

March 2020

# **Developer services measure of experience (D-MeX) – guidance for the 2020-25 period**

## About this document

The **developer services measure of experience** (D-MeX) is a mechanism designed to incentivise water companies to provide developer services customers with excellent levels of service.

This document provides guidance to companies, the survey Agent and relevant stakeholders relating to the operation of D-MeX from 1 April 2020.

The [final determinations for the 2019 price review](#) (PR19) for the 17 largest water companies in England and Wales included D-MeX as a common performance commitment. Final policy decisions for D-MeX are set out in each company's 'Outcomes performance commitment appendix' and the '[PR19 final determinations: customer measure of experience \(C-MeX\) and developer services measure of experience \(D-MeX\) policy appendix](#)'.

### **Notice from Ofwat – March 2020**

We recognise the circumstances relating to COVID-19 will affect how the water sector operates.

As the situation develops we will consider all necessary options to meet our statutory duties and regulatory objectives while being mindful of the potential impact on companies and on customers from the operation of C-MeX and D-MeX.

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# 1. Introduction

## 1.1 Purpose of this document

D-MeX is a mechanism to incentivise water companies to provide an excellent customer experience for developer services customers. These customers include small and large property developers, self-lay providers, new appointees and some residential customers that have new mains connections installed.

Following the 2019-20 shadow year, D-MeX will be operational and annual financial incentives will be in place from 1 April 2020 to 31 March 2025.

The objectives of this guidance are to support water companies to provide the necessary information to achieve an accurate and representative set of D-MeX results, and to support the Agent to conduct the surveys and otherwise support Ofwat in operating D-MeX.

To avoid inconsistency, companies should request clarification from Ofwat if they encounter any areas of doubt or ambiguity in relation to this guidance. Ofwat will either clarify the position or consult with stakeholders to inform its decision, and make any amendments to this guidance that it considers appropriate.

The development of this guidance has been informed by testing in the pilot year (2018-19) and shadow year (2019-20). A draft copy of this guidance was shared with water companies and other stakeholders through the D-MeX working group<sup>1</sup> and Ofwat has taken account of and addressed the feedback received when finalising this guidance in early 2020.

## 1.2 Definitions

- **Agent** – the contractor appointed by Ofwat to run the D-MeX surveys.
- **Company Do Not Contacts (DNCs)** – an individual representing a developer services customer who has told the company that they do not want to be contacted for marketing or other purposes.
- **Data Protection Laws** - the General Data Protection Regulation ((EU) 2016/679), the Data Protection Act 2018 and the Privacy and Electronic Communications (EC Directive) Regulations 2003 and related statutory

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<sup>1</sup> See '[Stakeholder engagement and terms of reference](#)' for information on the membership and role of the working groups for C-MeX and D-MeX.

instruments in force or as amended from time to time; and any other applicable data protection law.

- **End customer** – the owner of the property where the work is being carried out, or a builder or developer undertaking the development of a new site.
- **New appointees and variations (NAVs)** – small water companies that have successfully applied to Ofwat for a licence to replace the appointed undertaker as the monopoly provider of water and/or wastewater services for a specific site, under Ofwat’s new appointments and variations regime. The majority of applications are for new residential and mixed-use developments. A developer can choose between the incumbent, a self-lay provider or a NAV in order to provide connection services for a new development site.
- **New connections** – where a customer requires either or both:
  - access to the existing public water supply or sewerage system by means of a service pipe or lateral drain;
  - a new water main or public sewer.
- **Ofwat Do Not Contacts (DNCs)** – an individual representing a developer services customer who has told Ofwat or any agent of Ofwat that they do not want to be contacted regarding the D-MeX incentive mechanism.
- **Relevant exclusion period** – the period of time following an interview before a customer will be contacted again. For D-MeX it is six months in relation to a company the customer has already been interviewed about or two months in relation to a company about which the customer has not been interviewed in the last six months.
- **Relevant transaction** – any interaction between the water company and its customer for the purpose of completing a piece of work providing a service listed in each company’s ‘Outcomes performance commitment appendix’ in the [PR19 final determinations](#).
- **Shadow year** – the period from 1 May 2019 to 31 March 2020.
- **Self-lay providers (SLPs)** – a developer can choose to ‘self-lay’ any contestable works for a development site using an accredited contractor. The incumbent will subsequently take over responsibility for (adopt) the self-laid infrastructure.
- **Water UK metrics** – developer services performance metrics administered by Water UK (see the [Water UK website](#) for further details).

