

**THE WATER INDUSTRY
QUALITY OF
TELEPHONE CALL HANDLING
ANNUAL REPORT 2009/2010
March 2010**

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1 **BACKGROUND AND OBJECTIVES**

1.1 **Background**

Since the Water Industry in England and Wales was privatised in 1989, the 21[†] individual water companies have been regulated by the Water Services Regulation Authority (Ofwat). Water UK represents UK water and waste water service suppliers at a national and European level.

In order to allow a consistent and relative comparison between the companies' performances, the Water Services Regulation Authority introduced a number of key measures of customer service. One of these measures, DG9, concerns the level of service received by customers when telephoning their water company. A customer satisfaction survey (Quality of Call Handling) is used to establish performance against this measure.

The Quality of Call Handling research undertaken in 2009/10 was conducted on a quarterly basis. This report represents the annual report of survey findings covering the last four waves of research.

Wave 1

Sampling period: Monday 20th April 2009 to Sunday 26th April 2009 (inclusive)
Interview period: Monday 27th April 2009 to Thursday 30th April 2009 (inclusive)

Wave 2

Sampling period: Monday 20th July 2009 to Sunday 26th July 2009 (inclusive)
Interview period: Monday 27th July 2009 to Thursday 29th July 2009 (inclusive)

Wave 3

Sampling period: Monday 26th October 2009 to Sunday 1st November 2009 (inclusive)
Interview period: Monday 2nd November 2009 to Friday 6th November 2009 (inclusive)

Wave 4

Sampling period[‡]: Monday 1st March 2010 to Sunday 7th March 2010 (inclusive)
Interview period: Monday 8th March 2010 to Friday 12th March 2010 (inclusive)

‡ Scottish Water provided sample from the period: Monday 22nd February 2010 to Sunday 28th February 2010 (inclusive)

Northern Ireland & Scottish Water are included in the DG9 survey for 2009/10

Moreover, there have been changes to the following company names:

Tending Hundred – Veolia Water East

Three Valleys – Veolia Water Central

Folkestone & Dover – Veolia Water South East

† Please note, Mid Kent was included in previous surveys but has now merged with South East Water

1.2 Objectives

The primary objective is to provide a measurement of customer satisfaction in terms of telephone call handling, by water industry companies.

The resultant data is required to be statistically robust based on the sample received from the water companies, to allow comparison both between companies each year, and for each company on a year on year basis.

2 METHOD AND SAMPLE

2.1 Methodology

For each water company taking part, a target was set of 100 telephone interviews with customers who had contacted the water company in the previous week, for each wave of the survey, equating to 400 per water company per year.

However, a slightly different approach was required for Bristol & Wessex, who share call handling for billing, but have separate call handling for operations. In this case, 100 interviews were conducted with customers who had contacted the joint billing call centre, whilst the number of operations interviews varies from wave to wave, depending on the sample provided (see Table 1).

All surveys were administered using our in-house Computer Aided Telephone Interviewing (CATI) unit.

Each individual water company's survey was undertaken by multiple interviewers to prevent any possibility of interviewer bias.

The total number of interviews actually achieved in the April 2009, July 2009, November 2009 and March 2010 surveys was 9,430. This was split by company as shown below in Table 1.

Table 1: Interviews Achieved						
	TARGET (per wave)	Achieved Q1 09/10	Achieved Q2 09/10	Achieved Q3 09/10	Achieved Q4 09/10	Achieved Total
Anglian & Hartlepool	100	101	100	109	100	410
Bournemouth	100	100	100	103	100	403
Bristol Operations	Varies	23	27	16	14	80
Bristol & Wessex Billing	100	100	91	109	100	400
Cambridge	100	100	101	100	100	401
Dee Valley	100	104	100	100	102	406
Essex & Suffolk	100	102	100	108	100	410
Veolia Water S East	100	100	100	101	100	401
Northumbrian	100	100	100	101	100	401
Northern Ireland	100	105	100	103	100	408
Portsmouth	100	100	100	104	101	405
Severn Trent	100	100	100	100	100	400
South East	100	100	106	100	100	406
South Staffs	100	100	101	100	100	401
South West	100	100	100	100	102	402
Southern	100	103	100	100	101	404
Sutton & East Surrey	100	100	100	100	100	400
Veolia Water East	100	101	100	101	102	404
Thames	100	103	101	99 [†]	100	403
Veolia Water Central	100	100	102	101	100	403
United Utilities	100	99 [†]	101	100	102	402
Welsh Water	100	102	100	100	102	404
Wessex Ops	Varies	22	20	18	15	75
Yorkshire	100	100	100	100	100	400
Scottish	100	100	100	101	100	401
Overall	Varies	2365	2350	2374	2341	9430

[†] One of the United Utilities customers interviewed in Wave 1 was an electricity customer not a water customer so has been removed from the sample; an additional interview was obtained to replace this customer in Wave 2.

[‡] After further analysis it became apparent that one of Thames Water's customers interviewed in Wave 3 had had written contact, rather than telephone contact, with the water company and was therefore removed from the result.

2.2 Sample Provision

Individual water companies are advised of the week in which call data will be collected for survey purposes two weeks in advance.

Each company is required to record **all** incoming calls to their call centre for the seven days in question, irrespective of how the call was handled (eg, IVR, automated message, agent etc), which is then supplied to McCallum Layton password protected for data protection purposes.

For supply of sample, each water company was provided with an Excel template containing the following fields:

- **Contact Name** (customer or business name)
- **Business or Domestic** (to indicate if a business or domestic customer)
- **Telephone number** (to include area dialling code and with no spaces)
- **Date of contact** (date call made to the water company, recorded as DD/MM/YY or DD/MM/YYYY)
- **Customer reference number** (to trace any responses back through the system if necessary)
- **Operational and Billing flag** (to indicate the nature of the call)

The provision of the telephone number and date of the call were essential, with the remaining information being highly desirable.

In addition to the sample, each company also completed an Audit sheet which detailed the total number of calls received, number of records excluded from the sample and any factors the company feels may have affected their performance during the sampling period. Table 2 shows the actual number of useable records received from each water company in each wave.

2.3 Sample Management

Upon receipt of the sample, McCallum Layton then applied the following sample management procedures for each water company:

Removal of non-useable records – eg overseas telephone numbers, records with no telephone number/s, visually identifiable incorrect telephone numbers (not enough digits/too many digits etc).

De-duplication – removal of any customer record which appears in the supplied sample more than once and of customers which have been included in any previous waves that year to ensure no customer is approached to participate in the survey more than once per annum.

Table 2 shows the total number of useable records for each individual water company

Table 2: Useable Records Received (After Sample Management)					
Water Company	Q1 09/10	Q2 09/10	Q3 09/10	Q4 09/10	Total
Anglian & Hartlepool	24,849	24,175	19,956	30,631	99,611
Bournemouth	1,872	1,796	1,681	1,958	7,307
Bristol Operations	874	655	632	712	2,873
Bristol & Wessex Billing	10,278	9,777	9,299	15,656	45,010
Cambridge	1,435	1,323	1,221	1,496	5,475
Dee Valley	1,804	1,943	1,965	2,451	8,163
Essex & Suffolk	7,916	7,292	8,610	9,354	33,712
Veolia Water S East	766	812	894	865	3,337
Hartlepool	585	598	622	460	2,265
Northumbrian	9,684	11,345	11,705	14,618	47,352
Northern Ireland	4,151	3,986	4,474	4,151	16,762
Portsmouth	2,670	3,881	3,411	3,800	13,762
Severn Trent	18,243	35,913	48,488	52,922	155,566
South East	5,817	7,269	8,744	13,724	35,554
South Staffs	10,294	7,230	8,390	10,842	36,756
South West	13,788	11,909	13,345	14,882	53,924
Southern	27,797	24,492	19,209	19,926	91,424
Sutton & East Surrey	1,548	2,036	2,484	2,890	8,958
Veolia Water East	809	856	814	760	3,239
Thames	60,244	44,887	46,608	64,160	215,899
Veolia Water Central	13,484	13,149	12,635	12,257	51,525
United Utilities	38,201	26,112	35,563	46,237	146,113
Welsh Water	17,193	16,462	13,081	24,480	71,216
Wessex Ops	1,570	1,367	1,270	1,640	5,847
Yorkshire	23,443	24,110	26,318	31,382	105,253
Scottish	6,404	5,222	7,514	6,386	25,526
Total	305,719	288,597	308,933	388,640	1,291,889

NB The number of useable records listed here is after McCallum Layton's sample management procedures which excludes records with no numbers, numbers with missing digits or too many digits, and also duplicate numbers (ie multiple calls from the same number). It also excludes those who have been interviewed in one of the previous three surveys. The audit sheet figures include duplicate records and therefore are likely to differ from the figures above.

2.4 Quotas

Once sample management had been completed, McCallum Layton then established the proportion of calls received by day and by query type for each individual water company (where such information was provided). This allowed McCallum Layton to ascertain the quotas needed to ensure a representational spread of interviews was achieved.

Whilst the definition of contact type used to set the quotas comes from the sample provided by the water companies, the actual type of contact recorded for each respondent was based on the customer's definition of the nature of the call; hence there is a discrepancy between the quotas set and the breakdown of billing and operational calls actually achieved.

Table 3 shows the sample splits by billing and operations used to set the quotas for each water company

Table 3: Sample Provided By Contact Type								
Water Company	% Billing				% Ops			
	Q1 09/10	Q2 09/10	Q3 09/10	Q4 09/10	Q1 09/10	Q2 09/10	Q3 09/10	Q4 09/10
Anglian & Hartlepool	93	93	92	92	7	7	8	8
Bournemouth	92	92	92	94	8	8	8	6
Bristol Operations	-	-	-	-	100	100	100	100
Bristol & Wessex Billing	100	100	100	100	-	-	-	-
Cambridge	93	91	91	94	7	9	9	6
Dee Valley	94	93	94	95	6	7	6	5
Essex & Suffolk	87	87	88	88	13	13	12	12
Veolia Water S East	99	92	93	92	1	8	7	8
Hartlepool	79	85	88	88	21	15	12	12
Northumbrian	76	77	81	82	24	23	19	18
Northern Ireland	25	25	36	31	75	75	64	69
Portsmouth	26	37	40	44	74	63	60	56
Severn Trent	59	86	87	86	41	14	13	14
South East	87	82	85	84	13	18	15	16
South Staffs	93	93	94	95	7	7	6	5
South West	83	82	85	84	17	18	15	16
Southern	87	84	79	75	13	16	21	25
Sutton & East Surrey	93	93	94	94	7	7	6	6
Veolia Water East	98	92	96	96	2	8	4	4
Thames	89	89	87	92	11	11	13	8
Veolia Water Central	86	86	79	80	14	14	21	20
United Utilities	91	92	92	95	9	8	8	5
Welsh Water	80	83	92	89	20	17	8	11
Wessex Ops	-	-	-	-	100	100	100	100
Yorkshire	27	32	100 [†]	100 [†]	73	68	-	-
Scottish	-	-	-	-	100	100	100	100
Overall	83	80	84	88	17	20	16	12

[†] Yorkshire water changed their sampling method in Q3 and Q4 and couldn't differentiate between billing and operations, so we recorded 100% billing for both quarters.

2.5 Sampling Procedure

McCallum Layton then applied a 1 in n sampling procedure to ensure a random selection of contactors was selected for interviewing.

3 FINDINGS

3.1 Customer Type

Water Company	Q1 09/10		Q2 09/10		Q3 09/10		Q4 09/10		Total	
	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus
Anglian & Hartlepool	98	2	95	5	94	6	94	6	95	5
Bournemouth	95	5	93	7	91	9	98	2	94	6
Bristol	87	13	92	8	94	6	95	5	92	8
Cambridge	96	4	97	3	95	5	100	0	97	3
Dee Valley	98	2	95	5	91	9	100	0	96	4
Essex & Suffolk	98	2	95	5	94	5	98	2	96	3
Veolia Water S East	97	3	100	0	98	2	99	1	99	1
Mid Kent										
Northumbrian	89	11	93	7	93	6	94	3	92	7
Northern Ireland	70	30	70	30	62	38	75	24	69	31
Portsmouth	82	18	96	4	88	11	93	6	90	10
Severn Trent	94	5	94	6	95	4	96	3	94	5
South East	98	2	96	4	95	5	95	5	96	4
South Staffs	99	1	99	1	95	5	95	5	97	3
South West	96	4	95	5	95	5	94	6	95	5
Southern	92	8	96	4	98	2	97	3	96	4
Sutton & East Surrey	97	3	97	3	100	0	99	1	98	2
Veolia Water East	97	3	98	2	97	3	94	6	97	3
Thames	92	8	96	4	91	8	92	8	93	7
Veolia Water Central	95	4	88	12	90	10	95	5	92	8
United Utilities	93	7	93	7	90	9	96	4	93	7
Welsh Water	93	7	95	5	94	5	94	6	94	6
Wessex	89	11	92	8	95	5	96	4	93	7
Yorkshire	95	4	97	3	86	14	93	7	93	7
Scottish	100	0	93	7	73	27	87	11	88	11
Overall	93	7	94	6	91	8	94	5	93	7

Overall 93% of respondents were domestic customers and 7% business customers. For each water company the majority of respondents were domestic customers.

NB Some figures do not total 100% due to respondents refusing to say whether they were domestic or business.

3.2 Reason For Contact – Customer Definition

Table 5: Reason For Contact															
Water Company	Q1 08/09			Q2 08/09			Q3 08/09			Q4 08/09			Total		
	% Bill	% Ops	% Other	% Bill	% Ops	% Other	% Bill	% Ops	% Other	% Bill	% Ops	% Other	% Bill	% Ops	% Other
Anglian & Hartlepool	87	12		84	13	1	91	8		86	14		87	12	
Bournemouth	75	22		90	10		78	18	4	79	19	2	80	17	1
Bristol	76	22	1	74	26		86	14		83	16		80	19	
Cambridge	93	7		87	13		85	12	1	93	7		90	10	
Dee Valley	87	13		85	12	1	89	11		84	16		86	13	
Essex & Suffolk	80	19	1	87	11	1	86	14		85	14		85	14	
Veolia Water S East	77	20		81	17		88	9		85	9		83	14	
Northumbrian	71	28	1	75	22		80	16	1	67	32		73	24	
Northern Ireland	35	63		25	74	1	41	57		31	68	1	33	65	
Portsmouth	64	33	1	67	26	4	69	29	1	61	35	1	65	31	2
Severn Trent	51	47	1	82	17	1	85	11	1	78	20	2	74	24	1
South East	85	13		72	27		87	12	1	90	9		83	16	
South Staffs	80	17		88	11		88	11		90	8	1	87	12	
South West	76	23	1	67	28	3	80	19		78	20	1	75	22	1
Southern	85	13		81	17		89	11		76	23		83	16	
Sutton & East Surrey	88	9	2	91	9		94	6		88	12		91	9	1
Veolia Water East	91	7	1	85	12	1	87	12		92	8		89	10	
Thames	84	15	1	83	15		80	18	2	85	14		83	15	1
Veolia Water Central	73	26		81	18		78	21		82	17		79	20	
United Utilities	78	19	3	78	20	2	84	15	1	85	14		81	17	1
Welsh Water	70	26	1	71	27	2	81	19		70	30		73	26	1
Wessex	74	24	1	78	22		83	17		83	15	1	80	19	
Yorkshire	76	23	1	80	18	1	83	17		70	27	2	77	21	1
Scottish	0	100		0	100		0	100		0	100		0	100	
Overall	73	25	1	74	24	1	80	19	1	75	23	1	76	23	1

Respondents were asked why they had contacted their water company. Overall, 76% of calls were with regards to billing and 23% were operational in nature.

NB Some figures do not total 100%, due to respondents refusing to provide the reason for contact.

3.3 Overall Performance Assessment

Table 6 below shows the annual scores for each water company over the last three years, and the confidence grade accuracy band for each. Four hundred interviews provide a 95% confidence level that the results are +/-0.1 (for means) and +/-5% (for percentages). This falls into the Ofwat confidence grade accuracy band of '2', assuming companies are providing full data sets. As in previous years, in 2009/10 all companies provided adequate data to allow enough interviews to take place to achieve this confidence level¹.

Water Company	Annual satisfaction score 2006-07	Annual satisfaction score 2007-08	Annual satisfaction score 2008-09	Annual satisfaction score 2009-10	Confidence grade accuracy band
Bristol	4.62	4.70	4.79	4.79	2
Wessex	4.59	4.72	4.75	4.79	2
Essex & Suffolk	4.50	4.66	4.65	4.77	2
Dee Valley	4.69	4.81	4.73	4.75	2
Bournemouth	4.52	4.60	4.65	4.75	2
Veolia Water East	4.54	4.73	4.82	4.74	2
Cambridge	4.54	4.75	4.72	4.73	2
South Staffs	4.48	4.58	4.68	4.73	2
Portsmouth	4.59	4.64	4.66	4.73	2
Welsh Water	4.57	4.61	4.65	4.72	2
Veolia Water S East	4.62	4.71	4.67	4.69	2
Yorkshire Water	4.50	4.66	4.68	4.65	2
Veolia Water Central	4.43	4.51	4.64	4.63	2
Northumbrian	4.50	4.64	4.68	4.62	2
Anglian/Hartlepool	4.47	4.59	4.49	4.61	2
N Ireland	n/a	4.23	4.40	4.60	2
Sutton & East Surrey	4.37	4.45	4.55	4.57	2
Severn Trent	4.08	4.39	4.42	4.57	2
South East	4.44	4.40	4.48	4.55	2
South West	4.36	4.53	4.50	4.53	2
Scottish	-	-	4.51*	4.49	2
United Utilities	4.29	4.41	4.32	4.48	2
Southern	4.27	4.31	4.33	4.38	2
Thames	4.32	4.42	4.41	4.35	2

* Score based on only two waves of data

¹ Assuming the water companies are providing the full data set of contacts in the sampling week

3.4 **Key Drivers Of Satisfaction With Call Handling**

In order to assess which individual aspects of a customer call are most important in driving overall satisfaction with the handling of that call, we have conducted some correlation analysis on the data at an overall (national) level.

A correlation measures both the strength and direction of the linear relationship between two variables. The Kendall tau correlation coefficient has been used, as we are interested in the degree of correspondence between two ratings.

Correlation coefficients lie between -1 and 1, with a score of 0 indicating no correlation whatsoever, and a score of 1 or -1 indicating a perfect correlation (either positively or negatively).

Table 7: Correlation Of Individual Service Factors With Overall Satisfaction With The Way In Which The Call Was Handled			
Company Service Indicators	Correlation Coefficient (Ranking of importance) yr 09/10	Correlation Coefficient (Ranking of importance) yr 08/09	Correlation Coefficient (Ranking of importance) yr 07/08
Q16 Satisfaction with company willingness to help	0.701 (1)	0.710 (1)	0.707 (2)
Q17 Satisfaction with the politeness of the person spoken to during the call	0.698 (2)	0.681 (2)	0.711 (1)
Q15 Satisfaction that the person spoken to in the company understood the reason for calling	0.647 (3)	0.633 (3)	0.642 (3)
Q10 Satisfaction with having the call answered by an automated message rather than a person	0.604 (4)	0.580 (4)	0.560 (5)
Q21 Satisfaction with the final resolution of the call	0.568 (5)	0.567 (5)	0.561 (4)
Q14 Satisfaction with the number of people that were spoken to	0.565 (6)	0.561 (6)	0.533 (6)
Q11 Ease of using the automated system (where applicable)	0.468 (7)	0.521 (7)	0.521 (7)
Q8 Satisfaction with the time taken to answer the call	0.395 (8)	0.400 (8)	0.438 (8)

The results of the correlation analysis are consistent with the results from the previous year 08/09. The key drivers, of satisfaction with the way in which the call was handled, are those service attributes with the highest correlations and hence the

greatest importance. These are staff politeness and willingness, followed by staff understanding of the reason for the call.

The time taken to answer the call had the lowest correlation coefficient, although this is still a moderate correlation, which indicates that it is more important for staff to be able to deal with the call efficiently than to answer the phone quickly.

That is not to say that if the speed of water companies answering the call fell significantly, that satisfaction would not be affected; if this did happen it is likely that the correlation of speed of answering the call with overall satisfaction, and hence its relative importance, would increase.

3.5 **Survey Results**

The following charts show results at each of the following levels:

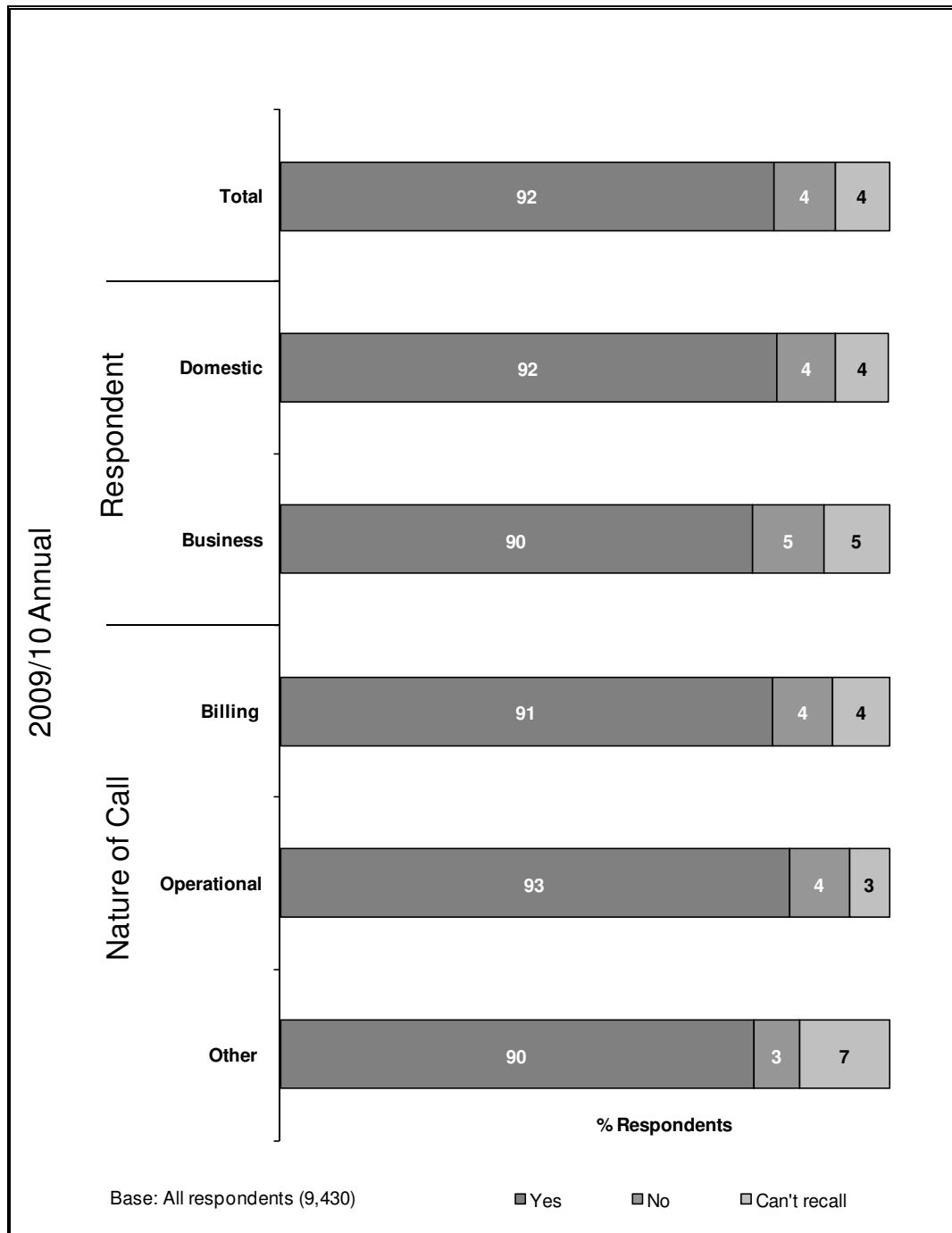
- Industry average for the year
- Water company average for the year
- Water company score per wave

The results are ranked in order from 1st – 24th based upon the annual average score for each water company.

