

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

Secondary Setup Workshop – Business  
Customer Experience in Wales

Accent

**ofwat**

9<sup>th</sup> January, 2024

# Agenda

14:00 – 14:05

INTRODUCTIONS AND BACKGROUND

14:05 – 14:15

OVERVIEW OF ENTIRE PILOT

14:15 – 14:55

BUSINESS CUSTOMER EXPERIENCE IN WALES PROPOSALS –  
Q&A/DISCUSSION

14:55 – 15:00

AOB/WRAP-UP

# Introductions & Background



# Overview of entire pilot



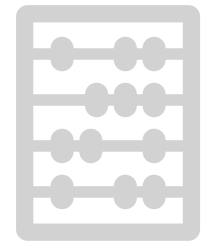


# Existing Data Review

## Utilising Four-Year Experience and Data



- Accent's **four-year experience** in C-MeX/D-MeX survey administration
- Insights available from **extensive data collection** (including sample statistics)
- Application of **past learnings** to current piloting
- Analysis of **online adjustment factor** in survey responses
- Does **NOT** include Business Customer Satisfaction in Wales survey



# Desk Review of Customer Satisfaction Surveying



Evaluation of customer satisfaction survey approaches – including CSI



Identification of best practices and innovative methods



Comparison with other regulated industries (energy, telecommunications, transportation)



Integration of cross-sector insights into the water sector



# CES Approach



Overview of Customer Experience Score (CES) methodology.



Strategies for engaging customers



Objective to enhance response rates and ensure representative sampling

## PAF (Royal Mail Postal Address File)

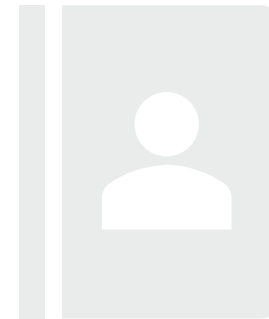
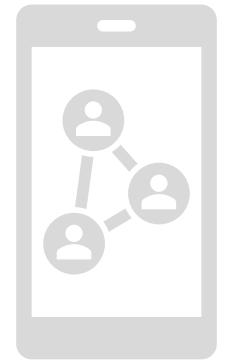
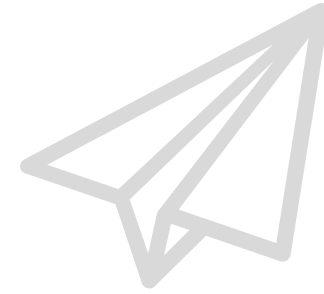
- **Postal invitations** with online redirection for **PAF-listed addresses**

## 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)

## Other information

- Testing **various participant incentive levels** throughout (£0, £5, £10)
- Paper version available (via freephone)
- **Using existing script**



# C-MeX Questionnaires



CES and CSS script enhancement



Enabling additional analysis



Objective to provide data companies can use to generate actionable insight

## New bank of questions added

- Designed to **enable key driver analysis into satisfaction**
- **Separate** bank for each of CES and CSS

## CSS & CES

- Using **existing methodologies**





# D-MeX Questionnaire Expansion

## D-MeX Questionnaire Expansion



- Introduction of an **expanded questionnaire** for certain D-MeX participants (**large, self-lay, and new appointees**)
- Aims to capture **multiple customer interactions** (and thereby increase the prevalence of these interactions in the survey data)
- Sample matching (will use recently provided/leftover samples)
- **5 cognitive interviews**
- **Up to 100 participants** invited to participate in the main interview

# Business Customer Experience in Wales



# Business Customer Experience in Wales



Mix of contact and non-contact samples



Objective to assess response rates and feasibility, and 0-10 scale

## “Experience” (non-contact sample)

- 150 interviews
- All CATI
- 5 Cognitive interviews
- Non contact sample required

## “Service” (contact sample)

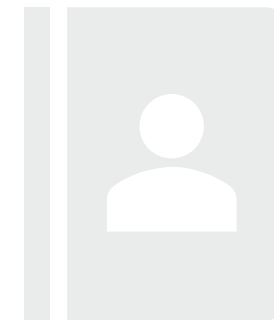
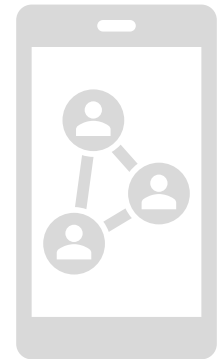
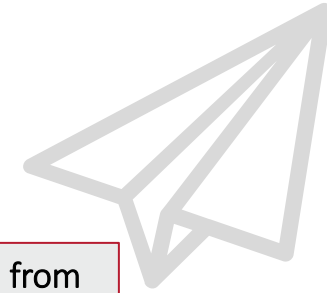
- 150 billing and 150 Operations
- All CATI
- 5 Cognitive interviews
- Contact sample required (billing and ops)

## Other information

- Testing **0-10 scale** for customer satisfaction
- Questionnaire similar to C-MeX

What we need from water companies

What we need from water companies



# What we need from water companies



Provision of contact and non-contact sample

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# Thank you

Accent conforms to the requirements of ISO20252:2019

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Full details of research design and methodology are available upon request.

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