

PR24 outcomes working group
**Reviewing C-MeX for the 2024 price
review (PR24): detailed implementation
issues**

27 June 2023



Agenda

Time	Item	Locations
13:00	Welcome	Main room
13:10	Sample – who to include <ul style="list-style-type: none">- Introduction- Discussion	Main room Breakout rooms
13:45	Survey – how to reach them <ul style="list-style-type: none">- Presentation by SVE on contact channels- Presentation by Ofwat on survey method- Discussion	Main room Breakout rooms
14:35	Insights – what more could we get <ul style="list-style-type: none">- Introduction- Discussion	Main room
14:55	Any other items for noting	Main room
15:00	FINISH	



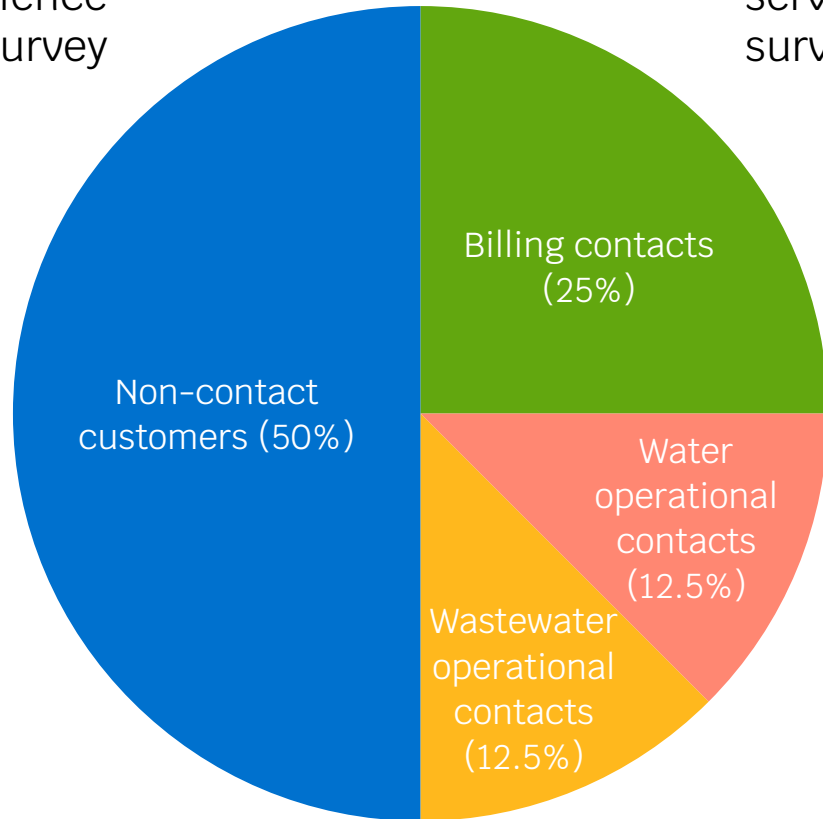


Sample – who to include

Sample – who to include

Customer
experience
survey

Customer
service
survey



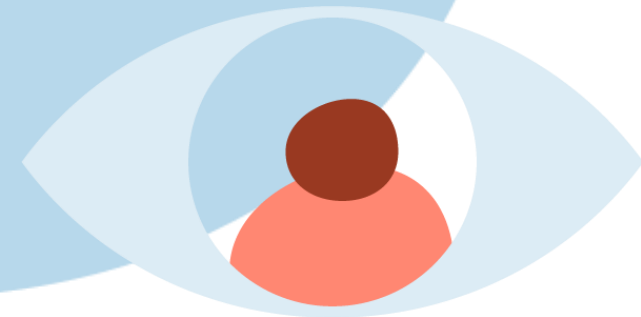
The categories for inclusion in the sample for the customer service survey are very wide.

For billing, it may include a query about a bill, a query about a payment, asking for a reduction, requesting a meter, direct debit set up, paying a bill.

Should the categories be reviewed so very limited forms of engagement (such as paying a bill) are not included?

C-MeX sampling methods:
which customers
should we reach?

- Should the categories for inclusion in the C-Mex sample be reviewed? If so, what should change?
- What are the benefits and risks of change?
- What is in the customer interest?