Where the water company average for the year is significantly different (at the 95% level) to that of the industry average, this has been denoted by an asterisk (*) eg on page 13, 96% of Cambridge customers got through to the company on the first attempt, a result which was significantly better than that for the water industry as a whole. While on page 16 only 87% of Southern Water customers got through to the company on their first attempt, this is significantly lower than that for the water industry as a whole.

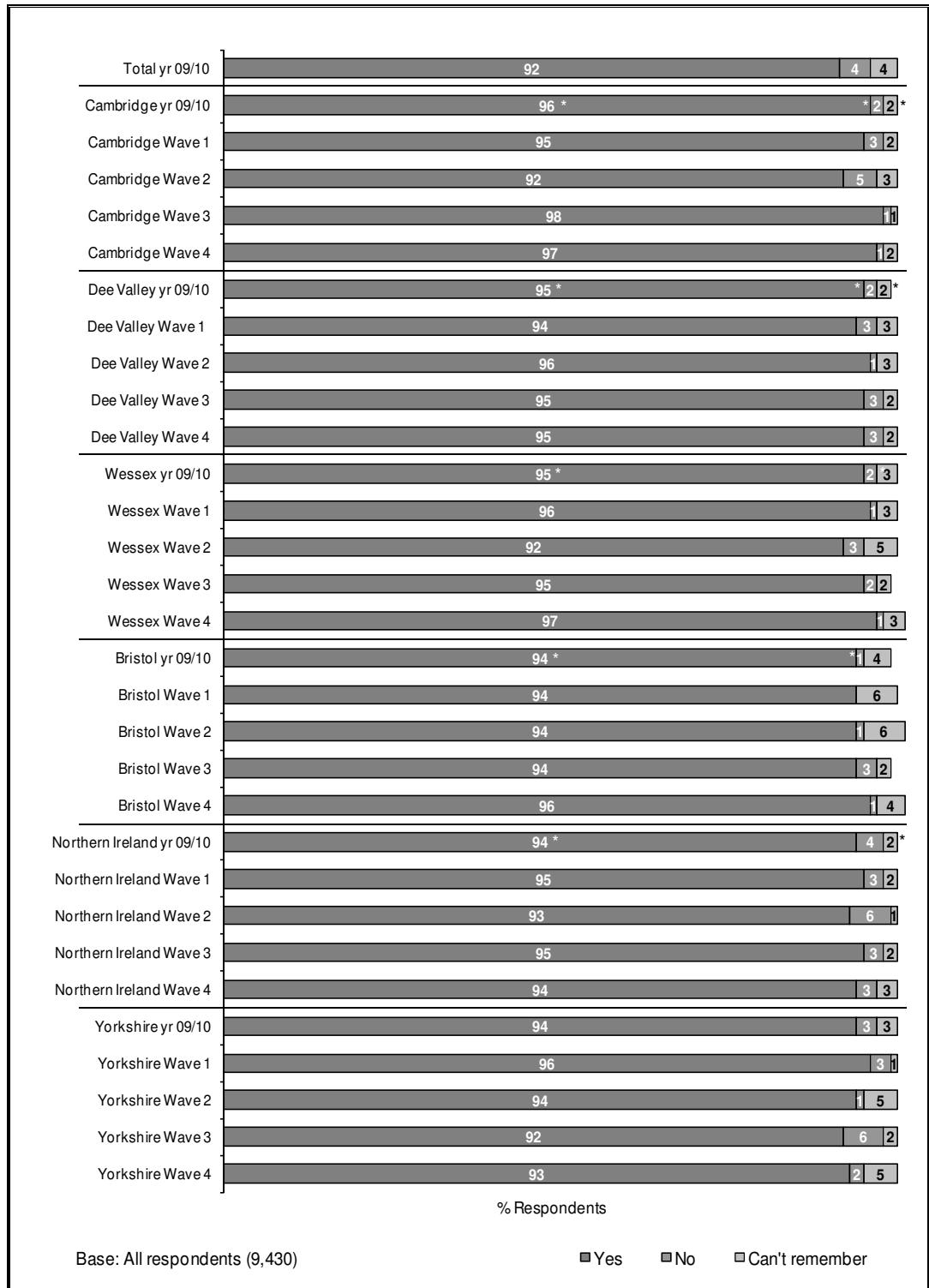
Please note Q6 is excluded from this report as it is based on only a low number of respondents. Q19 is omitted as it is an open ended question. Results for both questions can be found in the quarterly tabulations.

Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?



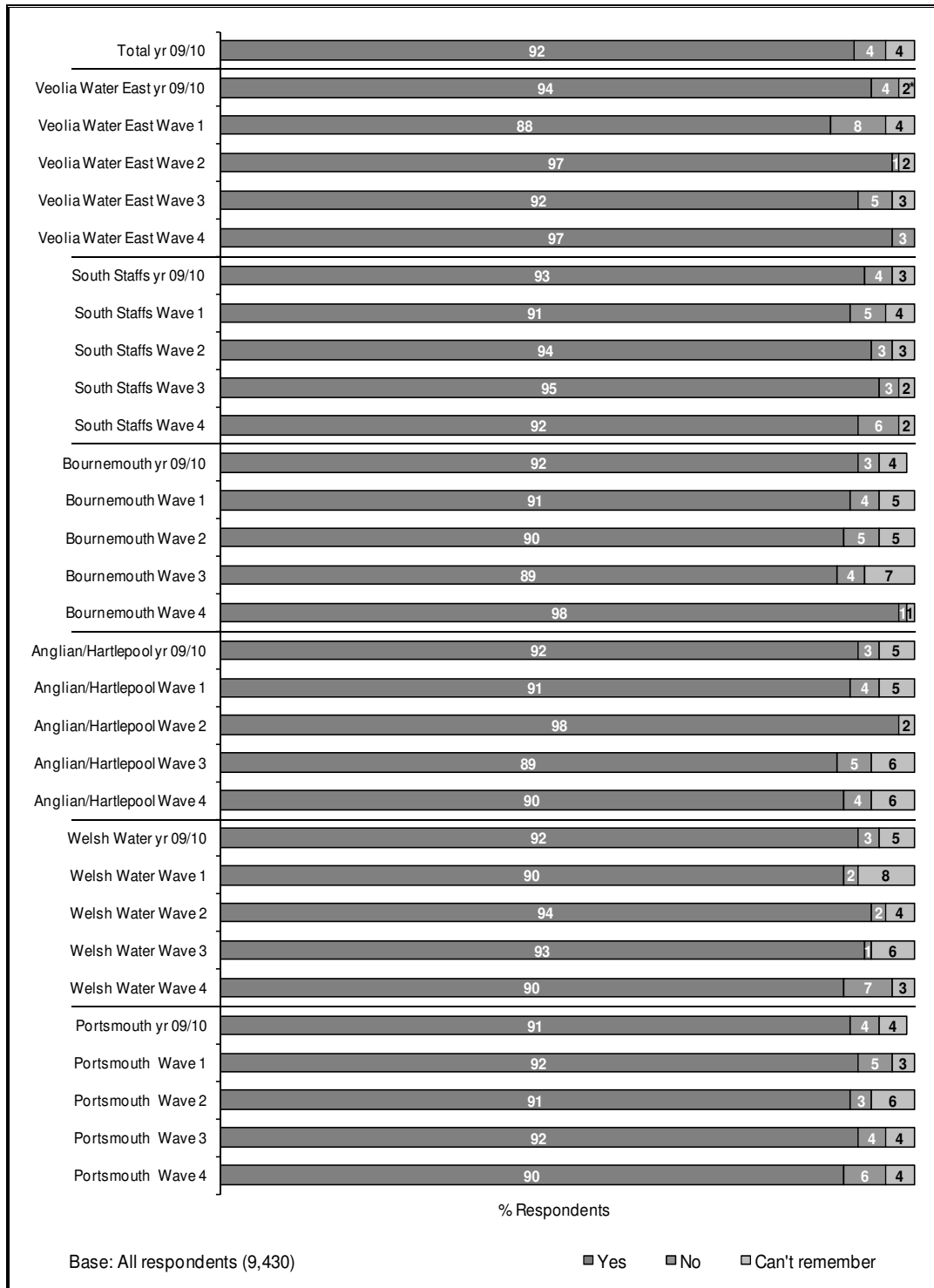
Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?

Companies Ranked 1st – 6th



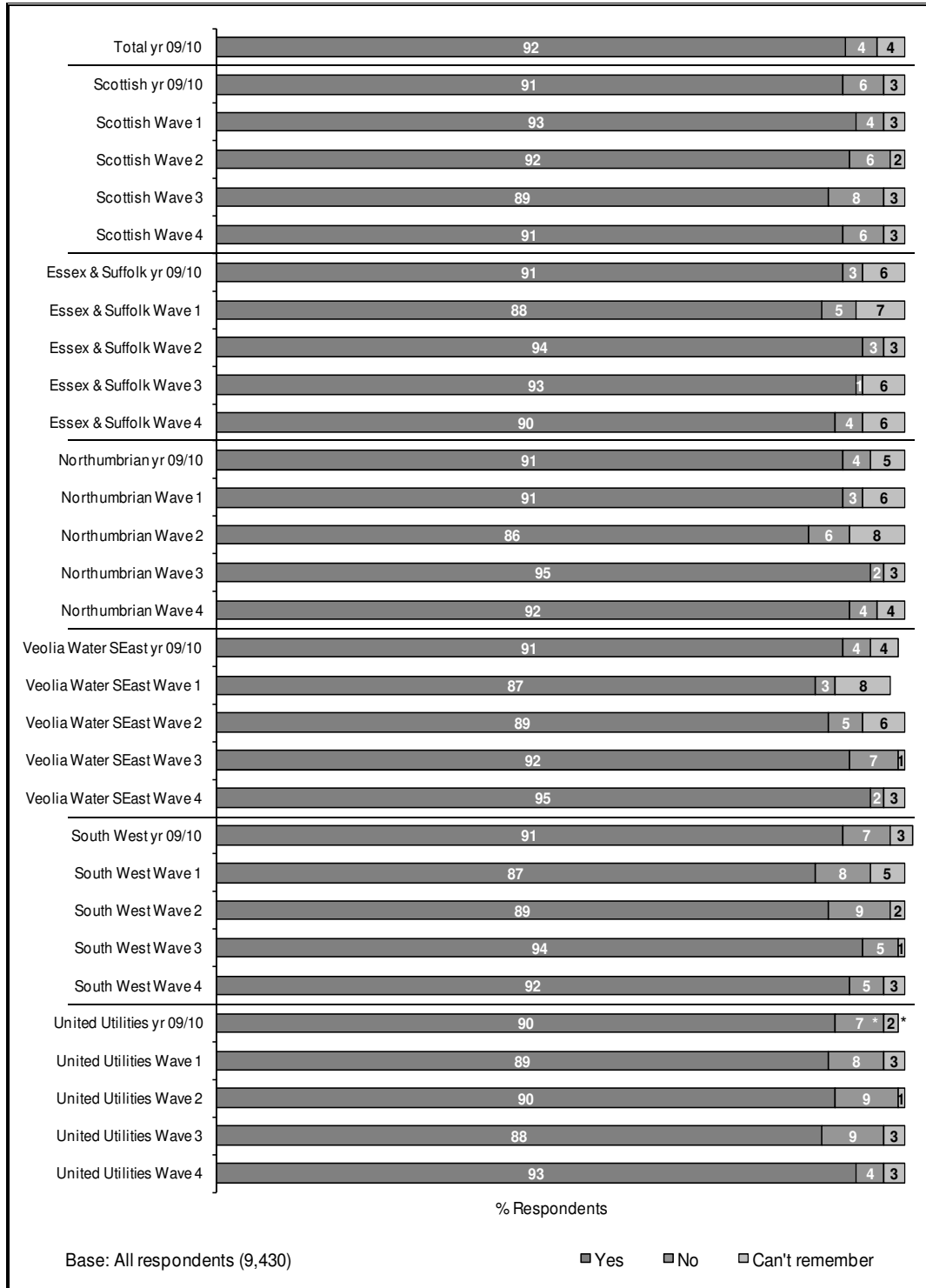
Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?

Companies Ranked 7th – 12th



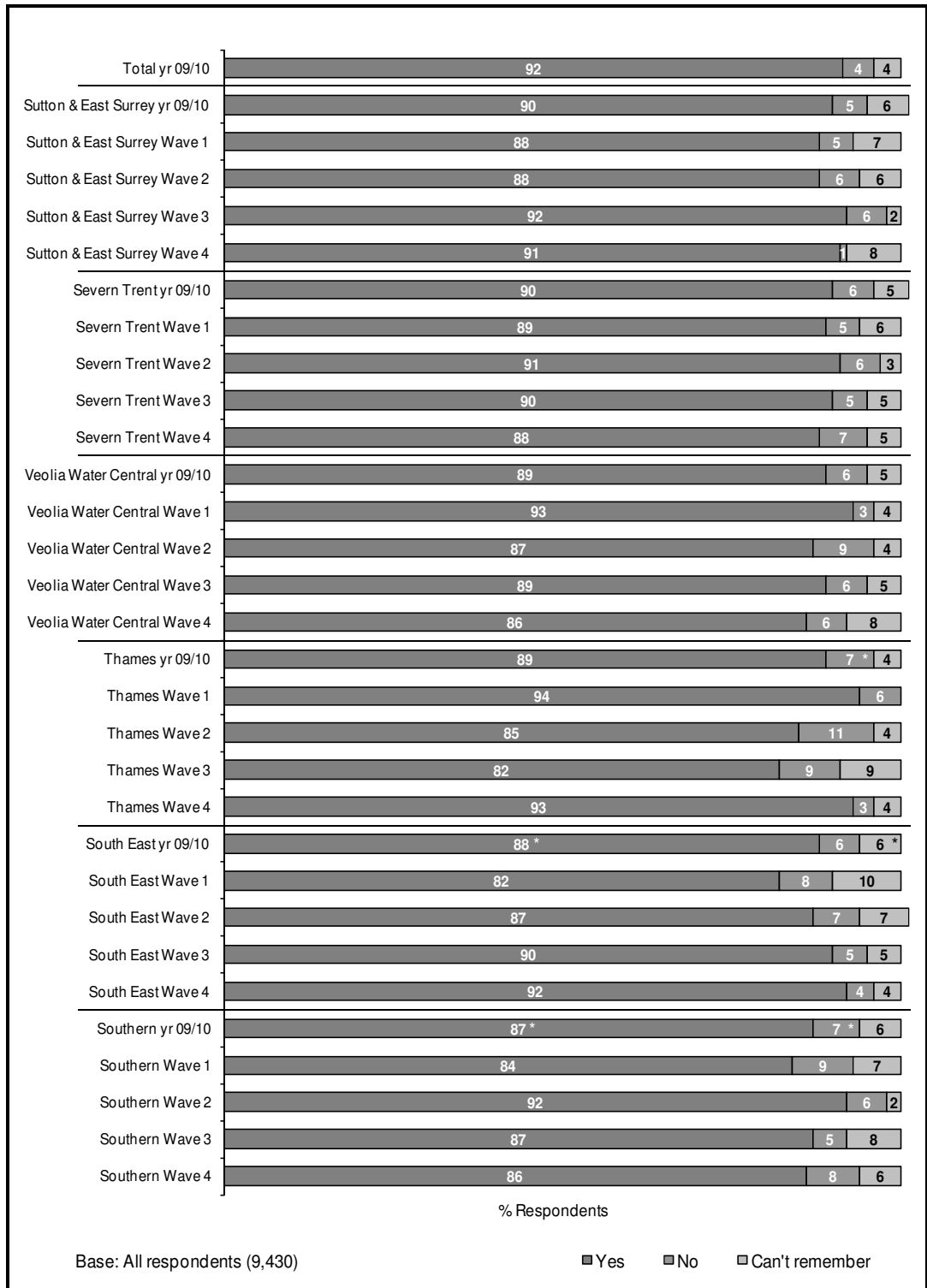
Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?

Companies Ranked 13th – 18th



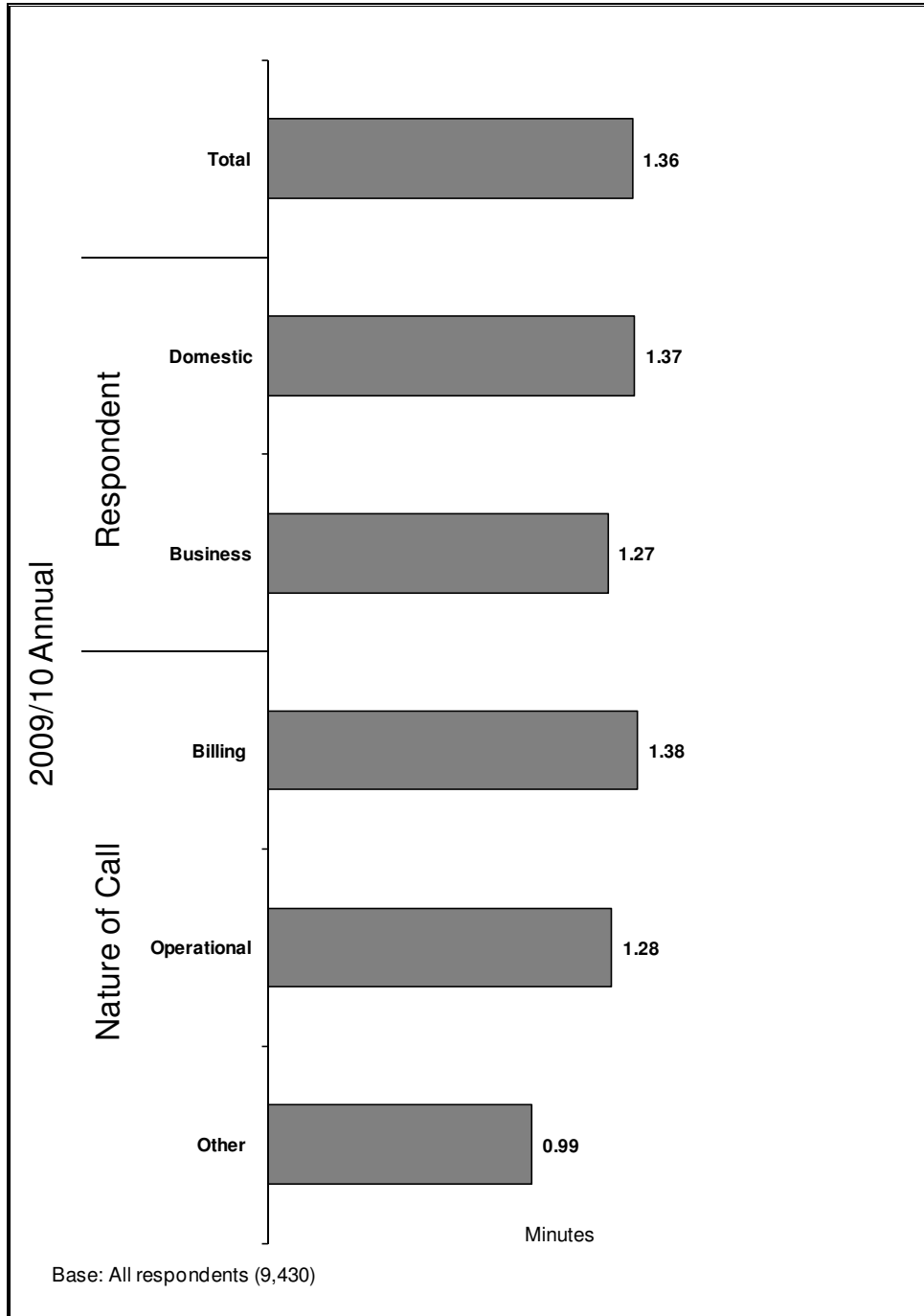
Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?

Companies Ranked 19th – 24th



Q7 On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system?) UNPROMPTED

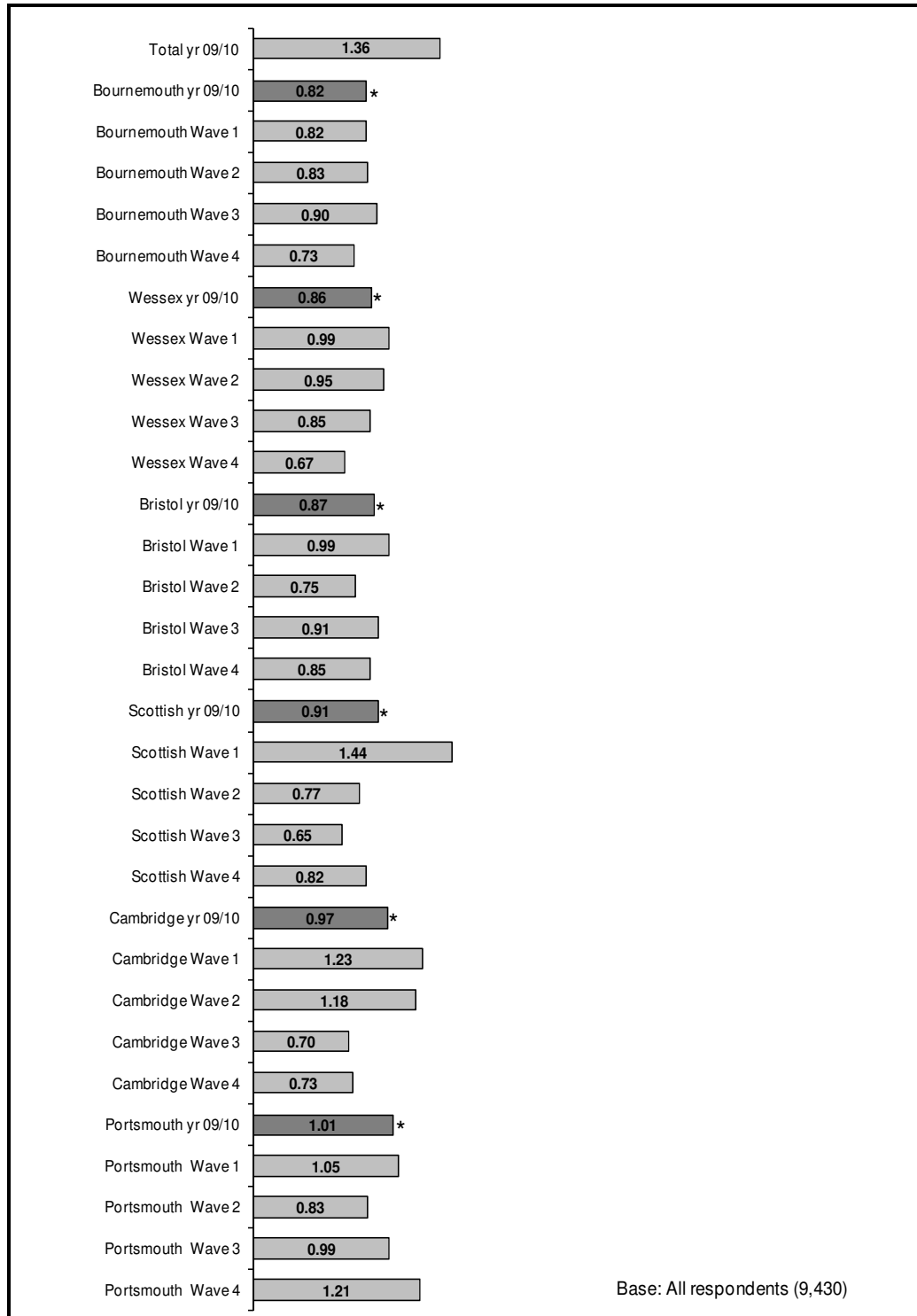
(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).



Q7 On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system?) UNPROMPTED

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).

