

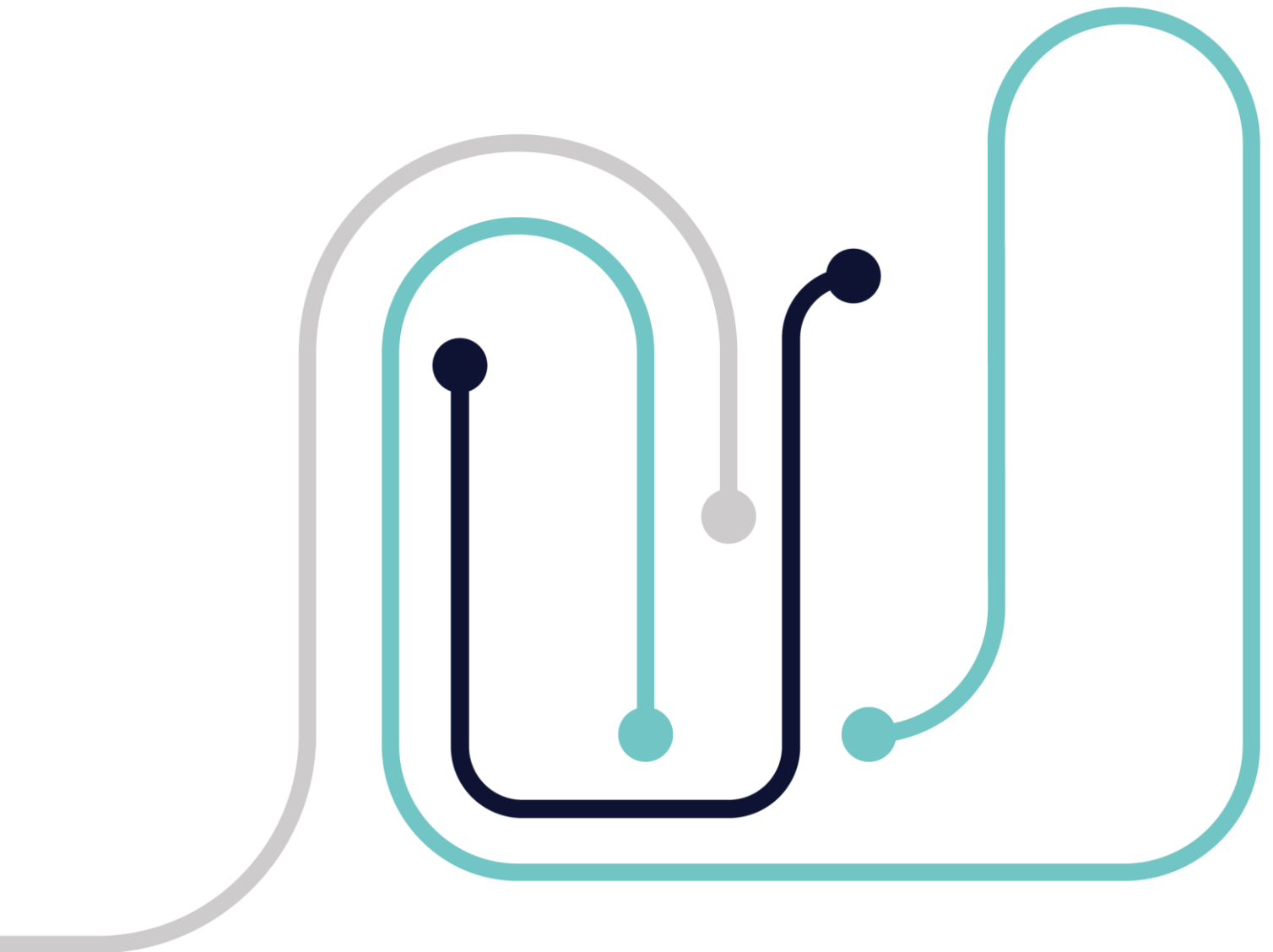


South West Water

Priority Services Register

Customer Research

June 2023



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## Executive Summary

### ES.1 Overview of the Study

South West Water has a history of consistently monitoring and assessing customers' views through its business-as-usual customer research programme. This helps South West Water to develop and deliver plans in line with customer views. Understanding the needs of vulnerable customers, i.e., those on the Priority Services Register (PSR), is a key focus for current and ongoing research.

PSR customer research allows South West Water to understand customer satisfaction with PSR services, and how to improve the availability and quality of PSR services offered to those that need the most help and support.

This report summarises the findings of the 2022/23 PSR customer research study.

### ES.2 Project Objectives

The specific objectives of this customer research study are to understand:

- Customers' satisfaction with the different services offered to customers on the PSR. For the period 2020-25 this is a performance commitment reported to Ofwat and published for stakeholders and customers.
- How to improve the quality of services offered through the PSR.
- Whether customers' views differ by characteristics, such as those on lower incomes and with affordability issues. This can help South West Water better understand how to tailor its services to vulnerable customers.

### ES.3 Customers surveyed

The 2022/23 study covers both South West Water and Bournemouth Water household customers.

Market research partner Feedback Market Research conducted the fieldwork. Customer contact details were provided securely by South West Water direct to Feedback Market Research.

300 customers completed the survey in accordance with the target sample size with quotas set for the services received. In contrast to other surveys, quotas were not set for age, gender and socio-economic group, as customers on the PSR do not reflect the demographics of the wider population. The survey focusses on customers in areas that have experienced a supply interruption.

### ES.4 Performance Commitment - Satisfaction with services received

*91% of customers that received a service through the PSR are satisfied with the services received which exceeds the Performance Commitment target for 2022/23 of 83%.*

Satisfaction exceeds the previous year's results from 2021/22 (83%) and is close to the end of AMP target of 93%.

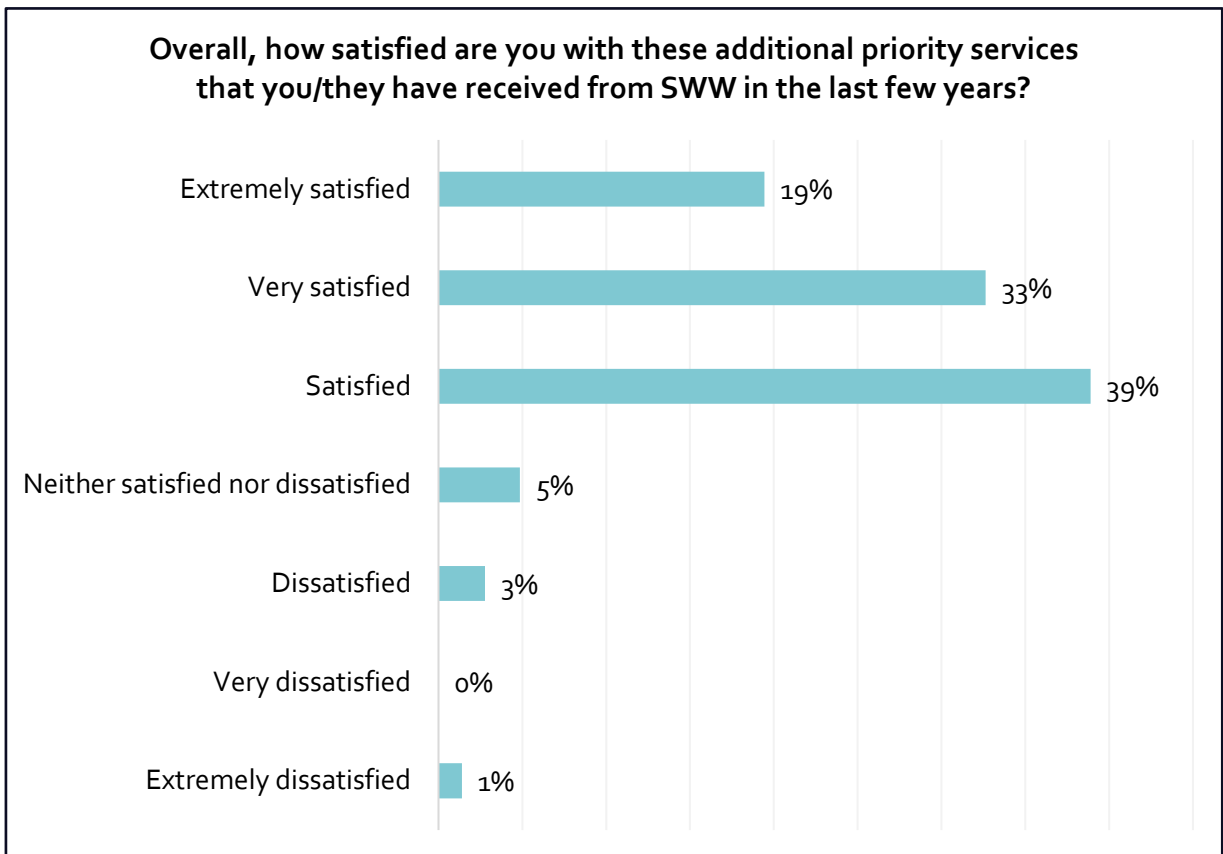


Figure ES-1: Satisfaction with services received.

(n=144) Excludes don't know responses

Satisfied customers highlight services running without problems, being notified of interruptions and good communication as predominant factors.

Insufficient communication and a failure to receive water during an interruption were the main reasons cited by dissatisfied customers. Respondents with other PSR providers also expressed communication as both driving reasons as to why they are satisfied or dissatisfied with the service, indicating this factor's overall importance to customers.

Satisfaction with additional services received does not vary significantly by household characteristics.

### SATISFACTION WITH SERVICES RECEIVED OVER TIME

Comparing the results over time shows that the 2022/23 Performance Commitment result of 91% is higher than the previous year's results from 2021/22 (83%) and is aligned with the results from 2020/21 (92%).

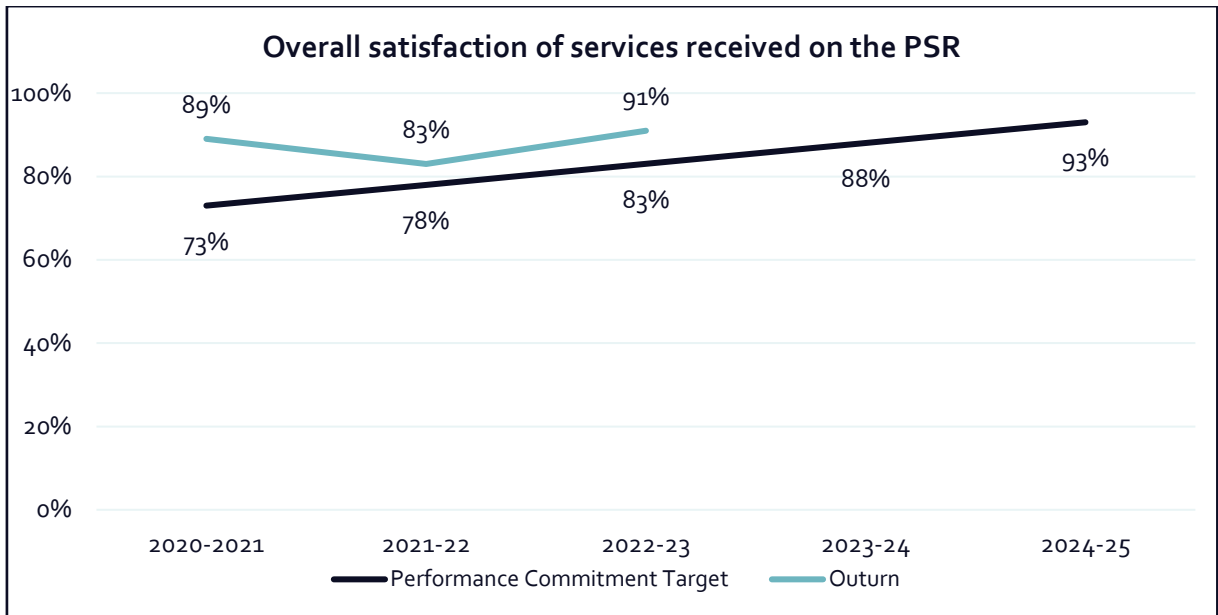


Figure ES-2: Satisfaction with PSR services received over time

## ES.5 Other Key Findings

### Customers on the PSR are overwhelmingly found to be elderly and with health issues

As expected, the sample is dominated by older customers – membership increases with age. 80% are in the 60+ years old group and 45% of respondents are over the age of 75. This reflects that many priority service register customers have mobility issues or are medically dependent on water.

The socio-economic profile is less aligned to regional data than in previous years. There is a slightly higher proportion of the DE group (30%) and C1C2 (62%), each 7% more than the actual region. The difference is likely to be driven by postcode areas where supply interruption incidents have occurred.

### Just under half of PSR customers struggle to pay all their household bills

41% of PSR customers struggle to pay all their household bills, which is an increase from 2021/22 (27%).

In contrast 81% of PSR customers state that the bill they pay to South West Water or Bournemouth Water is affordable. This is consistent with the 2021/22 PSR survey findings of 83%.

Comparing these two sets of findings shows that almost three quarters of customers who are struggling to pay all household bills find their water bill affordable.

### 3 in 10 customers are unclear how they first became aware of South West Water’s Priority Services Register.

Around half of customers (51%) first became aware of the PSR through SWW, with the next most likely route being the recommendation of a friend or relative (6%). 29% did not know how they were alerted to the PSR.

Customers are enrolled for a variety of reasons. When asked 77% said they had enrolled due to physical issues; 57% say they enrolled due to medical dependence on water; and 2% said they enrolled due to information needs.

*Only 21% of customers self-reported they have had details checked in the last 2 years.*

Whilst low, this is higher than 2021/22 (14%). 53% report never having had their details checked. This is an improvement compared to 70% in 2021/22. Sample is predominantly customers who have been registered three or more years.

*Many customers are not clear about the services they are registered for.*

Respondents are more aware of whether they have signed up for a communication or account service than for support during an interruption to their water supply. Responses indicate that around a quarter of customers are unaware or confused over what services they are signed up for. This is lower than 2021/22.

This is most apparent for help during an emergency. All customers were signed up for at least one of these services, however, 27% did not know this or were unclear. The majority of respondents consider they know whether they have signed up for an account and/or communication service.

There are two areas where over 10% of customers report not being signed up for a service when they are registered. These are:

- Providing a water supply during an emergency (17%)
- Ability to request a meter reading (13%).

**SATISFACTION WITH THE OVERALL PROCESS**

*75% are satisfied with the overall PSR process*

Customer satisfaction in the overall PSR process (75%) has increased from last year’s results 68%, however the difference is not statistically significant. 7% are dissatisfied and 18% have a neutral view.

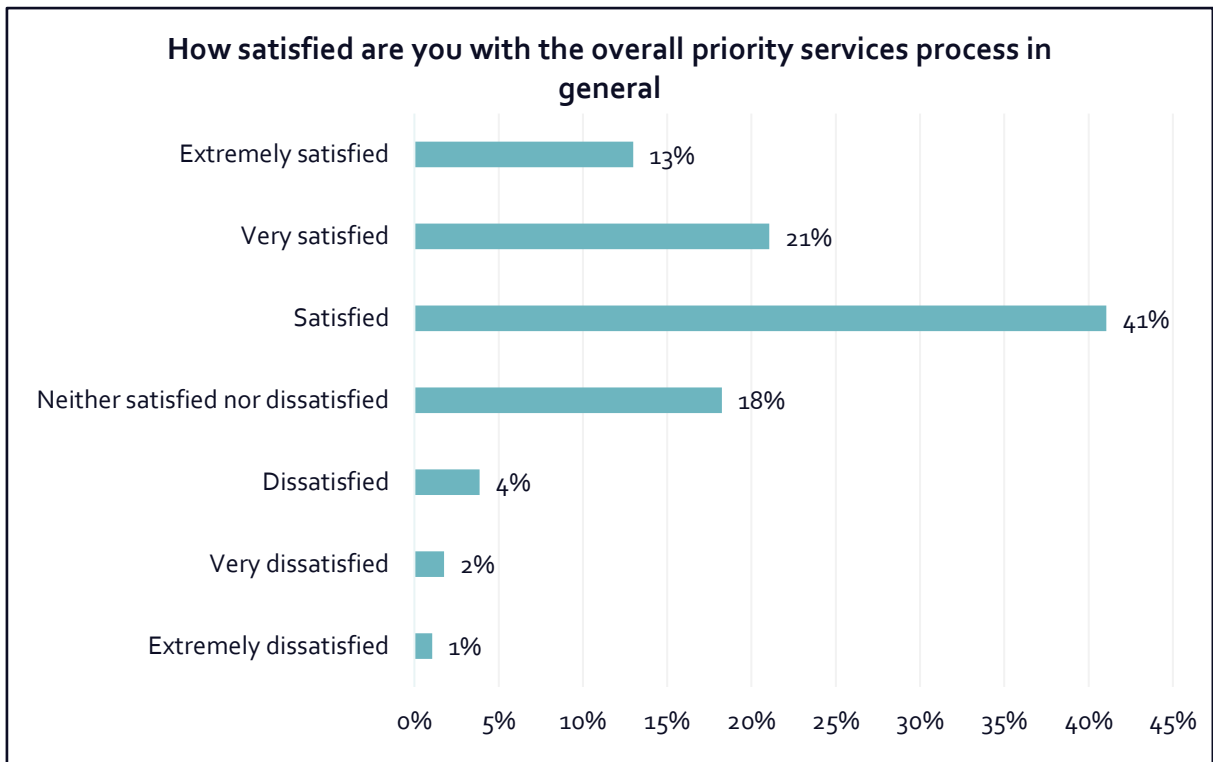


Figure ES-3: Satisfaction with overall PSR process in general  
(n=285) Excludes don't know responses. Question answered by all respondents.

Satisfied customers often reported a lack of problems with the service and appreciate the contact when their needs are checked. They also feel the service provided piece of mind, even if they have not had the need to call on SWW/BW for extra help.

Customers who are neither satisfied nor dissatisfied with the PSR process report they have not had to use the service for the most part. Others feel they want to know more about the other PSR services highlighted by the survey or that communication could be better.

These same messages around further information and improved communication were echoed by the small proportion of customers who are dissatisfied with the PSR process overall. A minority of dissatisfied customers complained about not receiving bottled water.

Satisfaction with overall PSR services is found to vary by a number of respondent characteristics.

- Customers who are financially supported through the WaterSure or WaterCare tariff are more likely to be satisfied with the PSR process (90%) compared to those who are unsupported (72%). It is notable that the finding for those who are unsupported is similar to the whole sample whereas the finding for those that are supported through social tariffs is substantially higher.
- Customers who find their bill affordable are more likely to be satisfied with the PSR process (80%) than those who find their bill is unaffordable (56%).
- Similarly, customers who do not struggle to pay their household bills are more likely to be satisfied with the PSR process (83%) compared to those who do struggle (69%).
- Customers who rent their homes are more likely to be satisfied with the PSR process (85%) compared to those who own their own homes (with or without a mortgage) (72%).
- 88% of customers who are satisfied with the additional PSR services are also satisfied with the general process. Indicating that use and awareness of the service improves satisfaction.
- Those that do not recall having received services in recent years are statistically less likely to be satisfied with the overall process (65%) than those that do recall receiving services (86%). This supports the view that lack of contact from South West Water affects overall satisfaction levels.

A weakly significant relationship is also observed for customers who are 60 years or below are less likely to be satisfied with the PSR process (69%) compared to those who are between 60 and 74 years (81%).

## EXPERIENCE OF OTHER COMPANY PRIORITY SERVICE REGISTERS

### *A large proportion of PSR customers are registered on other company priority service registers*

Two thirds of customers indicated they have enrolled for another organisation's Priority Services, other than South West Water. Across the whole sample, 62% of PSR customers report being registered with their electricity provider and a quarter with their gas providers (25%); while others said they are registered with other organisations such as their telecoms company (6%) and/or the bank (<1%).

19% of customers indicated they had received and used the services of other PSR providers in recent years and 80% are satisfied with the service received, which is lower than SWW's PSR satisfaction level of 91%.



