

Objectives

Gather customer views of Bristol Water’s performance, their priorities, and perception.

Format	Quantitative interviews
Households (number)	1,000
Non households (number)	
Vulnerable customers	30
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	✔

Impact on our plan and ways of working

Annual customer satisfaction has shown us over time that we need to do more to communicate the help available for our customers in vulnerable circumstances. We have addressed that with the use of our data tool to auto enroll the hardest to reach customer onto our support schemes. It has also shown that customers have given a lower rating on the value for money score, this has decreased during the current recession, we have taken measures to reduce customer bills.

Date	February & March 2023
Supplier	Future Focus

Key messages – what matters most

What we did

- Conducted 1,000 interviews between February and March 23 contacting households and speaking with any adult in the household and not necessarily those responsible for the bill.

What matters most

- Respondents considered affordable bills to be the biggest priority for the company
- Whilst not the largest priority, the majority of respondents placed high importance on Bristol Water’s environmental efforts
- Lower priority areas were increased metering, ease of transferring accounts, innovation, community, and maintaining supply in a drought
- 80% of respondents considered the service they receive to be good or very good.

Are there differing views?

Housing status, water meter, dependant children at home, water bill and income all well represented. Age groups and gender quite evenly split.

Next steps

We will take this into our customer strategy work.