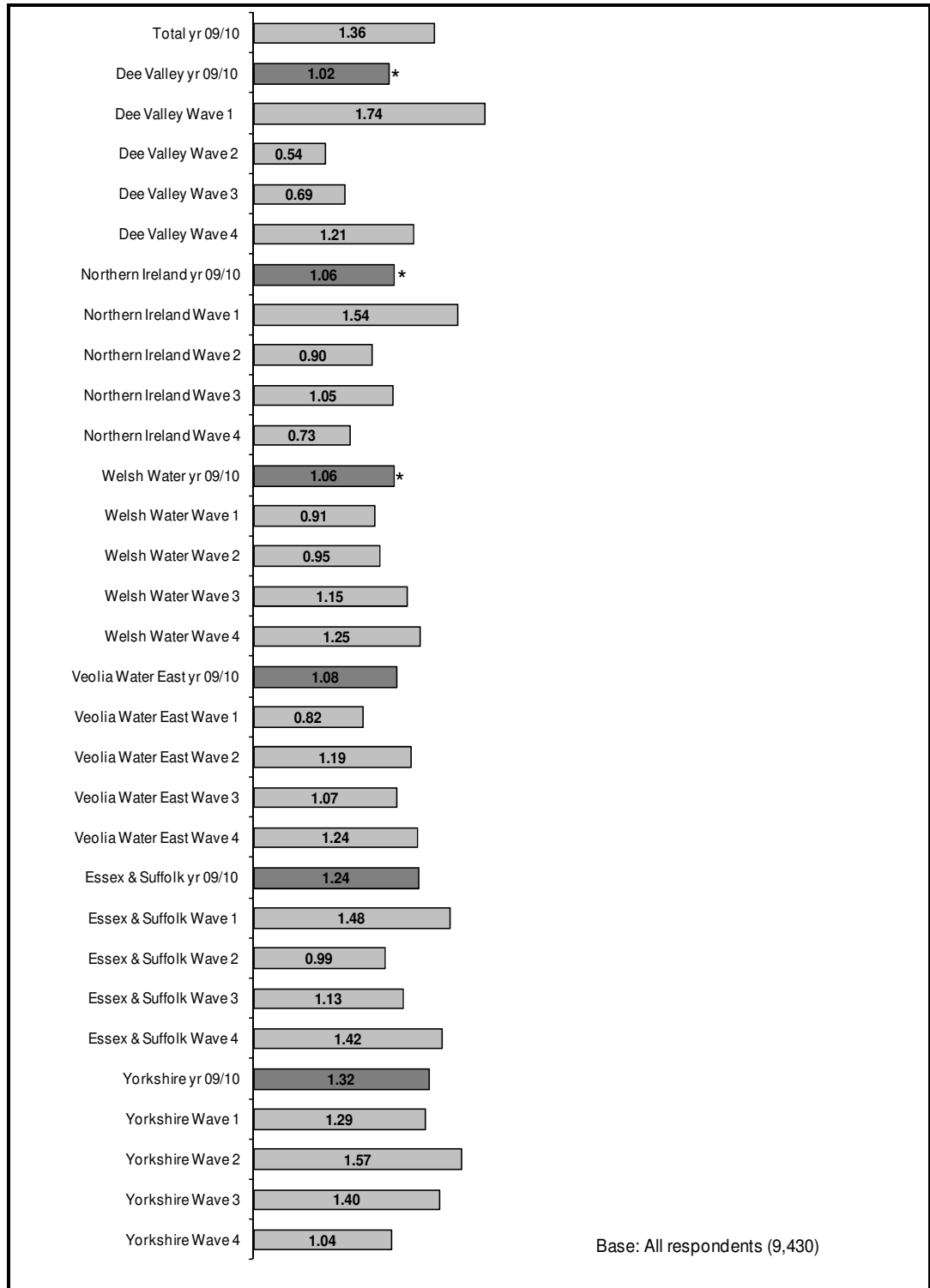
Companies Ranked 1st – 6th



Q7 On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system?) UNPROMPTED

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).

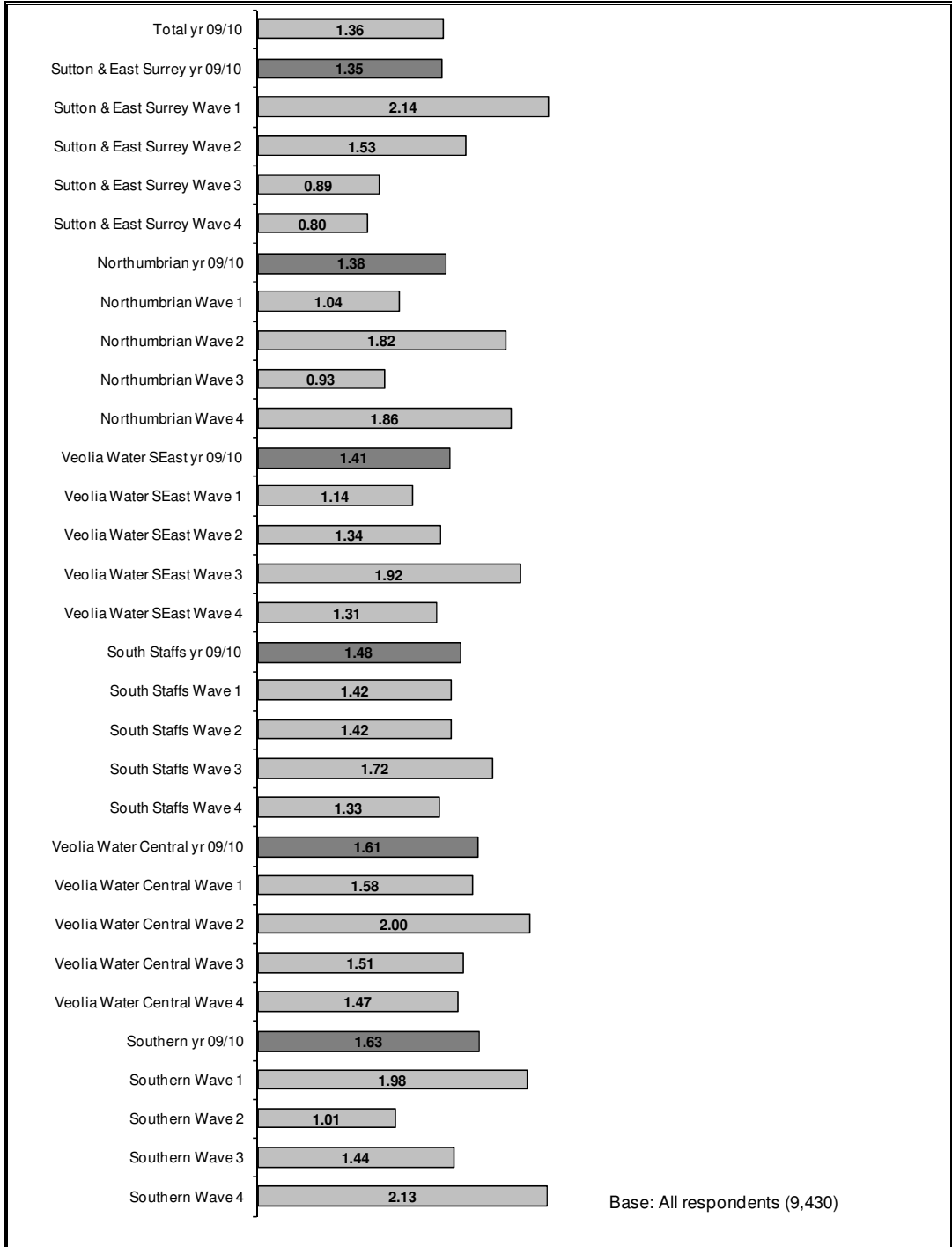
Companies Ranked 7th – 12th



Q7 On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system?) UNPROMPTED

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).

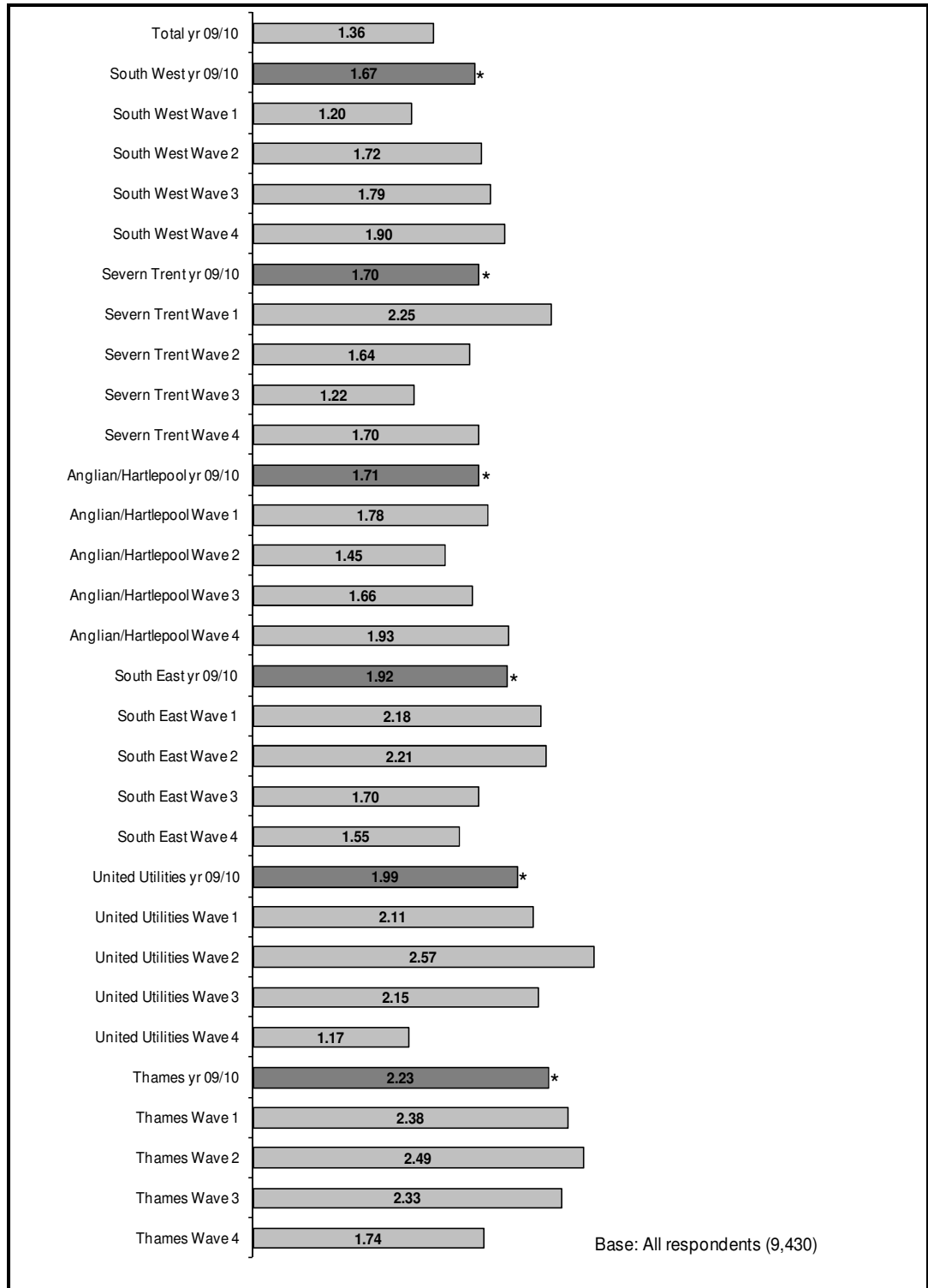
Companies Ranked 13th – 18th



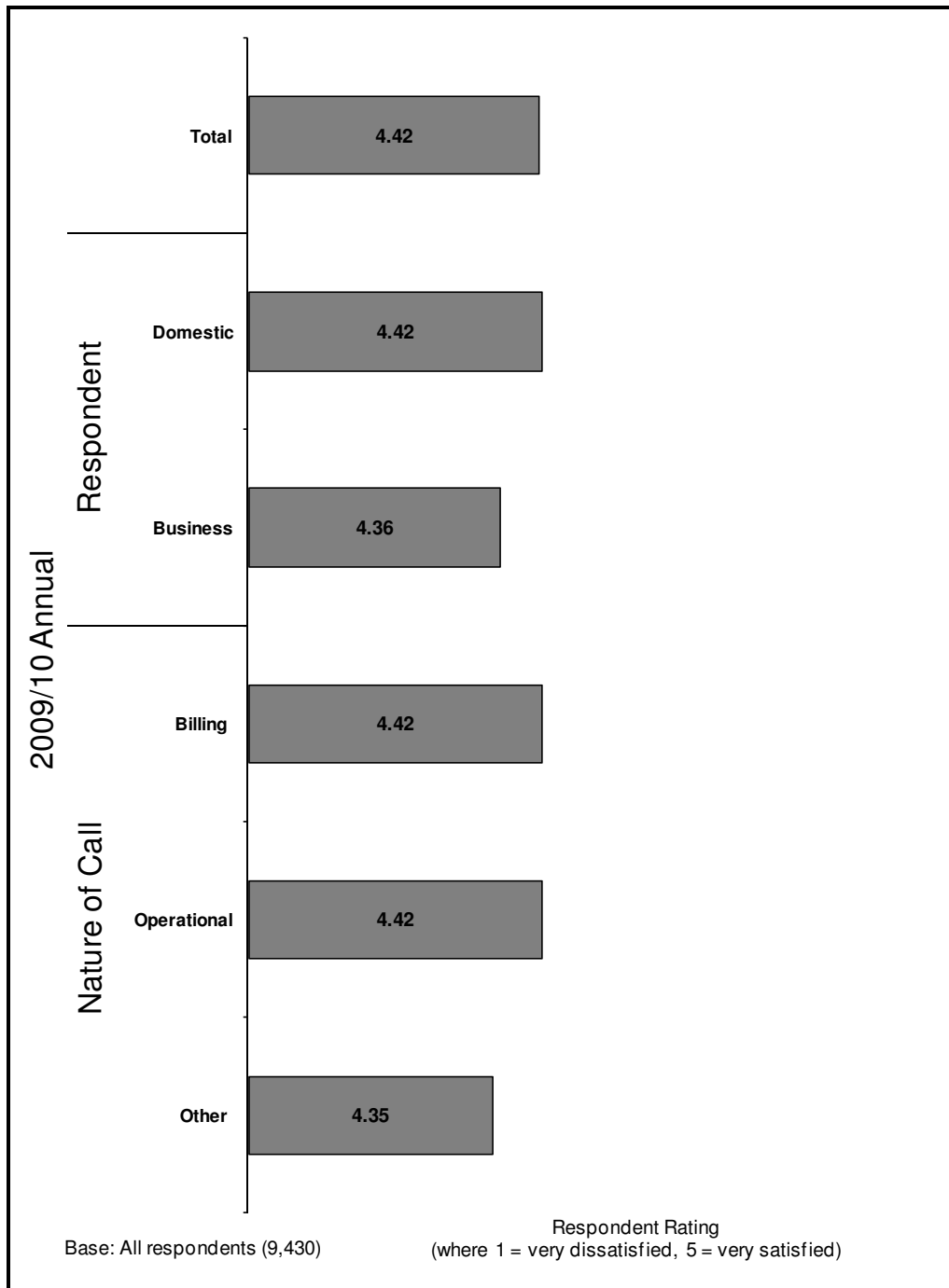
Q7 On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system?) UNPROMPTED

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).

Companies Ranked 19th – 24th

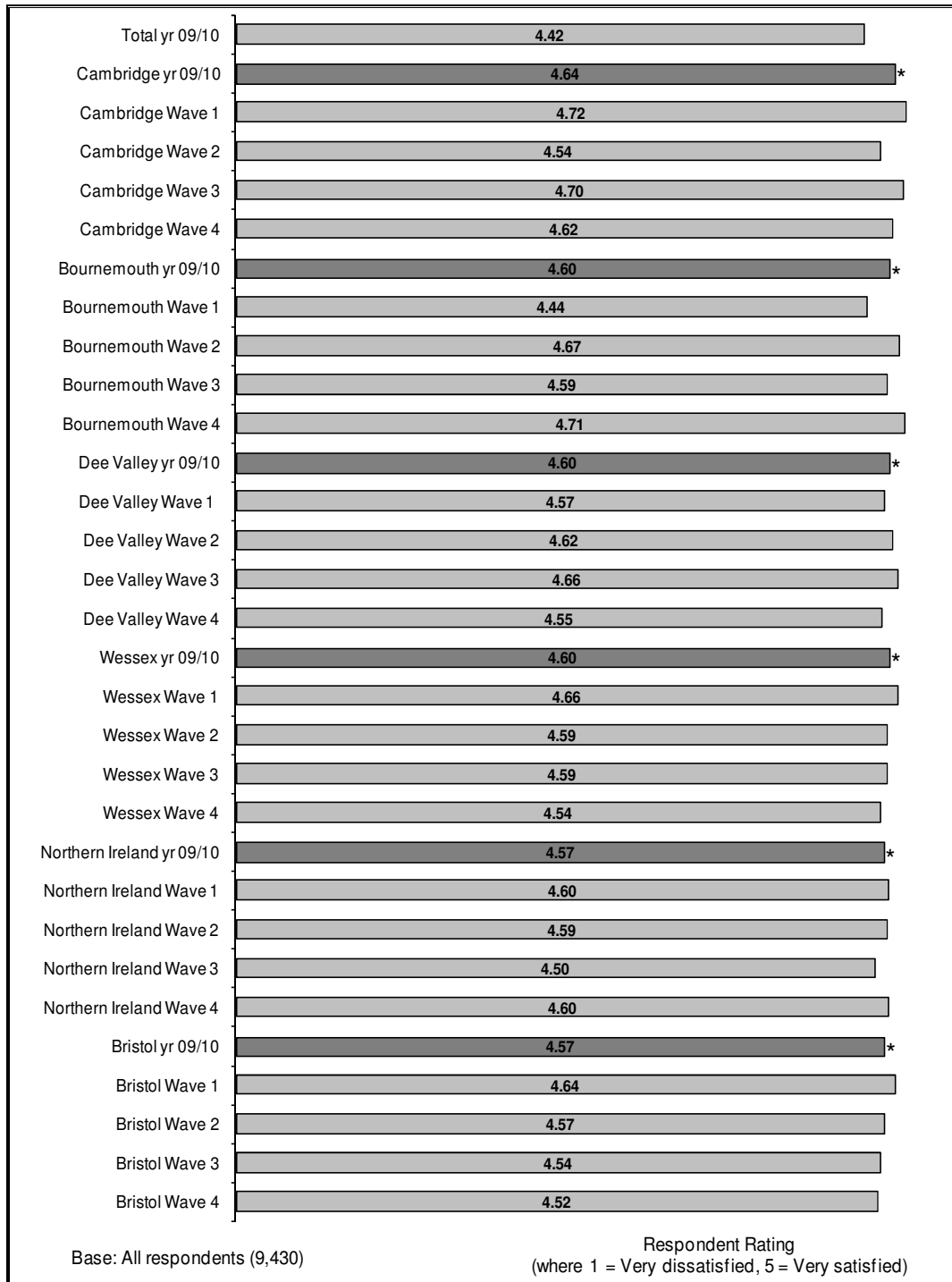


Q8 How satisfied were you with the length of time that you had to wait before your call was answered?



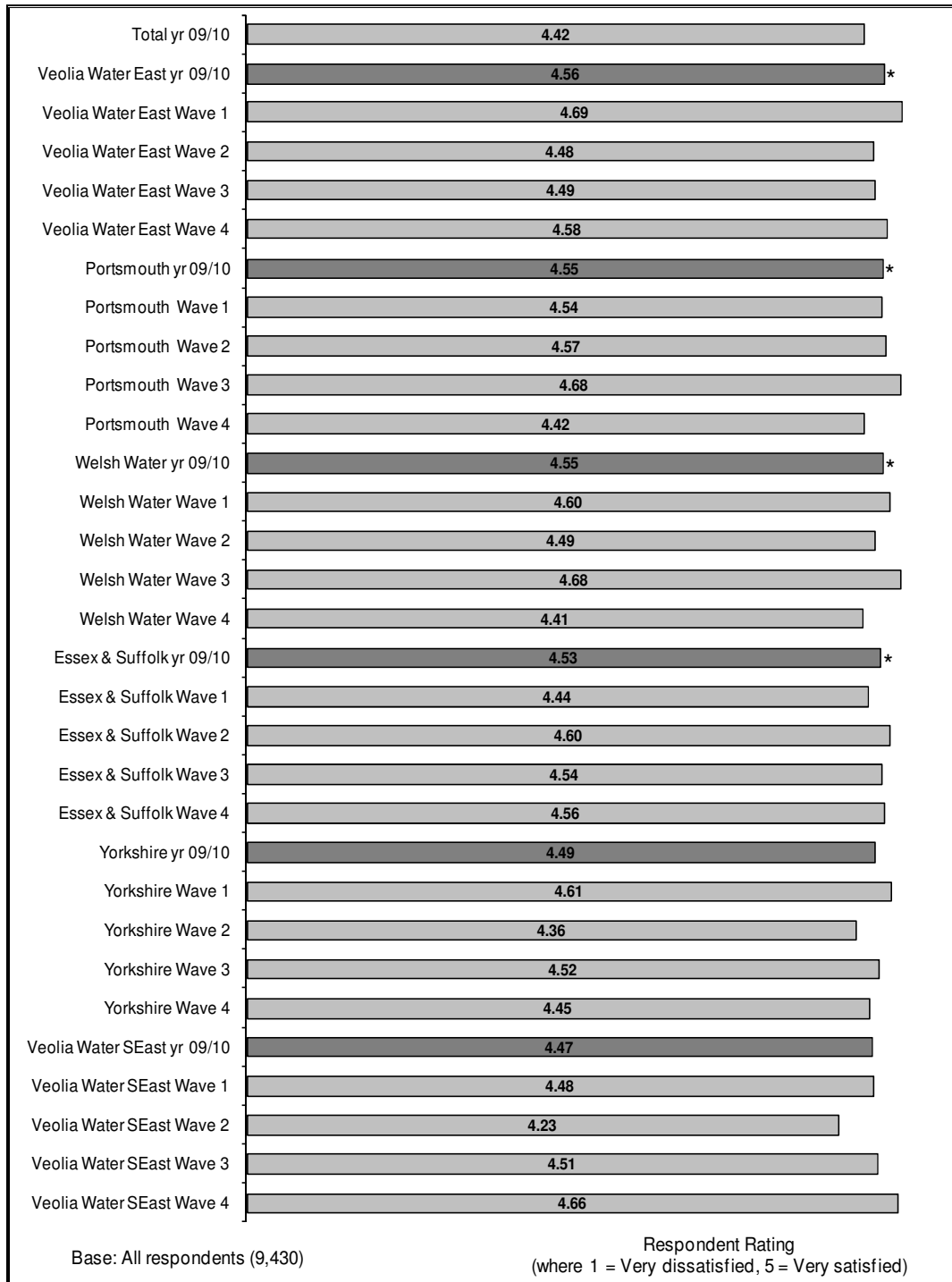
Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

Companies Ranked 1st – 6th



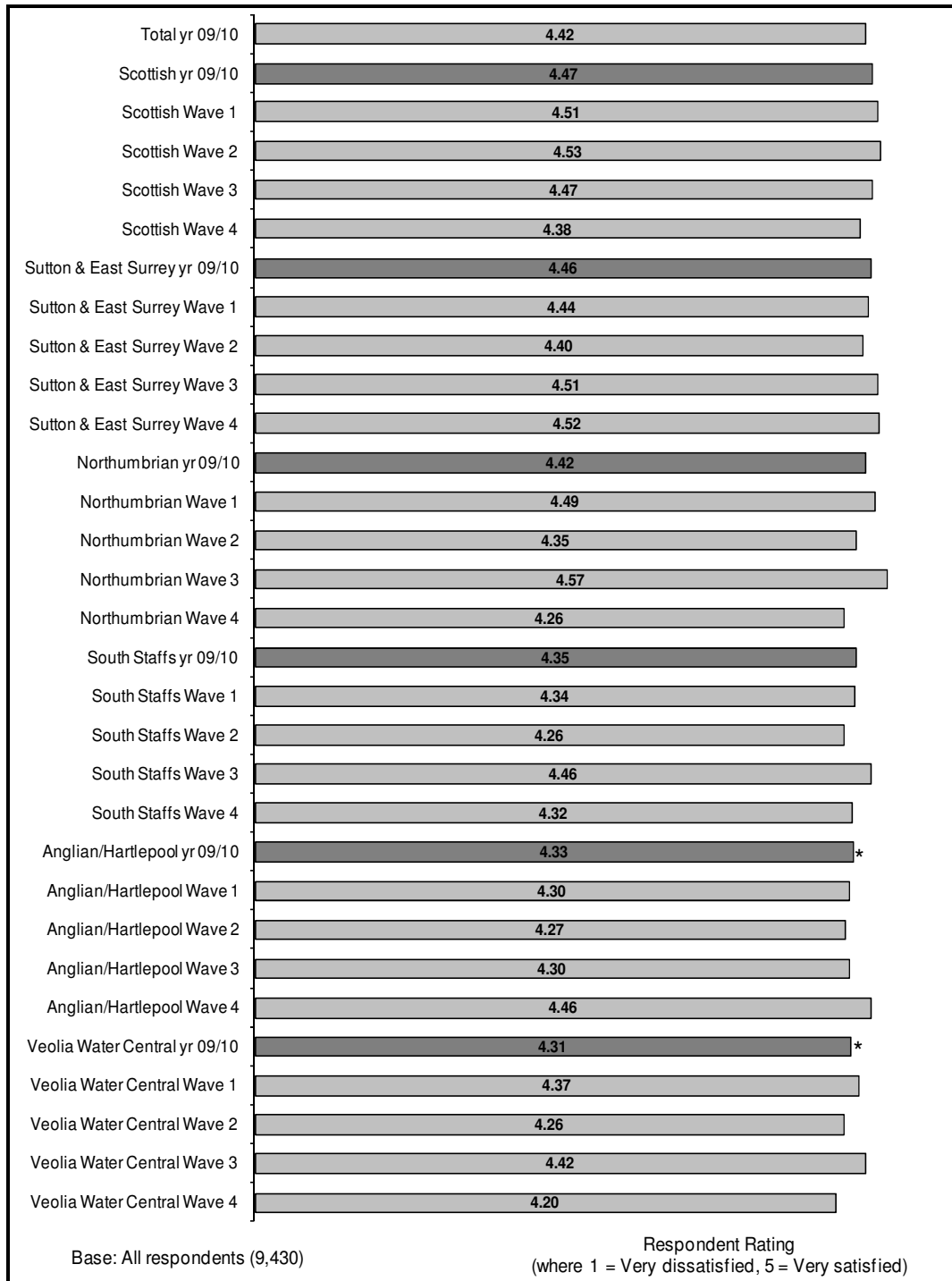
Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

