



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

Business Customer Experience in Wales Workshop Notes
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1 INTRODUCTION

1.1 Introduction

The meeting was well attended. Ofwat (Hannah Johnson, Sian Lewis and Cecilia Copland) and Accent (Julian Hollo-Tas and Agnes Banyai) both attended the meeting. Representatives from both Dŵr Cymru and Hafren Dyfrdwy were present at the meeting.

Julian gave a brief overview presentation on each element of the pilot:

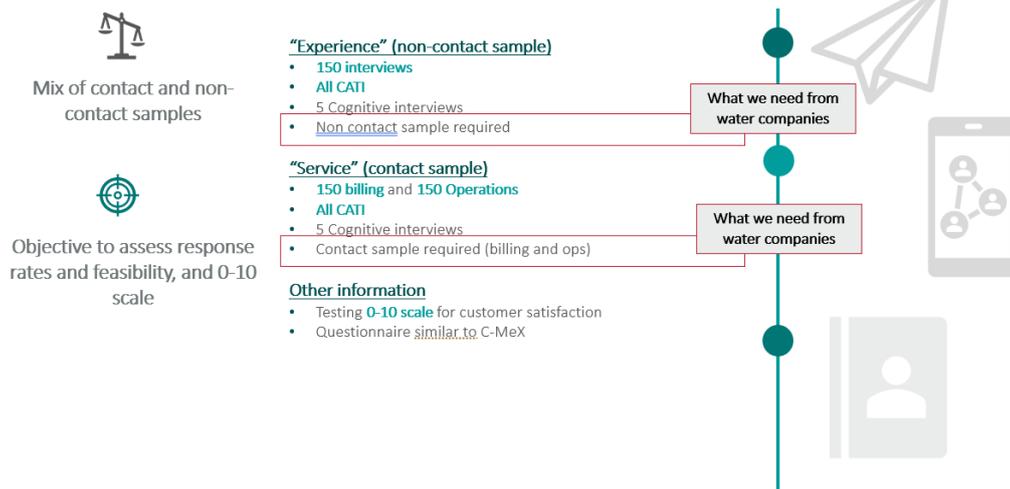
- Desk research
- Data overview
- CES Approach
- C-MeX: CES and CSS questionnaire changes
- D-MeX questionnaire expansion
- Approach for Business Customer Experience in Wales

2 Discussion

2.1 Business Customer Experience in Wales

The below information was presented which generated a lot of discussion but also support from both water companies.

Business Customer Experience in Wales



Questions	Replies
Is there an online component?	No, for the pilot it will be all CATI.
For the contact (service) sample, will you validate that you speak to the person who made contact?	Yes, and the sample needs to detail who that was. For the non-contact (experience) sample, we would need to check the person who we are talking to is a key contact (and again the sample needs to lead this and be of high quality).
How is this survey is going to run in the next price review period?	This is a pilot. Decisions for PR24 will be made based on findings of this pilot.
Hafren Dyfrdwy were concerned about its ability to provide contact sample with accurate details of the person who made contact.	Having a workable sample is key to the feasibility of the study, and Hafren Dyfrdwy should explore what it is able to provide now (rather than submitting sample without contact information for the pilot, and potentially adding this data for any live project). The purpose of this pilot is a to test feasibility.

	If there is information missing at pilot stage that either company thinks it can provide later then please submit that information, but every effort should be made at this stage.
Can we get a list of exclusion of types of contacts (similar to C-MeX)? Hafren Dyfrdwy asked for more detail on what sample should be included?	For the pilot we will consider it best to get all contacts and then we can decide what we are excluding (if any).
Should the contact sample be inbound only? Can we get the list of requirements over?	Yes, for the contact (service) sample we should look at the inbound only records. For the non-contact (experience) sample, we will be using the entire customer billing database (or a subsection of it), and contact in either direction is incidental. Accent and Ofwat will work on a note together to send out to water companies about the sample requirements, but it will not be possible to define every element of it.
For the experience/non-contact do we need to say on the sample if there was an issue, but customers made no contact?	A lot of discussion back and forth. We will add a question asking whether the participant considers themselves to have been subject to an issue, and where the information is available we will compare that with the sample. We are leaving it to the water companies to see what they can identify in the timeframe especially when talking about operational incidents.
Water companies asked if the completed interviews will be 1/3 non-contact, 1/3 bill and 1/3 operational incidents and if this will be what they will need to do for the PR24 price review period?	Accent will be conducting 450 surveys, divided equally into 150 for 'experience', 150 for 'Billing contacts', and 150 for 'Operational contacts'. The experience component participants may or may not have experienced a service issue, and water companies are invited to note this on the sample. Decisions for PR24 will be made based on findings of this pilot.
Are we excluding customers that are on the water company "no research" lists?	Ofwat has discussed this point following the workshop. The decision was to be consistent with the current methodology, therefore please leave these customers in.
Question asked about the weighting of interviews between the water companies	For the purpose of the pilot, we are likely going to maximise Hafren Dyfrdwy sample and then finish with Dŵr Cymru. Understanding of feasibility is key at this stage.
Is 150 enough for each of the three issues?	150 is enough to assess feasibility of approach.
What are the next steps after the pilot?	There will be a workshop to share findings.
Dŵr Cymru asked if they would receive identifiable feedback from participants who	Accent would direct participants to approach their water company.

have identified that their issues that have not been resolved.	
Water companies are concerned about the same person being on both their samples and getting over-sampled.	This issue theoretically exists on both C-MeX and D-MeX, but in reality, is not something we come across as a major issue. If it is on this pilot, we will identify that.
Hafren Dyfrdwy mentioned potential issues about the water company being scored based on the sewage performance of the other.	Could be an issue – let's record water and waste provider for each record and assess the issue post-pilot.

- Dŵr Cymru agree to send business contacts over
- Hafren Dyfrdwy are also going to send contacts over, but it will depend on the volume
- Dŵr Cymru raised concerns about the cost of producing regular granular sample.
- Sample to be delivered by the end of the w/c 5th Feb 2024 at the latest
 - Contact/service sample should (where necessary) cover the period of January.
 - Experience/non-contact sample should be a sample of the current billing database at time of being drawn.
 - Note and sample template to follow.