

### 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

Households (number) 262

Non households (number)

Vulnerable customers 


Future customers

Retailers

Stakeholders

South West Water

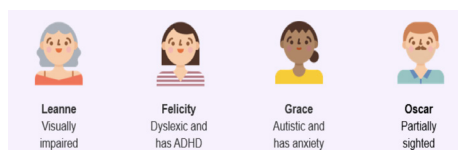
Bournemouth Water

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 asked the charity Scope to carry out in depth reviews of our bill with four people with extra needs to add to this feedback and help improve the service we offer. Needs covered were visually impaired, dyslexia, ADHD, anxiety and autism.



Date August 2022

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 262 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, well laid out and easy to understand
- 85% of all respondents thought the bill was fairly or very easy to understand
- The majority of customers found messaging about the PSR easy to find and felt that the bill gave enough information on it
- 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 many pages
- Only 4% of customers said the bill was fairly or very difficult to understand, consistent with the result in 2021
- The majority of customers (87%) said it was clear how we could support those struggling to pay.

#### Are there differing views?

- Of the 262 respondents, 175 had metered supplies and 87 unmetered
- The highest proportion of respondents from any age group were equally the 55-65 and 65 and above group each representing 28% of the total
- A higher proportion of those in upper age brackets stated they found the bill either fairly or very difficult to understand.

#### Next steps

This research feeds into our vulnerability strategy work.