Survey - how to reach customers

SEVERN TRENT

C-MEX SURVEY FOR DIFFERENT CONTACT CHANNELS



WONDERFUL ON TAP



DIGITAL ASSISTED CHANNELS

At Severn Trent we offer a lot of alternative contact channels which have grown significantly over the last few years

08:39 4G

Chat with us

My name is.. *

james

Email address *

james@james.com

Home Ownership *

Homeowner

Cancel Submit

AA stwater.co.uk

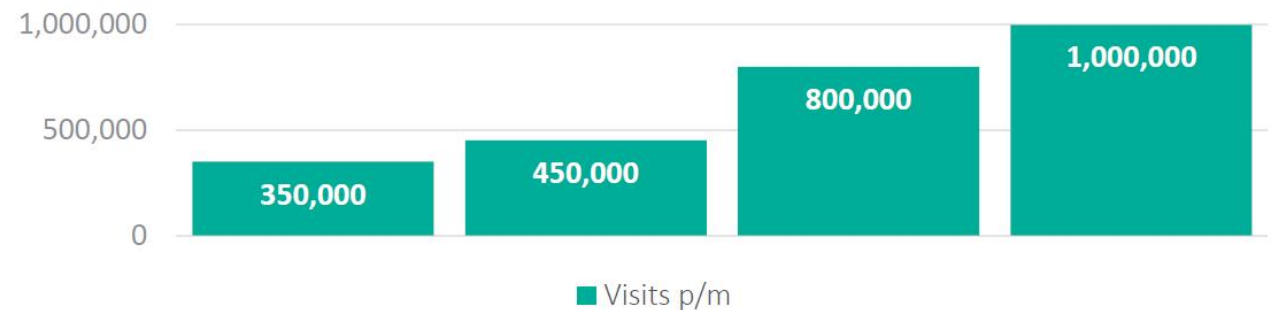
- Social media – We see social media as a channel of choice for customers engaging with us for service queries. We have recently migrated all of our messaging channels into our core communication platform - Genesys.
- Synchronous Messaging – Webchat in the first year of going live we saw a 90% increase in contacts through webchat, peaking about c.30k contacts in a month.
- Asynchronous Messaging – This has grown to circa 60k contacts per month
 - ChatBot (Juno)
 - WhatsApp
 - 2-way SMS,
 - Apple Business Chat.



WEB SELF SERVICE

In an increasingly digital world, we believe we need to think about customer contacts differently

- At the start of AMP6, traffic to our website was approximately 350k visits per month.
- The cultural shift towards digital transactions meant we needed to change if we wanted to succeed in the marketplace.
- As we ended AMP 6, we averaged over 800k visitors per month – a **129% increase**.
- This now stands at **1m** visitors per month.



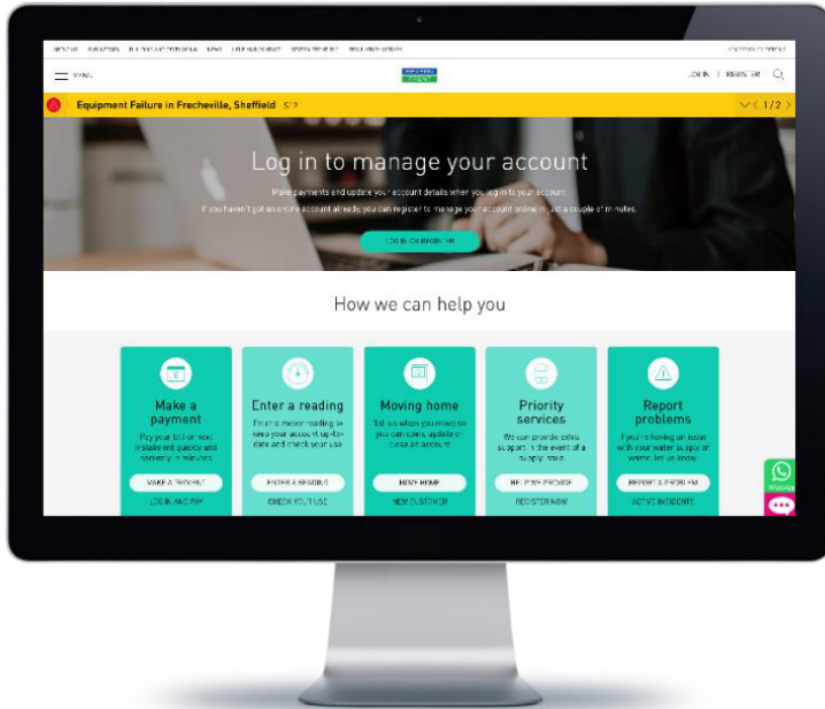
EVOLVING CUSTOMER EXPECTATION

We expect digital transactions to continue to rise

- Easy-to-use transactional journeys have meant an ongoing shift in customer's channel of choice.
- This shift in channel is continuing to move in one direction.
- Offering end-to-end transactions that can be done over the phone vs digital touchpoints.
- We need to ensure we continue to flex to changing customers expectations in this space.

Customers are changing the way they pay their bills

- Customers are moving from paying bills over the phone to online.
- We have introduced new payments channels to keep up with customer expectations, including apple pay and google pay.



C-MEX SURVEYS

Our recommendations for making sure AMP8 surveys take into account digital contacts

- All channels should be included.
- The telephony survey should be just telephony contacts.
- All other channels should go into digital.
- Whilst we appreciate WhatsApp is a difficult channel due to the fact you need consent to message someone we still believe this channel should be included, and suggest an email contact method for the survey.
- We suggest non-core business transactions are removed, e.g. Password Resets; and digital channel surveys are spread equally amongst contact types.
- Currently we are unable to check & challenge on digital surveys and due to the increase in customers contacting us through these channels we recommend the check & challenge process is implemented for all channels in AMP8.
- We'd also like the question asked of our customers to be specific to the contact being surveyed. Whilst we appreciate our overall service to customers should be too the highest standard when looking at individual contacts it would be great to be specific so we can target our improvement activity on the areas highlighted.