Those satisfied with other PSR providers primarily appreciated their regular updates and communication. Additionally, they also appreciated prompt resolution of service issues and the provision of alternative supplies.

Those dissatisfied (16%) with other PSR providers' service pointed to failures with the operational response, and a lack of contact, both more generally and updates during operational issues.

### *6% indicated that they thought further support could be offered to them by SWW*

The suggestions made tended to focus on services provided by SWW under the PSR or wider water and sewerage services. A notable suggestion is for further financial assistance, for example through access to the Water Sure or Water Care tariffs. This included help with applications and the impacts on affordable bills due to high use of water due to medical reasons. This aligns with the finding that customers on these tariffs are likely to be more satisfied with the overall PSR process.

## ES.5 Conclusions

Overall, the survey has been effective in providing detailed information around the views of customers on the PSR, showing that satisfaction with the PSR services and process is high.

91% indicated they are satisfied with the PSR services they received, exceeding the target for 2022/23 of 83%.

Comparing the results over time shows that the 2022/23 Performance Commitment result of 91% is higher than the previous year's results from 2021/22 (83%) and is aligned with the results from 2020/21 (92%).

75% are satisfied with the overall PSR process, and 7% are dissatisfied. Although this finding exceeds the 2021/22 findings (68%), the two are not statistically significantly different.

The survey also indicates further ways that South West Water could help and support these vulnerable customers. Customers on the PSR would benefit from having more contact from South West Water and financial support through social tariffs is important to improve affordability and satisfaction.

Responses continue to indicate that some customers are unaware or confused over what services they are signed up for. This has improved compared to 2021/22. This has been observed in earlier iterations of the survey and may be linked to customers reporting low levels of contact from SWW. Only 21% report having their details checked in the last 2 years and 53% report never having had their details checked. Whilst low, this is higher than the previous year.

South West Water plan to conduct the survey again next year. Looking forward, minor changes to the survey have been identified to the respondent profile questions to align with the updated SWW sampling strategy. We do not recommend any changes to the survey process.

# 1 Introduction

## 1.1 Project Objectives

South West Water has a history of consistently monitoring and assessing customers' views through its business-as-usual customer research programme. This helps South West Water to develop and deliver plans in line with customer views.

Understanding the needs of vulnerable customers, i.e., those on the Priority Services Register (PSR), is a key focus for current and ongoing research. It allows South West Water to understand customer satisfaction with PSR services and how to improve the availability and quality of PSR services offered to those that need the most help and support.

The PSR customer research study has been undertaken with a sample of customers on the register to understand:

- Customers' satisfaction with the different services offered to customers on the PSR.
- How to improve the quality of services offered through the PSR.
- Whether customers views differ by characteristics, such as those on lower incomes and with affordability issues. This can assist South West Water to better understand how to tailor its services to vulnerable customers.

This report summarises the findings of the 2022/23 PSR customer research study.

## 1.2 Report Structure

The report is structured as follows:

- Survey design and implementation (Section 2)
- Who we have heard from (Section 3)
- Key survey findings (Section 4)
- Conclusions and Recommendations (Section 5)
- Copy of the survey (Appendix)

## 2 Survey Design and Implementation

The survey design and implementation process involved four steps.



Figure 2-1 Approach to survey design and implementation

The approach is aligned with Market Research Society Code of Conduct, and all Data Protection Regulations.

These four steps are explained in more detail below.

### 2.1 Step 1: Questionnaire Design

The aim of the research is to allow South West Water to understand PSR customers’ views around the services it offers to customers in vulnerable circumstances.

The survey builds on the bespoke customer research undertaken during PR19. In 2020/21 the survey was updated to enable South West Water to understand how to improve its performance as well as to ensure it can support reporting of the PSR satisfaction performance commitment to Ofwat and stakeholders. Since 2020/21 the survey has covered both the South West and Bournemouth Water areas.

A summary of the structure of the survey contents is given below:

<p><b>Part A</b> <b>RESPONDENT DETAILS</b></p>	<ul style="list-style-type: none"> <li>• Information about the respondent covering:                             <ul style="list-style-type: none"> <li>○ Whether they are the person on the register, or their spouse/partner, or carer.</li> <li>○ Profile questions including age, gender, and socio-economic group. In contrast to other surveys this information is not used to set quotas given customers on the PSR do not reflect the demographics of the wider population.</li> </ul> </li> <li>• Followed by introductory questions about the respondents’ household including the level and affordability of their bill, whether they receive financial assistance and if their household has a meter.</li> </ul>
<p><b>Part B</b> <b>AWARENESS OF THE PSR</b></p>	<ul style="list-style-type: none"> <li>• Respondents answer questions around their overall awareness of the PSR, including:                             <ul style="list-style-type: none"> <li>○ How long they believe they have been on the PSR and the reasons for signing up to the register.</li> <li>○ Where they first heard about the PSR.</li> <li>○ What made them enrol onto the PSR and how they enrolled.</li> <li>○ Whether they are enrolled on any other organisation’s PSR.</li> <li>○ When their details were last checked.</li> </ul> </li> </ul>

<b>Part C EXPERIENCE AND SATISFACTION WITH THE PSR</b>	<ul style="list-style-type: none"> <li>• Respondents experience of the PSR covering:                             <ul style="list-style-type: none"> <li>○ The detailed services they are signed up to</li> <li>○ The last use and the frequency of use of the services.</li> </ul> </li> <li>• Those that indicate they have used PSR services in recent years are asked their satisfaction with the services received and motivations for being satisfied or dissatisfied.</li> <li>• All customers are asked their satisfaction with the overall PSR process.</li> </ul>
<b>Part D COMPARISON TO OTHER PSR</b>	<ul style="list-style-type: none"> <li>• Questions on the respondent’s experience of other companies’ priority services and where they feel south West Water should provide any additional services or benefits based on their experiences.</li> </ul>
<b>Part E HOUSEHOLD INFORMATION</b>	<ul style="list-style-type: none"> <li>• Household profile questions information to aid South West Water in gaining a deeper understanding of its customers on the PSR. Additionally, this data helps in analysing the survey results by customer segmentation. This includes information on:                             <ul style="list-style-type: none"> <li>○ Metering, employment status, qualifications and home ownership.</li> </ul> </li> </ul>

Table 2.1: Questionnaire structure

## PC REPORTING: OVERALL SATISFACTION OF SERVICES RECEIVED ON THE PSR

The survey supports the reporting of one of the performance commitments (PCs) that South West Water has agreed with Ofwat as part of the 2020-2025 Final Determinations.

The PC *Overall satisfaction of services received on the PSR* measures the percentage of customers who receive services through the PSR in the last two years that are satisfied, very satisfied or extremely satisfied with the services that they receive.

The PC is computed as:

$$PC = \frac{\text{Number customers that received services in last 2 years that are satisfied/very satisfied/extremely satisfied}}{\text{Number customers that received services in last 2 years}}$$

## 2.2 Step 2: Set Sample Sizes and Quotas

To meet the requirements for the PC, a survey size of 300 (range 275 to 325) has been agreed between South West Water and Ofwat.

Minimum quotas were set on services; this is in contrast to other surveys where quotas are set on respondents’ gender, age and socio-economic group (SEG).

The minimum quotas ensure a mix of services are covered:

- 10% communication issues
- 20% mobility issues
- 50% supply interruption issues

No other quotas apply given customers on the PSR do not reflect the demographics of the wider population.

The fieldwork was conducted in September 2022 and February/March 2023. 300 responses in total were collected across both the South West Water and Bournemouth Water regions. This breaks down into 250 responses from the South West Water region and 50 responses from the Bournemouth Water region.

## 2.3 Step 3: Fieldwork

Feedback Market Research conducted the research. Feedback Market Research is an independent market researcher that conducts research in compliance with the Market Research Society Code of Conduct.

Customer contact details were provided securely by South West Water. South West Water provided the contact names, customer ID and contact email and/or telephone number for those on the PSR. This data was transferred securely to Feedback Market Research in line with SWW's policies and GDPR regulations.

### SURVEY TARGETING

Given how infrequently supply interruptions occur, random surveying across the region is highly unlikely to identify any or many respondents that have used services around supply interruptions in the last two years. South West Water therefore provided postcode locations where interruptions and other events affecting PSR customers have occurred within 6 months prior to each survey iteration. In addition, those receiving communication and account services receive these each year. Hence all customers surveyed are expected to have received PSR services in the last two years.

Customers registered for less than 6 months are excluded from the sample.

### SURVEY MODE

The research was delivered primarily via telephone (CATI) surveys. Customers were contacted via telephone. They were offered the option to complete the survey by telephone or to switch to an online survey to maximise survey accessibility.

## 2.4 Step 4: Analysis

The data was collected in September 2022 and February and March 2023. The key findings are presented in the section four.

### 3 Who we have heard from

#### 3.1 Sample Size

A total of 300 respondents were surveyed in total, against the target of 300. The fieldwork took place in September 2022 and February and March 2023.

#### 3.2 Services Provided

The majority of respondents (80%) self-reported they have been registered for three years or longer. 11% were registered in the last 2 years and 9% stated don't know.

Compared to 2021/22 11% more customers report being on the register 3 or more years (2021/22 - 68% registered for three years or more and 21% in last 2 years).

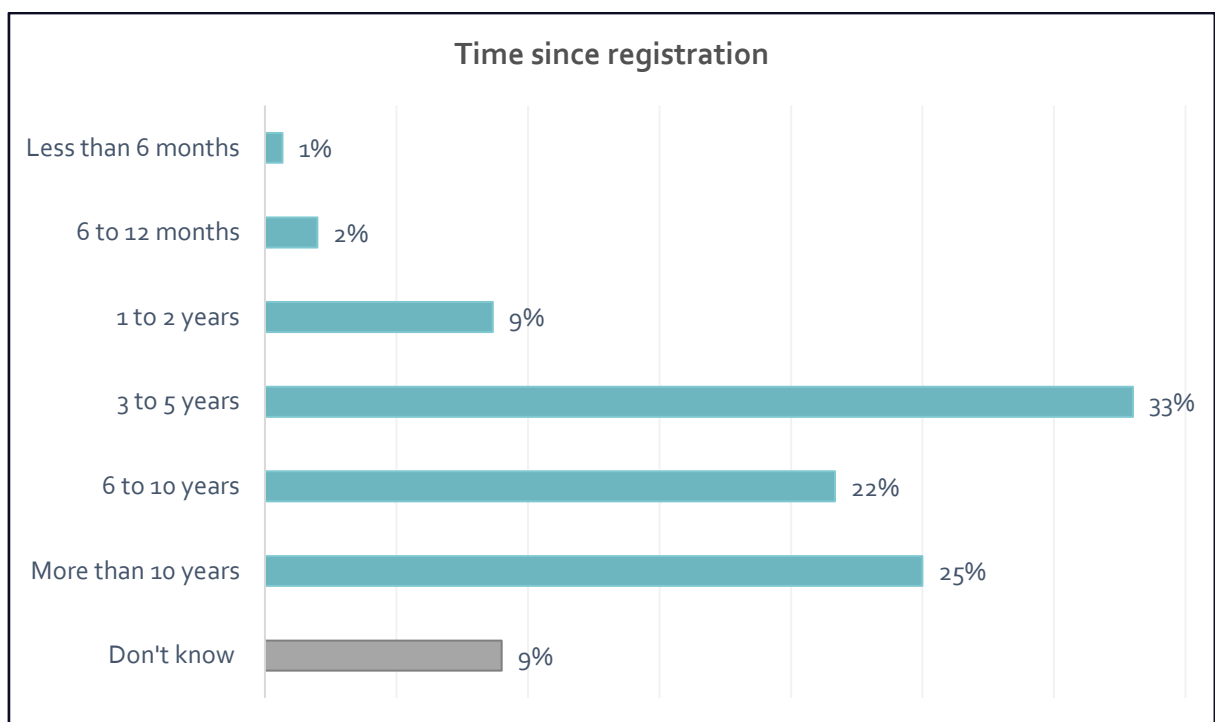


Figure 3-1: Duration registered to the PSR

Note: All customers stating less than 6 months were registered for over 6 months based on SWW data at the time of sampling. (n=300)

Given most customers are registered for multiple services, the sample significantly exceeds the minimum quotas around the services registered for. Using data provided by South West Water, 15% of the sample population is registered for at least one account or communication service. All customers (100%) are registered for priority services relating to water supply issues, with 97% located in an area that has recently experienced an incident. 25% percent of respondents reported having mobility issues and qualify for meter reading services.

The sample focusses on postcodes that have experienced a recent supply interruption. In case a customer does not reside in any of these affected postcodes, they must be registered for an accounts, communication, or meter reading service. The minimum quotas have been met in all instances.

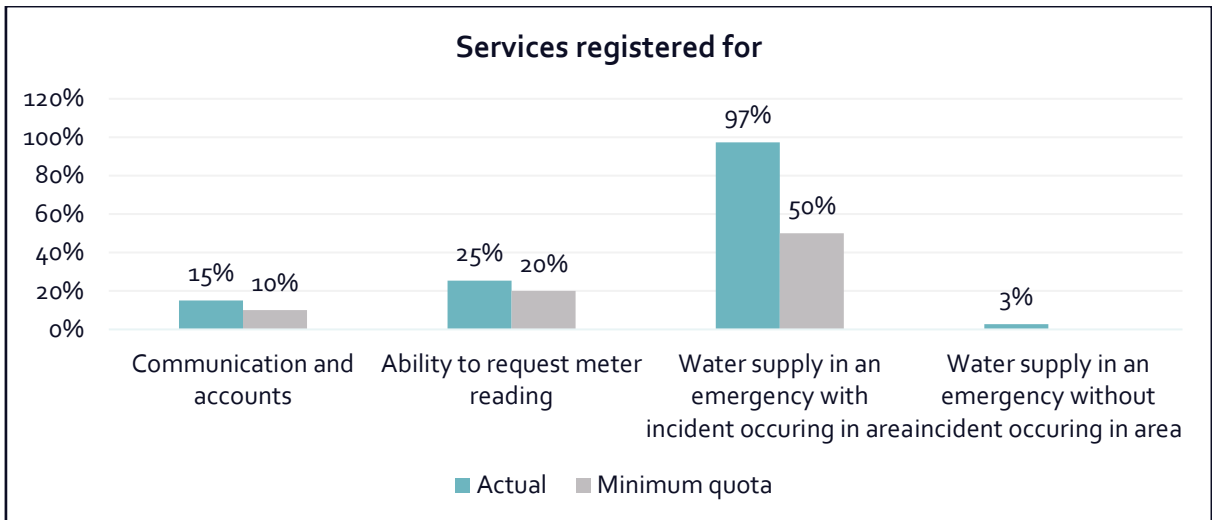


Figure 3-2: Services registered for (n=300)

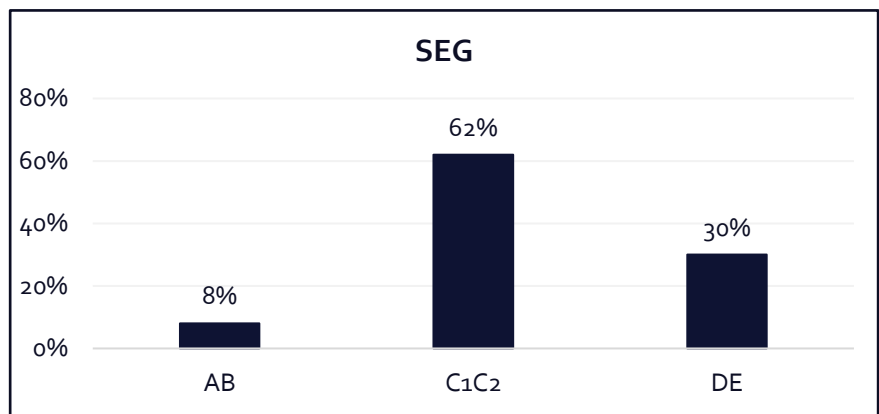
### 3.3 Sample Profile

Of the 300 respondents that completed the survey, 238 (79%) participants are on the register, 33 (11%) are the spouse, and 29 (10%) are carers of people on the register.

Further information on the sample of respondents is given below.



29% 71%



77% households metered

17% in receipt of financial assistance with their water bills

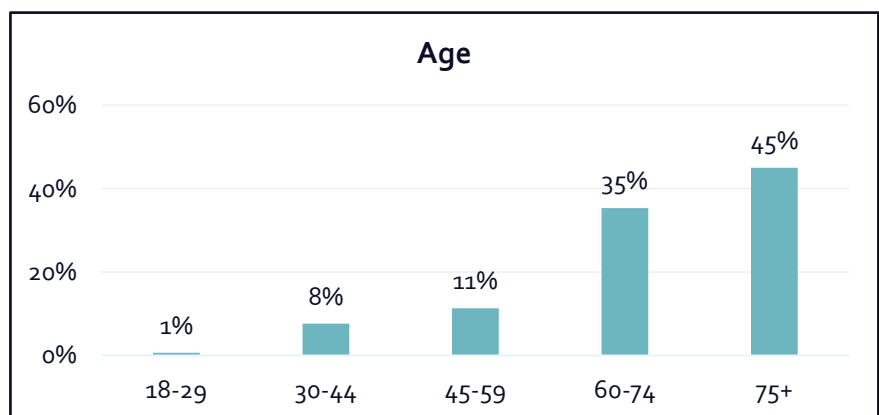


Figure 3-3: Overall summary of the sample dataset (n=300)

As anticipated, the sample is predominantly older customers with 80% aged 60 or over<sup>1</sup>. This reflects that many priority service register customers have mobility issues or rely on water for medical reasons.

The socio-economic is less aligned to regional data than in previous years. The DE group is slightly overrepresented, accounting for 30% of the sample compared to 23% for the region. Similarly, the proportion of C1C2 in the sample is slightly higher at 62% than in the region, where it is 55%. The difference is likely to be driven by postcode areas where supply interruption incidents have occurred.

Most customers surveyed are retired (72%) and homeowners (66%), while 29% rent their home from either a housing association or council (see Figure 3-4 and Figure 3-5).

