Engagement summary

Online Panel Bill Design Review

South West Water

Objectives

To gain qualitative insight into customer views on a sample bill, either measured or unmeasured depending on their metering status, seeking feedback on design and clarity to ensure they are accessible and easy to understand.

Format	Online panel
Households (number)	413
Non households (number)	
Vulnerable customers	✓
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	✓

Impact on our plan and ways of working

Having tested and gained feedback on the bill for Bristol Water, we have insight for our vulnerability strategy that the bill is accessible and easy to understand.

We carry out bill reviews internally each year to ensure that wording and style is meeting customer expectations.

We will continue to check in with customers/CCW when we make more progressive changes.

Date	July 2021
Supplier	In-house

Key messages – what matters most

What we did

- An invitation was sent to our online panel of c.1,700 Bristol Water customers inviting them to take part in a survey. A reminder was issued a week later. We had 413 customers respond
- Participants were asked to give feedback on the design and clarity of the sample bill. They were asked about ease of understanding, layout, PSR messaging and pipework responsibility.

What matters most

- The first impressions were that the bill was clear, concise, well laid out and easy to understand
- 87% of all respondents thought the bill was fairly or very easy to understand. 90% felt that the language used was easy to understand
- The majority of customers (85%) felt that the bill gave enough information on the PSR
- Most commonly chosen items to be shown on future bills were pipework responsibility and a breakdown of how money was spent
- Many customers mentioned that the bill was too long, or had too much information, or was congested/busy/messy
- Only 3% of customers said the bill was fairly or very difficult to understand
- The majority of customers (87%) said it was clear how we could support those struggling to pay.

Are there differing views?

- Of the 413 respondents 61% were metred and 39% unmetered
- The biggest group responding were comfortable families, making up 29% of the total with young urban renters and mature and measured each comprising 22%.

Next steps

- This research feeds into our vulnerability strategy work
- For those customers who cited their bills were still unaffordable despite being on a scheme, we made contact and supported them further where possible.