



B-MeX Shadow Year Guidance

Ofwat

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1 Introduction

1.1 Purpose of this document

B-MeX is a mechanism designed to incentivise excellent levels of service for business customers in the water sector.

B-MeX will run in 2024-25, the shadow period prior to the 2025-2030 period.

Following the results of the pilot, which took place in 2023 – 2024, the shadow period, which will run from 1 May 2024 – DATE 2024, will provide an opportunity to further develop and test the methodology for how B-MeX will be run during the 2025-2030 period.

The objectives of this guidance are to support water companies to provide the necessary information to achieve an accurate and representative set of B-MeX results for the shadow period, and to support the survey agent to administer the B-MeX survey.

To avoid inconsistency, companies should request clarification from Ofwat if they encounter any areas of doubt or ambiguity in relation to this guidance. Ofwat will either clarify the position or consult with stakeholders to inform its decision and make any amendments to this guidance that it considers necessary.

1.2 Definitions

- **Agent:** the contractor appointed by Ofwat to run B-MeX
- **Channel:** any route by which a business customer can contact their water company including non-digital channels and digital channels (see other definitions).
- **Contact:** A contact is defined as a non-household customer who makes direct or indirect contact with their water company.
- **Digital channels:**
 - Email
 - Social media
 - Webform
 - Live chat
 - App - where the app provides a direct means of contacting the company, and does not only signpost other contact channels
- **Non-digital channels:**
 - Phone
 - Post
 - In person
 - Short Messaging Service
 - Automated telephony

- **Population:** all eligible contacts for each wholesaler in the specified time period, including those with no contact information and those who made multiple contacts.
- **Shadow period:** May 2024 to February 2025

1.3 Background

Water wholesalers play a key role in facilitating the delivery of a good business customer experience. However, Ofwat's monitoring of the business retail market¹ and its review of incumbent support for effective markets² found that wholesalers need to improve their support for the non-domestic market. In particular, it was found wholesalers need a stronger focus on understanding the needs and requirements of their business customers and to tailor their wholesale service offerings accordingly.

As a result, there were calls from the water industry to introduce a Business Customer Measure of Experience (B-MeX), to measure the quality of services delivered by wholesalers to business customers in the business retail market, which would be used to incentivise wholesalers to provide a good level of service to their business customers. Work was conducted into the concept and feasibility of a B-MeX incentive³, and a working group was set up to develop a model for a B-MeX survey⁴. A pilot of the B-MeX survey was conducted to test the questionnaire and determine a robust methodology for the shadow period.

The guidance below has been informed by the pilot of the B-MeX survey in 2023-24. The final B-MeX guidance will be informed by the pilot, and any stakeholder views and findings from the shadow period.

¹ [State of the market report 2021-2022](#)

² [Project RISE](#)

³ [The introduction of B-MeX into the Business Retail Market](#)

⁴ [B-MeX Working Group](#)

2 Business Customer Experience Survey

2.1 Overview

The aim of the B-MeX Survey is to capture the views of those business customers who have had dealings with the company, not only through the main contact centre but to any part of the business or with a contractor, through any channel including digital ones, and including both direct contacts and indirect contacts (that is, contacts made via the customer's retailer).

The survey will be carried out by telephone, regardless of the original contact channel. This is to ensure quality and maximise response rates.

The survey is carried out with a sample of business customers contacting their water company each month. For smaller water companies, all contactors will be contacted for the survey each month, to ensure sufficient base sizes for robust analysis.

Respondents do not have to be the account holder but should be the person who raised the originating issue with their company.

The B-MeX Survey is short and focused, covering reason for contact, contact channel, whether the issue was resolved, overall satisfaction with the way the contact was handled, what the wholesaler did well and did not do well, and how the wholesaler could improve.

2.2 Guidance for companies

The surveys are based on contacts the company provides to an independent agent appointed by Ofwat. The data for all eligible inbound direct contacts (whether or not the issue has been resolved) for the preceding month is sent to the agent each month on a set date. MOSL will supply details of eligible indirect contacts covering the same period at the same time. The agent will carry out all the surveys for the companies.

2.2.1 Sampling dates

Sample will be uploaded by wholesalers on a monthly basis, with all eligible contacts for the previous calendar month provided to the Agent within 5 working days of the end of that month.