Companies Ranked 7th – 12th



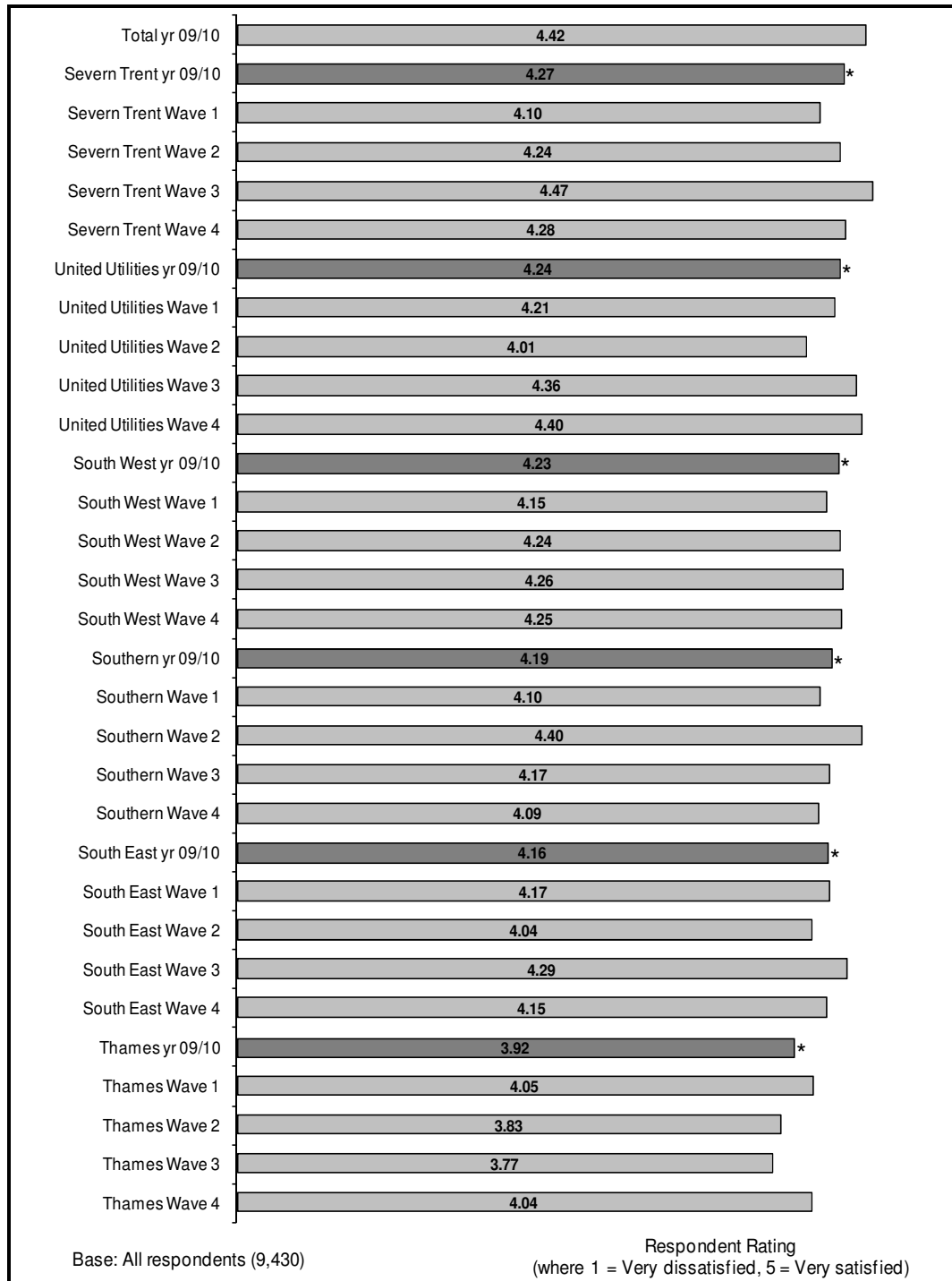
Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

Companies Ranked 13th – 18th

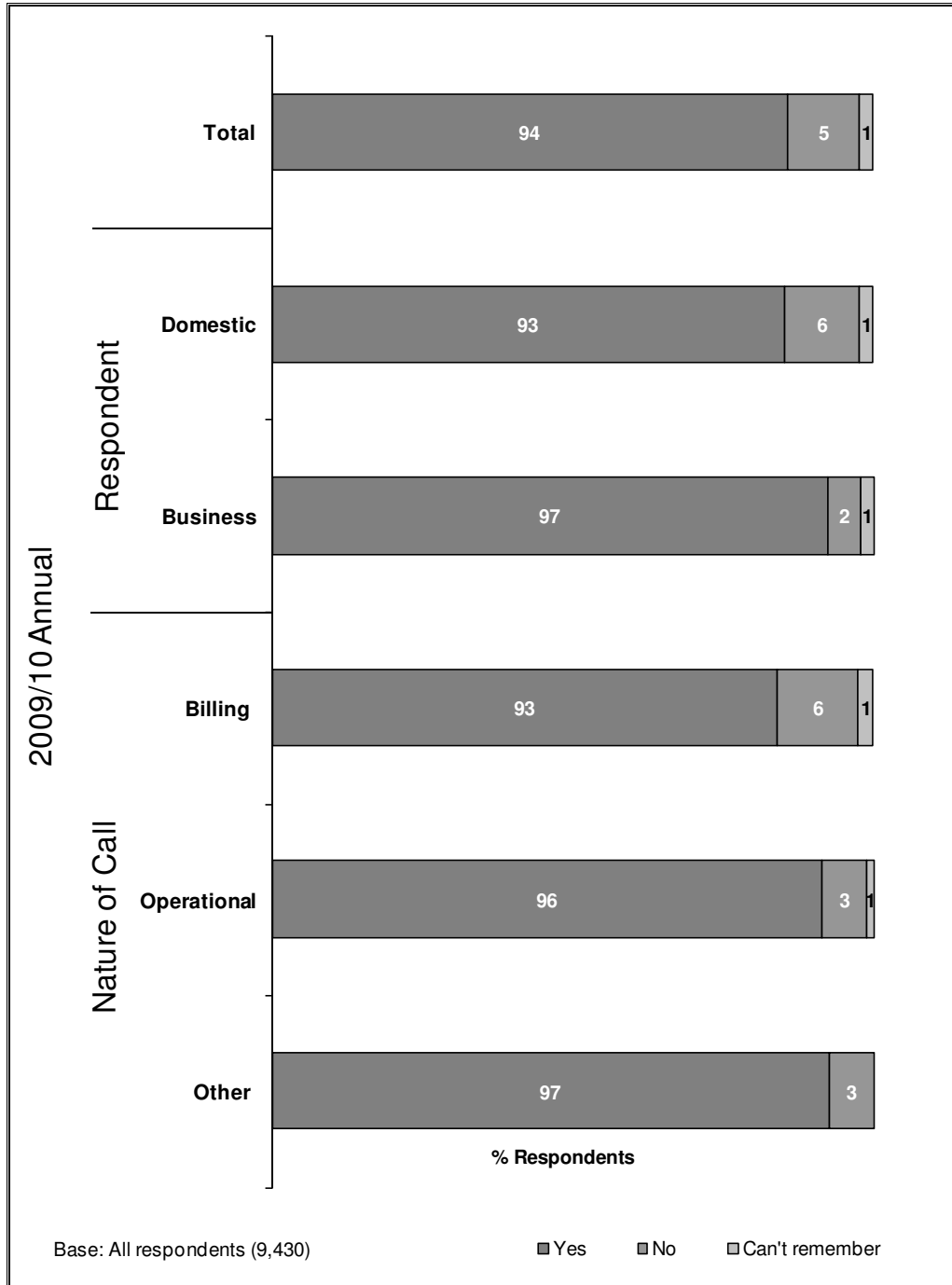


Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

Companies Ranked 19th – 24th

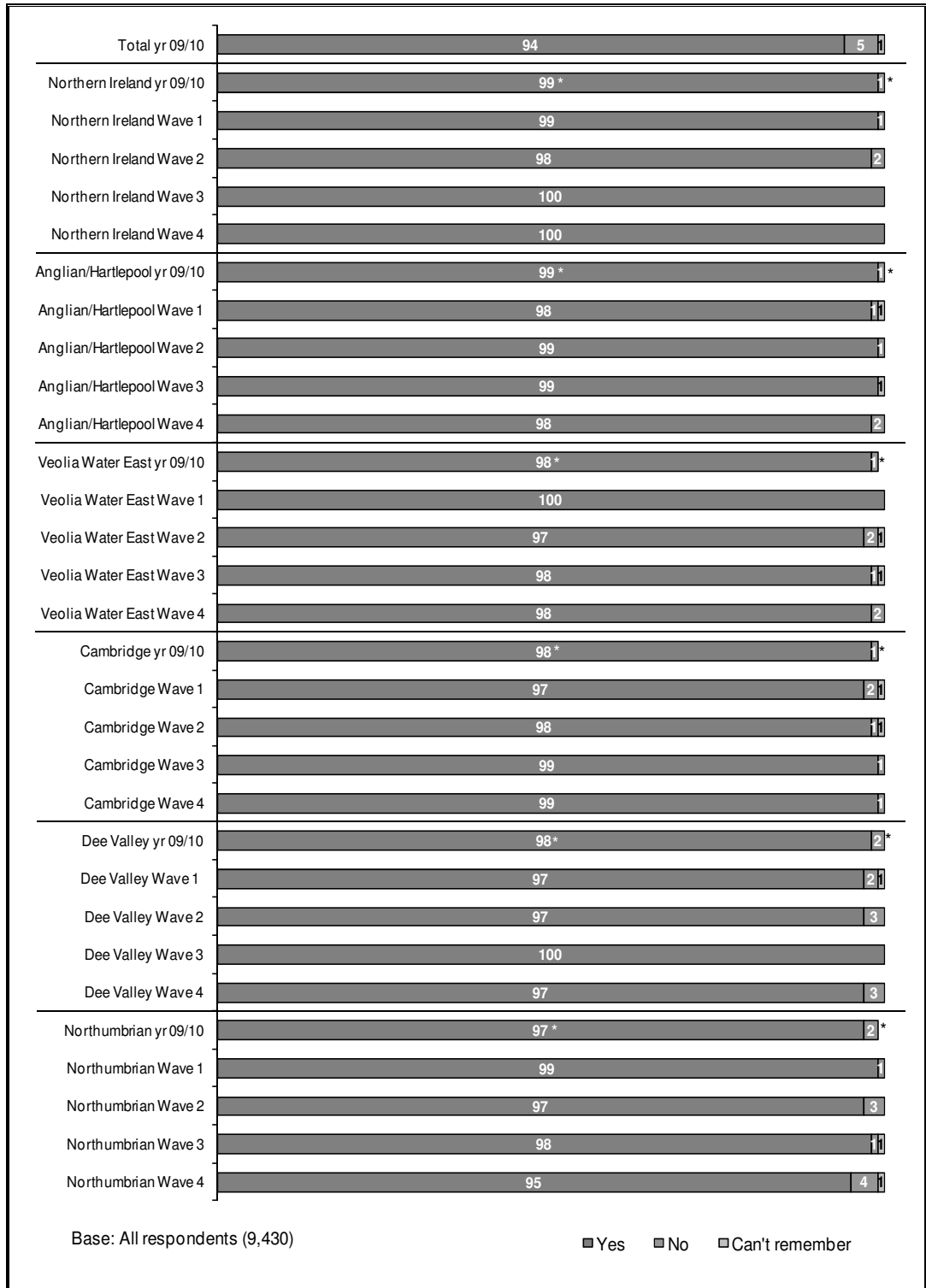


Q9 Did you speak with a person at any time during your call?



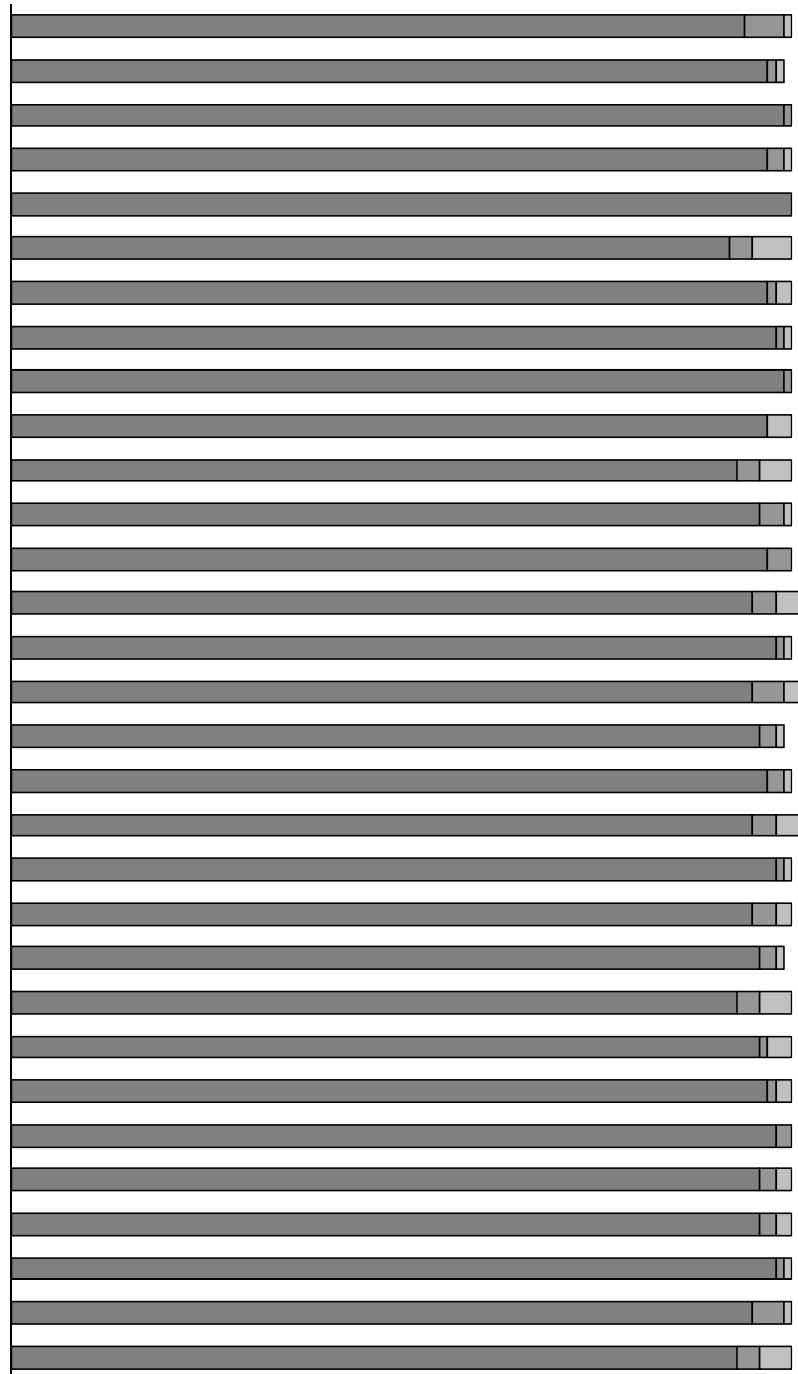
Q9 Did you speak with a person at any time during your call?

Companies Ranked 1st – 6th



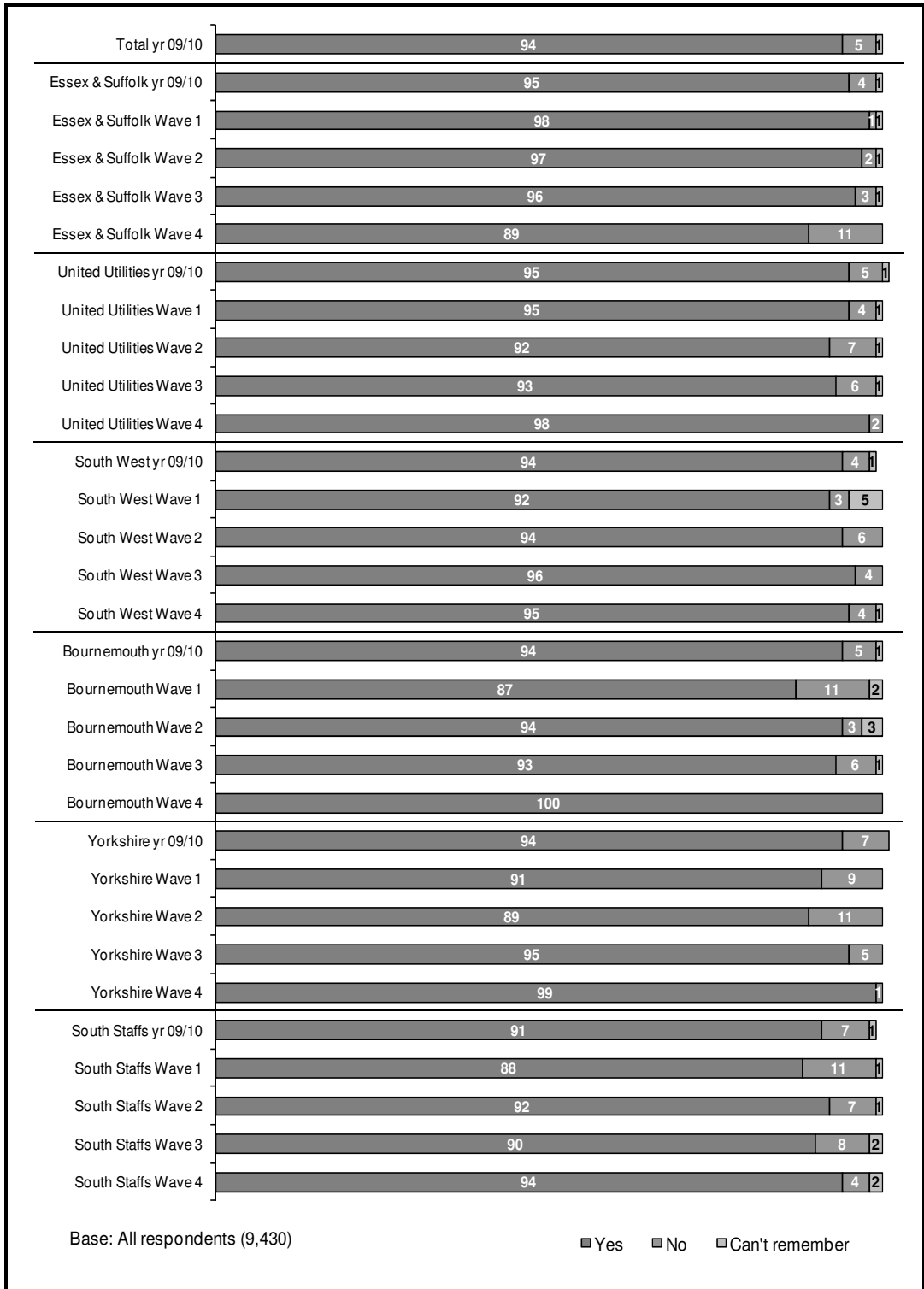
Q9 Did you speak with a person at any time during your call?

Companies Ranked 7th – 12th



Q9 Did you speak with a person at any time during your call?

Companies Ranked 13th – 18th



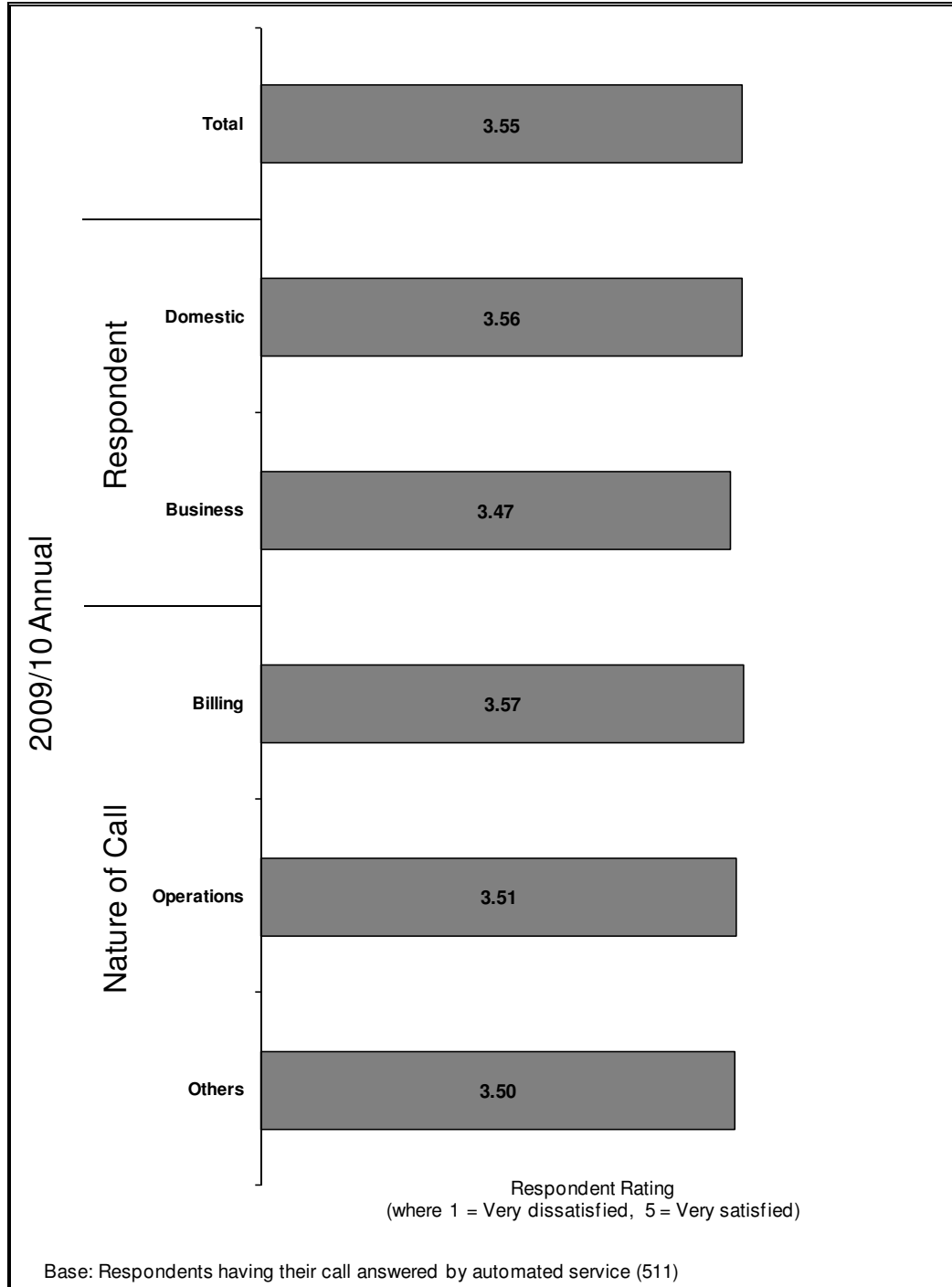
Q9 Did you speak with a person at any time during your call?