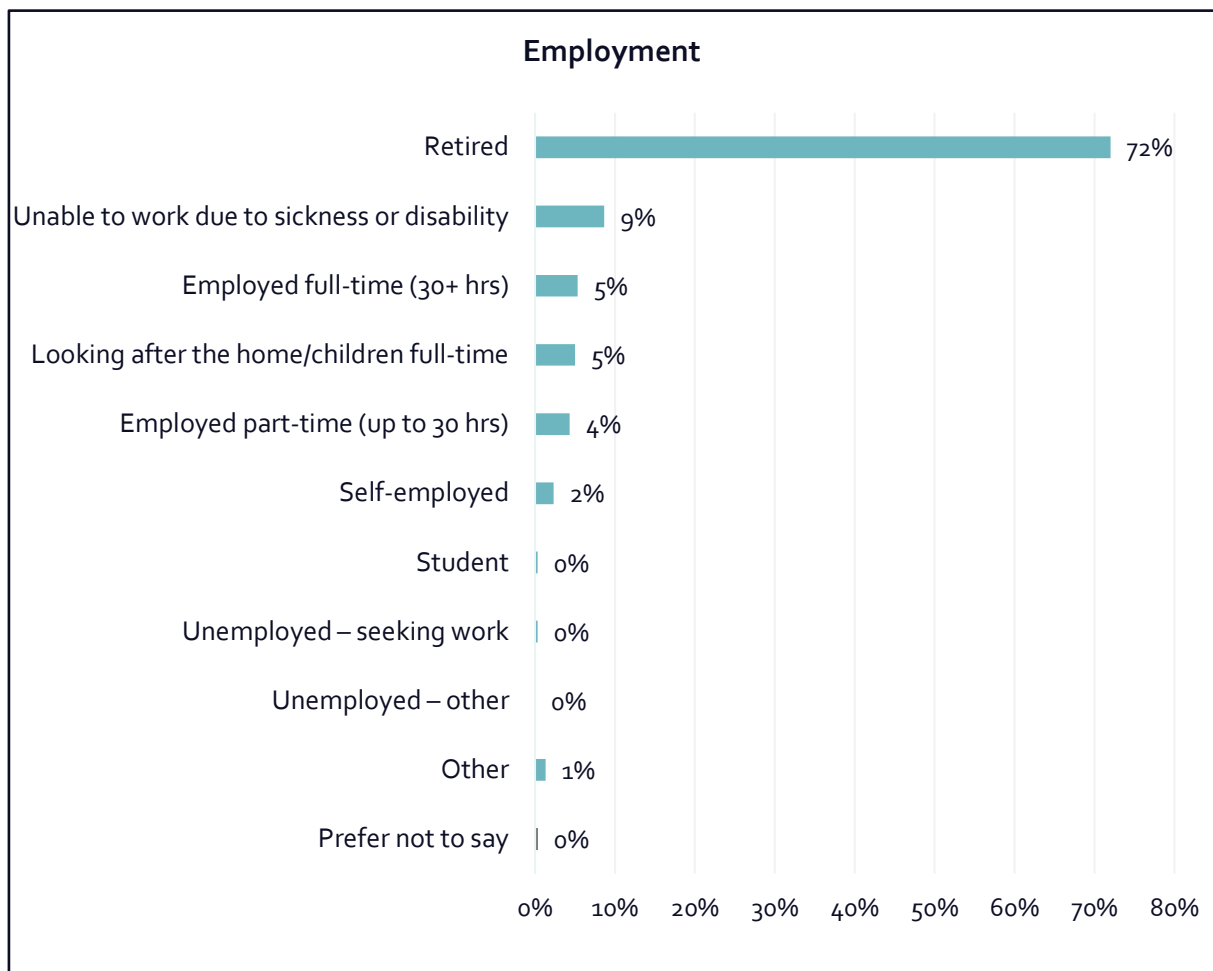


Figure 3-4: Employment  
(n=300)

<sup>1</sup> Regionally 37% are in the 60+ years age group



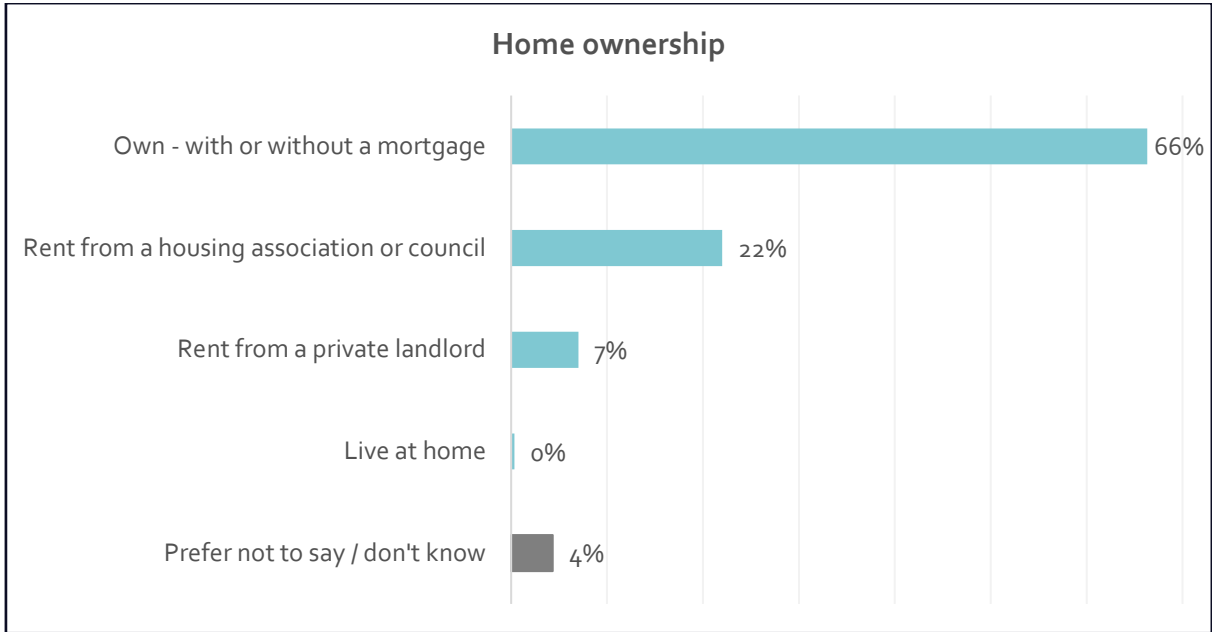


Figure 3-5: Home ownership

(n=300)

Participants are most likely to have GCSEs or equivalent (28%) or no qualifications (22%). The full spectrum of educational attainment is represented below:

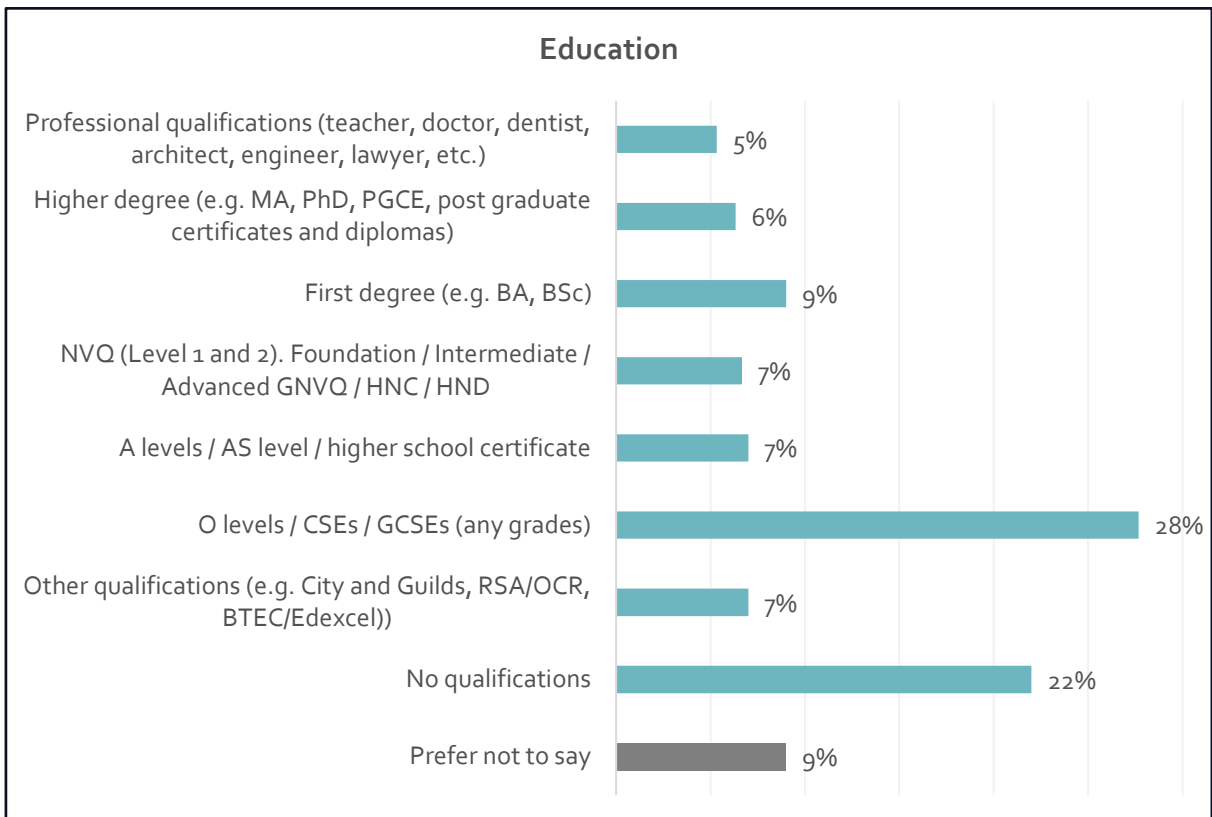


Figure 3-6: Sample by education level reached

(n=300)

## 4 Survey findings

### 4.1 Affordability and ease of paying bills

81% of PSR customers find the bill payable to be affordable (Figure 4-1), which is consistent with the regional findings from the 2022/23 long term tracking survey (83%) and the 2021/22 PSR survey findings (83%).

The results are similar (80%) when the combined water and sewerage bill is considered for both South West Water and Bournemouth Water.

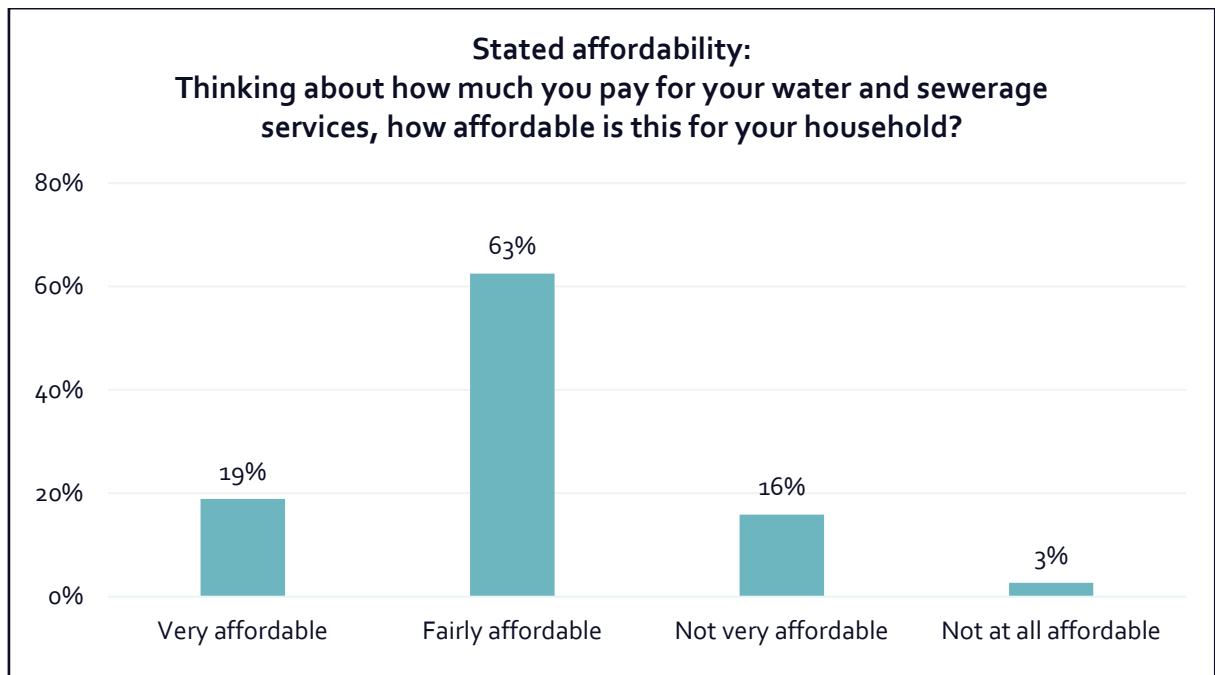


Figure 4-1: Stated affordability of the bill payable

Note: Graph shows the results for the water only bill for BW and the combined bill for SWW. Views on affordability are subjective and not aligned with the PC measure of affordability.

(n = 246 for SWW customers, n = 50 for BW customers) Excludes don't know responses

A sizeable proportion of PSR customers are struggling to pay all their household bills (41%), which is significantly higher than in 2021/22 (27%). It is also higher than the finding for the region observed in the affordability tracking survey for 2022/23 (32%). In contrast, half of customers (50%) do not struggle to pay households bills. This indicates that PSR customers are more likely to struggle to pay their household bills compared to customers across the region.

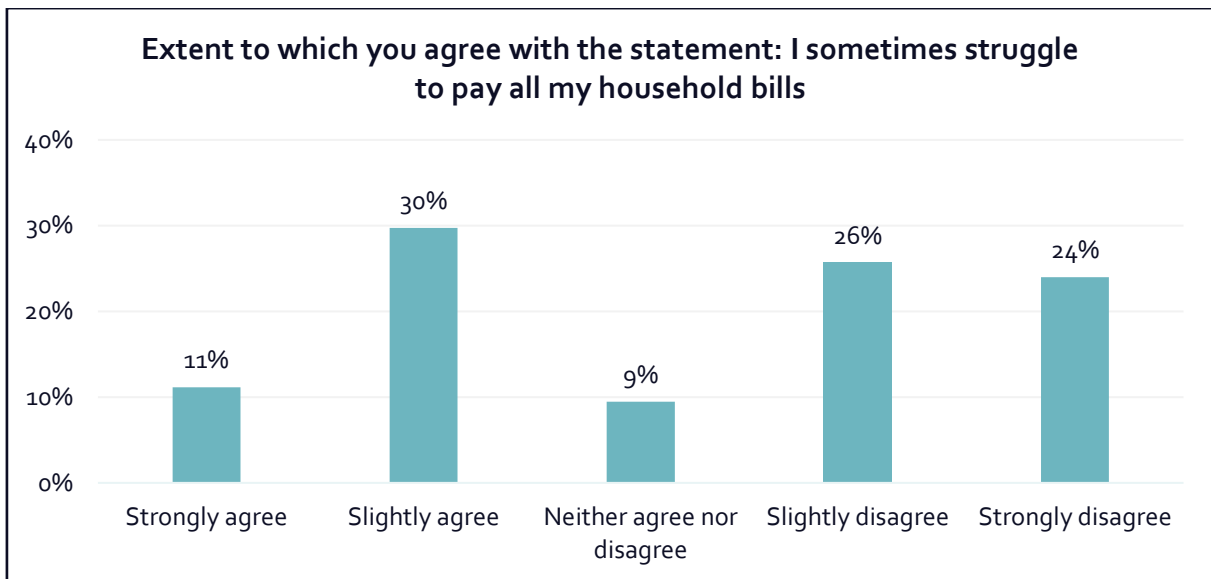


Figure 4-2: Paying for all household bills

Note: Graph shows the results for the water only bill for BW and the combined bill for SWW.

(n = 246 for SWW customers, n = 50 for BW customers). Excludes don't know responses

Almost three quarters of customers who have difficulty paying their household bills have reported their water bill to be affordable (Table 4.1). Specifically, 29% of respondents have expressed that they face challenges paying all their household bills but find their water bill to be within their means. Given that overall, 41% agree they struggle to pay all their household bills, this is a significant proportion (72% of those struggling to pay).

PSR customers who find their water bills affordable are less likely to struggle to pay household bills in general.

		I sometimes struggle to pay all my household bills		
		Disagree	Neither	Agree
Affordability of the bill payable	Affordable	44%	8%	29%
	Unaffordable	5%	1%	12%

Table 4.1: Affordability of water bill compared to affordability of all household bills

Note: table compares customers responses on how affordable customers find the bill they pay to SWW with their answers to the question 'I sometimes struggle to pay all my household bills'. The table shows the percentage of the sample in each category. 7 don't know responses have been excluded.

## 4.2 Awareness of the PSR

### First aware of the PSR

Most customers first became aware of the PSR from SWW information sources. However, 29% are unclear how they became aware of the PSR. A small number indicated they became aware via 'other' sources. Analysis of responses allowed for all except two customers to be reallocated to the categories in **Error! Reference source not found.**

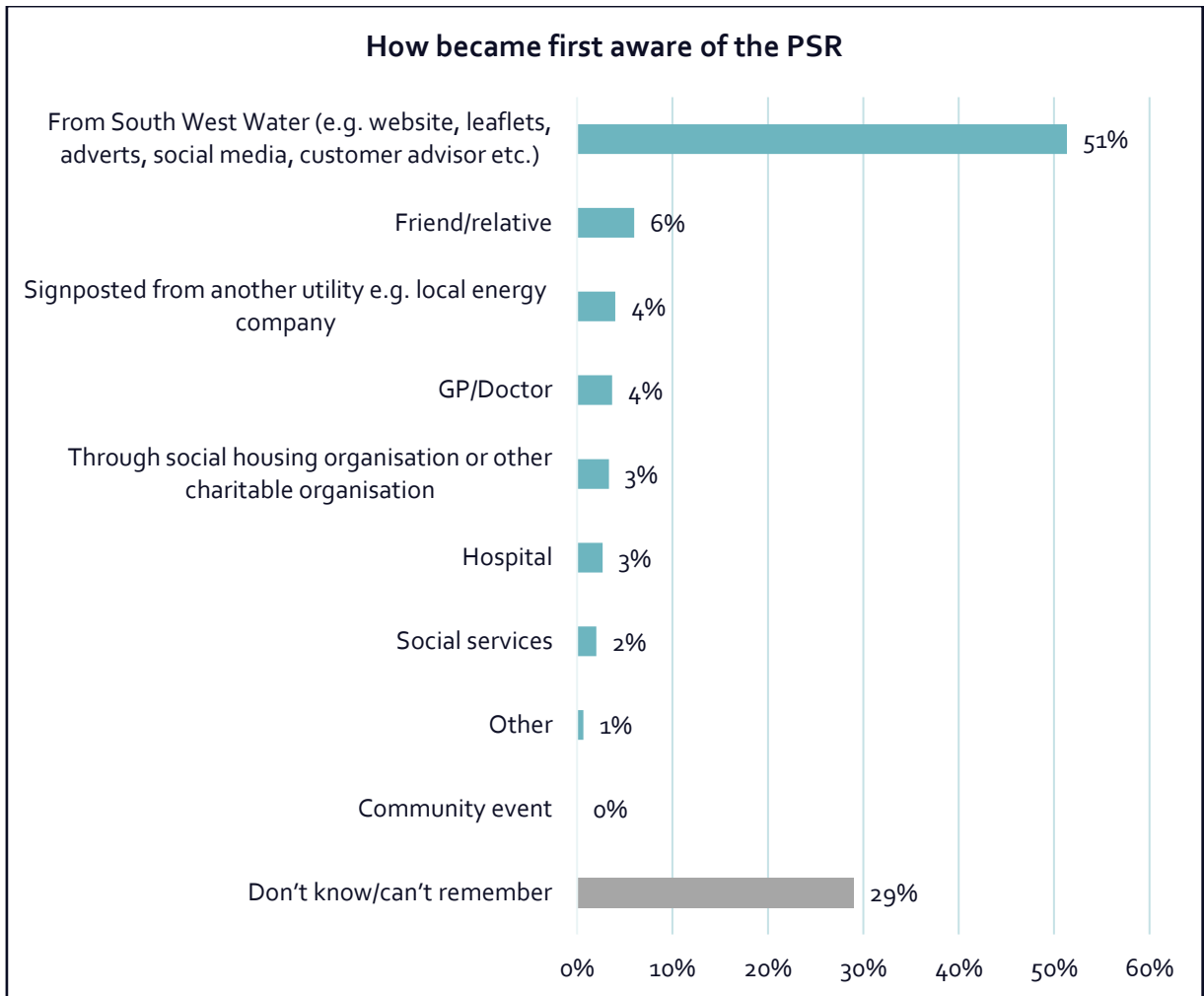


Figure 4-3: First aware of the PSR  
 (n=300) Note: A small number of customers chose more than one source.

### Enrolment on the PSR

Telephone registration was the primary enrolment method for most customers on the PSR.

The majority of the small number of customer responses categorised as 'other' referred to filling in a form, sometimes at home, but their response could not be categorised because the nature of the form was unclear. For instance, the form may have been provided by South West Water or by another party (either in paper or on the website).