Customer experience survey

- 200 interviews per quarter for each company
- 75% CATI interviews, 25% interviews conducted in person in at least two different locations for each company.

Customer service survey

- 200 interviews per quarter for each company
- 12 monthly surveys, one week per month is chosen.
- Telephone interview for those who contacted company via a non-digital 'channel' (phone, letter, SMS etc).
- Online survey for those who contacted company via a digital 'channel' (email, online chat etc).
- Adjustment of +5% on responses to online survey

ONS description of ‘push to web’

“The ONS collects data through running large-scale household surveys. Traditionally, many of these surveys are conducted in person, or over the telephone. In line with the government’s [digital by default strategy](#) ... the ONS has been exploring online first data collection (also referred to as a push-to-web approach)... A push-to-web approach to data collection means that respondents (‘users’) will be first asked to complete the survey online before any other mode is offered. If the user is unable to complete online, an alternative follow-up mode of data collection will be introduced such as face-to-face or telephone.”

[Respondent engagement for push-to-web social surveys – Government Analysis Function \(civilservice.gov.uk\)](#)

Survey methods – alternative options

Ipsos MORI view on reasons for push to web:

“In recent years high quality cost-effective random probability telephone surveys have become impossible to implement in the UK, both because of complications arising from the rapid increase in the proportion of households that are mobile only and because there has been a precipitous decline in response rates. At the same time random probability face to-face interview surveys have become gradually more challenging and costly to implement. Push-to-web methodology has arisen as a possible solution to these problems. It involves the use of offline contact to ‘push’ people to go online and complete a web questionnaire.”

[Ipsos_Push to Web Best Practice Guide](#)

Survey methods – how this could work in practice

Customer experience survey

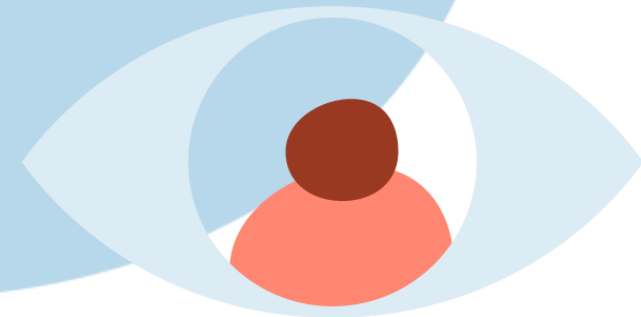
- All interviews start with ‘push to web’ approach. For example – letters to include online completion of survey. ONS and Ipsos set out possible stages to encourage response rates.
- In further stages, offer alternative ways to complete survey based on people’s needs.

Customer service survey

- Choose random sample of contacts on ongoing basis.
- Option of all interviews starting with ‘push to web’ approach. OR: if mobile (text/whatsapp) or email was used, first send link to survey via same method. Then follow up with post if low response.
- No adjustment to online responses. Aim is to secure high level of online completions, or paper completions for those not online. Telephone or face to face can be offered dependent on customer needs.

C-MeX survey methods:
How should we reach customers?

- What should be the method for the PR24 C-MeX survey?
- What are the benefits and risks of alternative approaches?
- What is in the customer interest?
- Should we move to a continuous approach to surveying, as part of a new method?

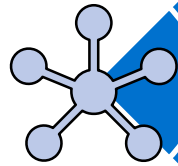




**Insights - what more could
we get**

How can we make the most out of C-MeX survey data?

We could make changes to the C-MeX survey to **improve the quality of the data and to allow us to make greater use of it**. For example, we could have:



More comparative analysis



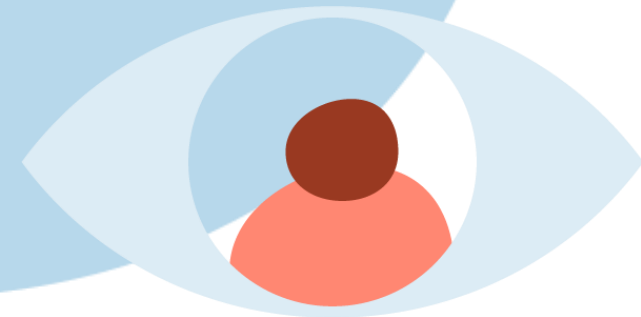
Additional questions



Information by vulnerability

How can we make the most out of the C-MeX survey data?

- What other insights would you like to get from C-Mex?
- What are the benefits and risks of proposed changes?
- Do you have any further suggestions on this?



Thank you and questions

For further engagement, please contact:

PR24@ofwat.gov.uk