Companies Ranked 19th – 24th



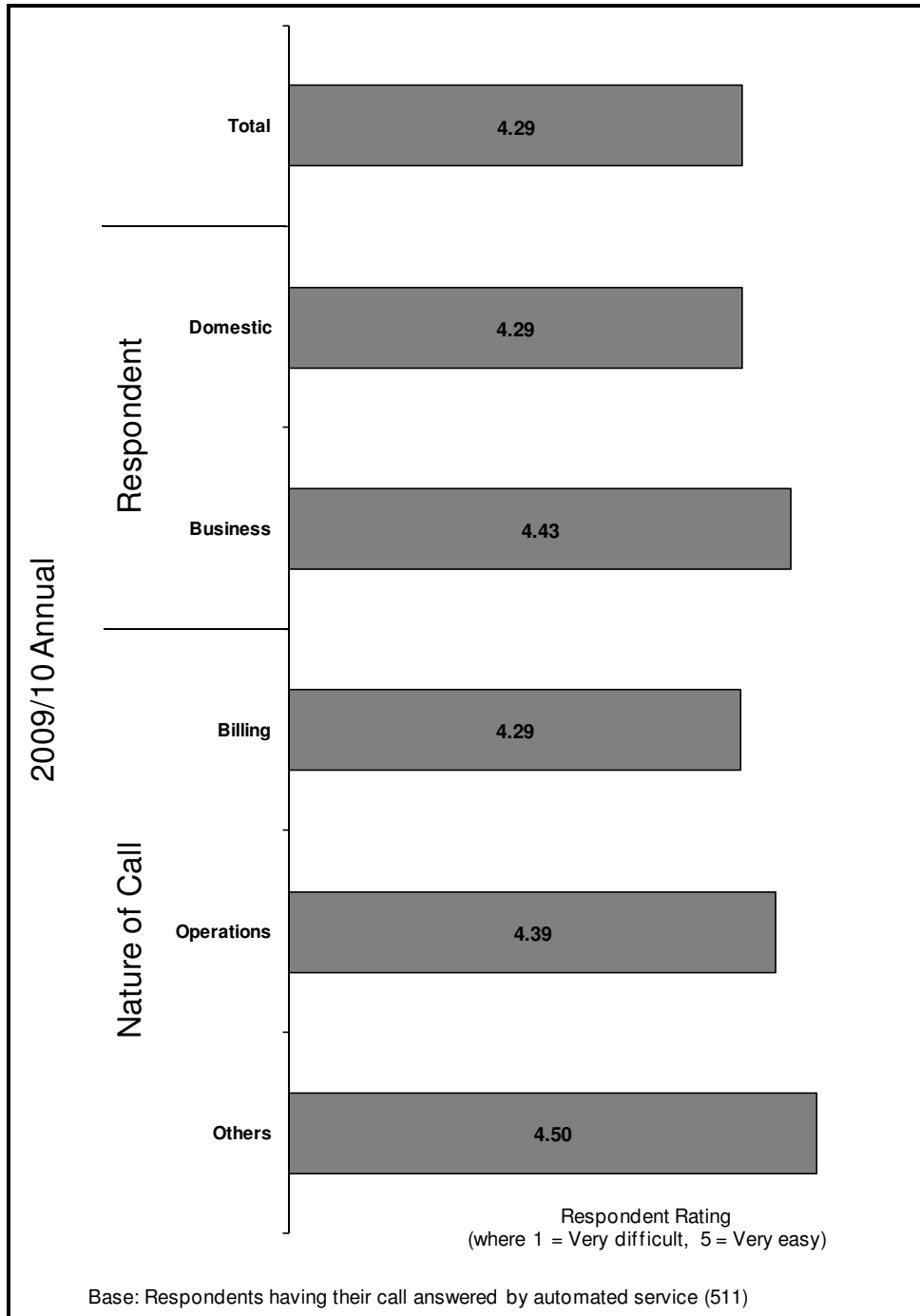
Q10 How satisfied were you with having your call answered by an automated message rather than a person?

Note: Question 10 was asked only of those having their call answered by an automated service, resulting in a small base size (511). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.



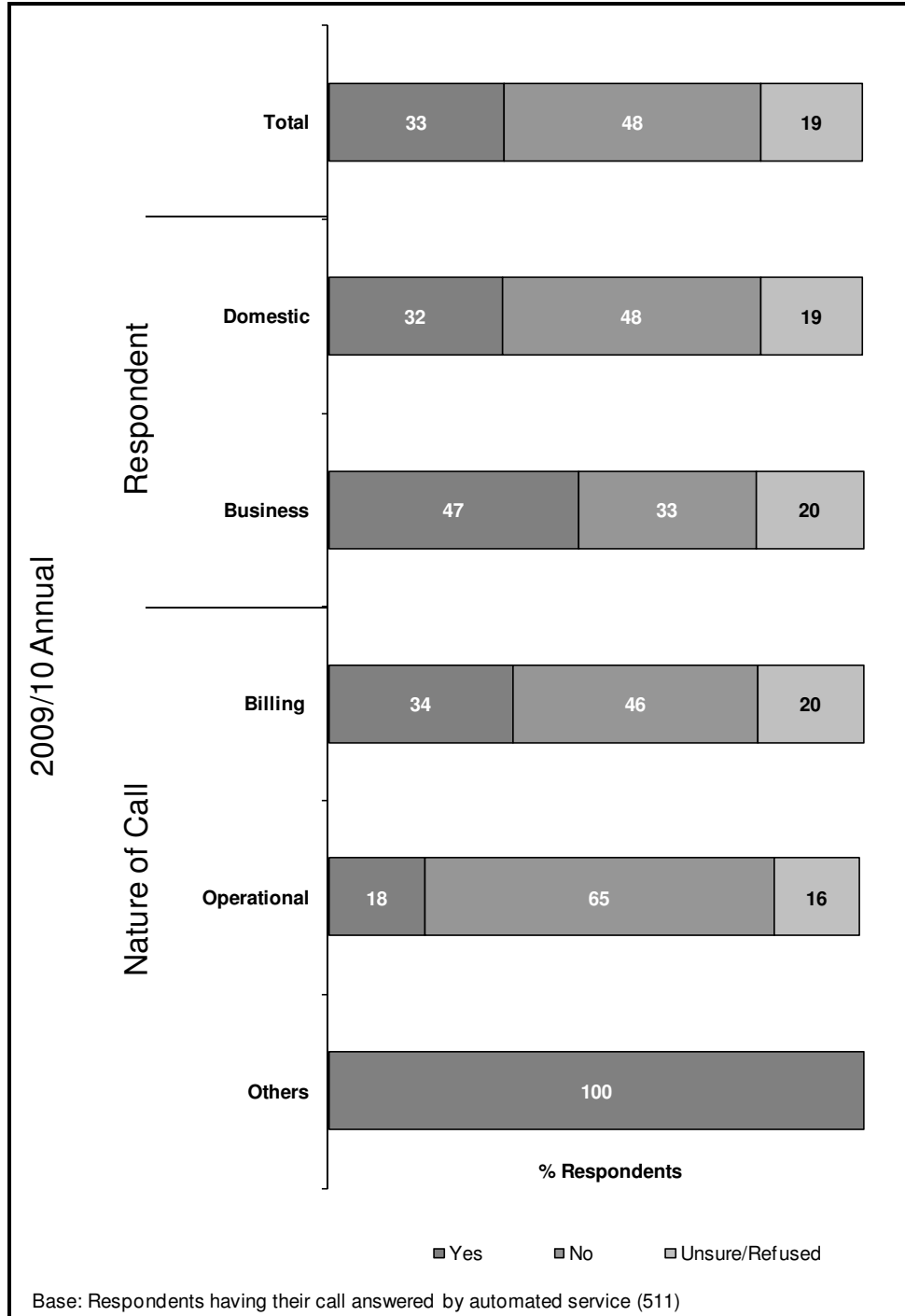
Q11 How easy was the automated system to use? Was it easy, difficult or neither easy nor difficult

Note: Question 11 was asked only of those having their call answered by an automated service, resulting in a small base size (511). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.

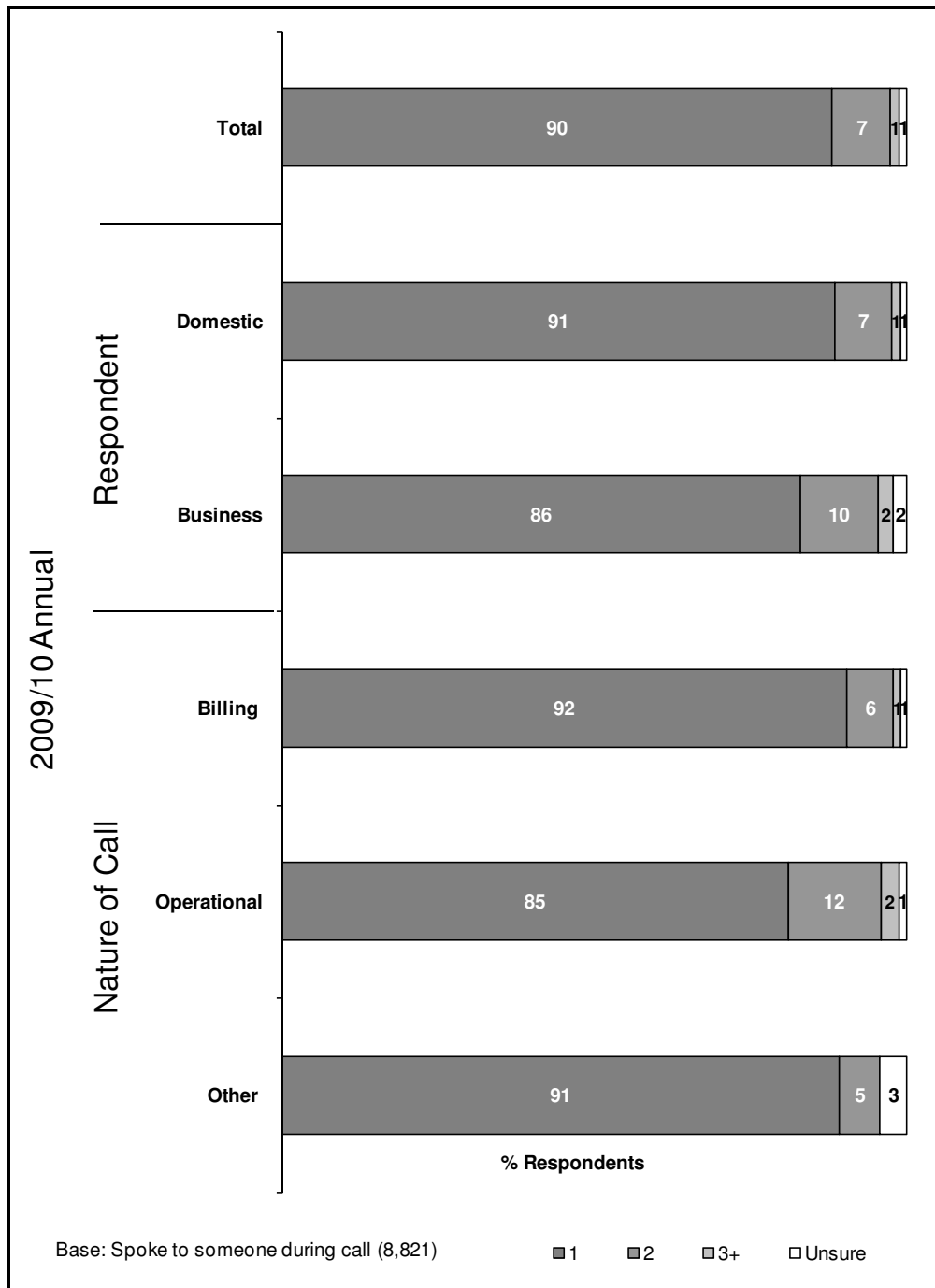


Q12 Were you offered the opportunity to speak to a person if you wanted to?

Note: Question 12 was asked only of those having their call answered by an automated service, resulting in a small base size (511). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.

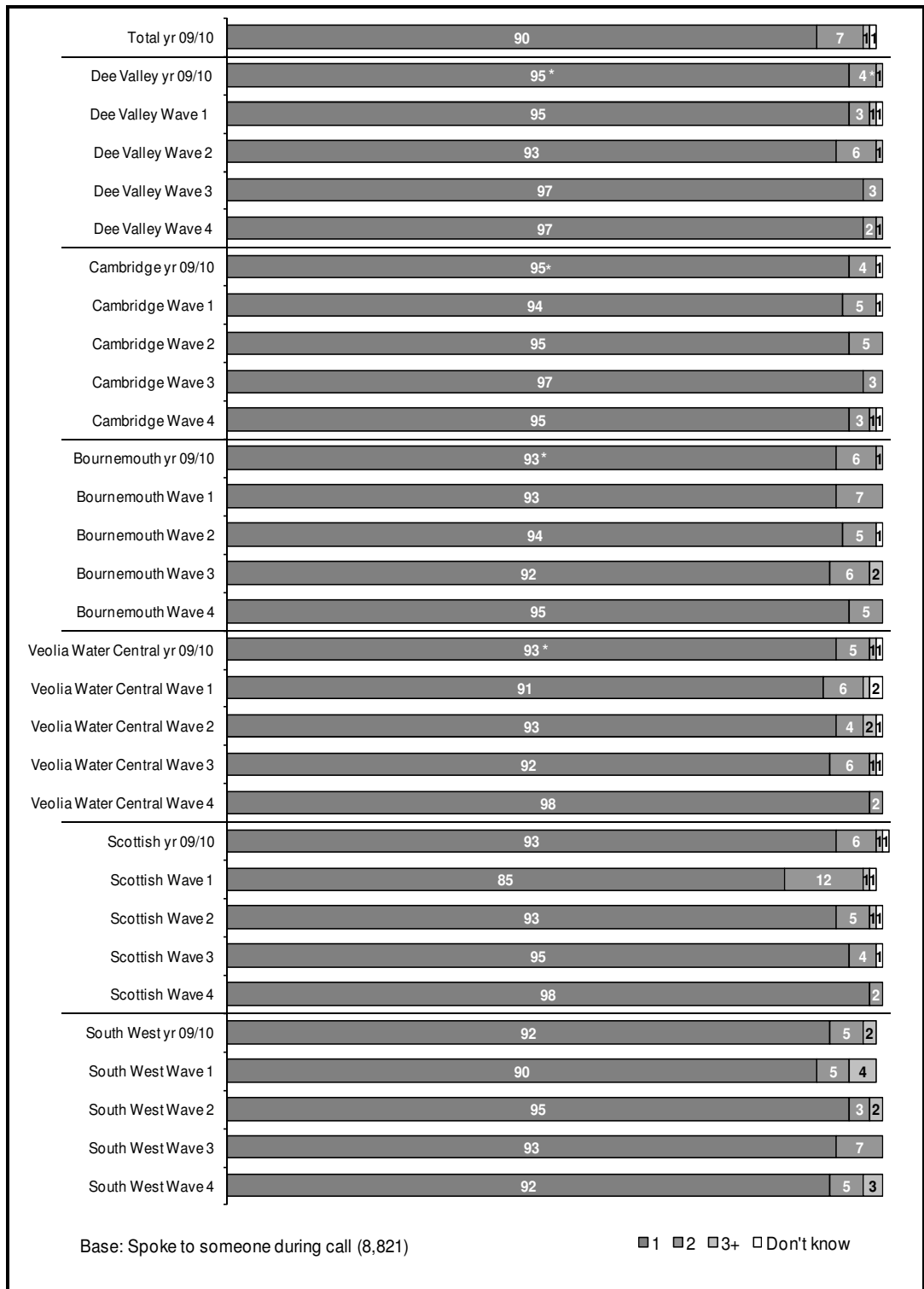


Q13 During the course of the call how many people did you speak to?



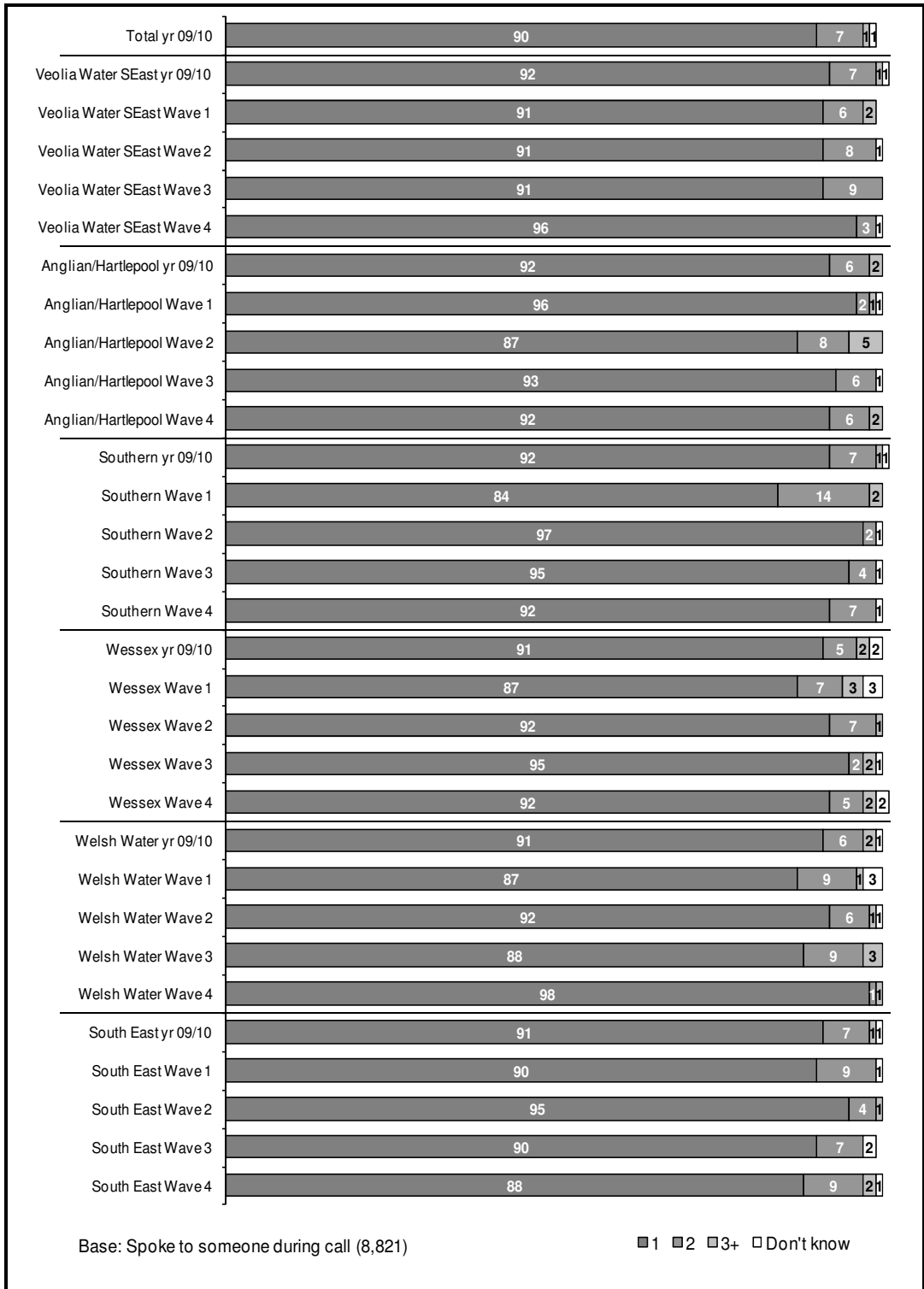
Q13 During the course of the call how many people did you speak to?

Companies Ranked 1st – 6th



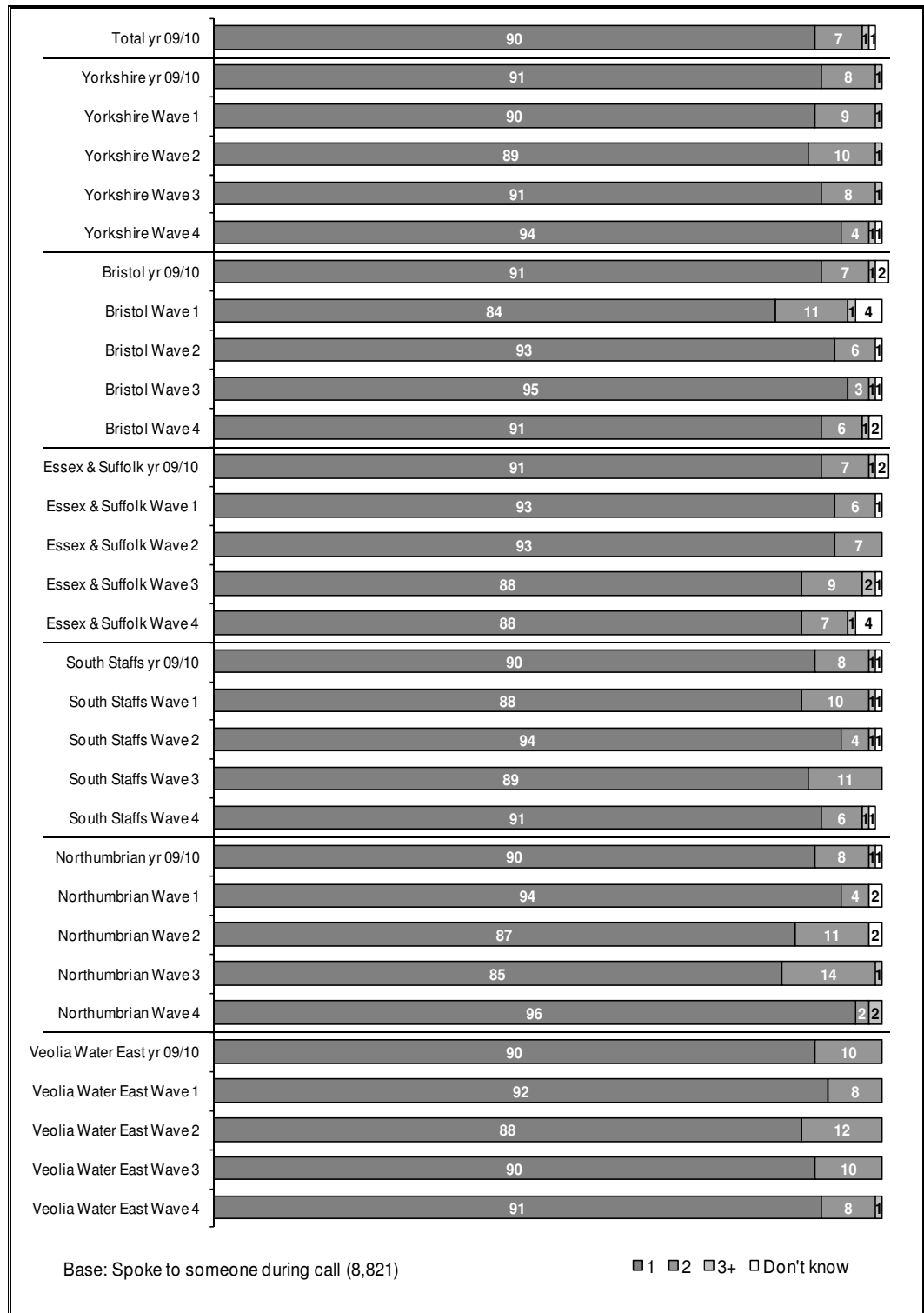
Q13 During the course of the call how many people did you speak to?