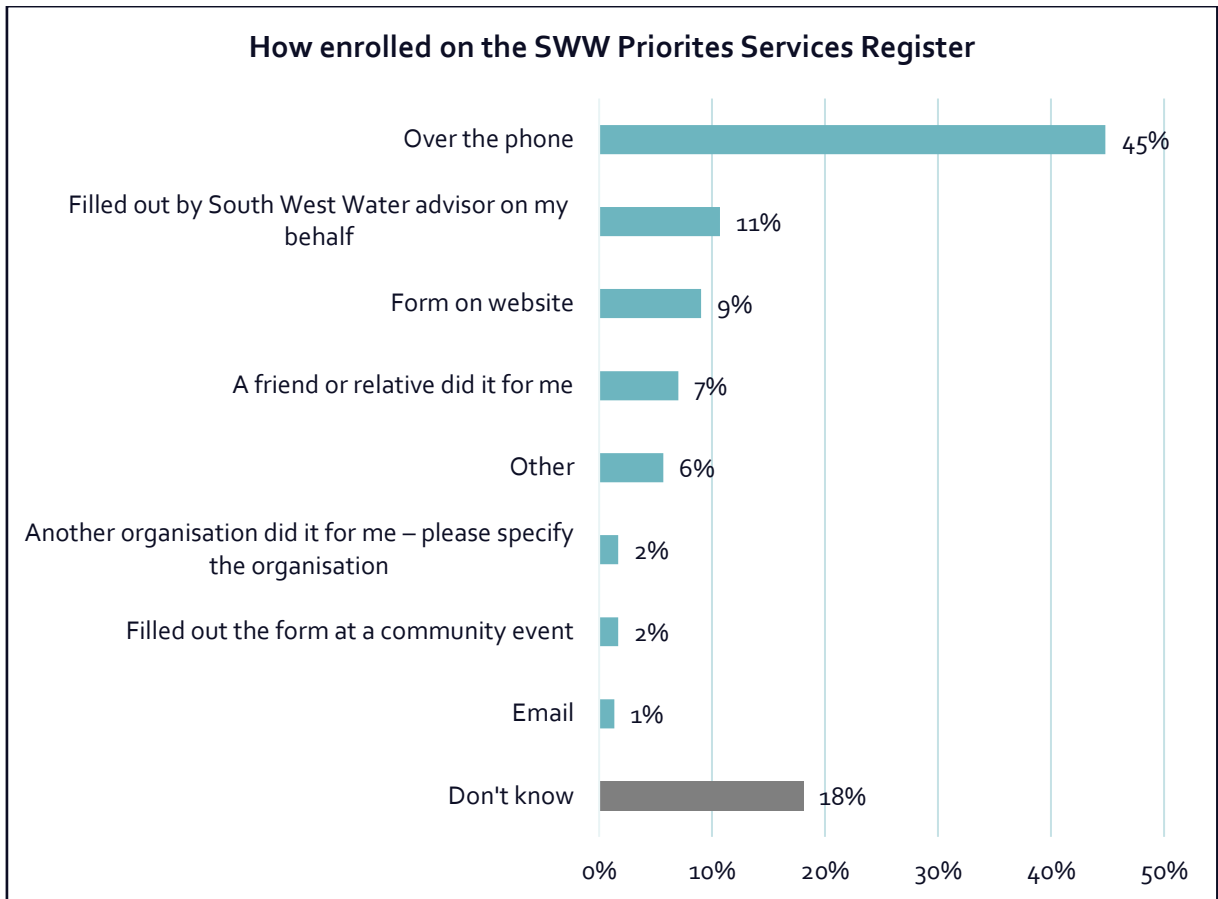


Figure 4-4: How customers enrolled on the PSR

(n=300)

Customers are enrolled for a variety of reasons<sup>2</sup>:

- 77% said they had enrolled due to physical issues such as limited mobility or have young children that make it difficult to leave the house to collect water supplies from shops or water collection points.
- 57% say they enrolled due to medical dependence on water.
- 2% said they enrolled due to information needs.

### Checking details

53% of customers self-report that they have never been contacted by South West Water to have their details verified. This is a lower percentage than 2021/22 (70%) and similar to 2020/21 (48%). The finding of 53% reduces to 44% once the customers registered in the last two years are removed. These customers will not have been registered long enough to trigger a check.

In the last 2 years, only 21% indicated they have had details checked. This is higher than 2021/22 (14%) and is more in line with the 2020/21 findings (24%). Additionally, 21% of customers either don't know or can't remember, which is higher than the 13% reported in 2021/22.

<sup>2</sup> Note: people could indicate they enrolled for more than one reason

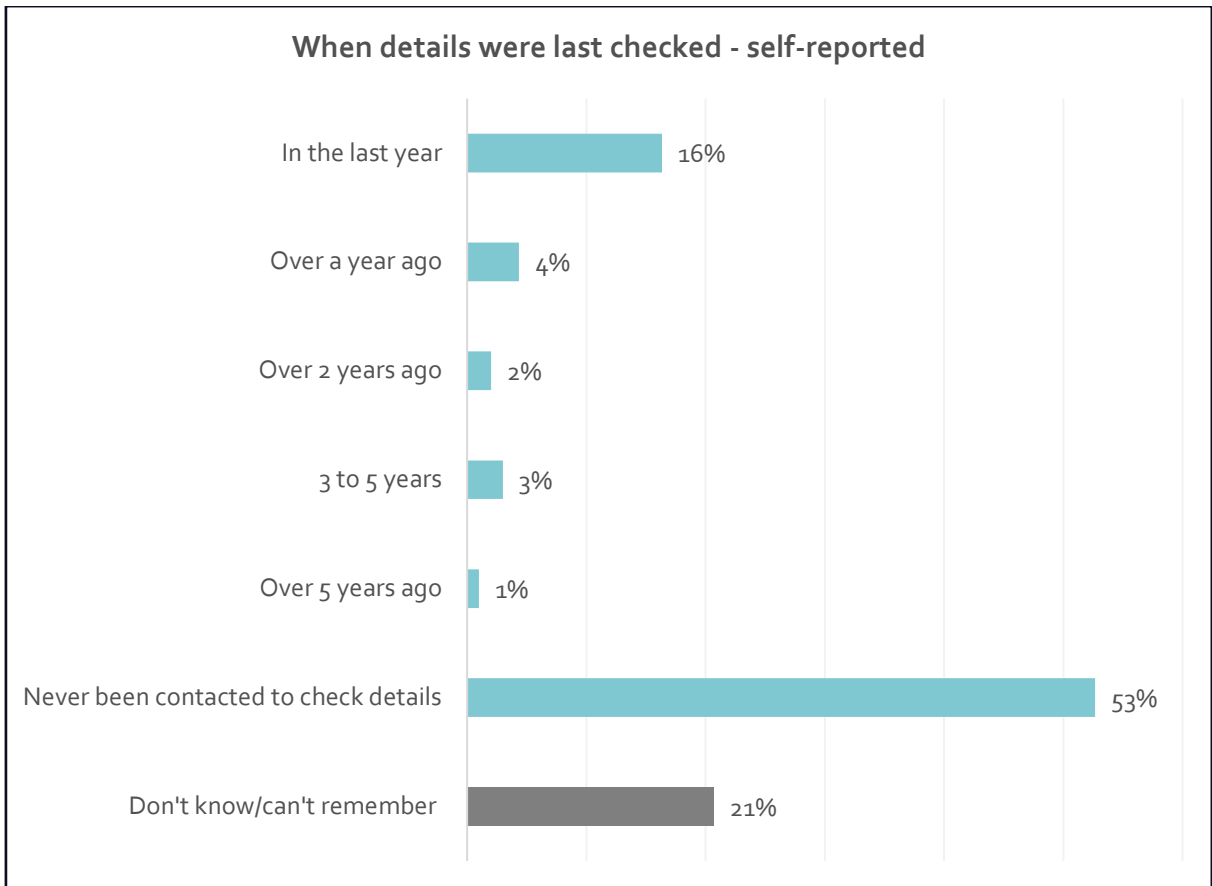


Figure 4-5: Detail checking – last time details checked

(n=300)

### 4.3 Experience of the PSR

#### SERVICES SIGNED UP FOR

Most respondents feel that they have a clear understanding on whether they have signed up for an account and/or communication service as indicated by the low proportion stating don't know.

SWW data at an aggregate level indicates that 12% of customers who did not know or stated they are not signed up for account and communication services, are actually registered for at least one of these services. These findings are an improvement compared to the 2021/22 results – previously 20%.

The figure is higher for requesting a meter reading, with 22% of customers who did not know or stated they are not signed up, being registered. This has also fallen compared to 2021/22 (29%).

These findings show an increase in the number of customers who understand the services they are signed up for compared to 2021/22 results.

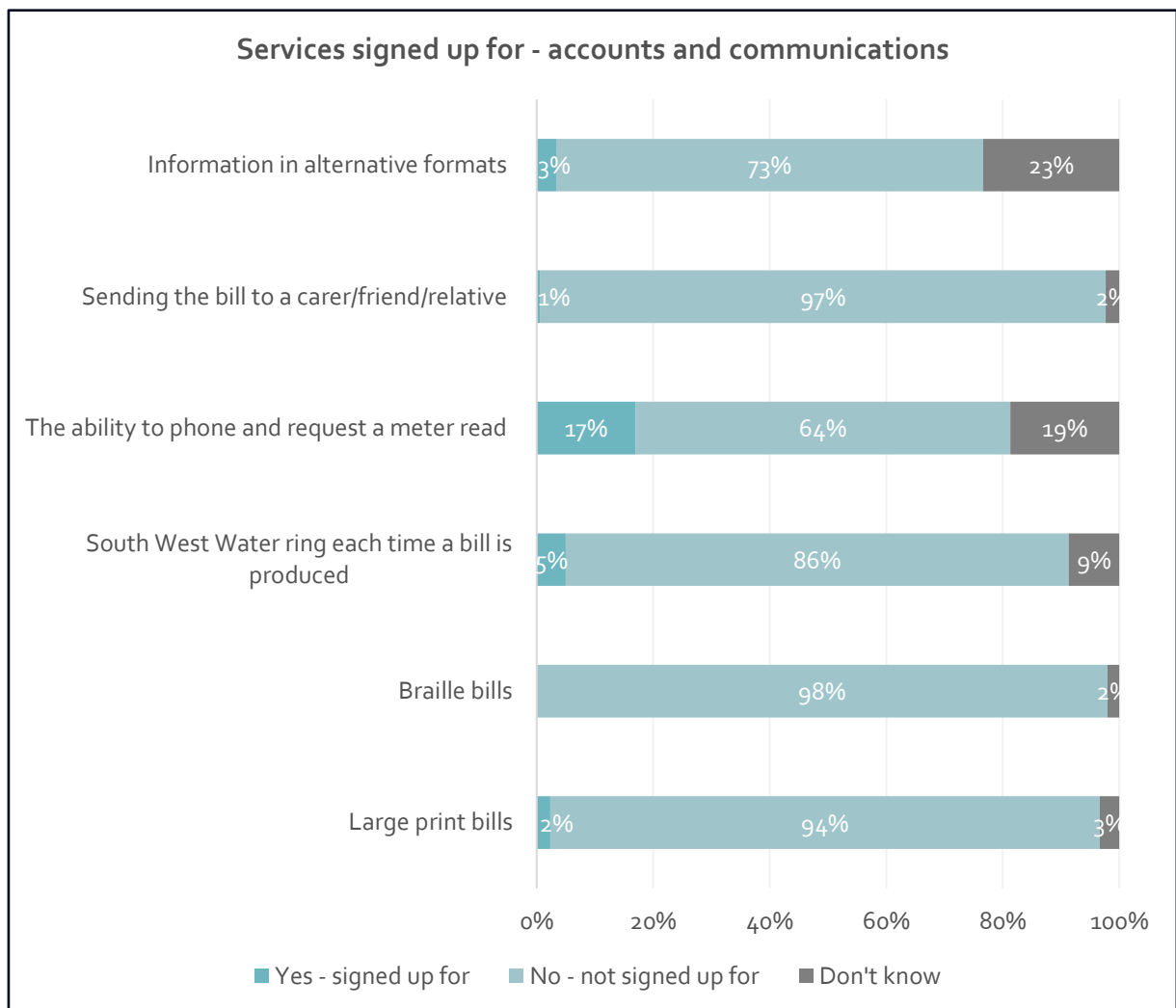


Figure 4-6: Services signed up for – accounts and communications

(n=300)

A higher proportions of customers report being signed up for help during an emergency compared to accounts and communications. However, there is greater uncertainty compared to accounts and communication services, with a larger proportion of PSR customers reporting they are not aware or unclear that they can receive help during an emergency.

SWW records show that all customers in the sample are signed up for help during an emergency for at least one service. Despite this, 27% of the sample stated either don't know or not signed up to all options for emergency help. This is an improvement on the 43% reported in 2021/22.

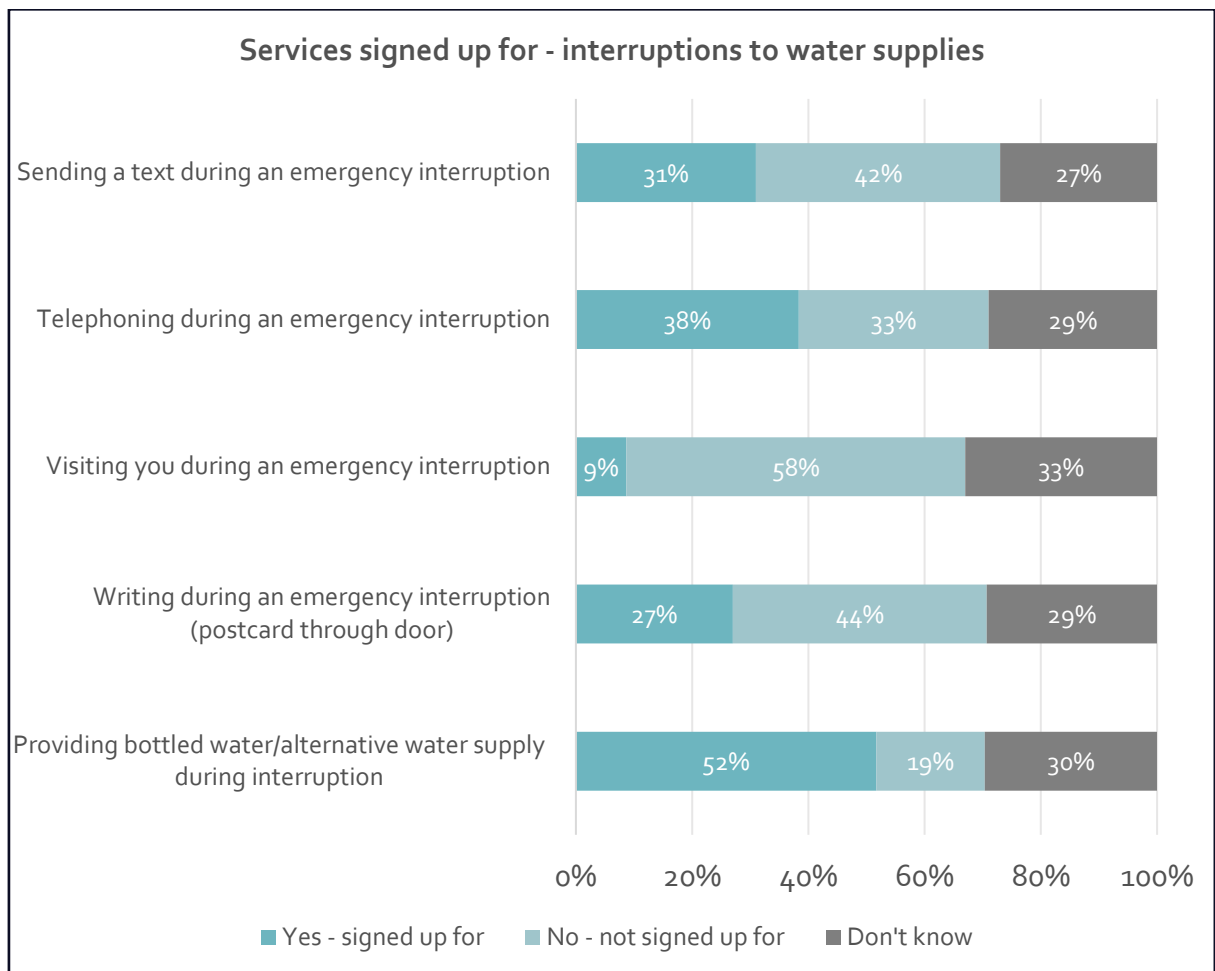


Figure 4-7: Services signed up for – emergency support during interruptions (n=300)



### Customer awareness of services registered

When comparing customer views of the services they are signed up for to the services they are actually signed up for according to SWW records (Table 4.2), it is evident that awareness of accounts and communication services is higher than that of help during an emergency.

There are two areas where over 10% of customers report not being signed up for a service when they are registered:

- Providing a water supply during an emergency (17%)
- Ability to request a meter reading (13%)

Both of these services are dependent on circumstances and /or awareness. For example, customers may not have used the water supply in an emergency due to not being at home during an interruption and customers need to be aware of being able to request a meter reading to contact SWW.

	Correctly identified	Customer reported signed up but not registered for service	Customer reported not signed up but are registered for service	Don't know
Large print bills	92%	2%	3%	3%
Braille bills	98%	0%	0%	2%
Bill reading	80%	3%	8%	9%
Request meter reading	58%	10%	13%	19%
Diverted bills	97%	1%	0%	2%
Info in alternative formats	73%	3%	0%	23%
Water supply in emergency	52%	2%	17%	30%
Written warning in emergency	44%	23%	4%	29%
Visit in emergency	55%	9%	4%	33%
Telephone or text in emergency	39%	25%	9%	26%

Table 4.2: Awareness of services compared to SWW records

Note: Telephoning or texting during an emergency have been combined for this analysis.

There are three areas where over 10% of customers report being signed up for a service when they are not registered:

- Telephone contact during an emergency (25%)
- Written warning during an emergency (23%)
- Ability to request a meter reading (10%)

Almost all customers that state they are registered for a written warning (expressed in the survey as a postcard through the door) when they are not, are registered for water provision during an emergency and around 4 in 10 are registered for a telephone call. Customers that state they are registered for telephone contact (expressed in the survey as either a call or text) when they are not, tend to be registered for water provision only during an emergency. This suggests there is confusion around these services.

Customers are more likely to report don't know for services to help during an emergency. This is consistent across all of the emergency services (ranging from 26% to 33%).

## FREQUENCY OF USE OF SERVICES

Some customers are likely to receive services more often than they report; however, the reported frequency of use is impacted by the confusion that exists among customers regarding the exact services they are registered for.

Account & communication services are provided by SWW on an annual basis and yet some customers report using the service less frequently or not at all in the last 5 years (Figure 4.8). For example, 40% of customers that self-report they are signed up to receive a call each time their bill is produced also state they never receive a call from South West Water, but SWW records show that none of these customers are signed up to this service.

Interruption services are dependent on whether the respondent has experienced an event. Every customer (100%) that lives in a postcode area that has experienced a recent incident, however, not all will have been affected.

Of the customers saying they are signed up to a service, the proportion of customers reporting using services at least once has decreased for visits during an emergency and writing in an emergency.

