



Piloting Approaches to Capturing Customer Experience in the Water Sector for PR24

Initial Setup Workshop Notes

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Prepared by: Accent, 3 Orchard Place, London SW1H 0BF

Contact: Julian Hollo-Tas
E-mail: Jullian.Hollo-Tas @accent-mr.com
Telephone: 020 8742 2211



Registered in London No. 2231083, Accent Marketing & Research Limited, Registered Address: 30 City Road, London, EC1Y 2AB

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1 INTRODUCTION

1.1 Introduction

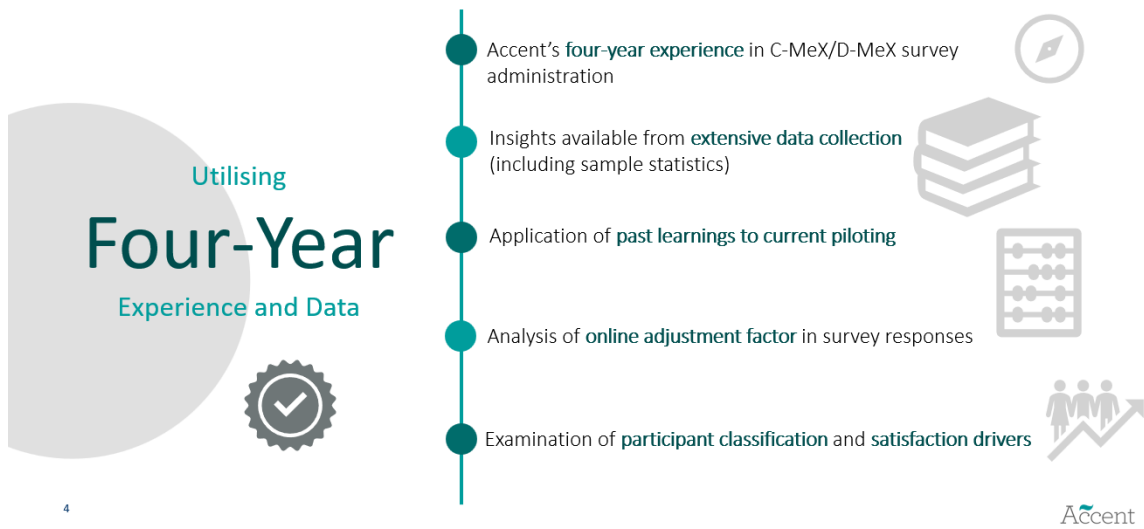
The meeting was well attended. Full Ofwat (Hannah Johnson, Thea Hutchinson and Sian Lewis) and Accent (Julian Hollo-Tas, Agnes Banyai, Sam Wrighton, Deevya Chudasama and Rob Sheldon) teams attended the meeting, as well as at least one representative from every water company.

2 Discussion

2.1 Existing Data Review

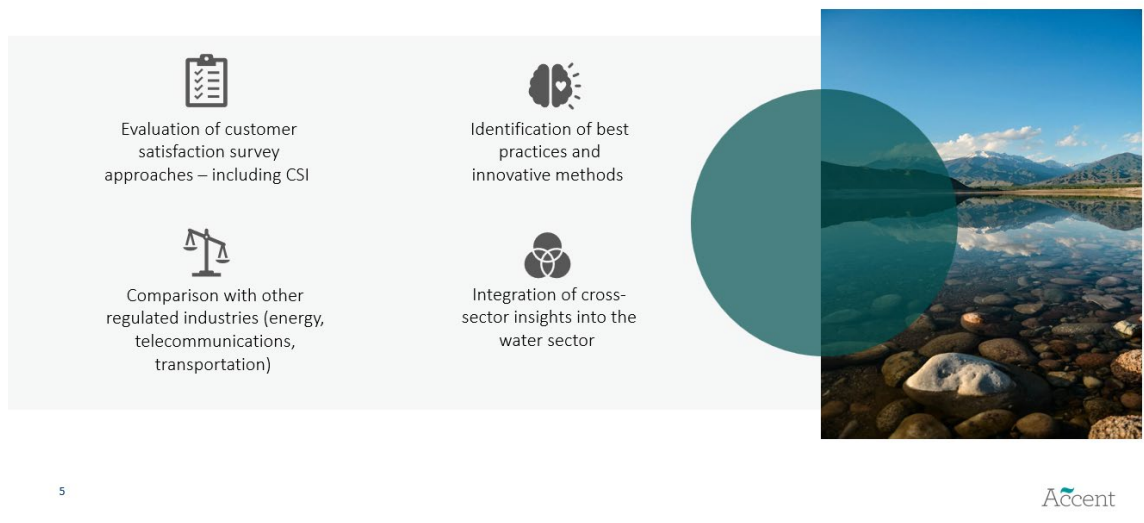
Overall, well received and no questions on this.