Ofwat and the appointed agent should be notified immediately if, for any reason, there are difficulties in providing samples to deadlines.

2.2.2 Collation of sample

The full list of information to be included is outline in Annex 1.

Sample files must contain all data fields deemed essential, and essential fields must be fully populated and in the correct format. If it is not possible to provide information for any of these fields for an individual customer (for example, if the customer refuses to give their name) this should be clearly marked (e.g. entering "Refused" in the applicable field). Should any essential data fields be 'refused' (e.g. a customer refuses to give their name), as much data as possible should be collected in other data fields (e.g. job title, business name) to allow interviewers to reach the correct contact for the survey.

As much as possible, non-essential fields should also be populated, and in the correct format – these will help to improve response rates and ensure the results are representative.

The appointed agent will remove duplicates from the data provided and select a randomised sample reflecting the balance of:

- S Direct vs. indirect sample
- T Service type (water vs. wastewater vs. both/other)
- U Outcome (whether issue was resolved at point contact was recorded)
- V Primary Reason for contact

The 'Primary Reason for Contact' field will use pre-set codes or categories which are consistent across all wholesalers.

The Secondary Reason for Contact field will be used to jog the contactor's memory at the start of the survey, and to check that the reason for contact is correct; therefore, the company must avoid using internal jargon or codes, as survey agents and customers will not necessarily understand these.

2.2.3 Eligibility of customers for the survey

Wholesalers should provide data for all direct operational contacts with non-household customers across all channels.

This includes all calls to all lines, 24 hours a day, 7 days a week, regardless of whether the line is a principal advertised contact point.

Sample files should include all contactors even where no contact information is recorded, as this will feed into calculation of targets and weighting by the agent.

2.2.4 Exclusions

The sample should exclude the following:

- W Any contacts related to household queries
- X Any contacts relating to non-wholesaler activities – e.g. calls regarding a customer's retailer
- Y Contacts dealt with or with regard to developer services
- Z Wrong numbers, including calls where a customer has contacted the wrong company
- AA Contacts where the customer has called about a non-appointed activity and the call has no connection with the appointed business – e.g. insurance services and plumbing, private septic tanks/cesspits, highway gullies, hot water issues where it is confirmed there is no issue on the cold water supply
- BB Contacts about recreational and amenity activities – e.g. water skiing or angling facilities at visitor sites
- CC Enquiries from CCWater on behalf of a customer
- DD Any outbound contacts
- EE Any contacts related to bilateral transactions

Duplicates should not be removed – these will be checked and removed by the agent.

2.2.5 Format

Each water company will send the appointed agent one sample file in Excel containing all contactors in the previous month. Sample files should be transferred via a secure online portal, provided by the agent. Customer files should not be sent by email or any other means, even if password protected.

Companies should complete an audit sheet (see Annex 2) each time sample details are sent, outlining the total contacts contained in the sample file, and a table of exclusions, listing the total number of records that have been excluded within each of the above categories. This should be sent to the appointed agent with the contactor sample files.

Water companies should endeavour to collect a telephone number for every contactor, regardless of the contact channel. In cases where this is not possible, during the shadow year companies should attempt to capture a customer email address. This will allow the agent and Ofwat to assess if it is feasible to test an online version of the survey, should a high enough number of records contain an email address but no telephone number. Note that a telephone method is the preference even if email address is also available for reasons of data quality.

The full list of sample fields required can be found in Annex 1.

Any customers requesting no further contact will be added to a Do Not Contact list by the agent and automatically excluded from calling on the survey. These customers should still be included in sample files uploaded as they form part of the contactor population.

2.3 Guidelines for the appointed agent

2.3.1 Methodology

The survey should be conducted by telephone, in order to ensure that all respondents understand the difference between their water wholesaler and retailer, and to ensure they are able to give feedback on the specified contact (rather than about their water service more generally).

During the shadow period, the agent should review volumes of sample with only email address provided and assess whether trialling an online version of the survey would be worthwhile.