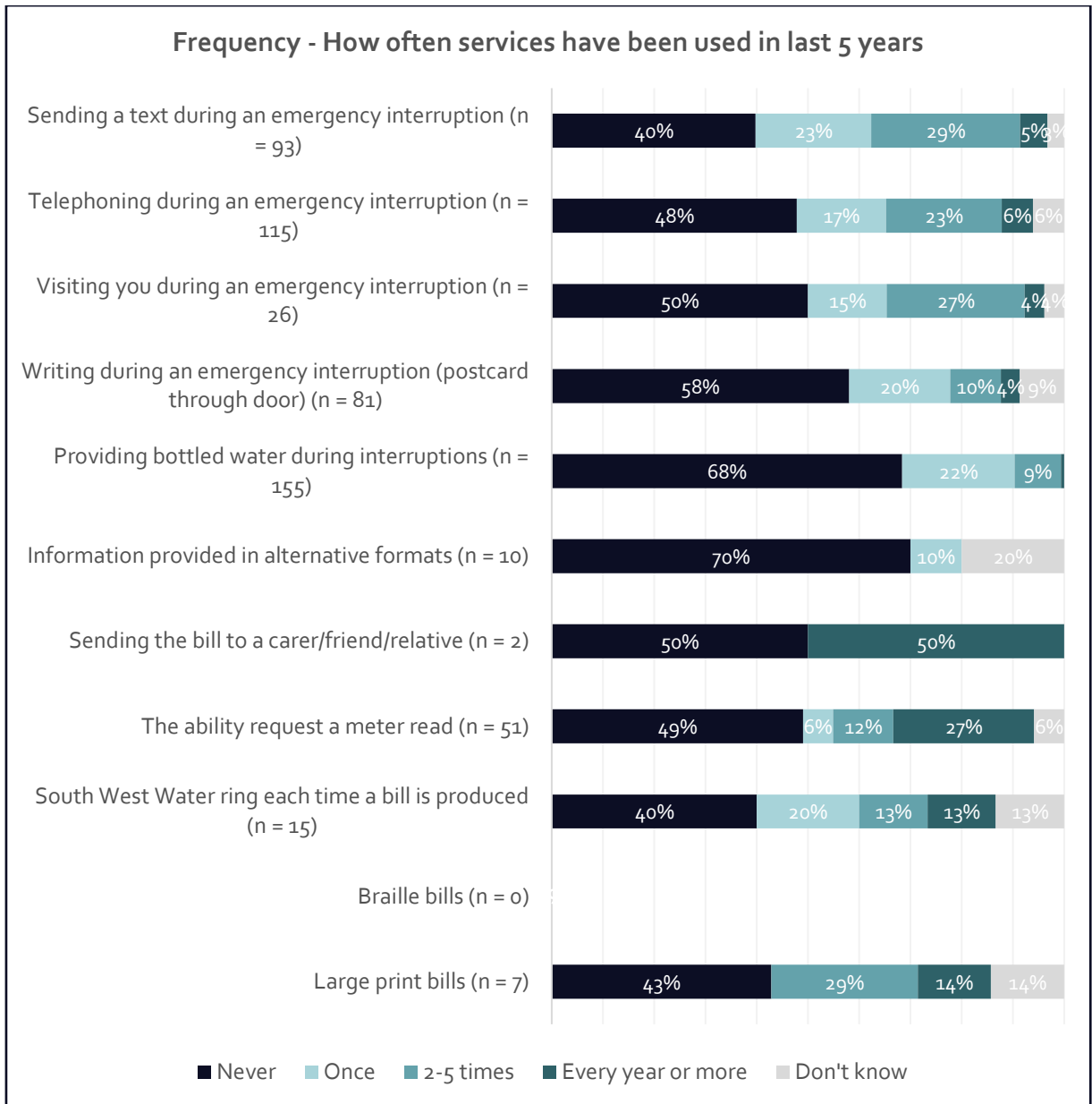


Figure 4-8: Frequency of services used

Sample sizes in parentheses. Questions are answered by customers stating they have signed up to service.

## LAST USE OF SERVICES

The last time the PSR service was used in the last two years varies across both account and communication, and the emergency response services.

At the lower end is 33% (3 people) for information provided in alternative formats. This increases to 59% for writing during an emergency (a postcard through the door).

At the upper end 100% of customers registered and stating they have used the service, report using the services for large print bills in the last two years. This is followed by 88% for requested meter reads and 85% for visiting you during an emergency interruption.

Compared to 2021/22 the proportion of customers reporting using services in the last 12 months decreased for providing bottled water and phone calls and telephoning during an emergency.

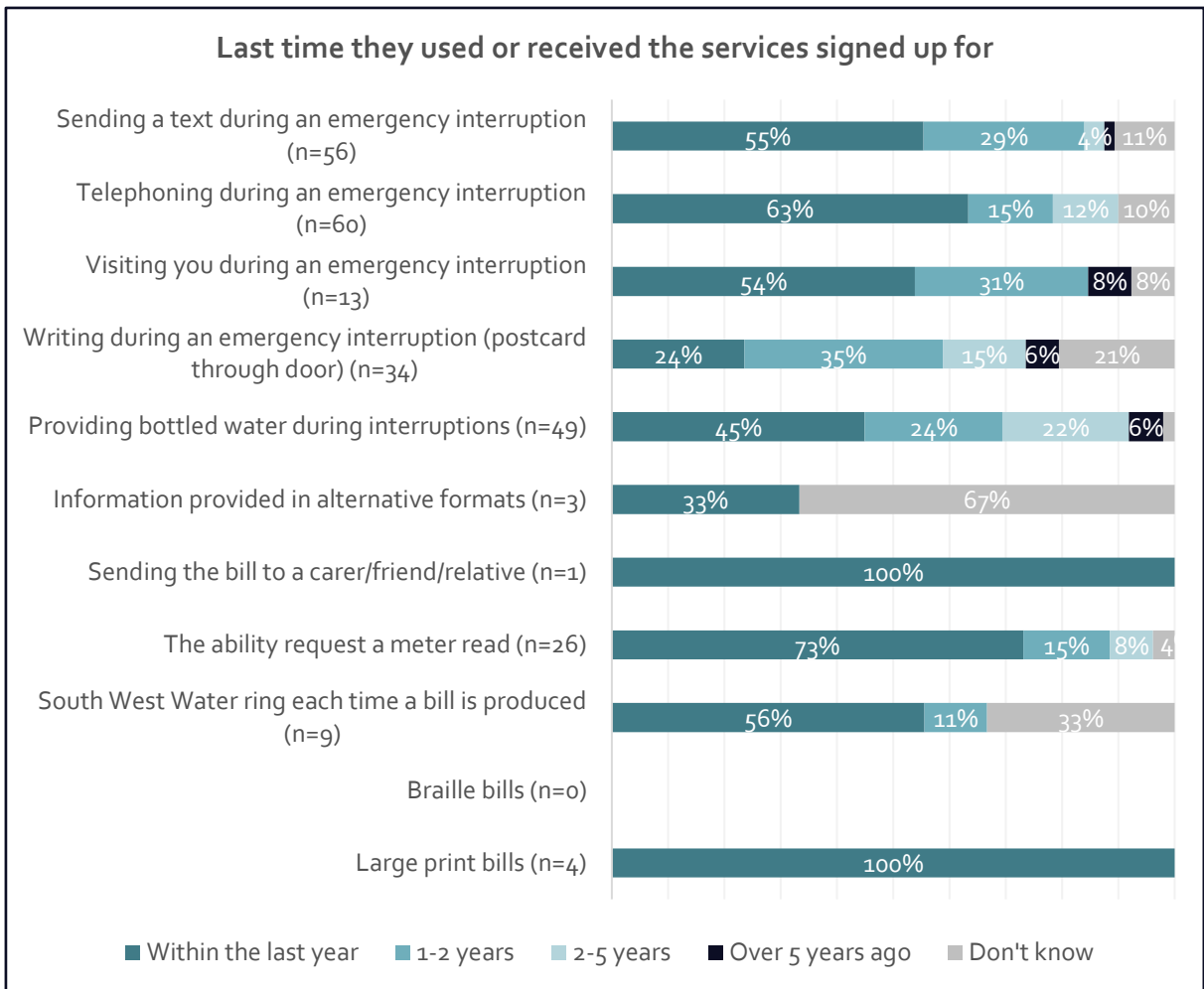


Figure 4-9: Last time services used

Note: Question answered by customers reporting use in the last 5 years or stating don't know when asked about frequency of use. Sample sizes in parenthesis.

## 4.4 Satisfaction with services received

91% of respondents are satisfied, very satisfied or extremely satisfied with the services received. This result exceeds the Performance Commitment target for 2022/23 of 83% and is close to the end of AMP target of 93%.

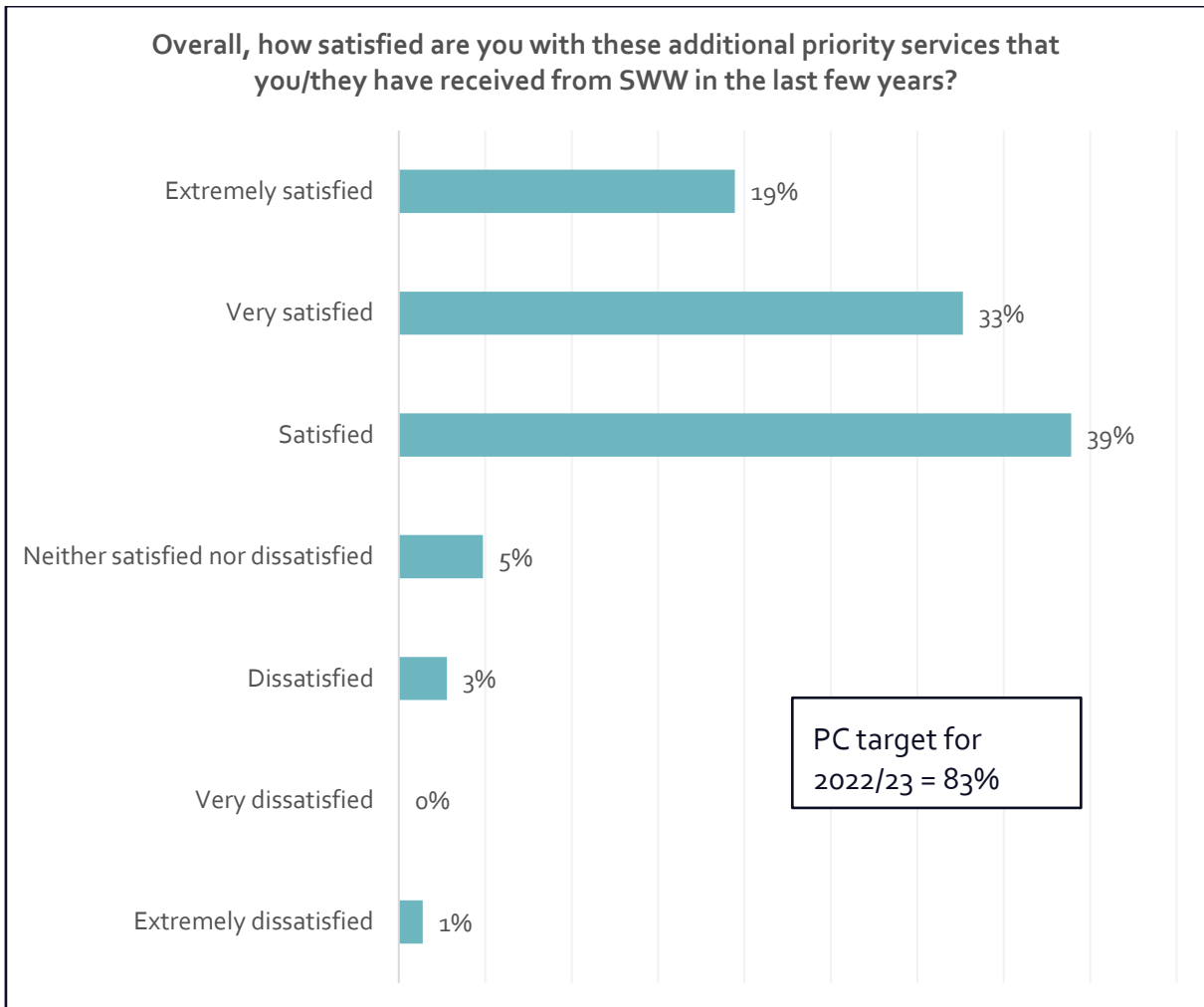


Figure 4-10: Satisfaction with services received

(n=144) Excludes don't know responses

Customers that have received services recently are asked to indicate their satisfaction with the services received, and this includes customers that reported 'don't know' to the frequency of use question but records show they have used the service within the last 2 years. If a respondent stated that they had not used the services, they were not asked this question.

### SATISFACTION WITH SERVICES RECEIVED OVER TIME

Comparing the results over time shows that the 2022/23 Performance Commitment result of 91% is higher than the previous year's results from 2021/22 (83%) and is aligned with the results from 2020/21 (92%).

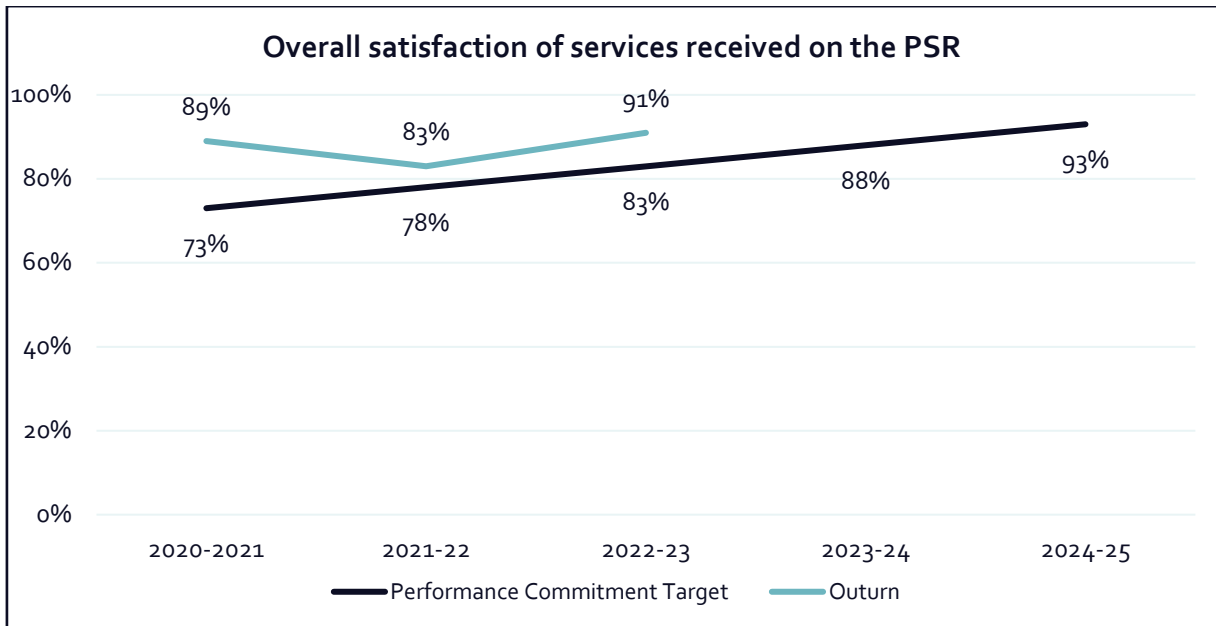


Figure 4-11: Satisfaction with PSR services received over time

### REASONS FOR LEVELS OF SATISFACTION WITH SERVICES RECEIVED

No problems with service & good communication are the main drivers for satisfaction with additional services.

Respondents are most likely to be satisfied when they felt services ran without problems (42%). Being notified or contacted about an interruption (31%) and good communication (21%) were other positive drivers.

Dissatisfaction and neutral responses are driven by insufficient communication during and after the event and failure to receive water during an interruption.

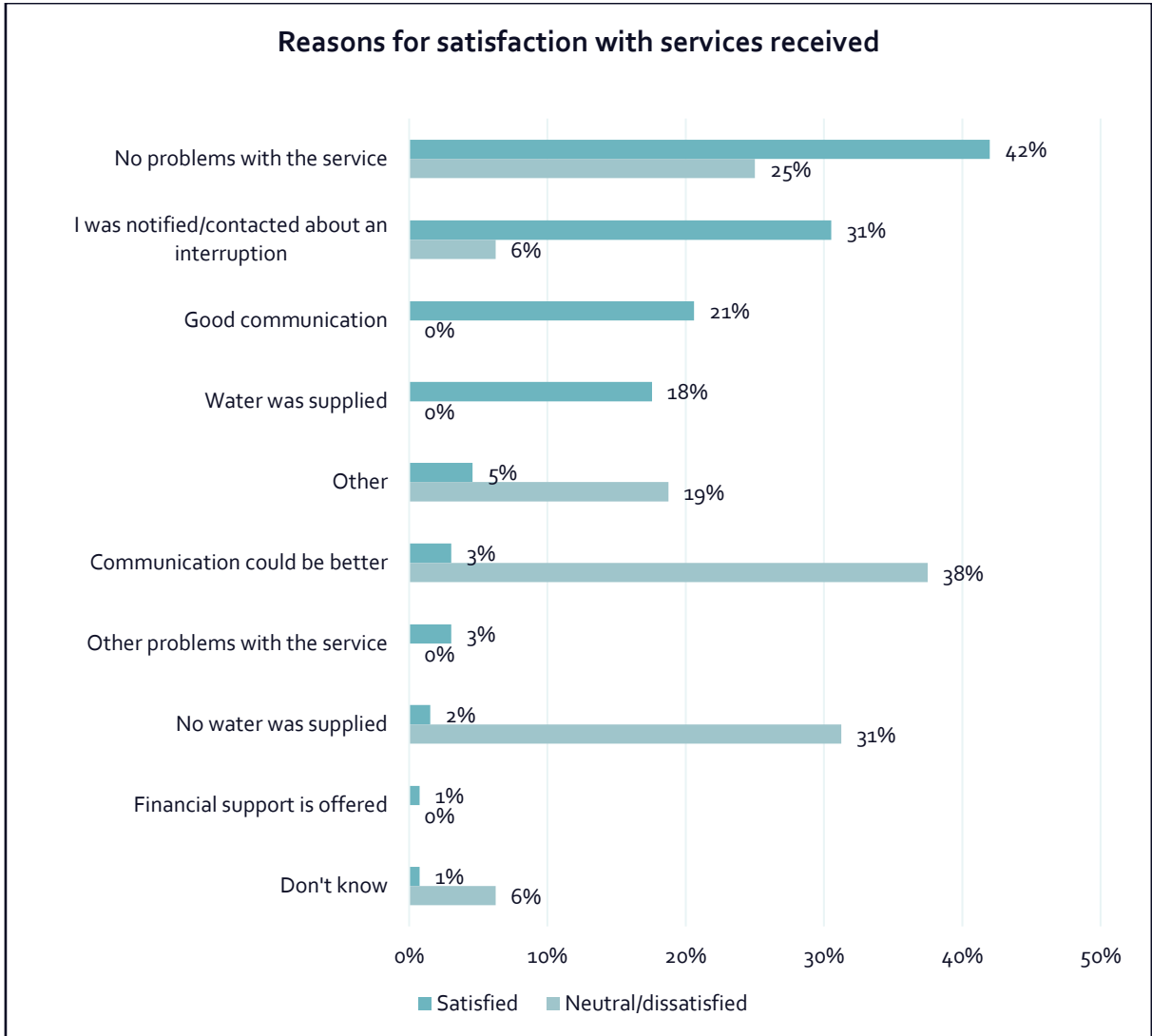


Figure 4-12: Reasons for satisfaction with services received

(n = 16 neutral/dissatisfied and 131 satisfied).

Satisfied customers in their own words:

“

*"It's helpful and helps me to understand my bill so if I have any questions, I can ask them at the time so that's really good."*

SEG DE, Aged 45-59, SWW, Registered for water supply in emergency.

*"Just as I am not able to get down to read the meter myself so that is a big help."*

SEG C1C2, Aged 75+, BW, Registered for telephone call in an emergency and water supply in emergency.

*"They provided for me when there was a leak in the village and brought us bottled water to the village and they sent lots of text messages and left messages on my landline answerphone so it worked well. There were no problems and they made it very clear about what was happening and what was being done so it was all quite well handled."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency.

*"The last time we had an issue we did not receive a phone call, so I had to contact them, but they have usually contacted us in the past. I have just been contacted to check my details are correct, so they keep in contact for that."*

SEG C1C2, Aged 60-74, BW, Registered for telephone call in an emergency and water supply in emergency.

*"It's nice to know that if there is any problems with the water, that someone phones and makes sure you're ok."*

SEG C1C2, Aged 60-74, SWW, Registered for water supply in emergency.

*"It helps with my son's medical condition as I know what is going on if there is an issue with my water."*

SEG DE, Aged 30-44, SWW, Registered for Telephone call in an emergency and water supply in emergency.

*"They always explain in text messages if we are going to be without water."*

SEG DE, Aged 30-44, SWW, Registered for Telephone call in an emergency and water supply in emergency.

*"They came out to discuss my bill with me and were able to put me on a scheme to give financial assistance at the same time."*

SEG C1C2, Aged 60-74, SWW, Registered for telephone & water supply in an emergency.