## 1.3 Background

D-MeX is a mechanism designed to incentivise water companies to provide developer customers with excellent levels of service. These customers include small and large property developers, self-lay providers, new appointees and some residential customers that have new mains connections installed.

In effect from 1 April 2020, D-MeX is a common performance commitment. More information on the final policy decisions for D-MeX is set out in each company's 'Outcomes performance commitment appendix' in the PR19 final determinations and the '[PR19 final determinations: customer measure of experience \(C-MeX\) and developer services measure of experience \(D-MeX\) policy appendix](#)'.

Each company receives a D-MeX score based on two components:

- a **qualitative component** – a score measuring the performance of the company in a satisfaction survey of developer services customers; and
- a **quantitative component** – a score measuring the performance of the company across selected Water UK metrics.

Both components contribute equally to the overall D-MeX score for each company.

Ofwat will publish an annual league table of the overall annual D-MeX scores for all companies. Each company can receive outperformance payments or incur underperformance payments based on its annual D-MeX score compared to other companies.

## 2. Qualitative component

### 2.1 Overview

The **qualitative component** of D-MeX is based on a survey which measures the satisfaction of developer services customers who have transacted with a company.

Each month companies provide the Agent with a list of contact details for customers who have completed relevant transactions with the company in the previous month. A selection of Water UK metrics are the source of these transactions.

A sample is taken by the Agent of these customers each month, and those customers are interviewed by telephone to collect feedback and a satisfaction rating out of 10 relating to the transaction (a copy of the questionnaire is in annex 2 of this document).

Developer services customers that have multiple contacts with the same company will not be selected for potential interview about the same company until at least six months after the previous interview. However, where a developer services customer transacts with multiple companies, they will instead not be selected for potential interview about a different company until at least two months after the previous interview. This ensures customers are not oversampled and that there is sufficient representation in the qualitative component of those customers that transact with multiple companies such as new appointees or self-lay providers.

### 2.2 Guidance for companies

#### 2.2.1 Data requirements

The list of Water UK metrics in scope for the qualitative component of D-MeX is set out in each company's 'Outcomes performance commitment appendix' in the PR19 final determinations.

For the purpose of the qualitative survey, all customers that transact with a company for a relevant transaction are to be included in the contacts list provided to the Agent. This includes but is not exclusively:

- individual developers, regardless of size;
- housebuilders;

- end customers, such as those requesting new mains installations or enquiring about developer services;
- self-lay providers;
- new appointees; and
- agents, intermediaries, or consultants.

## **2.2.2 Frequency of data provision**

### **Provision of contact details**

Each month, companies must provide to the Agent a list of relevant transactions completed in the previous month including contact details for the customer based on the following timescales:

- for the period 1 April to 30 September 2020, lists should be provided as soon as possible after the Water UK return is submitted on the 20th of the following month and within a maximum of four working days – for example for May 2020 data, the deadline will be 24 June 2020 or earlier if possible; and
- from 1 October 2020, lists should be provided by the 10th of the following month – for example for October 2020 data, the deadline will be 10 November 2020.

If the Water UK reporting deadline is brought forward to a date earlier than the 10th of the following month, data submission for D-MeX should also be brought forward to the same date.

### **Provision of finalised Water UK returns**

Each month, in addition to providing the list of relevant transactions in line with the timescales above, companies should send a copy of their finalised Water UK return to the Agent for auditing purposes. In order to enable the Agent to carry out fieldwork in a timely manner, this may be provided at a later date to the timescales above. The Agent will set appropriate timescales for the provision of finalised Water UK returns throughout the 2020-25 period.