2.3.2 Receiving and processing sample

Sample will be uploaded by wholesalers on a monthly basis, with all eligible contacts for the previous calendar month provided to the Agent within 5 working days of the end of that month. MOSL will provide sample from the bilateral hub on the same schedule and applying the same eligibility criteria. The agent will combine the direct and indirect sample to create a single sample file for each wholesaler, with a flag for sample type (direct vs. indirect).

Company audit sheets (see Annex 2) should be examined each month following delivery of the sample and monitored over time; any discrepancies should be highlighted to Ofwat.

Where customers have made multiple contacts during the previous month, when de-duplicating the data, the appointed agent should retain only the most recent contact, as this will be freshest in the contactor's mind.

The agent will check all records against previous survey records and remove any contactors who have been interviewed within the previous two months (i.e., each contactor will only be interviewed

once in each three-month period). If a contactor was contacted for the survey within the last two months but did not complete an interview, they will not be removed from the sample.

2.3.3 Drawing sample and setting quotas

A target of up to 200 surveys per quarter per wholesaler should be set for all wholesalers with a sufficient volume of sample ('sampled wholesalers'), divided evenly per month. For the remaining wholesalers ('census wholesalers'), targets will be calculated based on projected volumes of sample across the period, and a census approach will be taken (i.e. all sample will be loaded for fieldwork).

The sample should be checked for duplicates and any invalid records (i.e. records with no telephone number or contact name) will be removed. Where duplicate individuals are found within the file, the most recent contact will be selected.

For sampled wholesalers, in order to ensure the sample of contactors drawn is representative of the population⁵, the sample should ideally be stratified by key variables, and then a random sample drawn from each stratum.

Based on the pilot, the candidate strata would be service type and outcome, in addition to sample type (direct vs. indirect); however, the appointed agent should review this during the shadow period, as this approach was necessitated by the inconsistent nature of the pilot sample. If possible 'Primary Reason for Contact' should be included as an additional candidate stratum.

For census wholesalers, all valid sample will be loaded for fieldwork.

Quotas should be set for each wholesaler with a view to matching the population proportions (i.e. all contactors in the sampling period, including those with no contact details). It will be for consideration which variables may be most relevant here, but we would suggest indirect / direct contacts as a key variable.

2.3.4 Fieldwork

Telephone interviewers should be briefed to only proceed if they are confident that the contactor is able to give feedback about:

- a) Their water wholesaler (as opposed to their retailer); and
- b) The specific contact sampled.

Telephone interviewers will provide guidance to contactors on the difference between wholesalers and retailers, and should prompt contactors with all the information provided in the sample to help them recall the correct contact instance.

All contact and interviews will need to be recorded for monitoring purposes and stored securely.

⁵ By population, we mean all eligible contacts for each wholesaler in the specified time period, including those with no contact information and those who made multiple contacts.

2.3.5 Weighting

Final survey data should be representative of the population, i.e. all contacts undertaken by a wholesaler each month.

The agent will apply Rim weighting to population targets per wholesaler, with targets set on a monthly basis. These targets are likely to be sample type, service type, outcome, and primary reason for contact, however this will be subject to review during the shadow period by the appointed agent.

Quota management will ensure the achieved interviews are as close to the target profile as possible, meaning only light-touch weighting should be required.

3 Annex 1

3.1 Essential data fields

The following data fields are essential, meaning they must be fully populated for every contactor. If the contactor refuses to give any essential information (e.g. contact name) this should be entered as 'Refused.'

- Contact name (full name of the person the contact is with)
- Contact telephone number (field should contain an 11-digit number)
- Service type (Water / Wastewater – definitions should align with those used for the C-MeX survey⁶)
- Date of contact (DD/MM/YYYY)
- Outcome of contact (Resolved / Not resolved / Unknown)
- Primary Reason for contact (coded categories)
- Secondary / supporting reason for contact – detailed (this text will be used to jog the contactor's memory at the start of the survey, and to check that the reason for contact is correct; therefore the text entered here must be understandable to the survey agent and contactor (e.g. no numeric codes, industry/company jargon etc.).