”



The seven customers who are neither satisfied nor dissatisfied with the PSR services raised a range of reasons. These included not receiving water and insufficient experience. One customer felt the compensation process could have been better communicated.

“

*"I had to contact them first to find out why I had no water and they said that I'd need to go to the shop and buy bottled water and that they'd reimburse me but it's a struggle to do that with 3 children at home."*

SEG C1C2, Aged 30-44, SWW, Registered for water supply in emergency.

*"They put a card through the door to tell me that they would be cutting the water off after there was a leak but they could have supplied me with some bottled water as well because I only had what was in my kettle."*

SEG DE, Aged 75+, SWW, Registered for water supply in emergency.

*"I thought everyone got offered the services."*

SEG C1C2, Aged 60-74, BW, Registered for water supply in emergency.

*"Lack of experience with the services."*

SEG C1C2, Aged 60-74, SWW, Registered for telephone call in an emergency and water supply in emergency.

*"No one let's us know what's happening regarding compensation."*

SEG C1C2, Aged 45-59, SWW, Registered for telephone call in an emergency and water supply in emergency.

”

Dissatisfied customers often express issues with SWW's communication and the services provided. This being either not getting the information they need, having to chase up on water deliveries, water deliveries not being offered or received, or other operational issues.

“

*"They don't respond to me if I email them with queries."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency and written warning in emergency.

*"We need more information."*

SEG C1C2, Aged 60-74, SWW, Registered for water supply in emergency.

*"When there was an issue, nothing was mentioned about bottled water being provided and it would have been useful as the shops had sold out."*

SEG C1C2, Aged 60-74, SWW, Registered for water supply in emergency.

*"They have never gone out of their way to inform me. It is always me that rings them when there is an issue. They have sent gifts and apologies, but I always have to ask them to deliver water even though they know my circumstances. Water has only been delivered to me twice when we have had at least four emergencies."*

SEG DE, Aged 30-44, SWW, Registered for telephone call in an emergency, visit in emergency, water supply in emergency.

*"We were promised bottled water and they didn't deliver to us."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency.

*"My house has had a lot of leaks and they went on for about eighteen months."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in an emergency.

”

## HOW RESPONSES VARY BY CUSTOMER TYPE

In order to understand satisfaction in more detail we have tested how overall satisfaction with the services received varies by customer characteristics and by the service registered for (as reported by the customer).

### *Differences by household characteristics*

Analysis of the responses to the question on satisfaction with services received found no differences in the sample large enough to be statistically significant.

Characteristics tested are constrained to groupings where sub samples are 30 or greater. They are socio-economic group (C1C2, DE), age (<60, 60-74 and 75+), receipt of WaterSure / WaterCare (Yes, No), housing tenure (own with or without a mortgage, rent) and whether the respondent struggles to pay their household bills (agree/disagree). The sample size was insufficient to test region, metered status, and affordability of the bill payable to South West Water.

Opportunities for testing are more limited as the full sample do not answer this question, making sub sample sizes smaller.

### *Differences by service registered as reported by the customer*

Customers are mostly positive about accounts and communication services as shown in Figure 4-13. A minority of customers are dissatisfied. Services with dissatisfied customers are:

- Information in alternative formats
- Large print bills.

The results shown are for satisfaction with additional priority services, for each service received as reported by the customer. Apart from requested meter readings, only small numbers of customers in the sample are registered for other services meaning results are indicative.

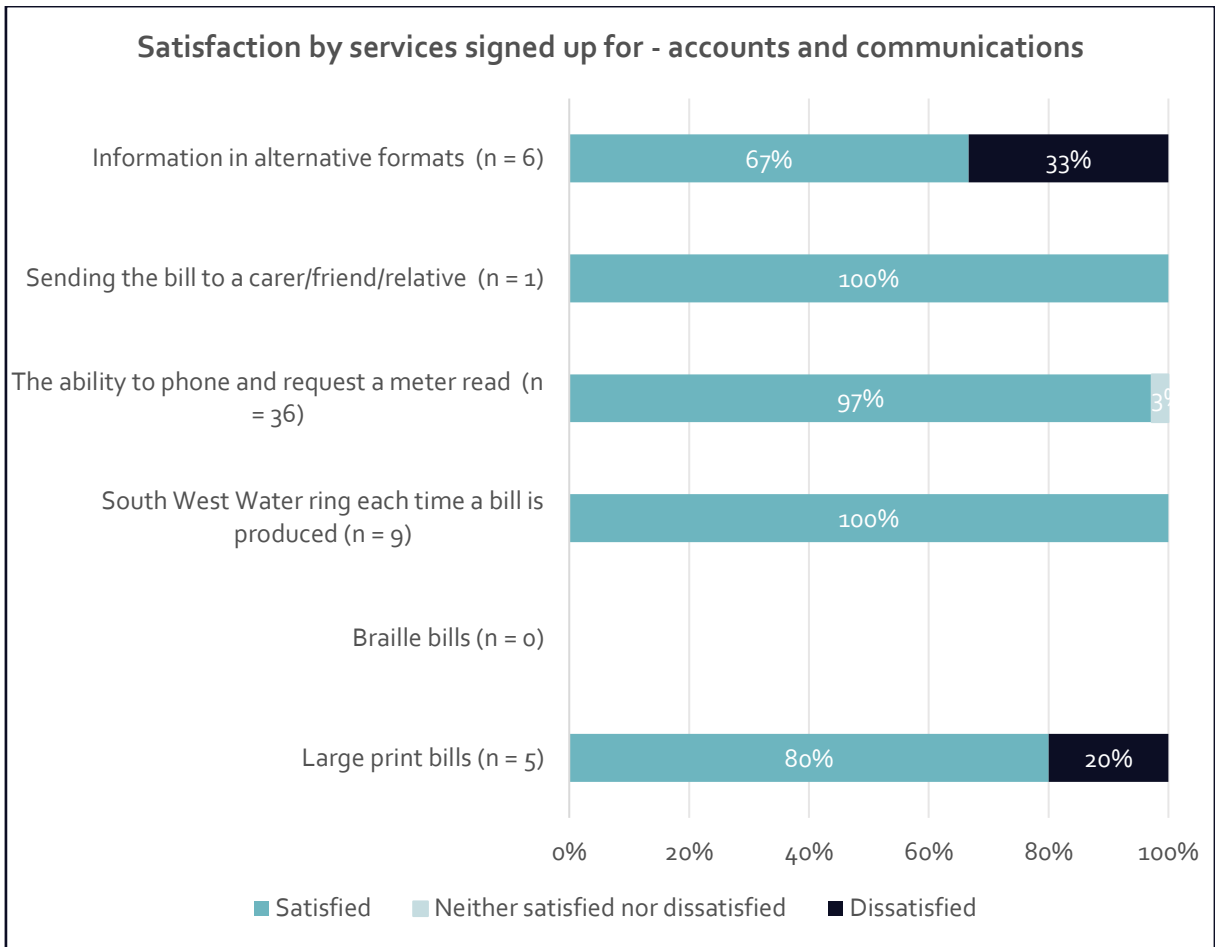


Figure 4-13: Satisfaction with services received – accounts and communications

Sample sizes in parentheses

Satisfaction with help during an emergency is also very high as shown in Figure 4-14.

All services have less than 100% satisfaction, most of have some neutral responses in addition to high levels of satisfaction.

Dissatisfaction is largest for visiting during an emergency interruption (19%), although due to the small sample size for this service the result is indicative. For the other services dissatisfaction ranges between 5% and 8%.

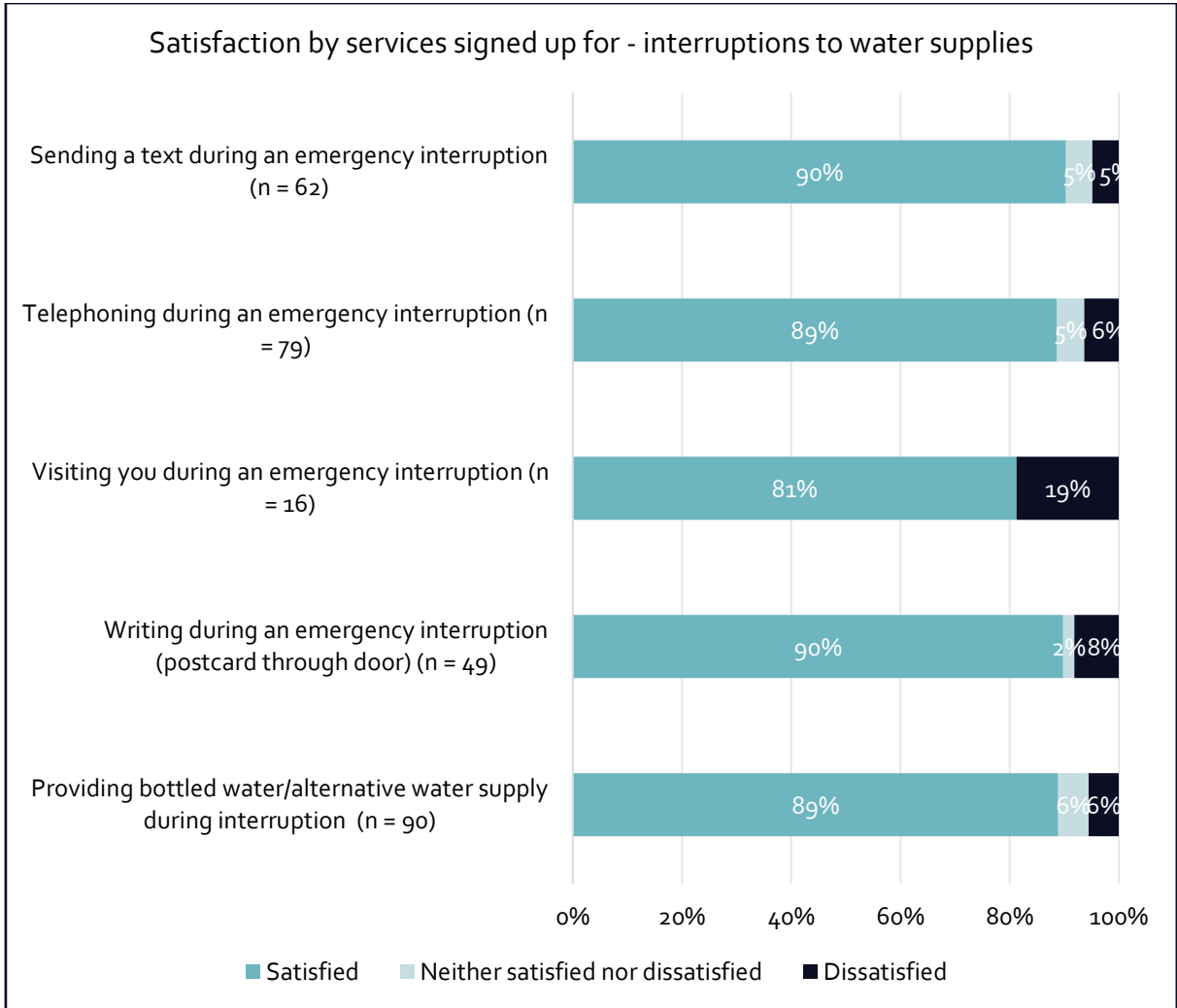


Figure 4-14: Satisfaction with services received – help during an emergency

Sample sizes in parentheses

### 4.5 Satisfaction with the overall process

75% are satisfied with the overall PSR process, and 7% are dissatisfied. Whilst the proportion of respondents that are satisfied is higher than the previous year's results from 2021/22 (68%) the difference is not statistically significant.

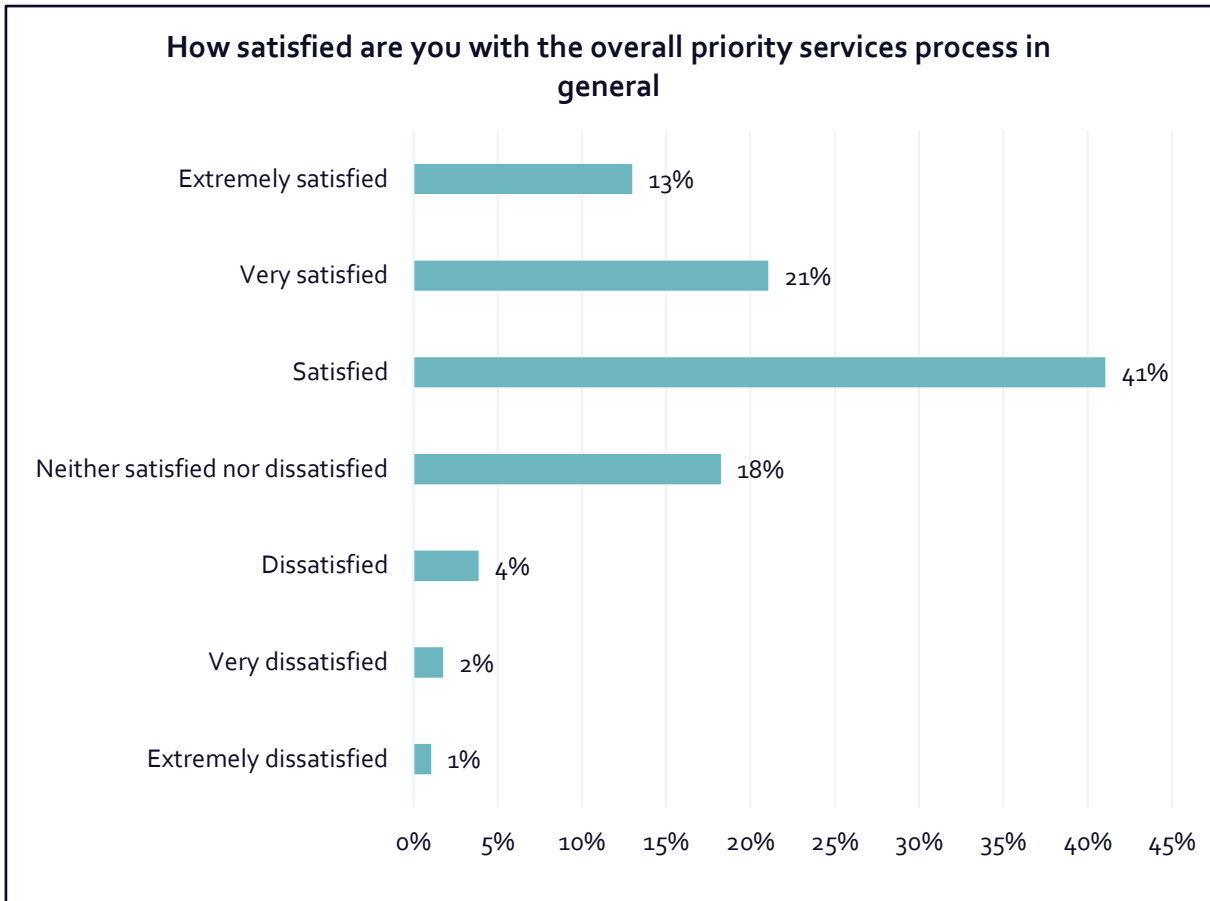


Figure 4-15: Satisfaction with process in general

(n=285) Excludes don't know responses. Question answered by all respondents.

## REASONS FOR LEVELS OF SATISFACTION WITH OVERALL PSR PROCESS

Satisfied customers often feel there are no problems with the service and that communication from South West Water and Bournemouth Water is good. Customers appreciate the contact when their needs are checked, even if they have ideas on how that process could be streamlined. They also feel the service provides piece of mind, even if they have not had the need to call on SWW/BW for extra help.

“

*"They always help when there have been issues in the past."*

SEG C1C2, Aged 60-74, SWW, Registered for telephone call in an emergency and water supply in emergency.

*"Up to now I have had no issues, I am very happy."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency.

*"We've have been informed when other things are happening so I have every confidence that in an emergency they would deal with that just as well and inform us so there's nothing to be improved from what I can see."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency.

*"They send us information periodically and keep in touch to see if we still need to be on the register."*

SEG C1C2, Aged 75+, BW, Registered for Telephone call in an emergency, water supply in emergency, and written warning in emergency.

*"It's great that they have a service like this and that you can have a cap on your monthly bill with it and great that they keep in touch with people to make sure the register is doing what it's supposed to do but the only thing I would say is that when they do the annual check up to make sure you still need to be on the register they always ask you to supply documentation that the child still has the condition and it seems a bit silly that you have to then go to a third party to get that proof when it's a lifelong condition that my son has so it would be easier if they had just a tick box for you to be able to say that nothing has changed."*

SEG DE, Aged 45-59, SWW, Registered for Telephone call in an emergency, o, Water Supply in Emergency and Written Warning in Emergency.

*"It's nice to know that they are aware that I am living on my own."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency.

”

Customers who are neither satisfied nor dissatisfied with the PSR process report they have not had to use the service for the most part. Others feel they want to know more about the other PSR services highlighted by the survey or communication could be better.

These same messages around further information and improved communication were echoed by the small proportion of customers who are dissatisfied with the PSR process overall. A minority of dissatisfied customers complained about not receiving bottled water.

“

*"I have had no problems with the water. I don't know which benefits I have been signed up for."*

SEG AB, Aged 75+, SWW, Registered for water supply in emergency, Neither satisfied nor dissatisfied

*"I think it's the first time anyone has called us, so they could do more to check on people more often because everyone's circumstances change. Maybe send out a letter every 12 to 18 months especially if they have any updates on the service and also to give general information about the service. Not everyone has access to the internet to find out and, for example, the two schemes they do to help with bills that were mentioned at the beginning, I didn't know anything about those."*

SEG C1C2, Aged 60-74, SWW, Registered for water supply in emergency, Neither satisfied nor dissatisfied

*"It's alright but they don't call us and can be hard to get a phone call through."*

SEG C1C2, Aged 75+, SWW, Registered for water supply in emergency, Neither satisfied nor dissatisfied

*"I don't know what it's for because I was told it would help me, but I don't seem to get much help and the water has been off for half a day and I didn't get any bottled water bought to me and it's the same with the electricity and gas, they've not done anything to help either. They could contact me every now and again to see if everything is okay and offer help because people don't know the help they can get unless they're told about it."*

SEG AB, Aged 30-44, SWW, Registered for water supply in emergency, Dissatisfied

*"This is the first time, that anyone has contacted to check on us, and we didn't get any contact when water was shutoff."*

SEG AB, Aged 60-74, SWW, Registered for water supply in emergency, Dissatisfied

”



## HOW RESPONSES VARY BY CUSTOMER TYPE

We tested how overall satisfaction with the overall PSR process varies by customer characteristics to fully understand the nuances in the results.

As all customers answered the question on satisfaction with the service overall, a wider range of characteristics are tested compared to the question on satisfaction with additional services. The characteristics tested are:

- region (SWW/BWW)
- socio-economic group (C1C2, DE)
- age (<60, 60-74 and 75+)
- method of charging (metered/unmetered)
- customers' views on how affordable the bill they pay is
- financial assistance (receipt of WaterSure or WaterCare)
- housing tenure (own, rent)
- whether the respondent struggles to pay their household bills (agree, neither agree nor disagree).

### Differences by household characteristics

Customers who are 60 years or below are less likely to be satisfied with the PSR process (69%) compared to those who are between 60 and 74 years (81%). This relationship is only weakly significant ( $p < 0.1$ ) (Figure 4-17).