The number of records provided for each metric should tally with the total volume of transactions completed which is reported to Water UK each month (rather than the volume delivered within the target for that metric). This will ensure a comprehensive sampling frame for the survey, and that the results reflect the spread of all day-to-day work undertaken for all customer types. If there is a discrepancy between the number of records sent to the Agent and the number reported to Water UK, companies should submit an explanatory note along with their submission.

All records must be transferred to the Agent using a secure file transfer system and not as email attachments.

### **Data provision**

Companies should not remove any records where any of the contact details are incomplete or not available – this will be done by the Agent as part of the sample auditing and data cleaning process.

To facilitate the Agent's process of compiling, checking and preparing the contact lists from which to survey as efficiently as possible, companies should provide all data in a single Excel worksheet, one row per transaction. Companies should not separate out the file into one worksheet per transaction, or any other format.

For each transaction, companies should provide the information set out in annex 1 of this document.

### **2.2.3 Identifying the appropriate customer contact**

In some cases, there may be more than one customer contact that could be provided in relation to a transaction. This would be the case where one person in an administrative role submitted relevant documents to a water company for a particular developer service transaction on behalf of another person who subsequently dealt with the company during the delivery of the physical work stage. In such cases, the company should provide the contact details of the person who dealt with the company on this issue / delivery of this piece of work relevant to the metric.

### **2.2.4 Exclusions**

Customers are being surveyed for D-MeX in order to provide feedback on their experience of dealing with their water company so that a regulatory mechanism can be applied to help drive service improvement. To ensure appropriate representation, the contact data should include all developer services customers that transact with water companies.

Companies are to not ask customers to opt in or out to being contacted in relation to the D-MeX survey, as doing so could have a detrimental impact on the representativeness of the sample that would be achieved. Therefore, all customer contacts related to the relevant transactions are to be provided.

Companies are to **not exclude** Company DNCs from the data provided to the Agent. This means that for Company DNCs, water companies are to provide the transaction details as described in annex 1 of this document, and still provide the customer's personal data (in columns G, H, I, and J of annex 1 of this document). Where an individual employee of a developer services customer is a Company DNC or an Ofwat DNC this applies to that specific individual and not to the whole organisation.

Ofwat considers it appropriate to be able to contact Company DNC customers for D-MeX for a number of reasons. The D-MeX survey is neither direct marketing nor market research, and legally, Ofwat is permitted to contact Company DNC customers for the survey as long as these customers have not expressly opted out of receiving surveys from Ofwat (in other words, as long as they are not Ofwat DNCs). In addition, Ofwat aims to preserve the integrity of the incentive, enable all companies to be compared on the same basis, and ensure that robust and reflective sample sizes are able to be obtained throughout the year.

Apart from Ofwat DNCs, the only circumstances under which companies may flag an individual customer as not to be contacted in relation to D-MeX would be where there is an ongoing dispute with the customer of such severity that approaching this customer to take part in a satisfaction survey may not be appropriate. For instance, this could include those customers where the water company is in litigation with the customer or where the case has been referred to Ofwat. In any such cases, companies should still provide the data pertaining to the transaction data but should exclude the customer's personal data (in columns G, H, I, and J of annex 1 of this document). Companies should also insert a note in the Excel data submission in row O to indicate that this particular customer should not be contacted, together with the reason why. This is so that the full set can still be audited against the Water UK return, and to ensure there is no discrepancy in the number of transactions reported in each dataset.

Ofwat intends to keep its exclusions policy under review and may change its policy from time to time, to ensure the effective functioning of the survey.

### **2.2.5 Sampling approach for common service providers**

Some companies have an arrangement where customers of multiple companies are served by the same provider (for example, a common billing centre). In these cases customers may have the same experience regardless of which company they are a customer.

Where companies have a shared service model, they can propose that one of the following sampling approaches for D-MeX is applied. Affected companies can request to receive either:

- the same score for the qualitative component of D-MeX with the annual quota across the affected companies equal to the relevant annual quota for a single company; or
- separate scores for the qualitative component of D-MeX with the annual quota for each affected company equal to the relevant annual quota for a single company.