The 'Primary Reason For Contact' field should use the following codes:

- Meter Issues
- Feedback, Enquiries and Communications
- Water Supply and Leaks
- Company Work and Maintenance
- Location and Boundaries
- Water Quality
- Infrastructure
- General and Miscellaneous
- Wastewater

⁶ See Annex 2 of the C-MeX Guidance for 2020-25; note the 'billing' category is not applicable for the B-MeX survey as this billing enquiries would be handled by the retailer: <https://www.ofwat.gov.uk/wp-content/uploads/2020/03/C-MeX-guidance-for-2020-25.pdf>

3.2 Non-essential data fields

The following fields are non-essential, meaning they must be included in the sample file but do not need to be fully populated for all contactors. However, this information will enhance the success rate of the survey and companies should make every effort to record as much as possible.

- Business name (name of the business the contact is with)
- Business address (split across standard multiple fields: address line 1, address line 2, town/city, postcode)
- Contact job title (job title of the person the contact is with)
- Contact email address (to be populated whenever possible)
- Contact channel (Email; telephone; web / social media; internal / operational; physical / paper)
- Customer's retailer

3.3 Indirect sample

MOSL should supply the following fields from the bilateral hub:

- Retailer
- Wholesaler
- Orid
- Process
- DateRaised
- Processname
- Wholesaler activity description
- RequestStatus
- ActivityStatus
- SupplyPointId
- cusotmername
- cusotmerbannername
- ADDRESS_LINE_1
- ADDRESS_LINE_2
- ADDRESS_LINE_3
- ADDRESS_LINE_4
- ADDRESS_LINE_5
- POSTCODE
- CustomerContactRequired
- ConsentToContactCustomer

- CustomerContactName1
- CustomerContactNumber1
- CustomerExtension1
- CustomerContactName2
- CustomerContactNumber2
- CustomerExtension2
- CustomerContactEmail
- CustomerAwareOfServiceRequest
- CustomerPreferredMethodOfContact
- CustomerPreferredContactTime

4 Annex 2 – Audit Sheet for Water Company Data Provision

Sample Requirement	No. of contacts
All eligible contacts received in the calendar month [MONTH / YEAR]	
Exclusion categories:	No. excluded in each category
1) Any contacts related to household queries	
2) Any contacts relating to non-wholesaler activities – e.g. calls regarding a customer’s retailer	
3) Contacts dealt with or with regard to developer services	
4) Wrong numbers, including calls where a customer has contacted the wrong company	
5) Contacts where the customer has called about a non-appointed activity and the call has no connection with the appointed business – e.g. insurance services and plumbing, private septic tanks/cesspits, highway gullies, hot water issues where it is confirmed there is no issue on the cold water supply	
6) Contacts about recreational and amenity activities – e.g. water skiing or angling facilities at visitor sites	
7) Enquiries from CCWater on behalf of a customer	
8) Any outbound contacts	
9) Any contacts related to bilateral transactions	

5 Annex 3 – Questionnaire for B-MeX Survey

FF Screener

ASK TELEPHONIST

- S1 **Good morning / afternoon. My name is NAME and I'm calling from <AGENT>, an independent research organisation, on behalf of Ofwat, the Water Services Regulation Authority.**

Please can I speak to NAME?

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Engaged	4	CALL BACK
Refusal – Unspecified reason	5	CLOSE
Refusal – company policy	6	
Refusal – Taken part in recent survey	7	
Refusal – No recollection of contact	8	
Refusal – Can't speak in enough detail about contact	9	
Refusal – No longer works at the business	10	
Refusal – Not a business / non-domestic organisation	11	
Refusal – Other - WRITE IN	12	WRITE IN
Nobody at site able to answer questions	13	
Not available in deadline	14	
Fax Line	15	
No reply / Answer phone	16	
Residential Number	17	
Dead line	18	

Company closed	19	
Request reassurance email	20	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL

- S2 **Good morning / afternoon, my name is NAME, calling from <AGENT>, an independent market research company. We are calling on behalf of Ofwat to collect feedback from businesses like yours on the performance of your water wholesaler, <Water_Wholesaler>, as we believe you have been in contact with them recently. Ofwat would like to find out how well water wholesalers understand the needs and requirements of their business customers, and how well their service is tailored to these needs. Your feedback will be used to compare water wholesalers' performance, and make sure they are providing a great level of service to business customers.**

The results of this survey will be used to incentivise water wholesalers to provide a better experience for business customers going forward.

