
south east water

**Core Customer Information –
Ofwat's draft guidance on core
information companies should
clearly provide to their customers**

South East Water response

29th January 2024

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Pure know_how

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1. Introduction

Thank you for providing us with the opportunity to respond to your proposed guidance on the core information water companies should clearly provide their customers. We welcome the guidance as we believe it will play an important role in delivering a high standard of customer service and support to water customers.

We have provided responses to the questions posed in the consultation.

2. Consultation questions

2.1 Do you agree with our proposal not to prescribe how, where and when to communicate the Core Customer Information?

We agree with and support the proposal not to prescribe how, where and when to communicate the information.

Having the freedom to determine how and where water companies display this information ensures its placement is informed by research and feedback from both customers and stakeholders, taking into consideration their different needs and expectations, and how these change over time.

2.2 Do you agree with our proposed changes as summarised in Table 1?

We agree with the proposed changes.

We agree that including details on how to access the core customer information on bills is the correct approach, as well as a range of other channels, as it ensures customers can access the information through a channel of their choice, including those who may be digitally excluded.

2.3 Do you agree with the proposed scope for the Core Customer Information? In your view, is anything missing or should be excluded?

We largely agree with the proposed scope.

We believe that there is a requirement to include information about water companies' priority service registers, specifically how customers can register and access the help they may need.

2.4 Do you agree with the proposed approach for companies reviewing their Core Customer Information?

We agree with the proposed approach to review the core customer information at a minimum once every three years.

We would welcome confirmation that water companies will only be required to directly notify customers of changes to the core customer information if it is a significant change. For example, one word or sentence amends may not require a notification.

2.5 Do you agree on the proposed areas on which companies should consult CCW? Are there any other areas on which CCW should be consulted in relation to Core Customer Information?

We agree with the scope of the areas water companies should keep CCW informed, specifically significant changes to core customer information, complaints procedures and incident response information.

We would welcome confirmation that water companies need to inform CCW of only *significant* changes to information that describe CCW on bills and on the company website, rather than any small amends.

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