

Objectives

To gain qualitative insight into customer views on the new leakage web page, seeking feedback on design and clarity.

Format	Online panel
Households (number)	219
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 approach for Bristol Water, we made minor changes to the webpage as a result and shared what worked well across the South West Water and Bournemouth Water brands.

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 219 customers respond
- Participants were asked to give feedback on the design and clarity of the new web page.

What matters most

- The webpage was deemed clear and was well received by customers
- Customers were generally happy with the level of information provided and found the graphic demonstrating what happens next when they report a leak informative
- When asked for verbatim feedback, keeping it simple with not too much text came through as a key point
- Feedback on the size of the text and the ability to zoom into a diagram while using a mobile device was addressed and updated
- Most customers confirmed that our web page would be the first place they would look if they wanted information about leaks
- Nearly all customers are clear on how to report a leak, and 58% would report it online
- The majority of customers (89%) have never used our live incident map before. Those who have said it was very or fairly easy to use.

Are there differing views?

- The demographic of the respondents were mostly representative of the segments that make up Bristol Water’s customer base
- The highest proportion of respondents from any age group were in the 65 and above group representing 34% of the total
- Of the customers choosing to report a leak on the phone rather than online, the older the group the higher the proportion choosing phone.

Next steps

- This research feeds into work being conducted by the Environment team for WINEP and the WRMP, as well as being important for the long-term delivery strategy
- The feedback was passed to CCW as part of their review on how we provide easy and clear information on the reporting and fixing of leaks.