The interview would take 5-10 minutes over the telephone – would you have time to take part in this research now?

ADD IF NECESSARY: We are looking to collect feedback on the performance of your water wholesaler, <Water_Wholesaler> not your retailer, <Water_Retailer>.

Willing to take part	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Engaged / No reply / Answer phone	4	CALL BACK
Refusal – Unspecified reason	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – Taken part in recent survey	7	
Refusal – No recollection of contact	8	
Refusal – Can't speak in enough detail about contact	9	
Refusal – No longer works at the business	10	
Refusal – Not a business / non-domestic organisation	11	

Refusal – Other - WRITE IN	12	
Not available in deadline	13	

IF REFUSAL DUE TO NO RECOLLECTION OF CONTACT (S2=8 OR S6=3) OR CAN'T SPEAK IN ENOUGH DETAIL (S2=9)

S3 [IF SAMTYPE=DIRECT: **Your wholesaler, <Water_Wholesaler>, has informed us that the reason you contacted them was for:**

<PrimaryReasonForContact>

<SecondaryReasonForContact>]

[IF SAMTYPE=INDIRECT: **We believe your interaction with <Water_Wholesaler> was related to:**

<Wholesaler_Activity>]

A1 **Do you now** [TEXT SUB IF S2=8 OR S6=3: **recall and**] **think you could speak in enough detail about this interaction with your wholesaler, <Water_Wholesaler>?**

Yes	1	
No	2	

ASK IF STILL NO RECOLLECTION OR SPEAK IN ENOUGH DETAIL (S3 = 2)

S3a **Would you like to make an appointment for an interview at a later date,**

[IF s2=8 or s6=3] **if you wanted time to look over your records to jog your memory?**

[IF CAN'T SPEAK IN ENOUGH DETAIL (s2=9)] **to give you some more time to think about how your wholesaler performed?**

Yes	1	MAKE APPOINTMENT
No	2	THANK AND CLOSE

ASK ALL

S4 **Before we go any further, I just need to read out some short definitions to you:**

As a wholesaler, <Water_Wholesaler> may be responsible for

- **Maintaining the water and wastewater pipe networks across your region.**
- **Managing the supply of water to your business and maintaining your water meter.**
- **Collecting, treating and returning your wastewater to the environment.**

Retailers are responsible for:

- **Your bills and payments.**
- **Reading your meter.**
- **Customer service and water saving advice.**

IF NECESSARY: According to our records, your retailer is <Water_Retailer>.

Would you like me to repeat those definitions, or are you happy to carry on?

INTERVIEWER INSTRUCTION: REPEAT DEFINITION IF NEEDED

Proceed to next question	1	
Not happy to carry on	2	THANK AND CLOSE

ASK ALL

S5 This survey asks about your contact with <Water_Wholesaler>, and not about interactions with your retailer <Water_Retailer>. Are you happy to proceed with the survey on this basis?

Yes	1	
No	2	THANK AND CLOSE

ASK ALL

S6 According to our records, on <Service_Date> you dealt with <Water_Wholesaler>.

Please confirm that it was you personally who interacted with your water company, as mentioned above.

SINGLE CODE. PROMPT IF NECESSARY.

Yes – I dealt with this personally	1	
No – Another colleague dealt with this (ASK FOR REFERRAL) NAME_____	2	TRANSFER AND REINTRODUCE AT S2
Does not think business contacted wholesaler	3	GO TO S3

ASK ALL

S7 Was this matter in regard to <Water_Wholesaler> supplying you as a business customer?

SINGLE CODE.

Yes	1	
No	2	THANK AND CLOSE / SCREEN OUT

ASK ALL

S8 What was the main reason for making contact with <Water_Wholesaler> on that occasion?

WRITE IN		
Don't know	1	
Prefer not to say	2	

REASSURANCES TO USE IF NECESSARY

The interview will take around 5 minutes to complete.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client or your wholesaler in any way that would allow you to be identified, unless you give us explicit permission to do so at the end of the survey.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- **MRS: Market Research Society on 0800 975 9596**
- **AGENT: [CONTACT INFO]**
- **Ofwat: Mirena Hadzhigenov at Mirena.Hadzhigenov@ofwat.gov.uk or visit: <https://www.ofwat.gov.uk/publication/privacy-policy/>**

A Measure of Experience (MeX)

SHOW TO ALL

Thank you, I can confirm you are in scope for the survey. The questionnaire will take about 5-10 minutes to complete.