Companies Ranked 7th – 12th



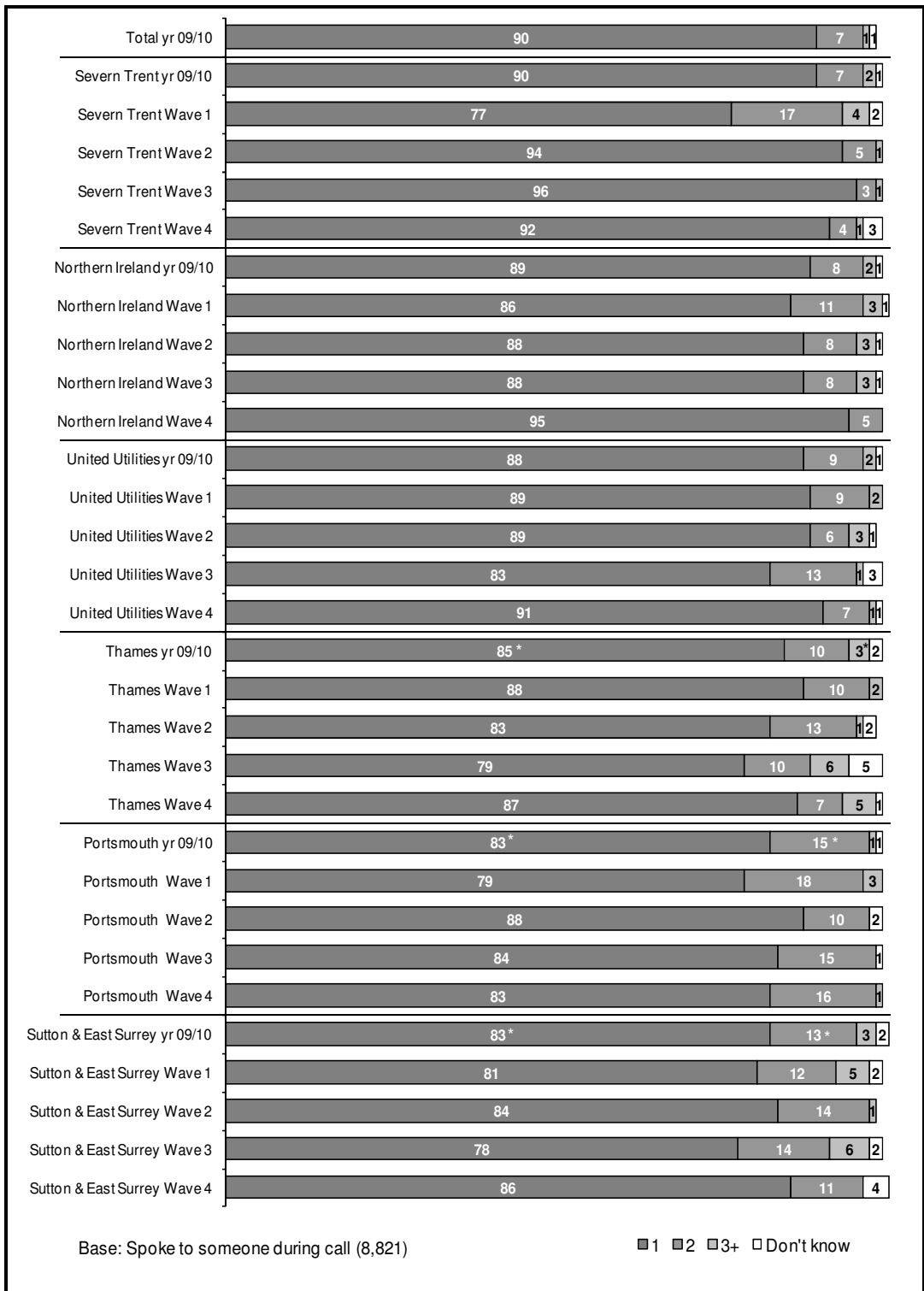
Q13 During the course of the call how many people did you speak to?

Companies Ranked 13th – 18th



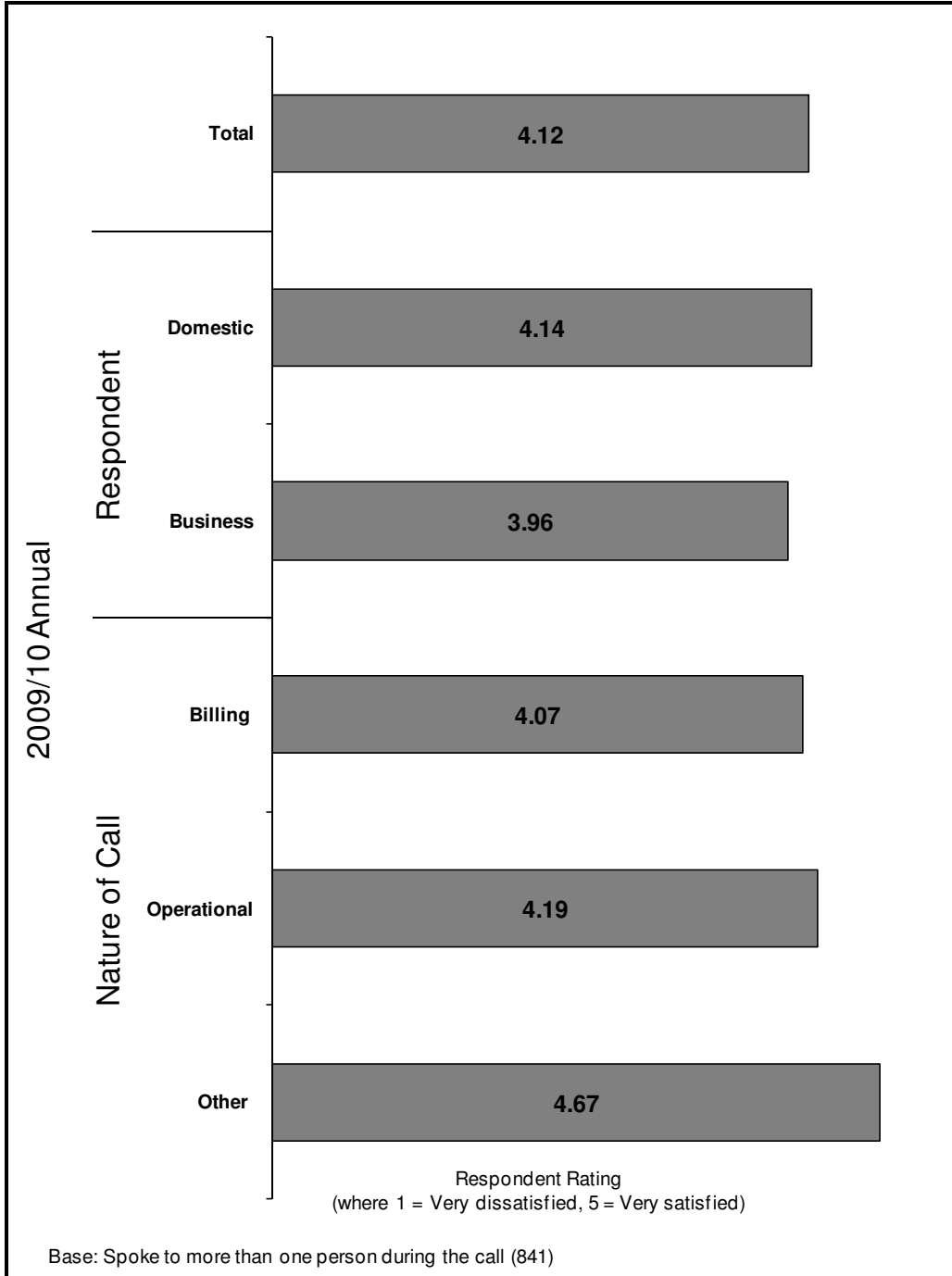
Q13 During the course of the call how many people did you speak to?

Companies Ranked 19th – 24th



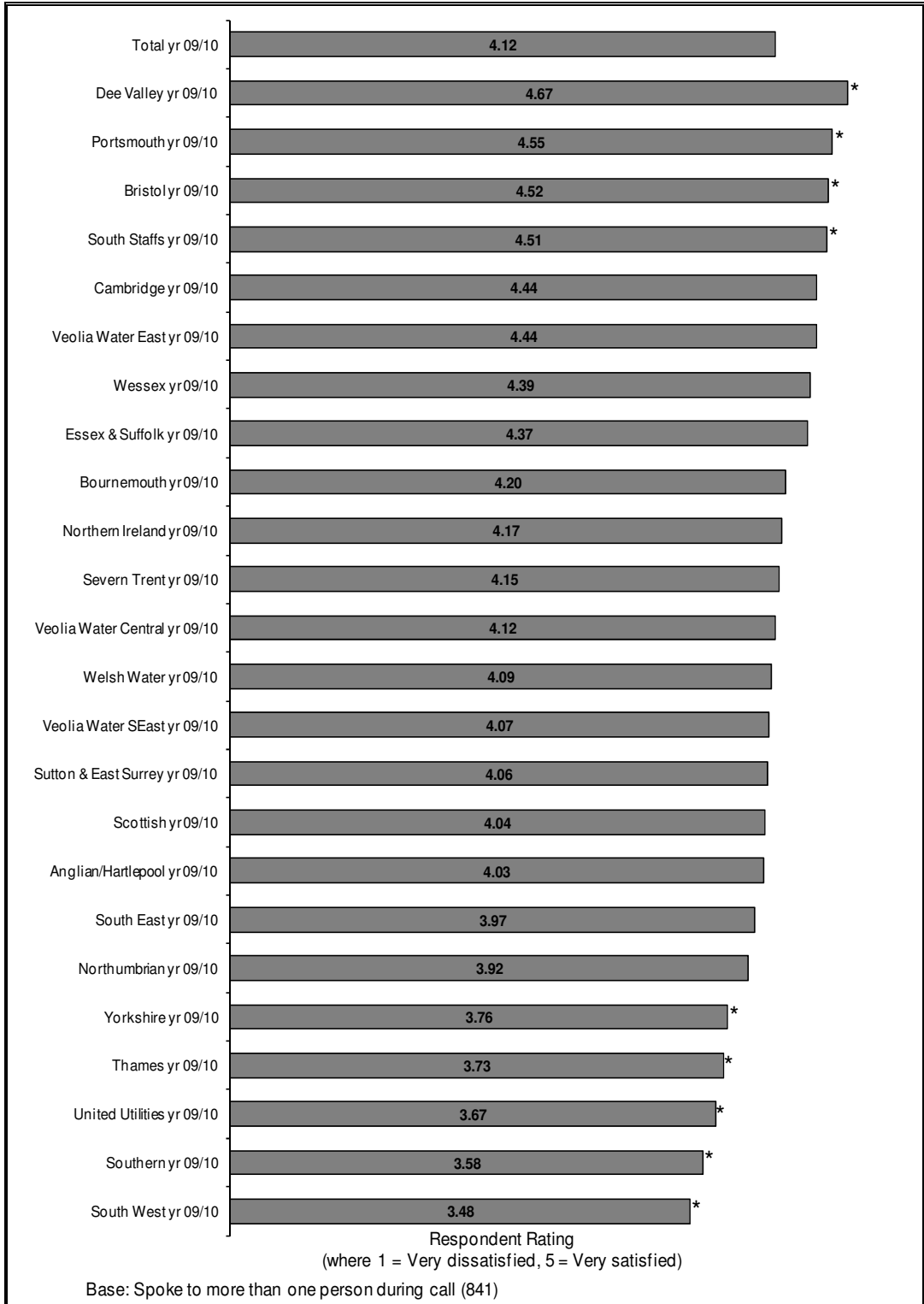
Q14 How satisfied were you with the number of people that you had to speak to?

Note: This question was asked only of those speaking to more than one person (841 respondents).

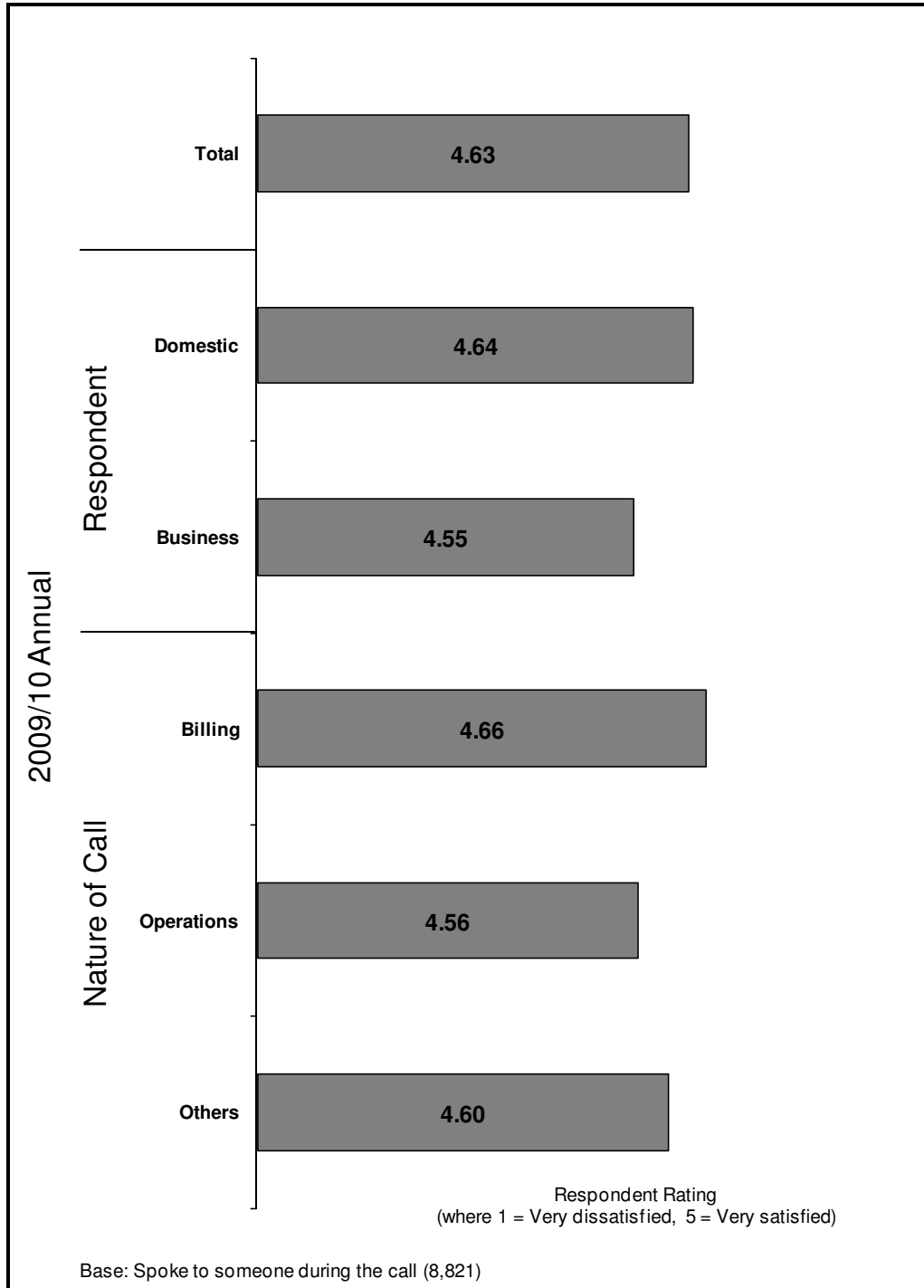


Q14 How satisfied were you with the number of people that you had to speak to?

Note: This question was asked only of those speaking to more than one person (841 respondents).

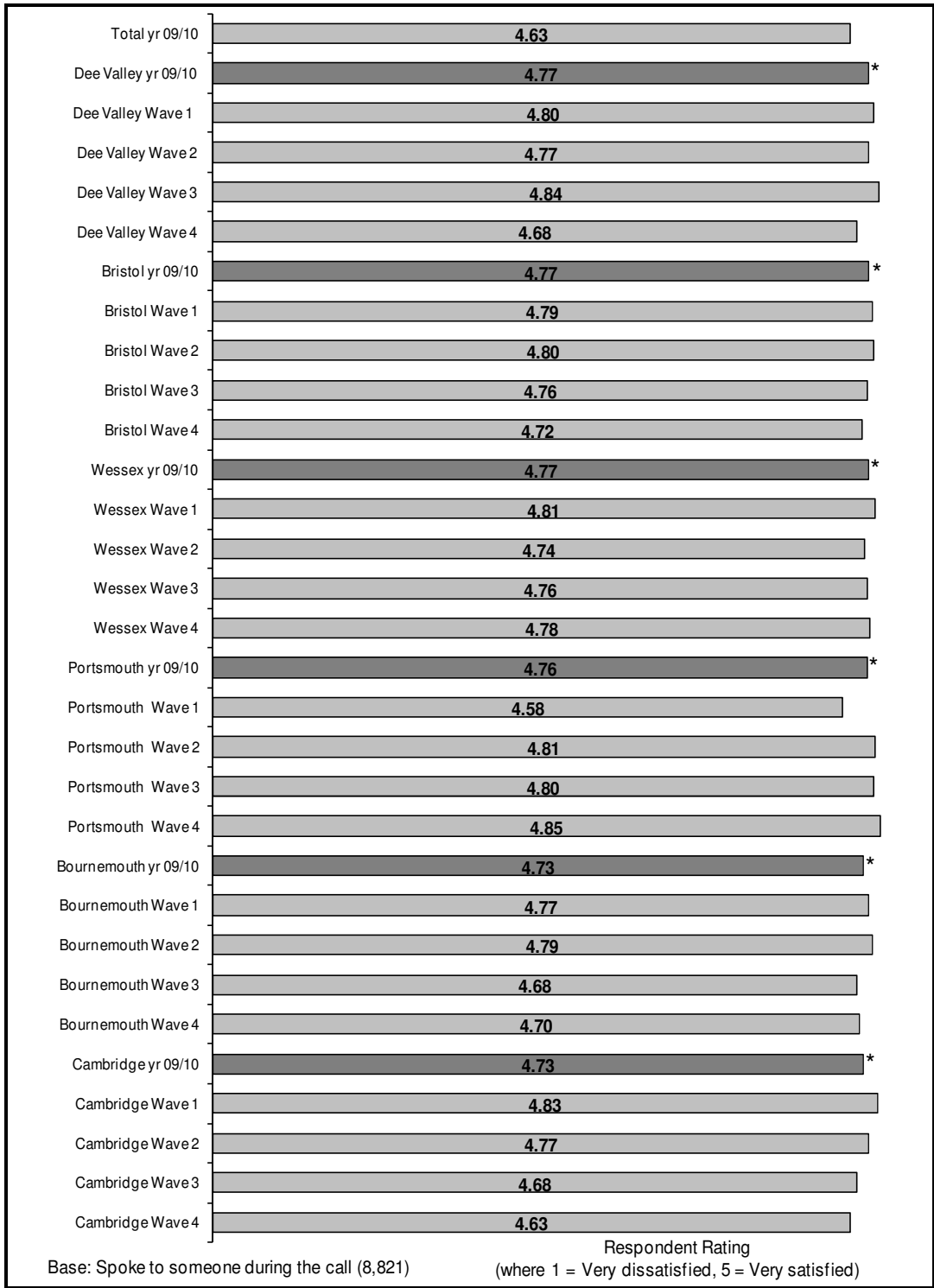


Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?



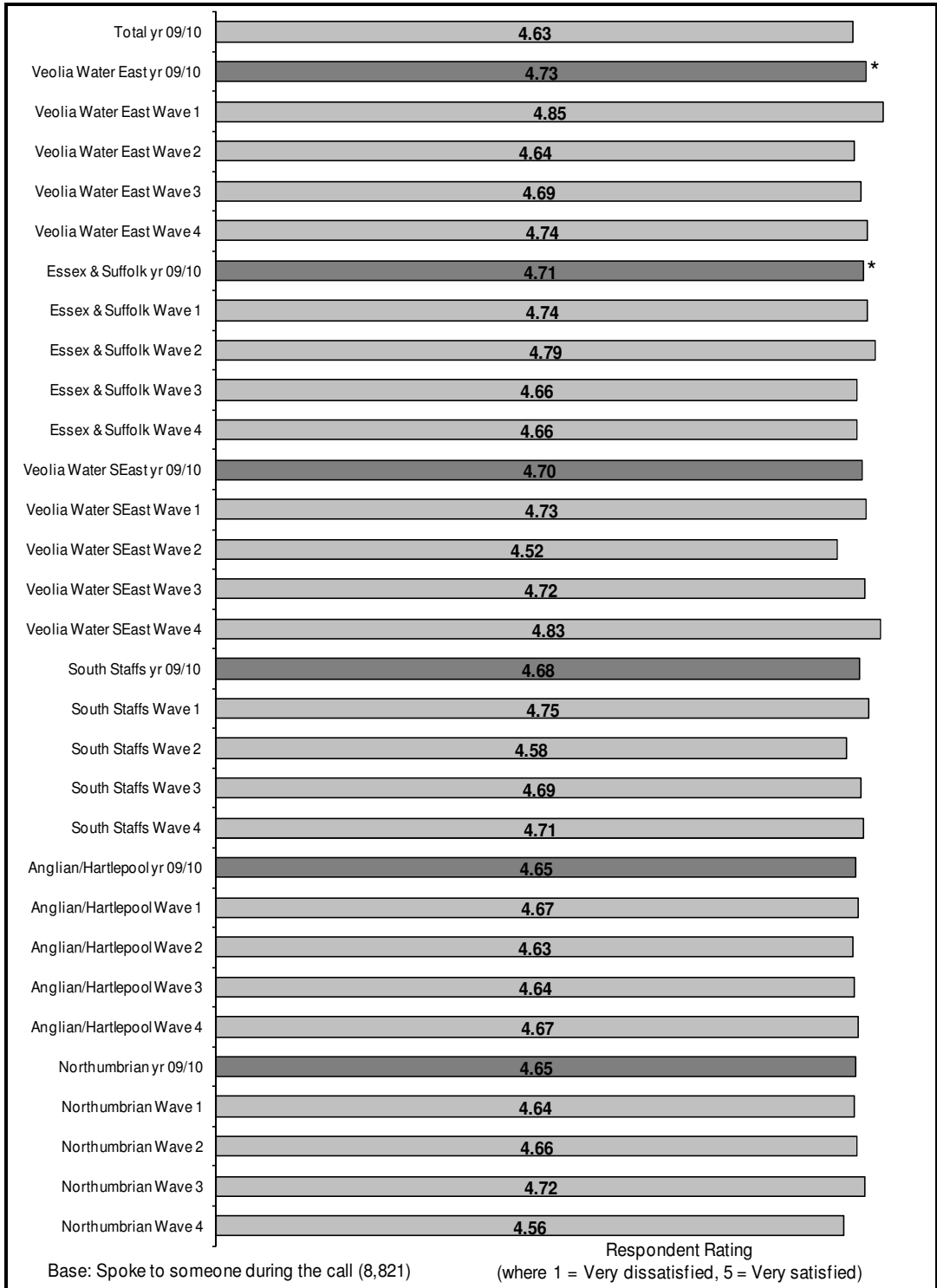
Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?

