

April 2024

# Guidance Register: Customer-focused licence condition



## About this document

This is a register of guidance supporting [Condition G: Principles for Customer Care](#) in [water companies' instruments of appointment](#).

The guidance provides examples and expectations of how water companies can meet the principles of customer care.

As well as gaining insights from other sources, such as research into customer experience, we may consider compliance with the licence condition with reference to this guidance by assessing how a water company had taken account of the guidance in its activities to comply with this new licence condition.

This register also includes supporting information to help water companies consider whether they are complying with the licence

## Change history

Version	Date of issue	Modification to previous issue
1.0	12 February 2024	First issue
1.1	09 April 2024	Replaced reference to Core customer information draft guidance with Core customer information final guidance (highlighted in table below)



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	Guidance	Supporting information
<b>Licence principles</b>	G3.1 The Appointee is proactive in its communications so that its customers receive the right information at the right time, including during incidents. G3.2 The Appointee makes it easy for its customers to contact it and provides easy to access contact information.	
	<a href="#">Core Customer Information draft (Ofwat 2024)</a>	<a href="#">Information on stream</a> (CCW, 2015)
<b>Licence principles</b>	G3.3 The Appointee provides appropriate support for its customers when things go wrong and helps to put things right. G3.4 The Appointee learns from its own past experiences, and shares these with relevant stakeholders. The Appointee also learns from relevant stakeholders' experiences and demonstrates continual improvement to prevent foreseeable customer harm to its customers.	
	<a href="#">Customer experiences of sewer flooding – a joint report by CCW and Ofwat</a> (Ofwat and CCW, 2022)	<a href="#">Customer experiences</a> (Ofwat and CCW, 2023/24)
	<a href="#">Improving complaint processes in water – a follow up report</a> (Ofwat and CCW, 2021)	<a href="#">Complaint reporting guidance for non-household customers</a> (CCW, 2023)
	<a href="#">Putting things right: Household complaints practices in the England and Wales water industry</a> (Ofwat and CCW, 2020)	<a href="#">Complaint reporting guidance for household customers</a> (CCW, 2022)
	<a href="#">Out in the Cold</a> (Ofwat, 2018)	<a href="#">Household customer complaints report</a> (CCW, 2022)
<b>Licence principles</b>	G3.5 The Appointee understands the needs of its customers and provides appropriate support, including appropriate support for customers in vulnerable circumstances, and including during and following incidents. G3.6 As part of meeting principle G3.5 above, the Appointee provides support for its customers who are struggling to pay, and for customers in debt.	
	<a href="#">Vulnerability guidance – Service for all</a> (Ofwat, 2023)	
	<a href="#">Paying Fair Guidelines</a> (Ofwat, 2022)	
	<a href="#">Listen, Care, Share: Water customers' experiences during Covid-19</a> (Ofwat, 2021)	

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