Based on the proposal and taking all relevant circumstances into account, Ofwat will decide whether it is appropriate to apply an alternative sample approach, considering factors such as whether the approach supports consistency across companies and the level of available sample for a particular service type. The Agent will report on the sampling approach that is undertaken in its annual report.

## **2.3 Guidance for the Agent**

### **2.3.1 Sample preparation**

The following procedure should be followed to prepare the data submissions files for use in the survey.

Except where the Water UK return has not been finalised, on receipt of each water company's file, the Agent should:

- Compare the quantity of transactions per metric with the company's Water UK return. If the data submission does not tally appropriately and is insufficiently explained by the company, this will be queried. The company may resubmit the file; if this is not possible, the Agent will assess and determine (in conjunction with Ofwat, if appropriate) the validity of their reason for the discrepancy and whether to proceed with the file as submitted.

On receipt of each water company's file, the Agent should:

- Review the contact name and phone number fields for any missing data or data in a format other than that requested; note the number of cases where this has happened (which will be reported to the company for future reference) and clean the data where necessary. Only records with both a valid contact name and phone number can be used.

- De-duplicate the records within each company's file, removing cases where an individual customer contact appears more than once (multiple separate contacts at a single firm are acceptable). Where duplicates exist, removal of such duplicates should be done at random.

On completion of cleaning and de-duplicating the individual files, the Agent should:

- Combine the individual files into one single file. Run a pivot table on transactions by company; calculate the proportion of records remaining after the initial cleaning of the individual files, for each company.
- Cross-refer against the master exclusions list (see below) and remove any customer contacts from the current month's sample that have taken part in the survey within the relevant exclusion period or are identified as an Ofwat DNC.
- De-duplicate the records within the whole file (i.e. between the records provided by the companies). Because they represent different transactions, multiple separate contacts at a single firm are not treated as duplicates. Where duplicates exist, removal of such duplicates should be done at random. Run a further pivot table on transactions by company and calculate the proportion of records remaining for each company after the final cleaning stage.
- Each month update a tracking report that shows the proportion of usable contacts able to be surveyed for each company at each stage of the process and the final numbers available for the survey.
- Calculate quotas for the month.
- Randomise the file.
- Proceed to fieldwork.

### **2.3.2 Calculating survey quotas**

The sample size for most companies will be based on 20% of those customers that transact with the company in a month. For each company, where 20% of the sample is expected to be more than 1,000 in a year, the sample will be capped at 1,000; where 20% of the sample is expected to be less than 100 in a year, the sample will be increased to at least 100 in a year.

### **2.3.3 Master sample exclusions list**

On completion of each month's fieldwork, the Agent will add the details of customers who have been surveyed or identified as an Ofwat DNC to a master list of previous contacts, flagged according to the relevant water company and month.

This master list is to be used solely by the Agent for the purposes of D-MeX sample management, and is not to be shared with the water companies.

Each month's sample file will be checked against this, and any contacts appearing in the master list as having been interviewed within the relevant exclusion period or are identified as an Ofwat DNC will be removed from the sample to be used that month. After the relevant exclusion period, their record will be removed from the master exclusions list and they may be contacted again.

This list will be monitored by the Agent through the course of the year. It will be important to ensure that this process of avoiding re-contact within the exclusion period does not mean the survey ends up asking regular customers about only one type of transaction each time, but instead achieves a spread of feedback on the various work stages they experience.

This list will also record any Ofwat DNCs. These records should not be deleted from the list. Ofwat DNCs will be passed on to the relevant water companies on completion of each quarter's fieldwork. In order to comply with data protection law, and to ensure that Ofwat DNC data is no longer processed for the purposes of the D-MeX survey, i.e. that they are no longer contacted for these purposes, each company, upon receipt of this information, is required to maintain an up-to-date record of Ofwat DNCs and, when providing customer information to the Agent, must follow the process for exclusions set out in section 2.2.4.

