

## Objectives

Identifying customer views of the WaterFit Live webpage.

<b>Format</b>	<b>Online survey</b>
<b>Households (number)</b>	23
<b>Non households (number)</b>	
<b>Vulnerable customers</b>	✓
<b>Future customers</b>	
<b>Retailers</b>	
<b>Stakeholders</b>	
<b>South West Water</b>	✓
<b>Bournemouth Water</b>	
<b>Bristol Water</b>	

## Impact on our plan and ways of working

This was looking for some early feedback from customers shortly after our WaterFit Live webpage went live. The feedback was shared with the Communications team so they could make revisions based on the feedback.

<b>Date</b>	April 2023
<b>Supplier</b>	Verve

## Key messages – what matters most

### What we did

- Using a survey on our online customer panel we asked we asked 91 customers to view and respond to a survey, of which 23 responded. 52% of the respondents were aged 60 and over.

### What matters most

- 95.6% of customers rated the site as easy or somewhat easy to use, with only one finding it unclear and not easy to understand.
- 91% felt better informed as a result of WaterFit Live and 78.3% felt they would use it before visiting a beach in the area
- Customers felt that a combination of more and less information in a more accessible format (such as an app) would be the best development for the site
- Reliability and trust in the information being presented was key to customers.

### Are there differing views?

- We used our online customer board rather than recruiting a sample representative of our customer base
- Those who stated that they did not swim regularly or did not visit the beach were less likely to suggest improvements.

### Next steps

The communications team made some revisions to the webpage as a result of this feedback.