Existing Data Review



2.2 Desk Review

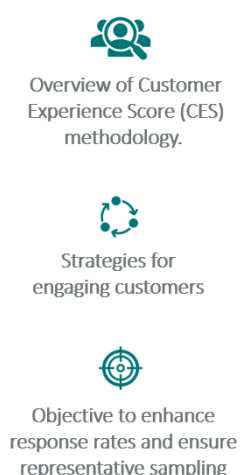
Desk Review of Customer Satisfaction Surveying



Question	Response
If the desk review finds something, will the approach change?	The desk review has already begun and will run concurrently with the initial setup of the project. If there are best practices from other sectors discovered from these findings, we will incorporate these into the pilot. However, we anticipate this to be unlikely. We also note the desire for a focus on CSI, and this has already begun.

2.3 CES Approach

CES Approach



PAF (Royal Mail Postal Address File)

- **Postal invitations** with online redirection for **PAF-listed addresses** (10K letters)
- Expect 5% conversion rate

Water company Customer database

- **Postal invitations** to **water company customers** (10K letters)
- **Email invitations** to complement postal (20K emails)
- **SMS invitations** to direct customers online (20K SMSs)
- Expect 5% response rate
- Sample needed from willing water companies (either all sample, or a list of IDs for us to select from) + ADD SUPPLY DATE
- Additional variables (PSR/Soc Tar) + contact data

Other information

- Testing **various participant incentive levels** throughout (£0, £5, £10)
- Paper version available (via freephone)
- **Using existing script**
- We will communicate when we go live

What we need from water companies



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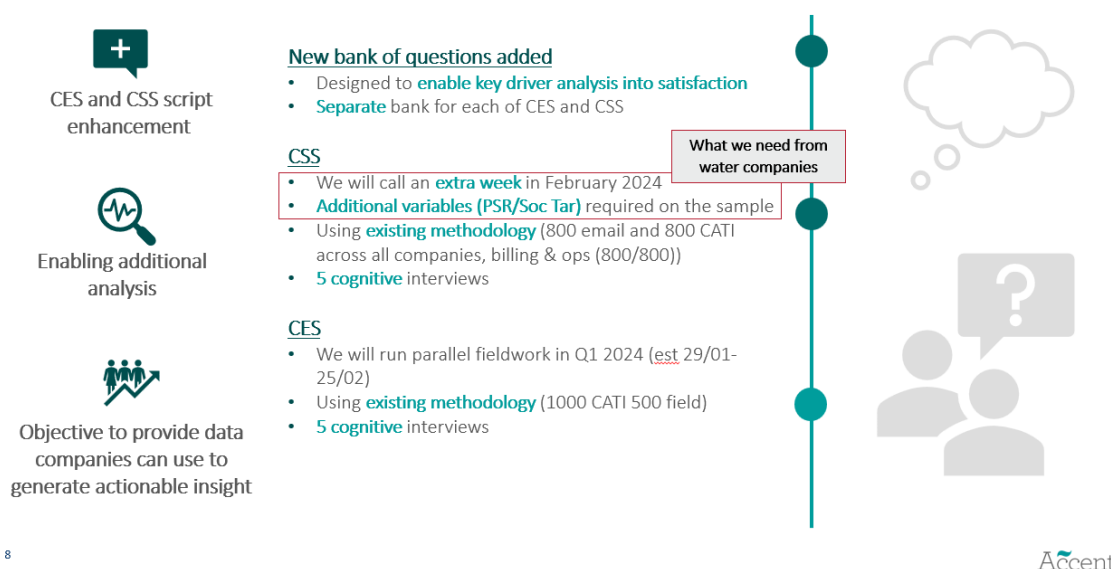
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Question	Response
For PAF – will companies need to provide postcode list?	We have the full postcode list based on the previous ODI work so we would not need this from the water companies
Impact on who do we speak to?	Currently whoever opens the post can take part – this way we include future customers. If we use Water Company Sample, we will be excluding future customers.
Digital exclusion: How are we dealing with this? Is there any non-digital route for them to engage with?	Digital exclusion was a consideration. We will offer freephone and paper questionnaires for non-digital. We will monitor uptake of freephone.
Is there an increased cost associated with postal engagement?	Potentially. The purpose of the pilot is to explore the feasibility of the methodology in the first instance. Concerns such as value for money will be considered by Ofwat.
Can you give more information on the use of PSR and Social Tariff?	Ofwat/Accent will share some documentation on this.

