


Objectives

Identifying customer’s views of changes made to the leak reporting webpage for SWW and BW.

Format	Quantitative online survey
Households (number)	24
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	

Impact on our plan and ways of working

This was driven in part by CCW who reviewed all water companies leakage journey and asked for a review of website best practice.

Date	April 2023
Supplier	In-house

Key messages – what matters most

What we did

- Using a survey on our online customer panel we asked 110 customers to view and respond, 24 responded representing a 22% response rate.

What matters most

- The majority of customers felt it was clear how to report a leak
- The majority felt the leakage page was easy to understand
- The majority felt they understood more about what happens after reporting a leak with the new diagrams
- Whilst customers were generally positive about the new webpage and the information offered, some thought more obvious contact details would have been useful and that the live map could be better.

Are there differing views?

We used our online customer board rather than recruiting a sample representative of our customer base. The majority of respondents (63%) were in the 60+ age group.

Next steps

This fed into the review process following changes we made for our leakage customer journey and an alignment across all three brands as part of our communications strategy.