

Objectives

Our quarterly long-term tracking survey enables us to understand customers' views and priorities over time. We track customer satisfaction overall and by service area, as well as value for money each quarter.

Format	Quantitative
Households (number)	c. 1,200 per year
Non households (number)	
Vulnerable customers	✓
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	

Impact on our plan and ways of working

Our long-term tracking research allows all part of the business to understand trends in customers' views over time and helps us to understand what is important for our customers.

We have a detailed and comprehensive understanding of what matters to our customers, and we have used this information to shape our plans.

In 2023 we launched WaterFit Live, enabling customers to see if any of our storm overflows have been in operation at their local beach, bringing greater transparency to this important aspect of our operation.

Date	2020-2023
Supplier	ICS

Key messages – what matters most

What we did

- Each quarter we engage c. 300 customers across the South West and Bournemouth Water area to understand their views. We use the same survey variant to understand trends in customer views over time
- Customers are asked their views on: customer satisfaction with overall service; and by service area: sewage treatment and disposal, drinking water quality, quality of bathing waters, leakage, metering and billing, communications, value for money and affordability
- Customers are not provided with any information on which to base their views – the findings are the uninformed views on how we are performing.

What matters most

- Overall satisfaction with service remains high with over 1 in 8 customers satisfied
- Three quarters of customers are satisfied with value for money, showing an upward trend over the last two years
- Satisfaction with drinking water quality and frequency of interruptions is consistently high with 9 in 10 customers satisfied in this area
- Customer satisfaction with sewage treatment and disposal, care about the environment and bathing water quality have declined since 2020/21
- Satisfaction with affordability support has increased by 10% over the last year, with stated affordability maintaining a steady level with three quarters finding bills affordable
- Our priority tracking has shown that providing a clean, safe water supply remains the top priority, followed by preventing pollution. Customers are also putting a higher priority on sewer resilience in extreme conditions, catchment management / partnership working and safeguarding bathing waters
- 9 in 10 customers state they have trust and confidence in SWW overall.

Next steps

For 2022/23 we are incorporating sentiment tracking questions around environmental issues into the survey and will be using this for the development of our long-term strategies and business plans for PR24.

Reference:

ICS Consulting "South West Water LTTS report" – reports provided quarterly