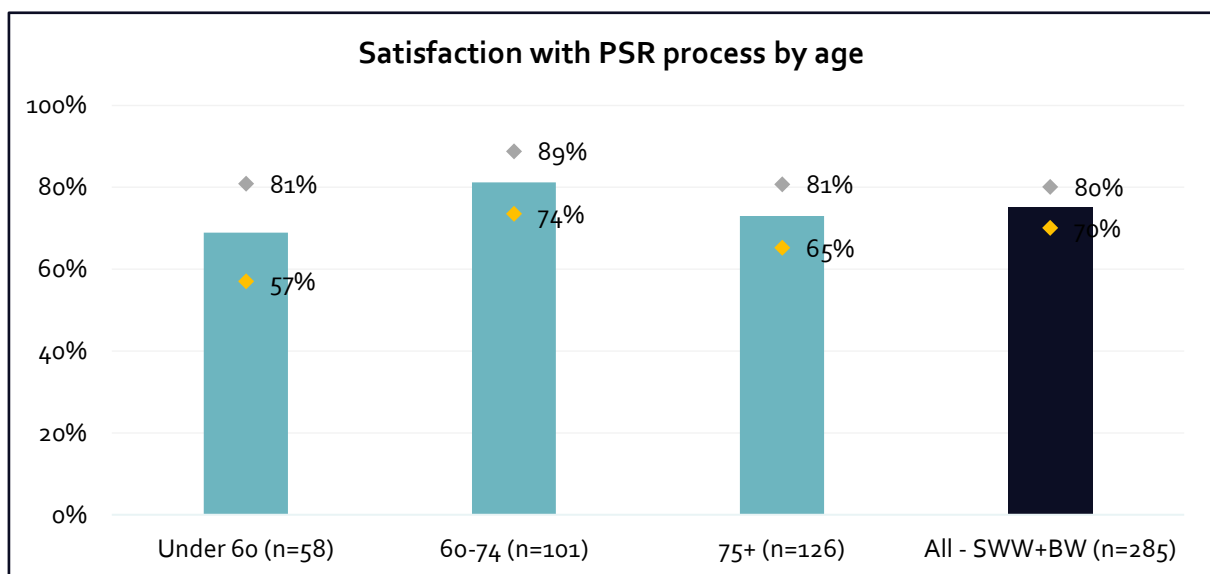


Figure 4-16: Satisfaction with the PSR process by age

Sample sizes in parentheses

Customers who stated the bill they pay to South West Water is affordable are more likely to be satisfied with the PSR process (80%) compared to those who stated it was not affordable (56%). This relationship is strongly significant ( $p < 0.01$ ) (Figure 4-17).

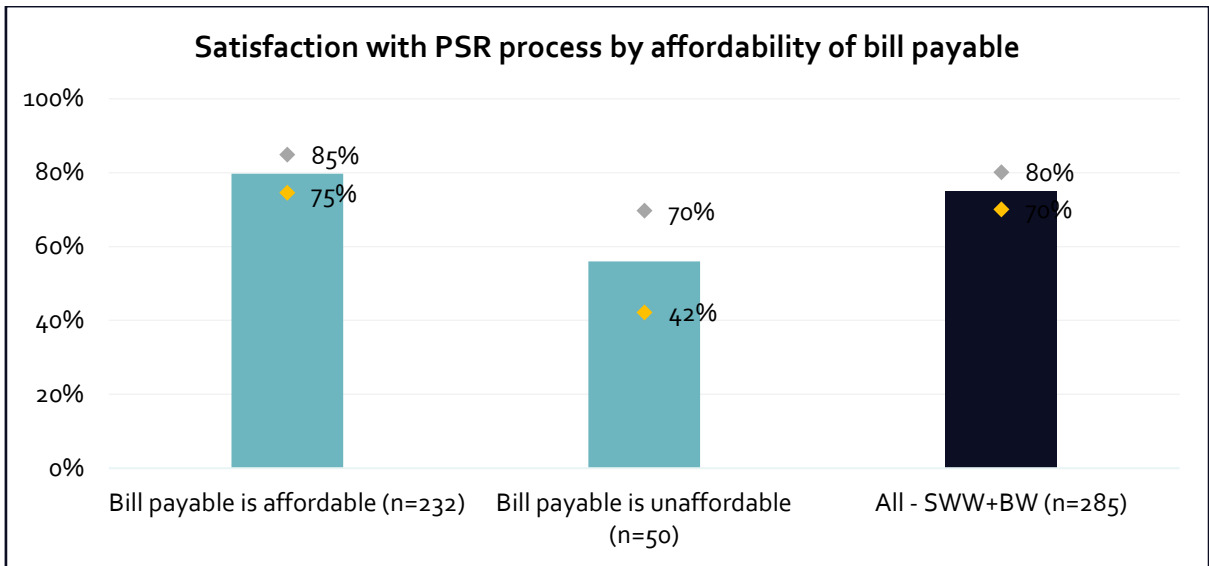


Figure 4-17: Satisfaction with the PSR process by affordability of the bill payable

Sample sizes in parentheses

Customers who are financially supported through the WaterSure or WaterCare tariff are more likely to be satisfied with the PSR process (90%) compared to those who are unsupported (72%). This relationship is strongly significant ( $p < 0.01$ ) (Figure 4-18). It is notable that the finding for those who are unsupported is similar to the whole sample whereas the finding for those that are supported through social tariffs is substantially higher.

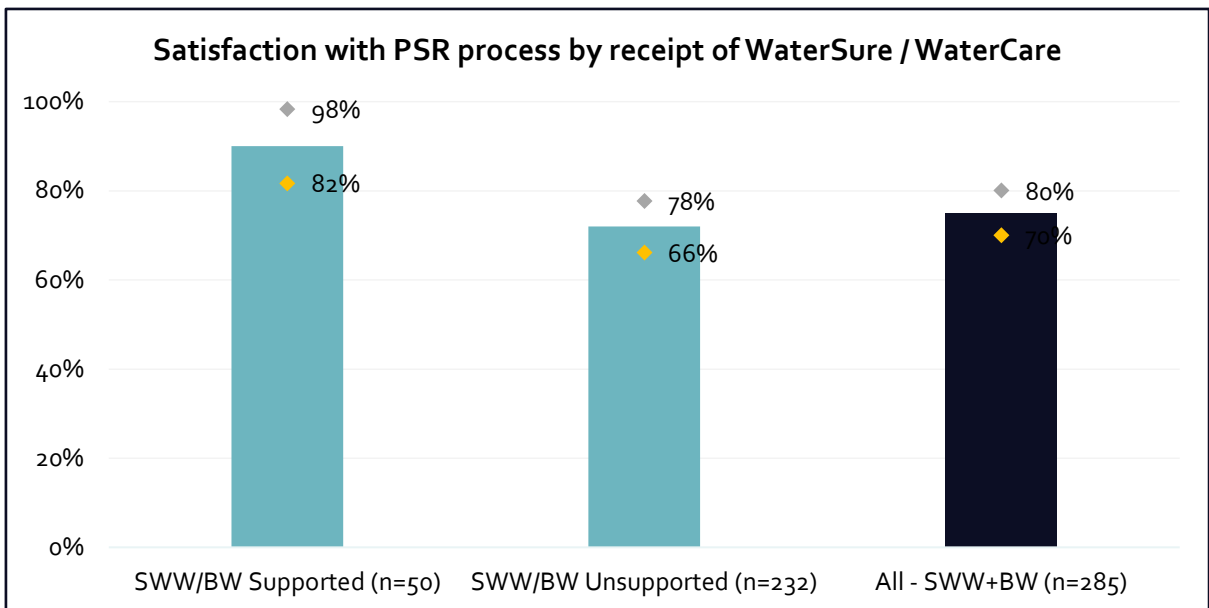


Figure 4-18: Satisfaction with the PSR process by receipt of WaterSure/WaterCare tariff

Sample sizes in parentheses

Customers who do not struggle to pay their household bills are more likely to be satisfied with the PSR process (83%) compared to those who do struggle (69%). This relationship is significant ( $p < 0.05$ ) (Figure 4-19).

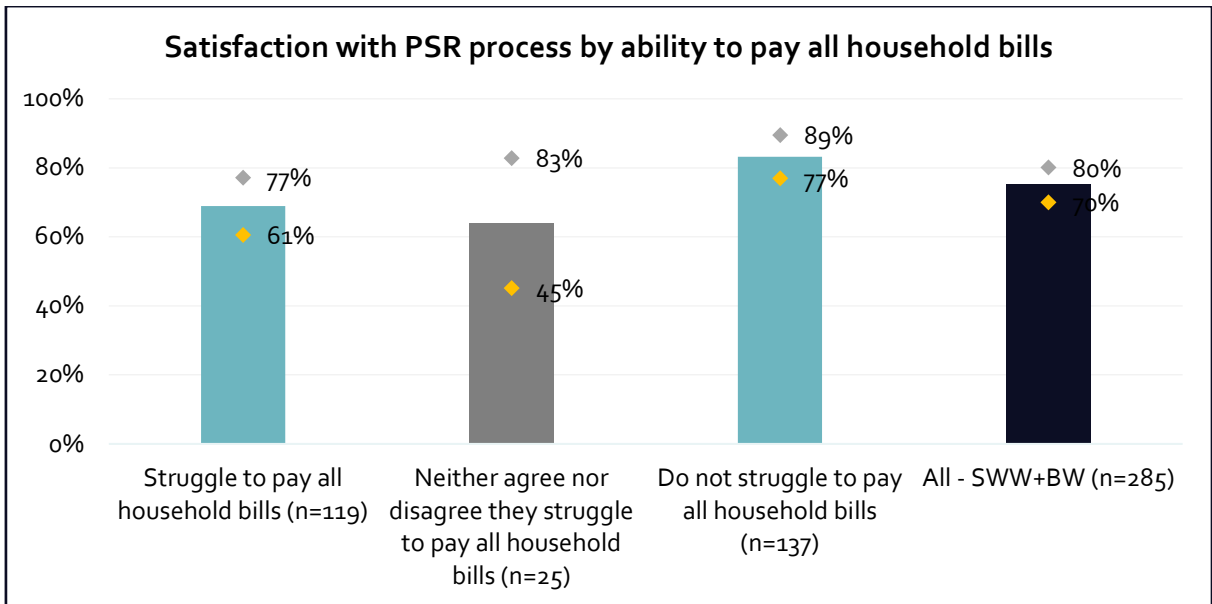


Figure 4-19: Satisfaction with the PSR process by ease of payment of all household bills

Sample sizes in parentheses Neither agree nor disagree sample <30 so should be considered indicative

Customers who do rent their homes are more likely to be satisfied with the PSR process (85%) compared to those who own their own homes (with or without a mortgage) (72%). This relationship is significant ( $p < 0.05$ ) (Figure 4-20).

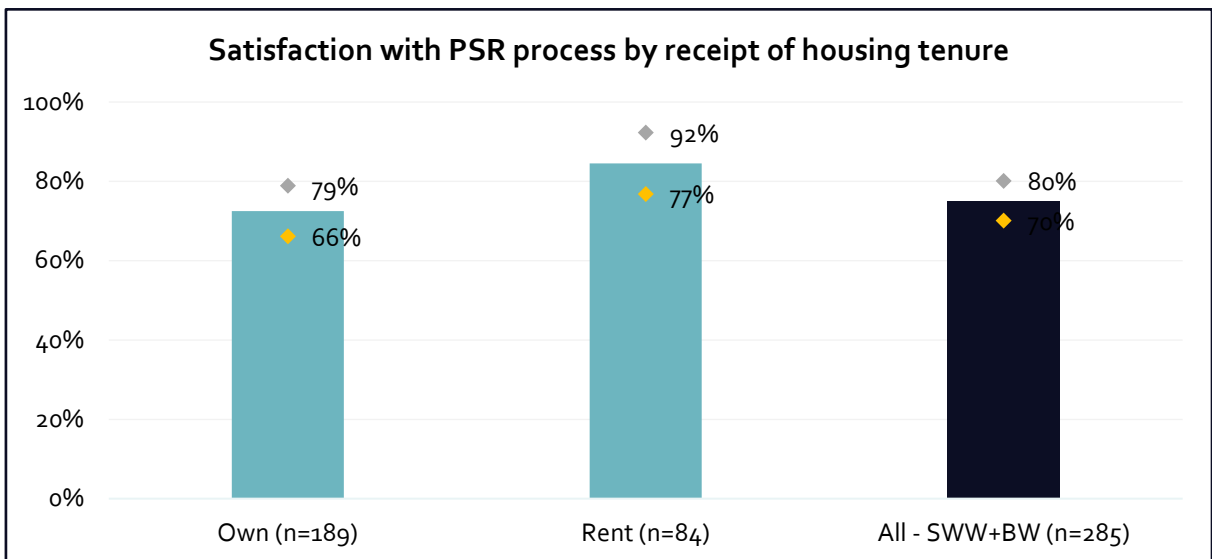


Figure 4-20: Satisfaction with the PSR process by housing tenure

Sample sizes in parentheses

## DIFFERENCES BY SERVICE RECEIVED

Satisfaction with the PSR process (which all customers were asked) is lower than satisfaction with PSR services received (which only customers that recalled they had received services in the last few years were asked).

There was a strong correlation of responses for the question on satisfaction with additional services received and this general question with satisfaction with overall process. 88% of customers who are satisfied with the additional services are also satisfied with the general process.

Those that do not recall having received services in recent years appear less likely to be satisfied with the overall process (65%) than those that do recall receiving services (86%). This supports the view that lack of contact from South West Water affects overall satisfaction levels. This difference is statistically different.

## 4.6 Experience of other PSR

### Enrolment with other PSR

Two thirds of customers indicated they have enrolled for another organisation’s Priority Services, other than South West Water.

Across the whole sample, 62% of PSR customers report being registered with their electricity provider and a quarter with their gas providers (25%); while others said they are registered with other organisations such as their telecoms company (6%) and/or the bank (<1%).

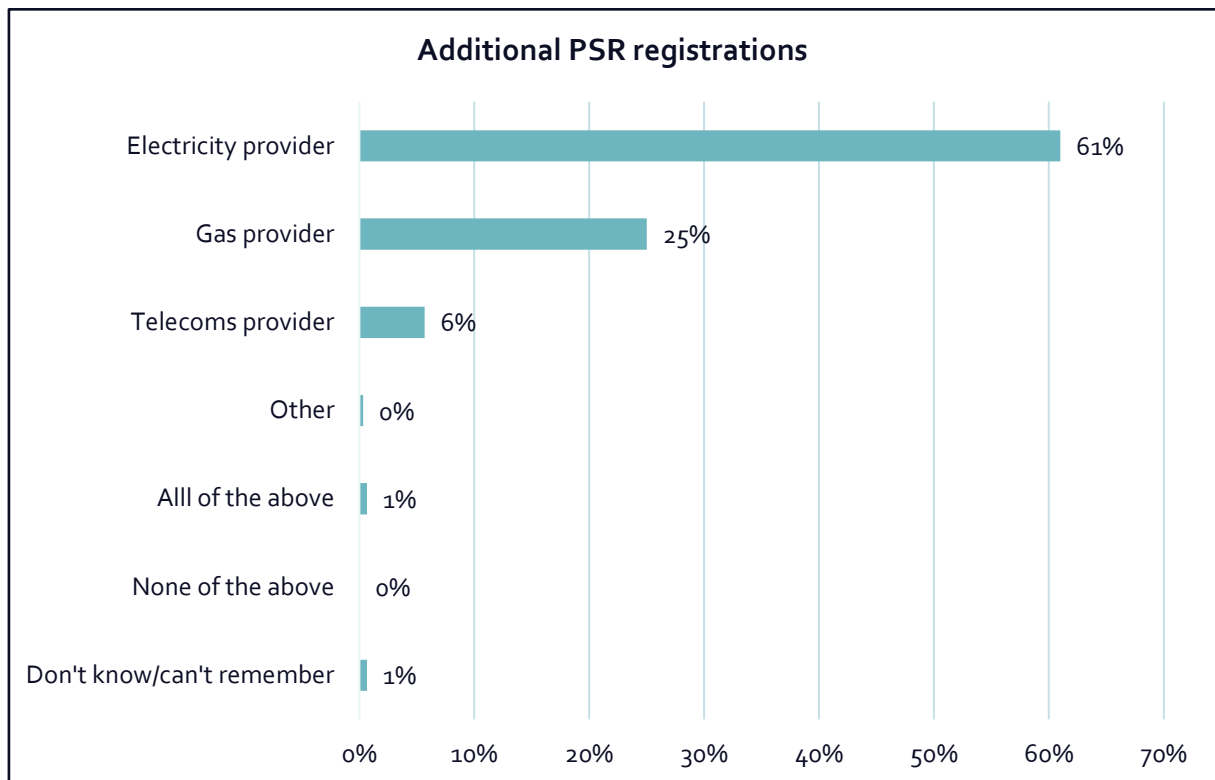


Figure 4-21: Enrolled with other PSR

(n=300)

### Other PSR services received

Overall, 19% of customers indicated they had received and used the services of other PSR providers in recent years. More customers satisfied with SWW’s PSR services this year (91%) than they are with other comparable services (80%).

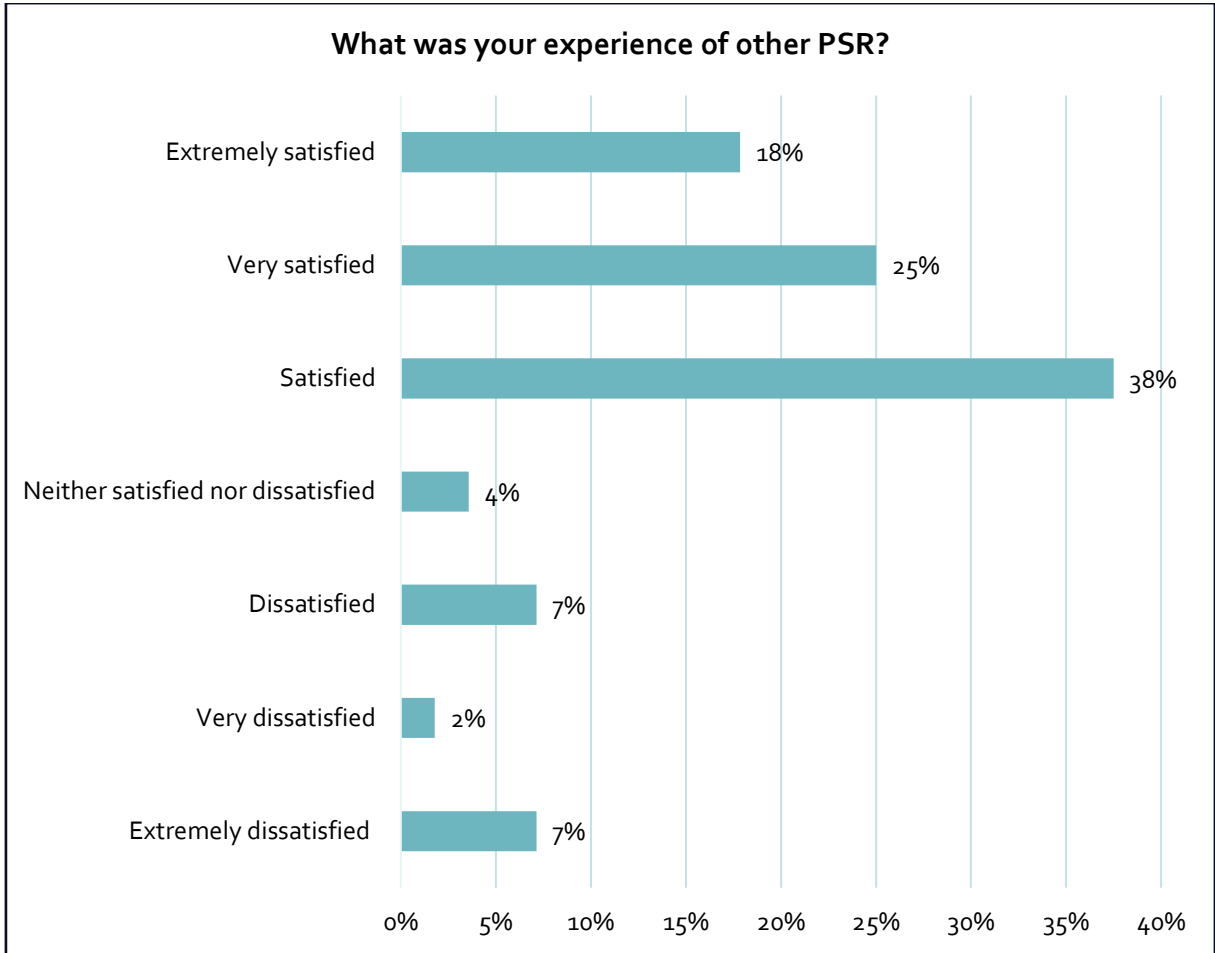


Figure 4-22: Satisfaction with other PSR

(n=56)

Those satisfied with other PSR providers primarily appreciated their regular updates and communication. Additionally, they also appreciated prompt resolution of service issues and the provision of alternative supplies.