What is the purpose and legal base to encourage water companies to participate?	
Will there be a new data sharing agreement to accommodate this extra data	We are flexible. We can either extend current arrangement with Accent/Ofwat or create a new arrangement.
Do we need granularity of PSR/ social tariff and other financial difficulties or a simple yes/no answer?	We will only need a simple yes/no at the moment. Social Tariff likely to include any supported/non-standard tariff arrangement.

2.4 C-MeX Questionnaires

C-MeX Questionnaires

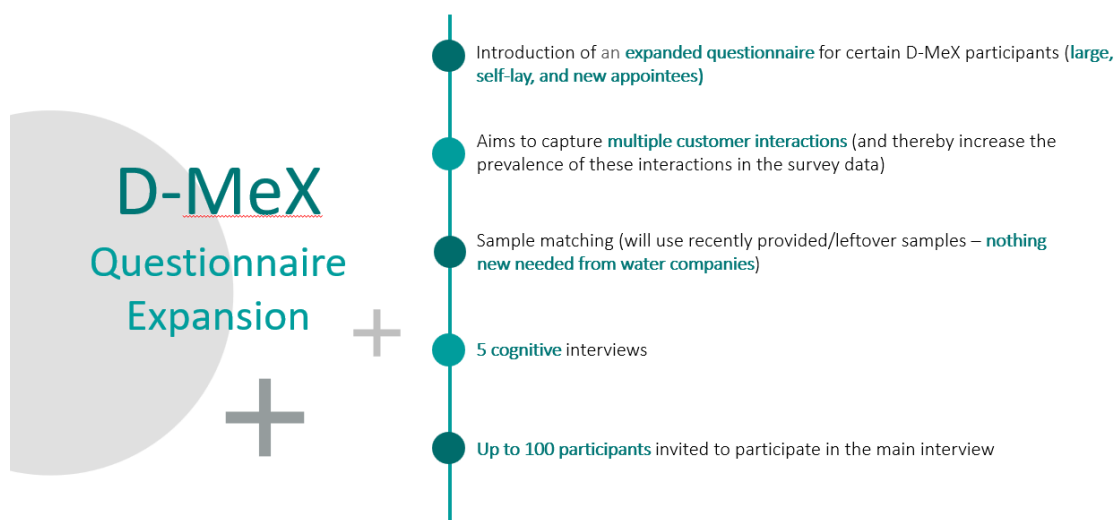


Question	Response
Will we have 50/50 approach to CATI/ email?	Yes
There is a lot of change and it is potentially costly. What are we looking to achieve/ fix and what does success look like?	We are looking to strengthen confidence in the survey and not to make changes for the sake of making changes. Any changes will be considered by Ofwat.
Are we looking at 50/50 for water and waste water serviced?	Yes
Will this push more complaints and contact?	We do not expect it to push disproportionate volumes.
Will there be a telephone survey?	We will contact participants who contacted their water company via non-digital means, by phone, and those who contacted via digital means, by email (as currently).
Will smaller companies be able to do 50/50?	We will see when the sample arrives, but we can be flexible in our approach since the data will not be used as part of the current

