a discussion over whether CCWater's 'Water Matters' research could be incorporated into C-MeX to avoid duplication between CCWater and Ofwat surveys.

Data protection

- There was a discussion about how the General Data Protection Regulations (GDPR) legislation might impact the implementation of C-MeX proposals.

Benchmarking with the UKCSI

- The group discussed the pros and cons of cross-sector benchmarking the water sector using the UK Customer Satisfaction Index (UKCSI), and considered whether there were any appropriate alternatives available, such as Net Promoter Score (NPS).

Complaints

- The group discussed the relative merits of maintaining complaints numbers in the financial incentive for C-MeX.
- Ofwat restated intention outlined in the consultation proposal of updating the definition of complaints. The group discussed the pros and cons, as well as the practical issues, involved in amending the complaints definitions.

Lessons learnt from SIM

- Group members who had experience of developing the Service Incentive Mechanism (SIM) and the 2015 SIM revision shared their learnings from those experiences that could help to improve the C-MeX process.