### **2.3.4 Interview questions**

When conducting fieldwork, the Agent will base its interviews on the questionnaire in annex 2. Ofwat may change the questions from time to time during the period having regard to factors such as survey duration (i.e. the time taken for customers to complete the survey) and the effectiveness of D-MeX.

## **3. Quantitative component**

### **3.1 Overview**

The **quantitative component** of D-MeX measures the performance of the company across selected Water UK metrics throughout the year.

To calculate a company's score for the quantitative component of D-MeX, a simple average is taken of the scores applying to each metric for that year. Metrics which do not have activity recorded against them are excluded from the calculation for that company.

### **3.2 Guidance for companies**

#### **3.2.1 Assurance**

The level of assurance associated with reporting of the selected metrics that apply to D-MeX should be aligned to the approach companies currently employ for other performance commitments in their annual performance reports.

As set out in the 'Outcomes performance commitment appendix' for each company in the PR19 final determinations, companies are required to report the process they have taken to assure themselves that their performance against the selected metrics in D-MeX is an accurate reflection of their underlying performance in the reporting year, as well as any findings that indicate this was not the case.

#### **3.2.2 Data submission**

Data for the quantitative element of the D-MeX score is required to be provided on an annual basis at the end of the reporting year. The format is to be specified in the relevant regulatory accounting guidelines (RAGs) during the 2020-25 period.

### **3.3 Guidance for the Agent**

There are no requirements for the Agent in relation to the quantitative component of D-MeX.

## **4. D-MeX reporting**

### **4.1 Calculating the D-MeX score**

The overall D-MeX score calculation is as follows:

$$\text{D-MeX} = 50\% \text{ Qualitative (survey results)} + 50\% \text{ Quantitative (performance against selected metrics)}$$

Ofwat will determine the outperformance or underperformance payments earned by companies in its annual in-period determination. This process will apply to all performance commitments with in-period financial incentives.

### **4.2 Reporting to water companies**

#### **4.2.1 Quarterly company scores**

Each quarter, the Agent will provide companies with their own interim scores for the D-MeX qualitative survey. These quarterly scores will be:

- that quarter's results; and
- year-to-date results on a rolling basis, for example the first quarter will be based on data for the first three months of the year, the second quarter on the first six months of the year and so on.

#### **4.2.2 Quarterly league tables**

The Agent will provide ranked league tables of all companies' qualitative survey scores with all companies identified as follows:

- that quarter's results; and
- year-to-date results on a rolling basis, for example the first quarter will be based on data for the first three months of the year, the second quarter on the first six months of the year and so on.

### **4.2.3 Annual qualitative company scores**

The Agent will provide companies with their own scores for the qualitative survey. This will be based on annual survey results for the entire reporting year.

### **4.2.4 Survey data**

Each quarter the Agent will provide each company with anonymised customer level data from their own customer interviews.

However in the interests of maintaining respondent confidentiality, data will not be provided to a company where fewer than 20 customer entries relate to a single performance metric for that company.

## **4.3 Reporting to Ofwat**

### **4.3.1 Company scores and league tables**

The Agent will provide company scores and league tables to Ofwat each quarter and annually on the same basis as for companies.

### **4.3.2 Annual report to Ofwat**

The Agent will provide a consolidated annual survey report to Ofwat, with:

- an overall summary of results, scores and rankings;
- company-specific summaries;
- analysis of the data;
- median/mean results for the industry for comparison;
- key conclusions, trends or emerging issues, including any data issues and numbers of exclusions;
- any recommendations for potential efficiencies and improvements;
- copies of the questionnaires used during the year, noting and explaining any differences with the copies appended to this guidance.

### **4.3.3 Survey data**

The Agent will provide the underlying anonymised customer level survey data to Ofwat upon request.