“

*"They Informed me straight away and kept me Informed at all times of when the electricity was going to be restored."*

SEG DE, Aged 60-74, SWW, Registered for Water Supply in Emergency

*"When our power went out our electrical company fixed it quickly and kept us updated the whole time."*

SEG C1C2, Aged Under 60, SWW, Registered for Water Supply in Emergency

*"They always seem to answer my questions when I call."*

SEG C1C2, Aged 75+, SWW, Registered for Telephone call in an emergency, Visit in Emergency, Water Supply in Emergency and Written Warning in Emergency

*"They contacted me during an interruption and informed me what was going on, they also provided me with a generator."*

SEG DE, Aged Under 60, SWW, Registered for Water Supply in Emergency

”

Those dissatisfied (16%) with other PSR providers' service pointed to failures with the operational response, and a lack of contact, both more generally and updates during operational issues.

“

*"I have to keep medication refrigerated and I was the only person who hadn't had their electricity turned back on, so I had to get them out here at midnight to sort it out."*

SEG C1C2, Aged 75+, SWW, Registered for Water Supply in Emergency

*"They're not as good as SWW and a bit lapse because sometimes the electricity goes off and there's no contact from them about it at all so really it's them that need to learn from SWW."*

SEG C1C2, Aged 60-74, SWW, Registered for Telephone call in an emergency, and Water Supply in Emergency

*"They never contact me when there is a problem."*

SEG DE, Aged 60-74, BW, Registered for Telephone call in an emergency, Water Supply in Emergency, and Written Warning in Emergency

”

Only 14% said other PSR providers had provided other benefits and useful aids. These are:

- Provision of electric heaters when works were being completed on the gas mains.
- Provision of a generators, including to keep a nebuliser operational.

- Compensation to cover the cost of interruption (electricity and telecoms).

### *Lessons learned for SWW*

6% indicated that they thought further support could be offered to them by SWW. The suggestions made tended to focus on services provided by SWW under the PSR or wider water and sewerage services. A notable suggestion is for further financial assistance for example through access to the Water Sure or Water Care tariffs. This included help with applications and the impacts on affordable bills due to high use of water due to medical reasons. This aligns with the finding that customers on these tariffs are likely to be more satisfied with the overall PSR process.

## 5 Conclusions and future planning

Overall, the survey has been effective in providing detailed information around the views of customers on the PSR, showing that satisfaction with the PSR services and process is high.

91% indicated they are satisfied with the PSR services they received, exceeding the target for 2022/23 of 83%.

Comparing the results over time shows that the 2022/23 Performance Commitment result of 91% is higher than the previous year's results from 2021/22 (83%) and is aligned with the results from 2020/21 (92%).

75% are satisfied with the overall PSR process, and 7% are dissatisfied. Although this finding exceeds the 2021/22 findings (68%), the two are not statistically significantly different.

The survey also indicates further ways that South West Water could help and support these vulnerable customers. Customers on the PSR would benefit from having more contact from South West Water and financial support through social tariffs is important to improve affordability and satisfaction.

Responses continue to indicate that some customers are unaware or confused over what services they are signed up for. This has improved compared to 2021/22. This has been observed in earlier iterations of the survey and may be linked to customers reporting low levels of contact from SWW. Only 21% report having their details checked in the last 2 years and 53% report never having had their details checked. Whilst low, this is higher than the previous year.

South West Water plan to conduct the survey again next year. Looking forward, minor changes to the survey have been identified to the respondent profile questions to align with the updated SWW sampling strategy.

We do not recommend any changes to the survey process. Specifically, we recommend:

- Maintain frequency of surveying – e.g. twice a year. We recommend this, as despite targeting customers that have used services in the last two years, many customers did not recall recent use of services.
- Linked to this, we recommend that surveying should continue to focus on emergency events that have occurred in the last 12 month (but not those that have been subject to post event surveying).

We do not see the need to change the survey sample sizes.

In terms of future years, we continue recommend that no customer should be repeat surveyed for at least the next three years (whether they agreed to participate or not).



## Appendix: Copy of the Survey

### SURVEY START

Survey recruitment – offer online or telephone survey to meet their needs

#### Telephone introduction

South West Water is carrying out a survey to explore the views and needs of their customers who are registered on its Priority Services Register. The Priority Services Register is for customers who may need additional help when the water supply is interrupted or need bill and other information in a different format.

Your responses will help the company to enhance the additional support that priority service customers receive and ensure that we can continue to respond to our customers individual needs now and in the future. The survey will last about 12 minutes.

Include this in the online survey, interviewer only says it if they don't think they are on the SWW register:

*Customers on the Priority Services Register will have either applied directly through South West Water or been registered through another party. For example, customers that sign up to their energy provider's Priority Services are asked if they would like to be signed up for SWW's register at the same time.*

Any answers you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. This means that all the information we collect will be used for research purposes only and it will not be possible to identify any particular individual or address in the results.

### SECTION A - STANDARD FRONT OF SURVEY

QAA – Fieldwork provider to capture data from the SWW database that needs to be considered alongside survey responses.

- Date registered
- Services registered for
- Postcode
- SWW contact method (whether email, phone or both)
- Also capture whether the respondent chose to complete survey online or over the phone.

**QA. Can I check if you are the person on the register, or their spouse, partner or carer?**

- 1 Yes, the person [Continue](#)
- 2 Yes, spouse/partner [Continue](#)
- 3 Yes, the carer [Continue](#)
- 4 No. [Ask to speak to the relevant person – if not available, thank and close](#)

**QB. Can you confirm which water and wastewater services you receive from South West Water**

- 1 Water only
- 2 Wastewater only
- 3 Both
- 4 Unsure, don't know

**QC. Gender (don't ask)**

- 1 Male
- 2 Female

**QD. Please can you indicate your age**

- 1 18-29
- 2 30-44
- 3 45-59
- 4 60-74
- 5 75+

**QE. Not used****QF. Please can you tell us the main income earner's occupation (If main income earner is retired select occupation before retirement).**

- |   |   |    |
|---|---|----|
| 1 | Higher managerial, administrative or professional                             | A  |
| 2 | Intermediate managerial, administrative or professional                       | B  |
| 3 | Supervisory or clerical and junior managerial, administrative or professional | C1 |
| 4 | Skilled manual worker   | C2 |
| 5 | Semi or unskilled manual worker   | D  |
| 6 | Casual worker, dependent on state pension only, or dependant on state welfare | E  |

**Response: Auto code AB, C1C2, DE.**

**QG. Do you have a water meter?**

- 1 No
- 2 Yes
- 3 Don't know

**QH. Not required****QI. Some households can register for a lower bill through schemes South West Water operate called WaterSure and WaterCare. Do you receive assistance under either of these schemes?**

- 1 No
- 2 Yes
- 3 Prefer not to say

**QJ. What is the total amount your household pays per year for both water and sewerage services?**

- |   |                         |                         |
|---|-------------------------|-------------------------|
| 1 | Less than £13 per month | Less than £150 per year |
| 2 | £13 - £16 per month     | £151 - £200 per year    |
| 3 | £17 - £20 per month     | £201 - £250 per year    |
| 4 | £21 - £24 per month     | £251 - £300 per year    |
| 5 | £25 - £28 per month     | £301 - £350 per year    |
| 6 | £29 - £32 per month     | £351 - £400 per year    |

7	£33 - £37 per month	£401 - £450 per year
8	£38 - £41 per month	£451 - £500 per year
9	£42 - £45 per month	£501 - £550 per year
10	£46 - £50 per month	£551 - £600 per year
11	£51 - £54 per month	£601 - £650 per year
12	£55 - £58 per month	£651 - £700 per year
13	£59 - £63 per month	£701 - £750 per year
14	£64 - £67 per month	£751 - £800 per year
15	£68 - £71 per month	£801 - £850 per year
16	£72 - £75 per month	£851 - £900 per year
17	£76 - £79 per month	£901 - £950 per year
18	£80 - £83 per month	£951 - £1,000 per year
19	More than £83 per month	More than £1,000 per year
20	Don't know	Don't know

**QK. Thinking about how much you pay for your water and sewerage services, how affordable is this for your household?**

**SINGLE CODE**

- 1 Very affordable
- 2 Fairly affordable
- 3 Not very affordable
- 4 Not at all affordable
- 5 Don't know

**QL. To what extent do you agree or disagree with the following statement - *I sometimes struggle to pay all my household bills***

- 1 Strongly agree
- 2 Slightly agree
- 3 Neither agree not disagree
- 4 Slightly disagree
- 5 Strongly disagree
- 6 Don't know

## SECTION B – THE PRIORITY SERVICES REGISTER

### Q1. Roughly how long have you been on the South West Water Priority Services Register?

Please discourage “don’t know” responses – and ask them to indicate the most likely range. This will give a sense of whether they are new to the service or have been receiving services for a number of years.

If they registered through another party, they would have registered at the same time.

- 1 Less than 6 months
- 2 6 to 12 months
- 3 1 to 2 years
- 4 3 to 5 years
- 5 6 to 10 years
- 6 More than 10 years
- 7 Don't know

### Q2. Can you remember how you first became aware of South West Water’s Priority Services Register?

**DO NOT READ OUT** – tick what is said unprompted, but prompt for 2 or 3 reasons.

- 1 From South West Water (e.g. website, leaflets, adverts, social media, customer advisor etc.)
- 2 Signposted from another utility e.g. local energy company
- 3 Friend/relative
- 4 Community event
- 5 Through social housing organisation or other charitable organisation
- 6 GP/Doctor
- 7 Hospital
- 8 Social services
- 9 Other (please specify)
- 10 Don't know/can't remember

### Q3. How did you enrol on the SWW Priority Services Register?

- 1 Over the phone
- 2 Email
- 3 Form on website
- 4 Filled out the form at a community event
- 5 Filled out by South West Water advisor on my behalf
- 6 A friend or relative did it for me
- 7 Another organisation did it for me – please specify the organisation
- 8 Other, please specify

### Q4. Are you/they enrolled for any other organisation’s Priority Services, other than SWW?

- 1 Yes [Go to Q5 then Q6](#)
- 2 No [Go to Q6](#)

**Q5. If yes for Q4. For which of the following are you/they on a Priority Services Register?**

- 1 Your electricity provider
- 2 Your gas provider
- 3 Your telecommunication provider
- 4 Other, please specify...
- 5 All of the above
- 6 None of the above
- 7 Don't know/can't remember

**Q6. What made you decide to enrol for Priority Services?**

Free text response

Note: this can capture either enrolling with SWW directly, or why they enrolled for another PSR

**Q7. When was the last time you were contacted by South West Water to check your details on the register are up to date?**

- 1 Never been contacted to check details
- 2 In the last year
- 3 Over a year ago
- 4 Over 2 years ago
- 5 3 to 5 years
- 6 Over 5 years ago
- 7 Don't know/can't remember

**Q8.**

Not used

**Q9.**

Not used

**Q10. Which of the following best describes your need or reason for signing up on the Priority Services Register?**

- 1 Medically dependent on water such as kidney dialysis, medical conditions that require showers or baths to ease conditions or need water to take medication
- 2 Physical issues, such as limited mobility or have young children that make it difficult to leave the house to collect water supplies from shops or water collection points
- 3 Need information in alternative formats e.g. large format bills/braille bills
- 4 Other, please specify

## SECTION C – EXPERIENCE OF THE SERVICES

**Q11.** There are a range of services that are offered to those on the register. Please can you say which of the services you think you/they are currently signed up to receive.

If they are not sure – capture which they think they are most likely signed up to.

First, thinking about those services that help customers with their account – which do you think you are signed up to?

		Yes – signed up for	No – not signed up for	Don't know
A	Large print bills	1	2	3
B	Braille bills	1	2	3
C	SWW ring each time a bill is produced with information on the amount due	1	2	3
D	The ability to phone and request a meter read up to 4 times a year	1	2	3
E	Sending the bill to a carer/friend/relative	1	2	3

And now, thinking about services that help customers when there is an interruption to water supplies, which do you think you are signed up to?

		Yes – signed up for	No – not signed up for	Don't know
F	Providing bottled water/alternative water supply when there are interruptions to water supplies <i>(e.g. as have medical dependency on water or have physical issues with collecting water)</i>	1	2	3
G	Writing to you at the time of an emergency interruption (postcard through door)	1	2	3
H	Visiting you at the time of an emergency interruption	1	2	3
I	Telephoning you at the time of an emergency interruption	1	2	3
J	Sending a text message/alert at the time of an emergency interruption	1	2	3
K	Information provided by the company to be in alternative formats (such as getting a water meter or charges scheme summary)	1	2	3

**Q12.** Thinking about each of those services that you have said you think you/they are signed up for, how often would you say you/they have used these services in the last 5 years?

Only ask for all of those in Q11 that they said they receive/are signed up for.

		Never	Once	2-5 times	Every year or more	Don't know
A	Large print bills	1	2	3	4	5
B	Braille bills	1	2	3	4	5
C	SWW ring each time a bill is produced with information on the amount due	1	2	3	4	5
D	The ability to phone and request a meter read up to 4 times a year	1	2	3	4	5
E	Sending the bill to a carer/friend/relative	1	2	3	4	5
F	Providing bottled or alternative water supplies when there are interruptions to water supplies	1	2	3	4	5
G	Writing to you at the time of the emergency interruption (postcard through door)	1	2	3	4	5
H	Visiting you at the time of the emergency interruption	1	2	3	4	5
I	Telephoning you at the time of an emergency interruption	1	2	3	4	5
J	Sending a text message/alert at the time of an emergency interruption	1	2	3	4	5
K	Information provided by the company to be in alternative formats (such as getting a water meter or charges scheme summary)	1	2	3	4	5

**Q13.** When do you think was the last time you/they used or received those services signed up to?

Only ask for all of those in **Q12** that they said answer 2, 3, 4 or 5 (i.e. once, 2-5 times, every year or more, or don't know) i.e. exclude this question if answer Never for all in Q12.

If answer **Never** for all in **Q12**, do not get asked this question.

		Within the last year	1-2 years	2-5 years	Over 5 years ago	Don't know
A	Large print bills	1	2	3	4	5
B	Braille bills	1	2	3	4	5
C	SWW ring each time a bill is produced with information on the amount due	1	2	3	4	5
D	The ability to phone and request a meter read up to 4 times a year	1	2	3	4	5
E	Sending the bill to a carer/friend/relative	1	2	3	4	5
F	Providing bottled or alternative water supplies when there are interruptions to water supplies	1	2	3	4	5
G	Writing to you at the time of the emergency interruption (postcard through door)	1	2	3	4	5
H	Visiting you at the time of the emergency interruption	1	2	3	4	5
I	Telephoning you at the time of an emergency interruption	1	2	3	4	5
J	Sending a text message/alert at the time of an emergency interruption	1	2	3	4	5
K	Information provided by the company to be in alternative formats (such as getting a water meter or charges scheme summary)	1	2	3	4	5

**Q14. Answer Q14 if answer Q13.**

**Overall, how satisfied are you with these additional priority services that you/they have received from SWW in the last few years?**

- 1 Extremely satisfied
- 2 Very satisfied
- 3 Satisfied
- 4 Neither satisfied nor dissatisfied
- 5 Dissatisfied
- 6 Very dissatisfied
- 7 Extremely dissatisfied
- 8 Don't know



**Q15. Why is that?**

Free text response

Note: Probe for reasons why they are satisfied / dissatisfied and ask what SWW can do to improve the service.

Capture as much detail as possible if they say they are dissatisfied – i.e. ensure that each of the services in Q11 they answered is discussed.

**Q16. All respondents answer this question.**

**How satisfied are you with the overall priority services process in general – whereby SWW registers customers that need additional help or services, and then carries out ongoing checks directly with customers to ensure customer details are correct and through surveys like this to understand how to improve services overall?**

- 1 Extremely satisfied
- 2 Very satisfied
- 3 Satisfied
- 4 Neither / Nor
- 5 Dissatisfied
- 6 Very dissatisfied
- 7 Extremely dissatisfied
- 8 Don't know

**Q17. Why is that?**

Free text response. Probe what they can do to improve the process e.g. communications, further checks, etc.

**SECTION D – OTHER PRIORITY SERVICES REGISTERS**

**The next few questions are around your experience of other companies that provide priority services.**

**Q18. Have you/they ever had to make use of the priority services offered by other organisations?**

- 1 Yes
- 2 No [Go TO Q22](#)

**Q19. What was your experience of that?**

- 1 Extremely satisfied
- 2 Very satisfied
- 3 Satisfied
- 4 Neither / Nor
- 5 Dissatisfied
- 6 Very dissatisfied
- 7 Extremely dissatisfied
- 8 Don't know

**Q20. Why is that?**

Free text response – briefly capture. Focus on how this can be used to improve SWW services.

**Q21. Have any organisations that you/they are registered with provided any other benefits / practical help / useful aids?**

- 1 Yes – please specify
- 2 No

**Q22. Are there any additional services you would like SWW to offer?**

- 1 Yes – please specify
- 2 No

**SECTION E - RESPONDENT PROFILE**

The final few questions are about you and your household. This information will help check that we have surveyed a range of customers.

**QMM. Fieldwork provider to add the postcode – if already provided in the dataset. If not ask:**

Please can you provide your full home postcode or the first part of your home postcode? This information will be treated as confidential and will only be used for research purposes.

- 1 RECORD FULL POSTCODE
- 2 RECORD PART POSTCODE
- 3 Prefer not to say

**QM. What is your/their current employment status?**

- 1 Self-employed
- 2 Employed full-time (30+ hrs)
- 3 Employed part-time (up to 30 hrs)
- 4 Student
- 5 Unemployed – seeking work
- 6 Unemployed – other
- 7 Looking after the home/children full-time
- 8 Retired
- 9 Unable to work due to sickness or disability
- 10 Other - RECORD
- 11 Prefer not to say

**QN. At what level did you/they complete your/their education? If still studying, which level best describes the highest level of education obtained until now?**

- 1 O levels / CSEs / GCSEs (any grades)
- 2 A levels / AS level / higher school certificate
- 3 NVQ (Level 1 and 2). Foundation / Intermediate / Advanced GNVQ / HNC / HND
- 4 Other qualifications (e.g. City and Guilds, RSA/OCR, BTEC/Edexcel)
- 5 First degree (e.g. BA, BSc)
- 6 Higher degree (e.g. MA, PhD, PGCE, post graduate certificates and diplomas)
- 7 Professional qualifications (teacher, doctor, dentist, architect, engineer, lawyer, etc.)
- 8 No qualifications
- 9 Prefer not to say

**QO. Do you/they own or rent your/their current residence?**

- 1 Own – with or without a mortgage
- 2 Rent from a private landlord
- 3 Rent from a housing association or council
- 4 Live at home
- 5 Prefer not to say / don't know

**QP. Finally, did you think this survey was (select all that apply):**

**MULTICODE**

- 1 Interesting
- 2 Easy
- 3 Too long
- 4 Difficult to understand
- 5 Educational
- 6 Unrealistic / not credible
- 7 Other - RECORD
- 8 None of these

**QR. If you have any questions about the Priority Services Register and would like someone from South West Water to get in touch - we can pass this onto SWW**

- 1 Yes – [Fieldwork provider to log customer details to provide direct to SWW; capture any info provided.](#)
- 2 No

**That's the end of the survey. Thank you for your time and help, it is very much appreciated.**

[Stress answers and personal information are handled in line with current data protection laws and treated in the strictest of confidence.](#)

**CLOSE**

## Assurance

### Document Assurance

Version	Author	Approval	Review
1.0	Amanda Markwardt, Martin Baker	Sandra Randall	Amanda Markwardt

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