- A2 **Before we start, I have to give you some information about your rights under data protection law. All answers will be treated in the strictest confidence. You have the right to have a copy of your data, change your data or withdraw from the research at any point. To do this, you can consult our website at: www.iffresearch.com/privacy-policy/. The interview will be conducted in accordance with the Market Research Society Code of Conduct.**

Finally, all interviews are recorded automatically as part of our quality control procedures.

Are you happy to proceed?

SINGLE CODE.

Yes	1	
No	2	THANK AND CLOSE

READ OUT TO ALL

When giving your responses, please think about your interaction with <Water_Wholesaler> on <Service_Date>.

ASK ALL

- A3 **Was your contact with <Water_Wholesaler> on <Service_Date> in relation to clean water, wastewater, or both?**

SINGLE CODE. READ OUT.

Clean water [<i>READ OUT IF NECESSARY: This relates to maintenance of the water pipe network and managing the physical supply of water to the premise</i>]	1	
Waste water [<i>READ OUT IF NECESSARY: This relates to the collection and treatment of waste water</i>]	2	
Both	3	
Don't know	4	

ASK ALL

- A4 **How did the contact with <Water_Wholesaler> on <Service_Date> come about?**

SINGLE CODE. READ OUT.

You contacted your wholesaler directly	1	
You contacted your retailer who then asked your wholesaler to get in touch with you	2	
You were contacted by your wholesaler without you or your retailer asking them to get in touch	3	
Or did the contact come about in another way (Please specify)	4	WRITE IN
Don't know	5	
Prefer not to say	6	

ASK IF A3=1

A5 **Did you get in touch with <Water_Wholesaler> by...?**

SINGLE CODE. READ OUT.

Telephone	1	
Letter	2	
Email	3	
A form on their website	4	
Another way (Please specify)	5	WRITE IN
Don't know	6	
Prefer not to say	7	

ASK IF A3=2 OR 3

A6 **Did <Water_Wholesaler> get in touch with you by...?**

READ OUT. SINGLE CODE.

Telephone	1	
Letter	2	
Email	3	
Another way (Please specify)	4	
Don't know	5	
Prefer not to say	6	

ASK ALL

- A7 **In your view, is the matter you wanted to be dealt with now fully resolved?**
SINGLE CODE. DO NOT READ OUT

Yes	1	
No	2	
Don't know	3	

ASK ALL

- A8 **Thinking just about your contact with <Water_Wholesaler> on <Service_Date>, how satisfied are you with your experience of your contact?**

Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied.

SINGLE CODE. PROMPT AS NECESSARY

0 – Extremely dissatisfied	1	
1	2	
2	3	
3	4	
4	5	
5 - Neither satisfied nor dissatisfied	6	
6	7	
7	8	
8	9	
9	10	
10 – Extremely satisfied	11	
Don't know	12	
Prefer not to say	13	

ASK ALL

- A9 **Again, just thinking about your contact with <Water_Wholesaler> on <Service_Date>, what would you say they did well?**
PROBE

WRITE IN		
Nothing	1	
Don't know	2	
Prefer not to say	3	

ASK ALL

A10 **And again, just thinking about your contact with <Water_Wholesaler> on <Service_Date>, what would you say they did not do well?**

PROBE

WRITE IN		
Nothing	1	
Don't know	2	
Prefer not to say	3	

ASK IF A7=1-10,12

A11 **Based on the satisfaction score you gave <Water_Wholesaler> for your contact with them on <Service_Date>, what would they need to do going forward for you to improve on the satisfaction score you have just given them?**

PROBE

WRITE IN		
Nothing	1	
Don't know	2	
Prefer not to say	3	

B Firmographics

ASK ALL

Finally, I'd like to ask you some questions to collect some details about your business.

B1 What is the main activity of your business?

INTERVIEWER PROBE FOR

- What is the main product or service?
- What exactly do they make or do?
- What materials or machinery does that involve using?