Companies Ranked 1st – 6th



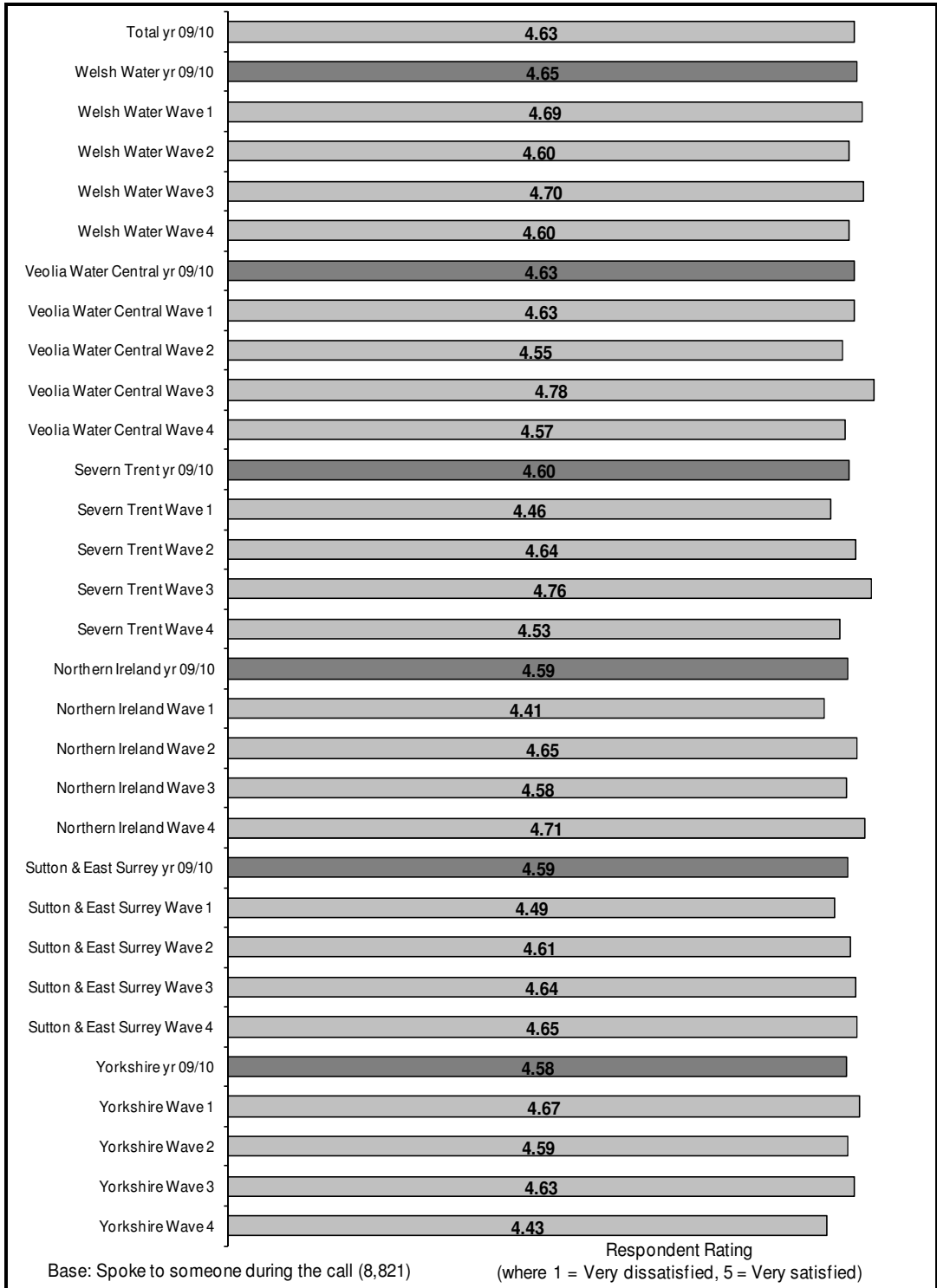
Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?

Companies Ranked 7th – 12th



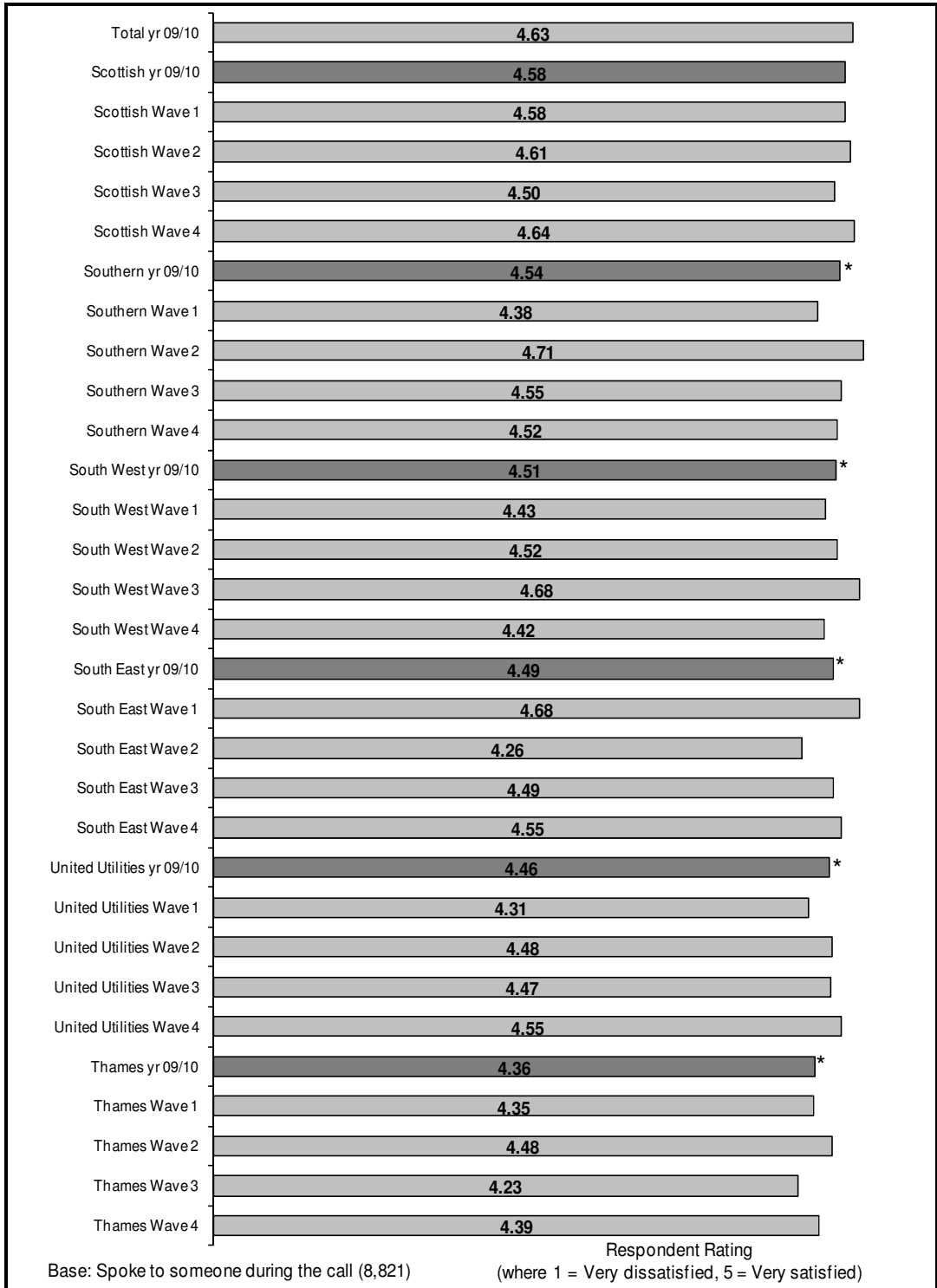
Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?

Companies Ranked 13th – 18th

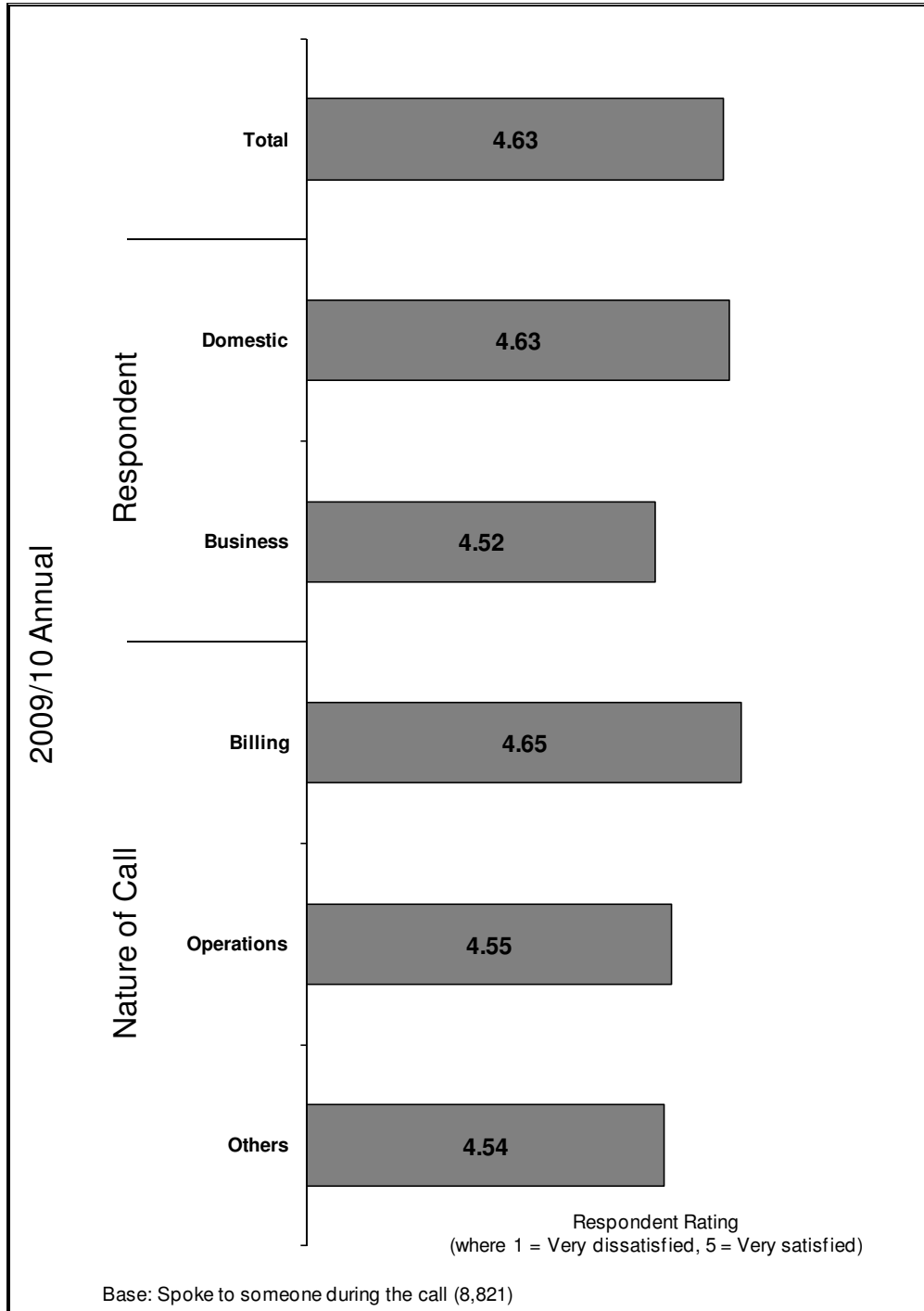


Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?

Companies Ranked 19th – 24th

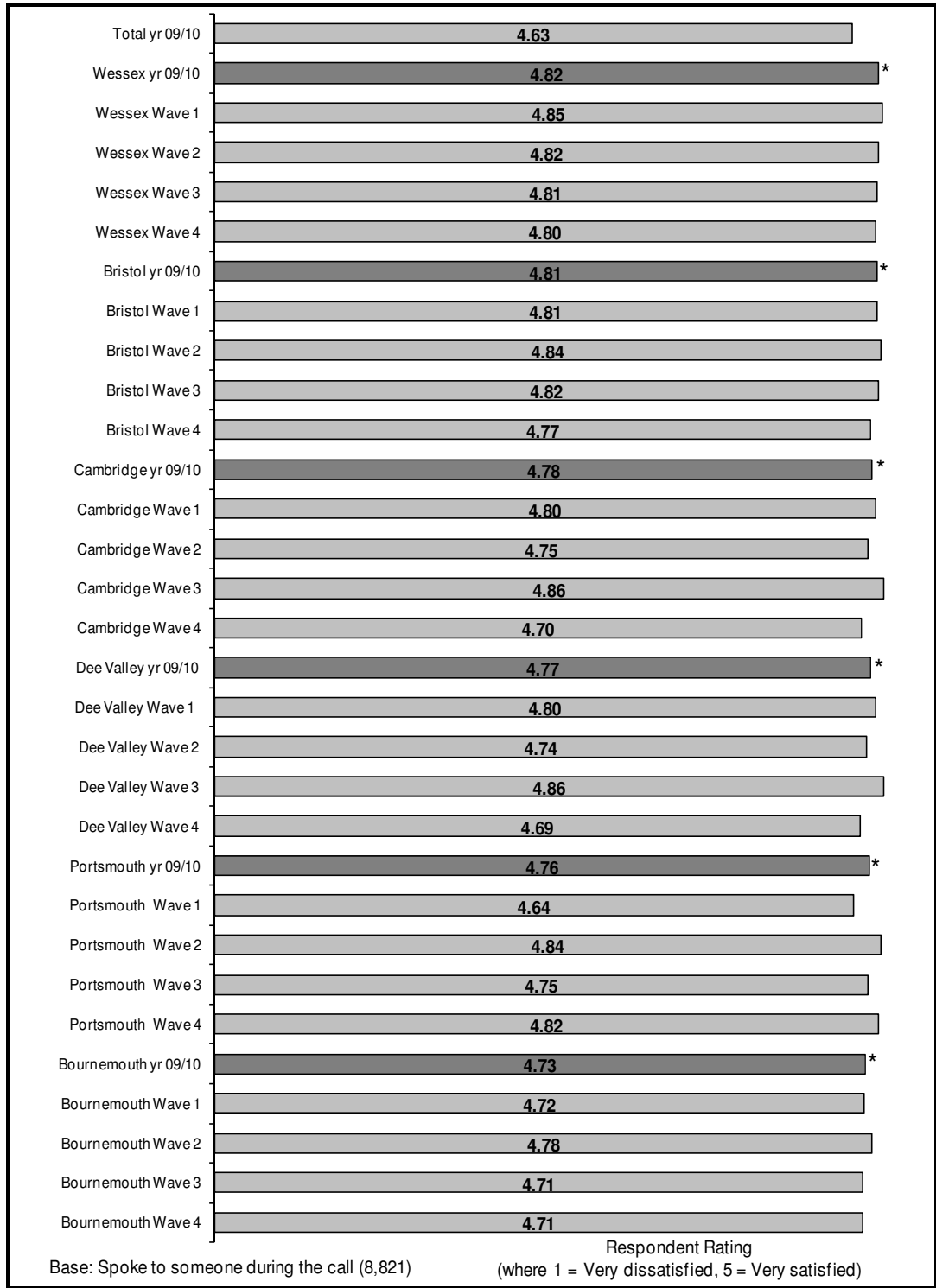


Q16 How satisfied were you with the company's willingness to help?



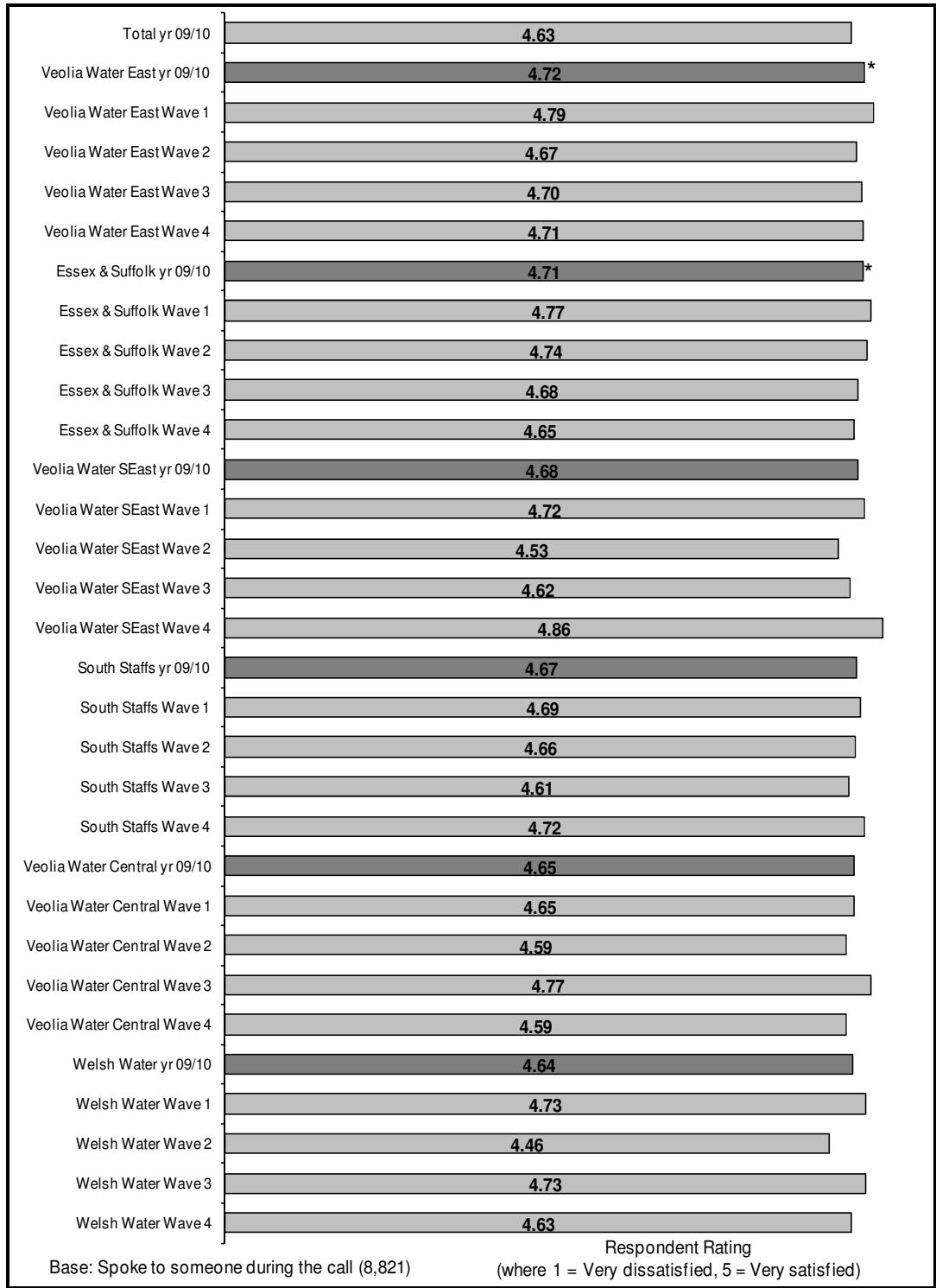
Q16 How satisfied were you with the company's willingness to help?

Companies Ranked 1st – 6th



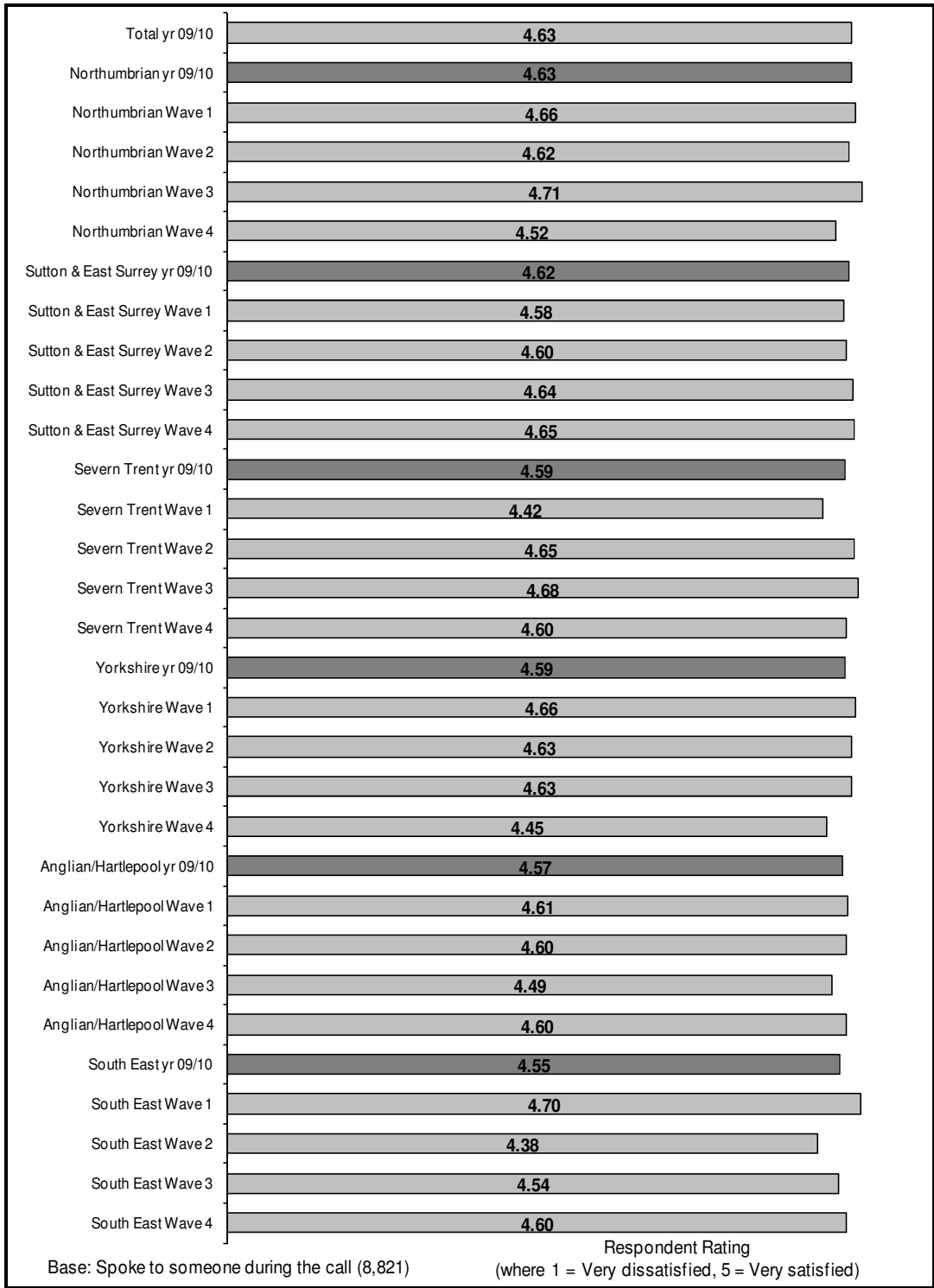
Q16 How satisfied were you with the company's willingness to help?

Companies Ranked 7th – 12th



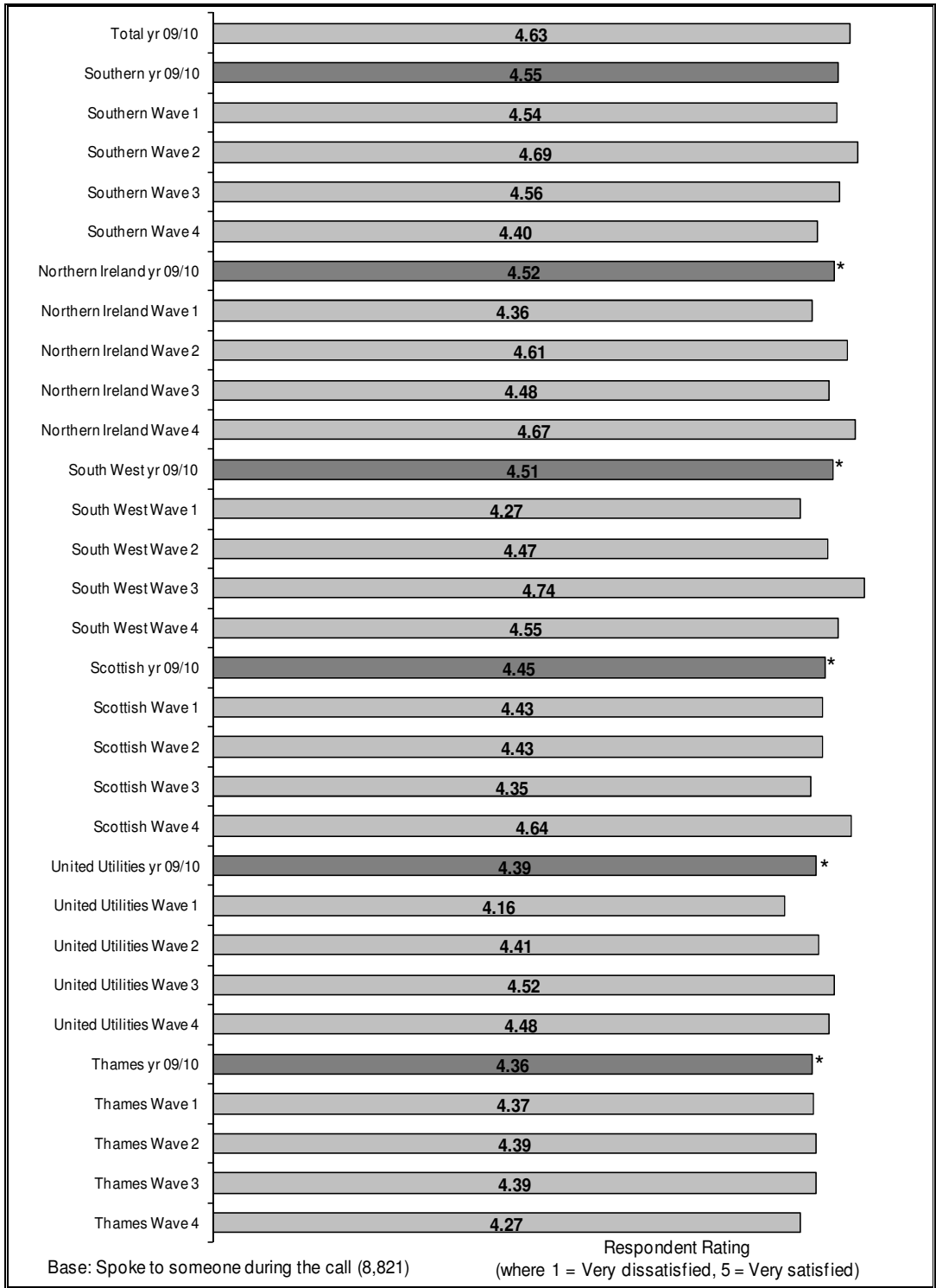
Q16 How satisfied were you with the company's willingness to help?

