

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

Initial Setup Workshop

Accent

ofwat

13<sup>th</sup> December, 2023

# Agenda

10:00 – 10:15

INTRODUCTIONS AND BACKGROUND

10:15 – 10:40

C-MEX PROPOSALS – PRESENTATION

10:40 – 11:00

C-MEX PROPOSALS – Q&A/DISCUSSION

11:00 – 11:15

BREAK

11:15 – 11:25

D-MEX PROPOSALS – PRESENTATION

11:25 – 11:40

D-MEX PROPOSALS – Q&A/DISCUSSION

11:40 – 12:00

AOB/WRAP-UP

# Introductions & Background

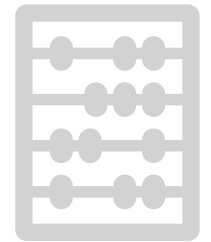


# Existing Data Review

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
- Examination of **participant classification** and **satisfaction drivers**



# 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





# C-MeX

Proposals - Presentation

# 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** (10K letters)
- Expect 5% conversion rate

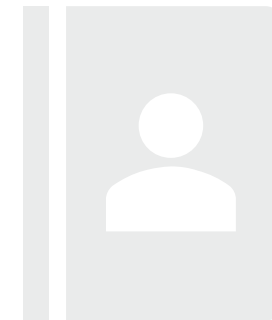
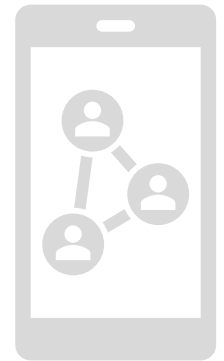
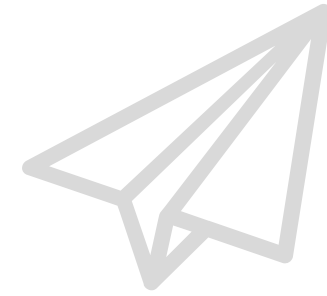
## Water company Customer database

- **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

What we need from water companies

## 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



# 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

- We will call an **extra week** in February 2024
- **Additional variables (PSR/Soc Tar)** required on the sample
- Using **existing methodology** (800 email and 800 CATI across all companies, billing & ops (800/800))
- **5 cognitive** interviews

## CES

- We will run parallel fieldwork in Q1 2024 (est 29/01-25/02)
- Using **existing methodology** (1000 CATI 500 field)
- **5 cognitive** interviews

What we need from water companies







# C-MeX

Q&A/ Discussion



# D-MeX

Proposals - Presentation

# 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 – **nothing new needed from water companies**)
- 5 cognitive interviews
- Up to **100 participants** invited to participate in the main interview

# D-MeX

Q&A/ Discussion



# AOB/Wrap-up



# Business Customer Experience in Wales Survey

Will be the topic of a separate workshop with DCWW/HD

Mixed sampling strategy (contact and non-contact) for the Business Customer Experience in Wales Survey (CEWS).

Will adopt 0-10 scale (new for the experience component)

Questionnaire for contact component to draw on C-MeX/D-MeX contact surveys

# What we need from water companies



CES sample provision  
(whole database or  
dummy IDs - TBC)

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Be ready for 2  
waves of CSS in  
February rather  
than 1

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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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