

Good afternoon [REDACTED]

As per your email of 24 April 2018 to [REDACTED], requesting further information on the communications companies made and received related to the freeze/thaw event during February and March 2018, please find attached the completed spreadsheet template from Yorkshire Water.

The spreadsheet contains information requested to a daily granularity. We have provided explanatory comments in the spreadsheet against each information element, as relevant.

As you may observe, the metrics we have provided on the number of customer contacts received via social media (row 17 in the spreadsheet) do not correspond to the numbers we provided in our earlier response of 6 April (line 31 in that spreadsheet). The information we provided on 6 April included a count of customer contacts received via other online and web-related channels, and not exclusively social media. The latest metrics we have provided for 'social media only' are consistent with our earlier submission.

In addition we have supplemented the core data with information about other media channels used and posts we actioned during the extreme winter weather period, including the reach achieved.

We trust you find the information we have provided meets your requirements. Should you have any questions regarding the material or have other enquiries, please let myself and [REDACTED] know.

Kind regards

[REDACTED]

Yorkshire Water

Tel: [REDACTED]  
Mobile: [REDACTED]  
Email: [REDACTED]

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**From:** F and T Review <[fandtreview@ofwat.gsi.gov.uk](mailto:fandtreview@ofwat.gsi.gov.uk)>  
**Sent:** Tuesday, April 24, 2018 5:42:21 PM  
**To:** F and T Review  
**Cc:** [REDACTED]  
**Subject:** Request for further communications information

EXTERNAL SOURCE - THINK BEFORE YOU CLICK

Dear all,

Thank you for providing all the information we have requested thus far.

I'm [REDACTED], and I'm one of the people working on Section D, the communications section. After examining company responses, there are areas that we wish to examine further. In particular, we want to understand, in more depth, how companies engaged with customers

before, during, and after the freeze/thaw period – even if the company’s area was not badly affected.

Some companies have provided us with snapshots of the information that can assist us, but we did not feel the evidence provided was sufficient for us to perform the sort of analysis that we believe is required.

We have therefore attached a spreadsheet for all companies to fill out. We have narrowed it down to channels that are focused on customer engagement – email, phone, and social media – and have separated it out by day. If you have not used one of these channels, do not fill it out. By contrast, if you have significantly relied on a channel not mentioned, please add it as an item.

**We also ask you to provide links to your social media accounts** – primarily Facebook and Twitter – so that we are able to go through them ourselves and do further qualitative analysis. There is a tab on the spreadsheet where you can add these.

We realise that this is a further ask, and that your teams have worked hard to respond to our requests – but the purpose of coming back to you is to make sure our analysis is comprehensive and fair. Given the range of responses we have received, it is proving difficult to quantify, comparatively, the effectiveness of all companies. To make this possible, therefore, we need as much information as you can reasonably give us.

**We ask you to please have this information back with us by Friday 27 April at 3pm. I would be appreciative if you could confirm receipt of this email.**

One final point – there might be further requests coming from other members of the review team about areas not related to communications. My team members will be in touch if that is the case.

If you have any questions about this request, feel free to give me a call on my mobile (below) or respond to this email.

All the best,



Tel:

Mobile:

Ofwat, 21 Bloomsbury Street, London, WC1B3HF

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