WRITE IN. TO BE CODED TO 4 DIGIT SIC 2007. ALLOW REFUSED.		
Don't know	1	
Refused	2	

B2 And how many employees are there in your business?

ENTER NUMBER

WRITE IN. MINIMUM 0.		
DO NOT READ OUT Don't know	1	
DO NOT READ OUT Refused	2	

IF DOESN'T KNOW, PROMPT WITH RANGES (B2 = 1)

Is it roughly...?

READ OUT. SINGLE CODE.

0 employees (Sole Trader)	1	
1-9 employees (Micro)	2	
10-49 employees (Small)	3	
50-249 employees (Medium)	4	
250+ employees (Large)	5	

DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

C Thank and Close

ASK ALL

- C1 **Thank you very much for taking the time to speak to us today. Could we just confirm a few contact details?**

MULTI CODE. READ OUT.

Name: RECORD DETAILS OF RESPONDENT WHO COMPLETED INTERVIEW	ALLOW REFUSED OPTION
Job title:	ALLOW REFUSED OPTION
Email address:	ALLOW REFUSED OPTION

ASK ALL

- C2 **Whilst this survey is being carried out on behalf of Ofwat [IF SAMPLE TYPE = Direct { <Water_Wholesaler> may use your answers to improve its customer service.}] [IF SAMPLE TYPE = INDIRECT{, we can share your feedback, including your name, contact details, and survey responses, and a recording of this phone call, with your wholesaler <Water_Wholesaler> for it to improve its customer service and to make sure that we have accurately recorded your survey feedback.}]**

With this in mind do you object to us sharing your feedback with [IF SAMPLE TYPE = INDIRECT {your wholesaler}] <Water_Wholesaler> ?

ADD IF NECESSARY: If you would like more information about how <Water_Wholesaler> processes your personal data, please refer to its privacy policy.

SINGLE CODE. DO NOT READ OUT

Yes – (Objects)	1	
No – (Consents to contact)	2	

ASK IF CONSENTS TO SHARE FEEDBACK (C2 = 2)

- C3 **In some cases your wholesaler, <Water_Wholesaler> may contact you to discuss any issues included in your feedback to improve its customer service.**

Do you object to being contacted by <Water_Wholesaler> for this purpose?

SINGLE CODE. DO NOT READ OUT.

Yes – (Objects)	1	
No – (Consents to contact)	2	

IF DOES NOT CONSENT TO RECONTACT BY WATER COMPANY (C3 = 1)

C4 In that case your responses will only be passed on to <Water_Wholesaler> in anonymised form and will not be linked to you personally.

ASK ALL

C5 And finally, would you be willing for us to call you back regarding this particular survey if we need to clarify any of the information you have given us?

SINGLE CODE. DO NOT READ OUT.

Yes	1	
No	2	

IF CONSENT TO RECONTACT (OR C5A =1 C5 = 1)

C6 And could I just check, is [NUMBER] the best number to call you on?

SINGLE CODE. DO NOT READ OUT.

Yes	1	
No - write in number	2	WRITE IN

C7 Just to confirm, we'll be keeping your anonymised responses to the interview for analysis purposes and if you'd like a copy of your data, to change your data or for your data to be deleted then please get in contact with us at [email].

You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

ASK ALL

THANK RESPONDENT AND CLOSE INTERVIEW

“

IFF Research illuminates the world for organisations businesses and individuals helping them to make better-informed decisions.”

Our Values:

1. Being human first:

Whether employer or employee, client or collaborator, we are all humans first and foremost. Recognising this essential humanity is central to how we conduct our business, and how we lead our lives. We respect and accommodate each individual's way of thinking, working and communicating, mindful of the fact that each has their own story and means of telling it.

2. Impartiality and independence:

IFF is a research-led organisation which believes in letting the evidence do the talking. We don't undertake projects with a preconception of what "the answer" is, and we don't hide from the truths that research reveals. We are independent, in the research we conduct, of political flavour or dogma. We are open-minded, imaginative and intellectually rigorous.

3. Making a difference:

At IFF, we want to make a difference to the clients we work with, and we work with clients who share our ambition for positive change. We expect all IFF staff to take personal responsibility for everything they do at work, which should always be the best they can deliver.



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