## Annex 1: Data fields for the qualitative survey

### Qualitative data submission fields

Excel worksheet column	Column header	Notes
A	Water company	Please enter in this field the version of your company or regional brand name by which this customer will know you as having dealt with this transaction (e.g. Essex & Suffolk Water rather than Northumbrian Water).
B	Water UK metric	Please provide the Water UK metric that applies to the transaction.
C	Date completed	Please provide the transaction completion date.
D	Site	Please provide the name and/or address of the site to which this transaction relates.
E	Plots	Please provide the number of plots at this site to which this transaction relates.  This is only required for three metrics (W3.1, W4.1 and W30.1), all others can be left blank.
F	Customer's organisation	Please provide the name of the customer's organisation, if applicable. If the customer is a private homeowner acting on their own behalf, leave this field blank. Also include details on whether the customer has offices across several regions.
G	Customer contact name	Please provide first name and surname, in one single field. Please do not provide any additional titles - e.g. enter the name as Steve Jones, not Mr S Jones or Mr Steve Jones. However, if you do not have a first name for this contact, then provide what information you can.
H	Customer contact job title	Please provide the job title of this contact, where applicable and known. Otherwise leave this field blank.
I	Landline number	If you have a landline and mobile number, please provide both, but in separate columns as shown. For landlines, if you have both a switchboard and a direct line number for this contact, please provide the direct line number. If you do not have

		<p>a landline number for this customer contact, leave this field blank.</p> <p>Any extension numbers should be provided in column N.</p> <p>Only numbers to be provided in this column.</p>
J	Mobile number	<p>Please provide a mobile number for this contact, where available. If you do not have a mobile number for this customer contact, leave this field blank.</p>
K	Customer type	<p>Please enter in this field whether the customer details provided are for:</p> <ul style="list-style-type: none"> <li>• The end-customer – i.e. either the owner of the property where the work is being carried out, or a builder or developer undertaking the development of a new site – enter ‘End-customer’, or if known otherwise, one of the below;</li> <li>• An intermediary (agent) acting on the end-customer’s behalf in relation to this particular piece of work, such as a utilities or engineering consultant, architect, lawyer etc. – enter ‘Agent’;</li> <li>• SLP; or</li> <li>• NAV.</li> </ul> <p>All customers should be allocated to one of these four types. If customer type is unknown please leave blank.</p>
L	End-customer	<p>If the customer’s organisation and/or contact is an agent acting on behalf of a builder or developer, enter the name of the end-customer builder or developer here, if known.</p>
M	Do not contact (DNC) reason	<p>If you consider this customer should not be approached for a D-MeX survey, provide your reason here. Please refer to the guidance on this in section 2.2.4 on data exclusions.</p>
N	Extension number	<p>If available please provide an extension number for the contact, otherwise leave this field blank.</p> <p>Only numbers are to be provided in this column.</p>

The rationale for requesting these fields are:

- to identify the appropriate individual customer contact to provide feedback on the relevant transaction;

- to facilitate de-duplication within and between companies' files (so that customers are not contacted multiple times);
- to facilitate contact with these individuals by phone;
- for clarity in defining the transaction to be asked about, in the survey introduction (e.g. 'I'm ringing about the recent [TRANSACTION] completed for you by [WATER COMPANY] on [DATE] for your site at [SITE]) – to ensure that the results relate to the correct piece of work; and
- to enable the Agent to audit the transactions data against the Water UK return.

In cases of large/national customers who have offices across several regions, we recognise that there is a need to understand the quality of customer service across the different offices or sites that are in development. To capture this detail and to ensure that organisations with multiple offices are adequately represented in the sample, companies are to enter these details in column F.

## **Annex 2: Survey questionnaire**

**SYSTEM INFORMATION:**

Interviewer number:

Interviewer name:

Date:

Time interview started:

## D-MeX

Good morning/afternoon/evening. My name is ..... and I am calling from Accent on behalf of Ofwat, the economic regulator for the water sector in England and Wales. Please could I speak to [NAME FROM SAMPLE]. We are carrying out a survey on behalf of Ofwat to understand how customers rate the service received from the Developer Services team at [Water Company Name].

This information will be used to help Ofwat understand how [Water Company Name] is performing.

I understand that you have recently dealt with [Water Company Name] in relation to a [WATER UK METRIC] – this was in [MONTH], for [SITE]. Please could I ask you some questions about this?

Are you the person who was in contact with [Water Company Name]?