	incentive mechanism – this is a methodological test only.
What are the next steps? When will we know the outcomes of the pilot?	There will be an additional workshop when we are close to the end of the fieldwork to give an overview of initial findings.
Will NAVs be excluded from the sample? Do we have an address file with all the NAVS?	This is a decision to be considered by Ofwat. As part of this we will consider how we approach this and if we do create this data file.
In some instances, customers overlap by boundaries (smaller water/waste combinations) – is something that will be tackled by Ofwat?	This is a decision to be considered by Ofwat
Will questions be added only to one element or both?	Both

2.5 D-MeX Questionnaire explanation

D-MeX Questionnaire Expansion



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Question	Response
What do you mean by multiple interactions?	Potentially talking to one participant about a number of connections they made across a several water companies.
For big companies the interactions are happening at different levels, lots of people that you have interactions with. Is this pilot trying to explore the issue and try and identify the right person who gets overloaded with surveys? Although it may be one named customer, the interactions throughout the customer journey will differ. It is important to capture	This is something that could be part of the cognitive approach for this survey. This is a valid sample design issue. The current D-MeX guidance states that "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".

the views and experience of the actual people we are engaging with.	
We work on R-MeX and many use the survey to mark us down and overlook all the other good work we do. How do you intend to mitigate this?	This is currently not built into the survey.
How do we increase the prevalence in the data?	By counting an interview covering more than one event, more than once.
Can we capture who filled in the survey, job title and what roles we spoke to?	Must be careful here as we must not be able to identify participants and break MRS rules, however we could add a question asking if they are happy to be identified.
Can we get the data monthly as by the time we get it it's late and can't improve customer experience.	This is a decision to be considered by Ofwat as part of PR24 price review
Are there 5 cogs across each group or overall?	Overall
Can we agree what a large developer is?	This is currently under discussion. We agree that we will need a consistent definition of this (if Ofwat make the decision to have large developers as a separate group). We are open to views from companies about how best to do this.
D-MeX design: Is that to come through other research or this piece or other consultations	Policy issues are treated separately and this pilot will inform the basis of the work, if anything else is needed this will be considered by Ofwat.
Can the questionnaire be shared?	This is a decision to be considered by Ofwat.
How will the cog interviews work? Can you explain more detail?	Cognitive interviews test participants' ability to complete the questionnaire and comprehension of the task, and is not an in-depth qualitative interview where partitionist are prompted. Cognitive interviews simply test that the questionnaire is working as it should and the questions are clear to understand.
How are you going to round getting the right numbers? Crack them up?	That is the point of this pilot. We are looking to see test feasibility/how things work in practice. Ofwat will consider the pilot findings as part of policy decisions.
Is there any consideration to allow companies to have access to the recordings like on C-MeX?	This is something to be considered in the future as part of the PR24 price review.
How do you get the weights right?	This is something to be considered in the future as part of the PR24 price review.
Currently, there is no challenge process for D-MeX, is any consideration being given to having one in future?	This is something to be considered in the future as part of the PR24 price review.
It may be worth reviewing the learning from previous D-MeX pilot year (2018-19) and the tested 'relationship survey'.	We will review this.

<p>It may be worth also reviewing the learning from BR-MeX cognitive work, especially where this has focused on R-MeX design.</p>	<p>We will look to review this once we are able.</p>
<p>In practice, many NAVs use SLPs to do the main engagement with incumbent Developer Services teams around POC/POD's and connections, etc. Is there a risk same site experiences could be reflected twice in a survey of SLPs and then the NAV they act for?</p>	<p>We can look at exploring this risk and if it is worth considering exclusions.</p>