

Meeting note

Tuesday 3 October 2017
 Centre City Tower
 2.30 pm to 4.30 pm

C-MeX Working Group 2

Attendees	
Clare Younger	Portsmouth Water
Colin Lench	CCWater
Dani Emerson	Bristol Water
Dean Stewart	Yorkshire Water
Gemma Domican	CCWater
Jill Jones	Thames Water
Jo Ecroyd	South West/Bournemouth Water
Joanna Campbell	Sutton and East Surrey Water
Katy Stallabrass	Affinity Water
Leah Fry	Severn Trent/CSN chair
Liz Cotton	CCWater
Mark Allen	Welsh Water
Michael Butler	Northumbrian Water
Rachel Merrell	South Staffs Water
Ryan Davies	Wessex Water
Sally Ainsworth	United Utilities
Samantha Ross	Anglian Water
Simon Mullen	South East Water
Susie Price	Severn Trent contractor
Jon Ashley	Ofwat
Jas Oberoi	Ofwat
Dave Roberts	Ofwat

Meeting purpose

To discuss the outstanding Customer Measure of Experience (C-MeX) design issues, and the pilot specification.

Discussion 1: Questions from previous C-MeX Working Group

C-MeX to UKCSI score translation

- Ofwat introduced an updated and simpler proposal for translating cross-sector performance from the UK Customer Satisfaction Index (UKCSI) to C-MeX.
- The working group discussed the pros and cons of the proposed methodology for setting the cross-sector benchmark, and considered a range of potential implementation issues.
- Ofwat reiterated that UKCSI will purely be the basis for the threshold for accessing the higher tier of performance payments, and there was no need for it to have an identical methodology to C-MeX.
- Ofwat explained that some of the more detailed design issues would best be addressed during the piloting phase of C-MeX.

Resolved contacts

- Ofwat consulted the group on whether the customer service survey should be carried out without restricting the sample to customers who have had their issue resolved.
- The group discussed practical issues around defining and identifying 'resolved' issues, and how they might be addressed by the design of the survey. The group preferred allowing the survey to relate to all issues, not just those that had been resolved.

Channel prescription

- On prescribing the channels which companies should allow customers to contact them through, Ofwat explained how a key requirement for C-MeX is that it should strike a balance between encouraging companies to offer a broad range of contact channels, and not being overly prescriptive in terms of exactly which channels customers can use.

- The group discussed how such a balance might be achieved, and also considered the issues related to conducting a survey via customers' channels of choice.

Discussion 2: Incorporating Net Promoter Score into C-MeX

- Ofwat reintroduced the pros and cons of Net Promoter Score (NPS) to the group, and explained how internal feedback has led to us revisit the value of including an NPS component in C-MeX.
- The group discussed whether the drivers behind NPS were sufficiently different to customer satisfaction to warrant using it alongside customer satisfaction and if NPS would be likely to add enough value to justify the extra complexity it would add to the methodology.
- The group also discussed the idea of using NPS as the basis for the cross-sector benchmark as an alternative to the UKCSI.

Discussion 3: Complaints

- Ofwat outlined a further option of removing complaints directly from the financial incentive, and using complaints numbers as a 'gate' to earning higher performance payments.
- Members debated the pros and cons of keeping complaints in the financial incentive for C-MeX, how a 'gate' might work in practice, and whether complaints made via social media could be included in C-MeX.

Discussion 4: Experience (non-contact survey)

- Ofwat raised the idea of incorporating CCWater's Water Matters research into the C-MeX in some fashion, on the grounds that it is already doing a very similar job to the one we envision the experience survey doing.
- Members discussed the benefits and drawbacks of using Water Matters, and the practical issues that would need to be addressed in order to achieve this.

Discussion 5: the pilot specification

- Ofwat outlined its objectives for the pilot, and explained its intention to feed the working group's input into the pilot specification.

- The group discussed the content of the pilot, drawing on the lessons learnt from the pilot design phase of the original SIM.
- Group members with experience of conducting research and designing surveys discussed what a questionnaire designed in line with best practice might look like.
- The group also discussed how the forthcoming General Data Protection Regulations (GDPR) could impact the proposed C-MeX survey methodology.