**IF TALKING TO CORRECT PERSON, CONTINUE. OTHERWISE ASK TO BE TRANSFERRED OR MAKE APPOINTMENT TO CALL BACK**

IF ASKED: The survey will take around 10 minutes to complete.

Just to confirm, your responses will be treated in the strictest confidence. Accent abides by data protection laws at all times. Your responses will only be passed on to [Water Company Name] in anonymised form and will not be linked to you personally.

You can find out more information about Ofwat's surveys and what is done with the information collected in the Privacy Policy on Ofwat's website.

**INTERVIEWER TO DETERMINE IF PARTICIPANT WANTS WEBSITE ADDRESS BEFORE PROVIDING IT OR IF IT IS TO BE SENT VIA EMAIL**

Please note that this call may be monitored or recorded for training purposes.

IF NECESSARY:

- You have been selected at random from customers dealing with developer services at [Water Company Name], in [MONTH].
- Your contact details have been provided to us by [Water Company Name]

Can I confirm that you are happy to participate in the survey?

Yes

No THANK & CLOSE

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

Calls being recorded

INTCHECK2. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed

No, it isn't safe – we need to call back later GO TO APPT SCREEN

## Main questionnaire

Q1. What do you feel that [Water Company] did well, if anything, in relation to this particular transaction? **PROBE FULLY**

.....

Q2. And what do you feel that they could have done better, if anything - again in relation to this particular transaction? **PROBE FULLY**

.....

Q3. I'm now going to read out a number of aspects of service and I'd like you to tell me how satisfied you are, on each of these, still thinking about your dealings with Developer Services at [Water Company Name] in relation to this specific transaction where 0 is extremely dissatisfied and 10 is extremely satisfied.

**DP: SHOW [MONTH], [WATER UK METRIC] AND [SITE] ON SCREEN  
RANDOMISE. READ OUT**

	Extremely dissatisfied					Neither satisfied nor dissatisfied					Extremely satisfied	Don't know	N/A
	0	1	2	3	4	5	6	7	8	9	10	11	12
Ease of contacting them													
The quality of the information available on their website													
Understanding your needs													
Timeliness of response to queries and requests													
Keeping you informed on progress, where required													
Offering value for money													
Completing the work within a timescale that is reasonable													
Meeting agreed deadlines													
Their efficiency in handling this stage of the work													
Accuracy and completeness of any documentation provided (eg quotations, plans, reports etc)													

	<b>Extremely dissatisfied</b>					<b>Neither satisfied nor dissatisfied</b>					<b>Extremely satisfied</b>	<b>Don't know</b>	<b>N/A</b>
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Any advice and guidance they gave you, to help progress the work													

Q4. How satisfied are you overall with how [Water Company] handled this particular transaction using the same scale where 0 is extremely dissatisfied and 10 is extremely satisfied?

<b>Extremely dissatisfied</b>					<b>Neither satisfied nor dissatisfied</b>					<b>Extremely satisfied</b>	<b>Don't know</b>	<b>N/A</b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>

Q5. Thinking more generally about dealing with Developer Services – what would you personally say are the top 3 most important things you are looking for, in terms of how the service is delivered?

.....  
 Don't know  
 Nothing

Q6. If there was one thing that you'd suggest that the Developer Services team at [Water Company] could do, that would have most impact on how easy you find them to deal with, what would it be?

.....  
 Don't know  
 Nothing

Q7. Please can I take a note of your name and where we can contact you for quality control purposes?

Name: [CATI: DP, IMPORT FROM ID]  
 Telephone: [CATI: DP, IMPORT FROM TELNUMBER]

Thank you for your time and co-operation in this survey. On behalf of our client Ofwat and ourselves at Accent, I would like to thank you for your time and feedback.

## Interviewer Confirmation

I confirm that this interview was properly conducted and is completely confidential

Yes  
 No

**SYSTEM INFORMATION**  
 Time interview completed:

Ofwat (The Water Services Regulation Authority)  
is a non-ministerial government department.  
We regulate the water sector in England and Wales.

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