Companies Ranked 13th – 18th

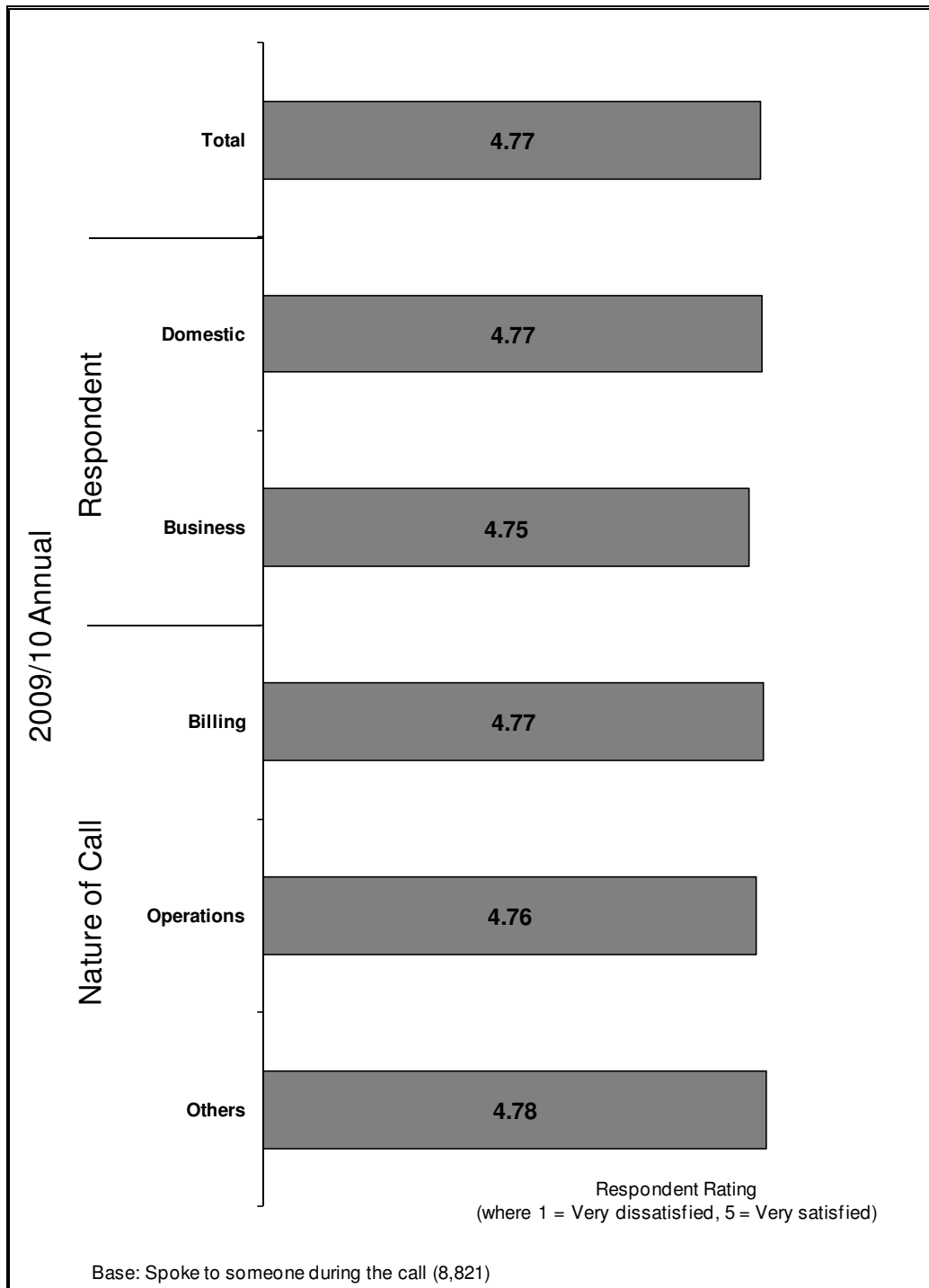


Q16 How satisfied were you with the company's willingness to help?

Companies Ranked 19th – 24th

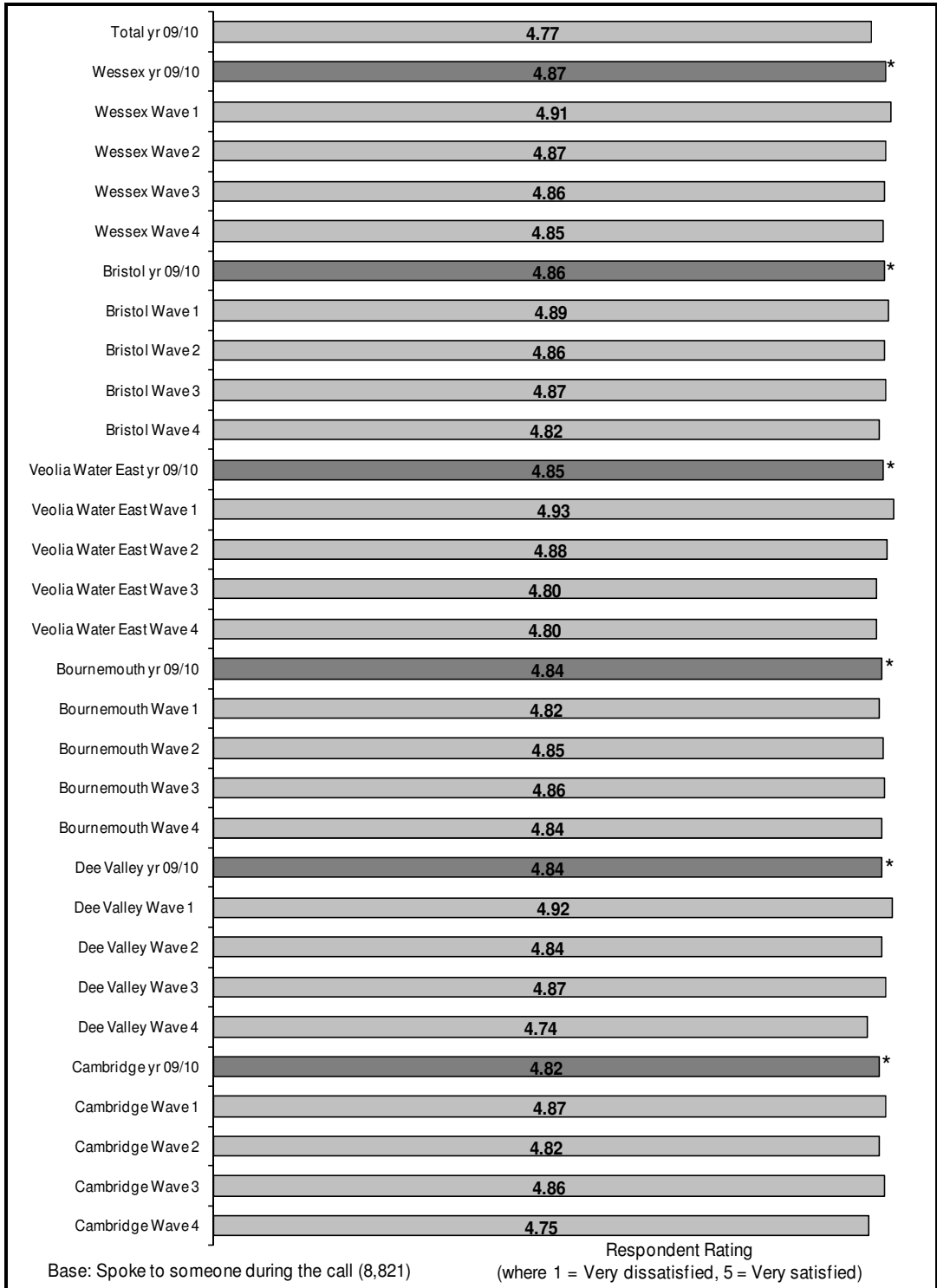


Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?



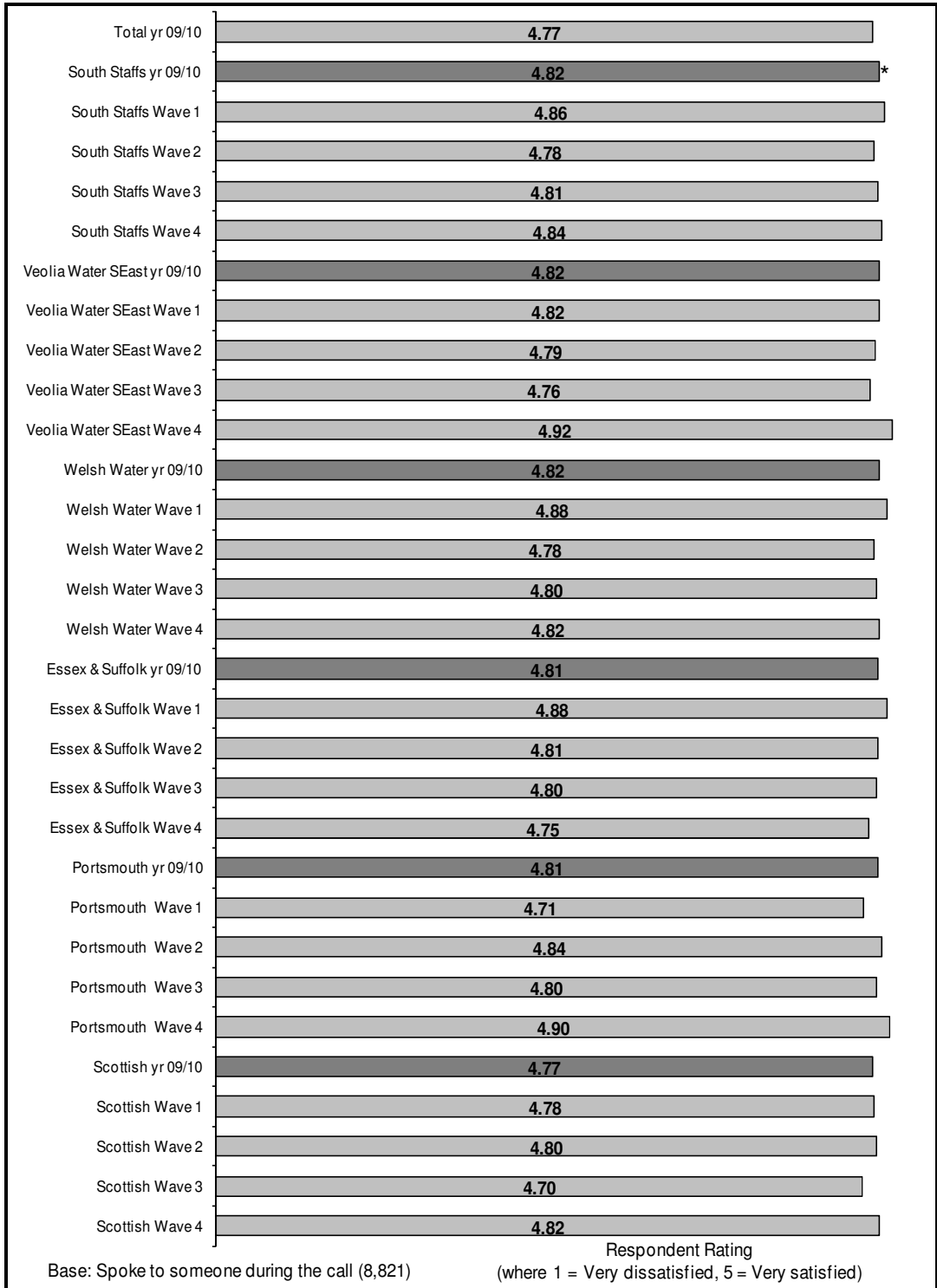
Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Companies Ranked 1st – 6th



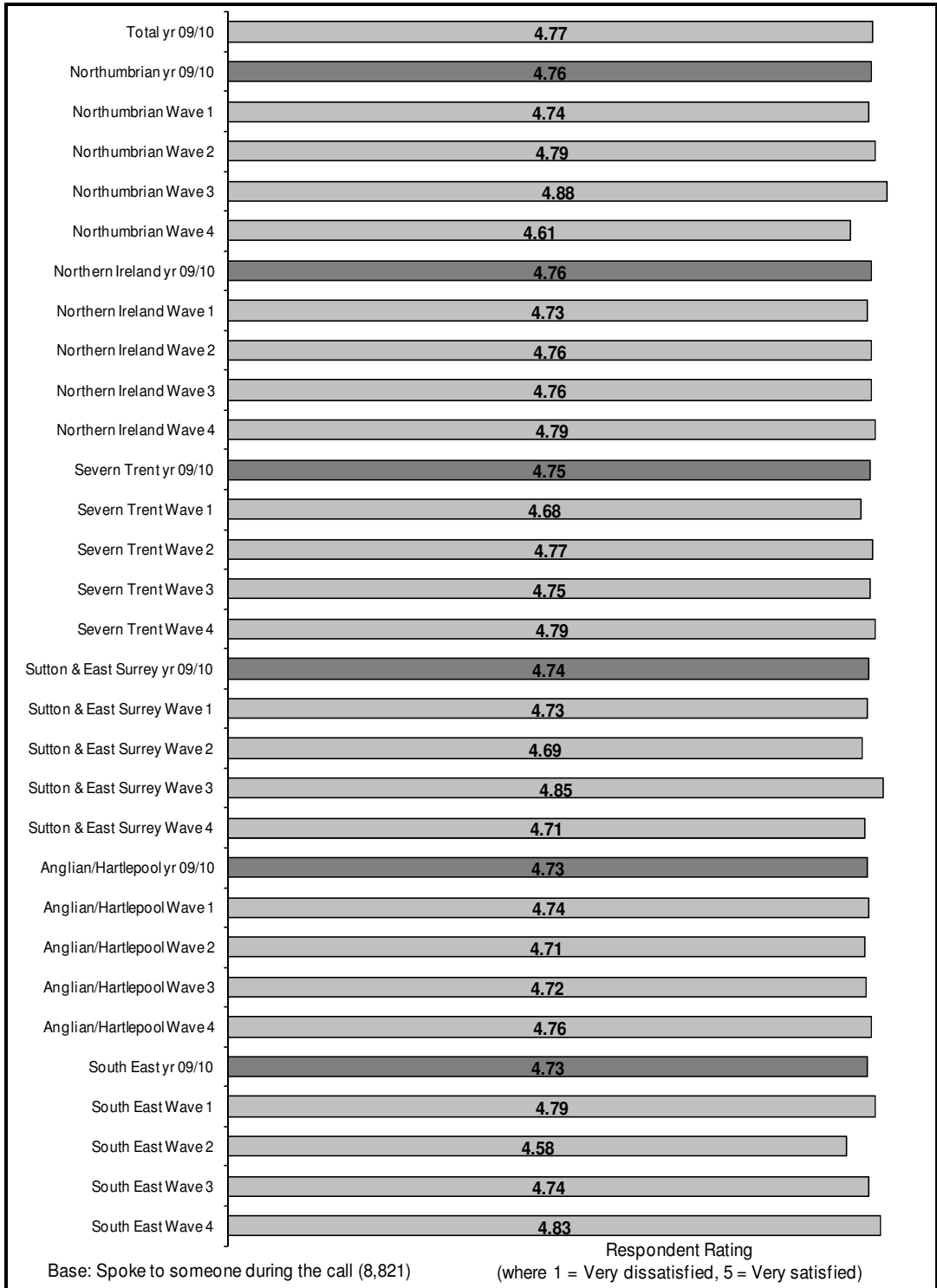
Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Companies Ranked 7th – 12th



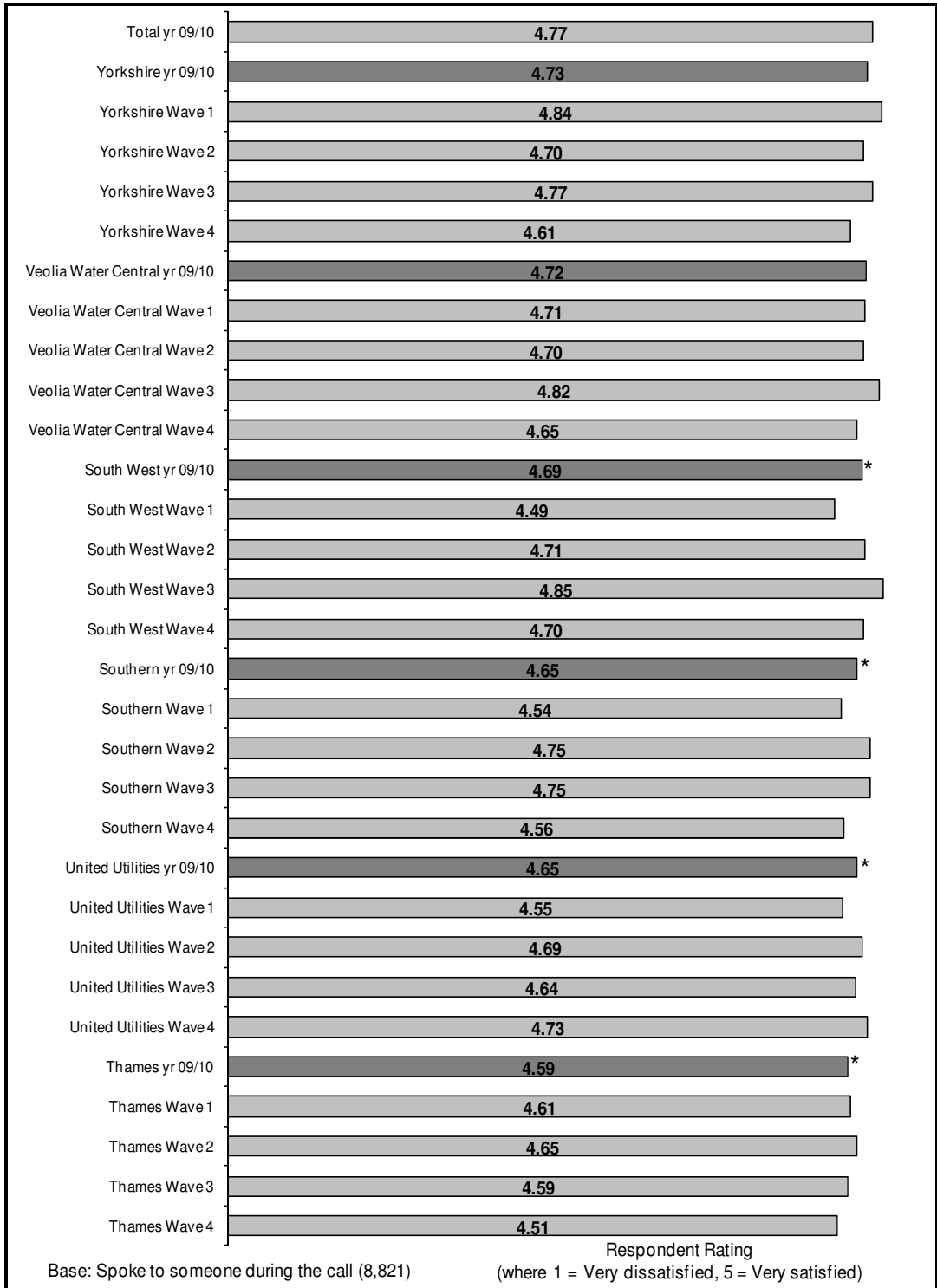
Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Companies Ranked 13th – 18th

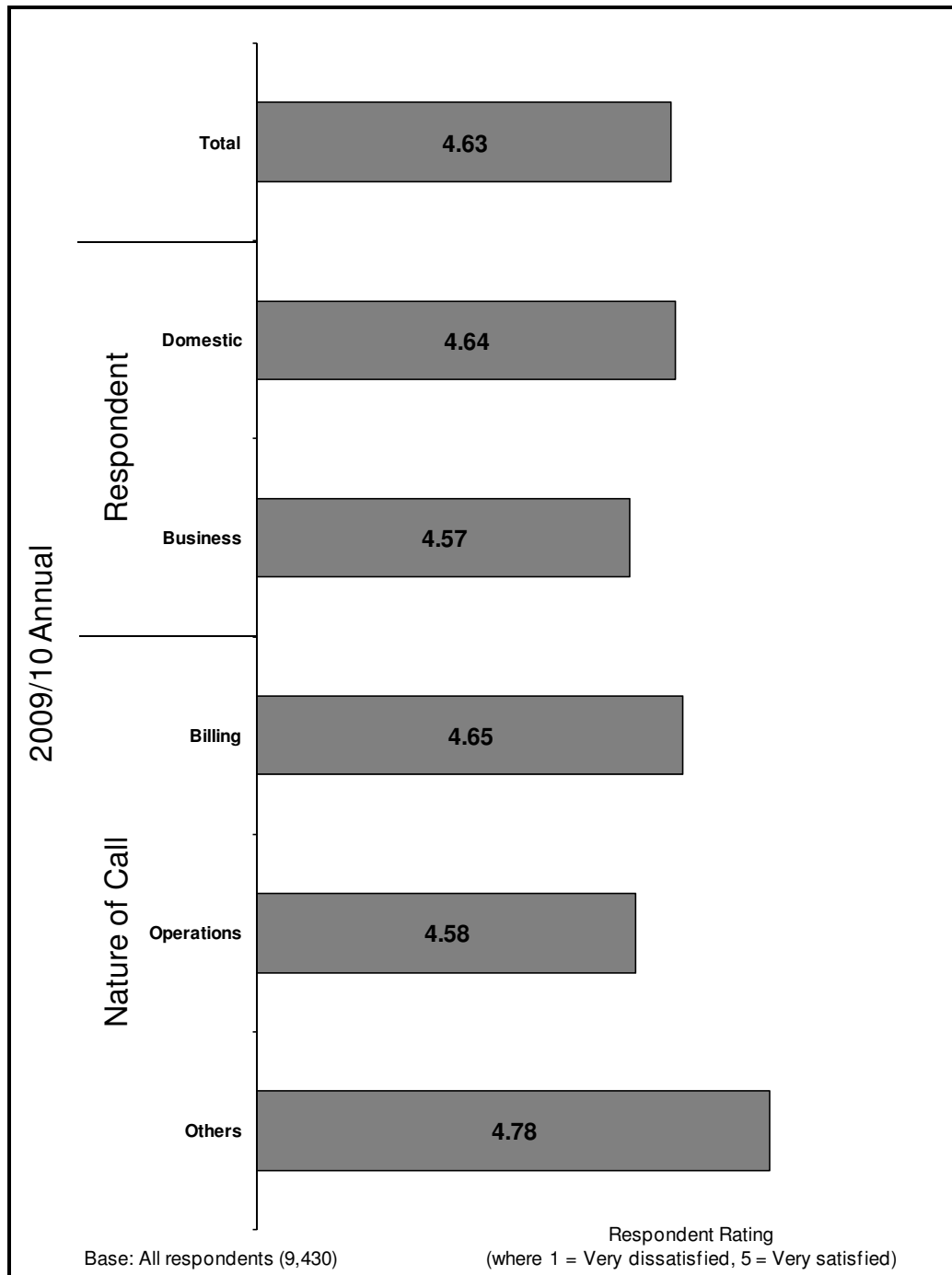


Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Companies Ranked 19th – 24th

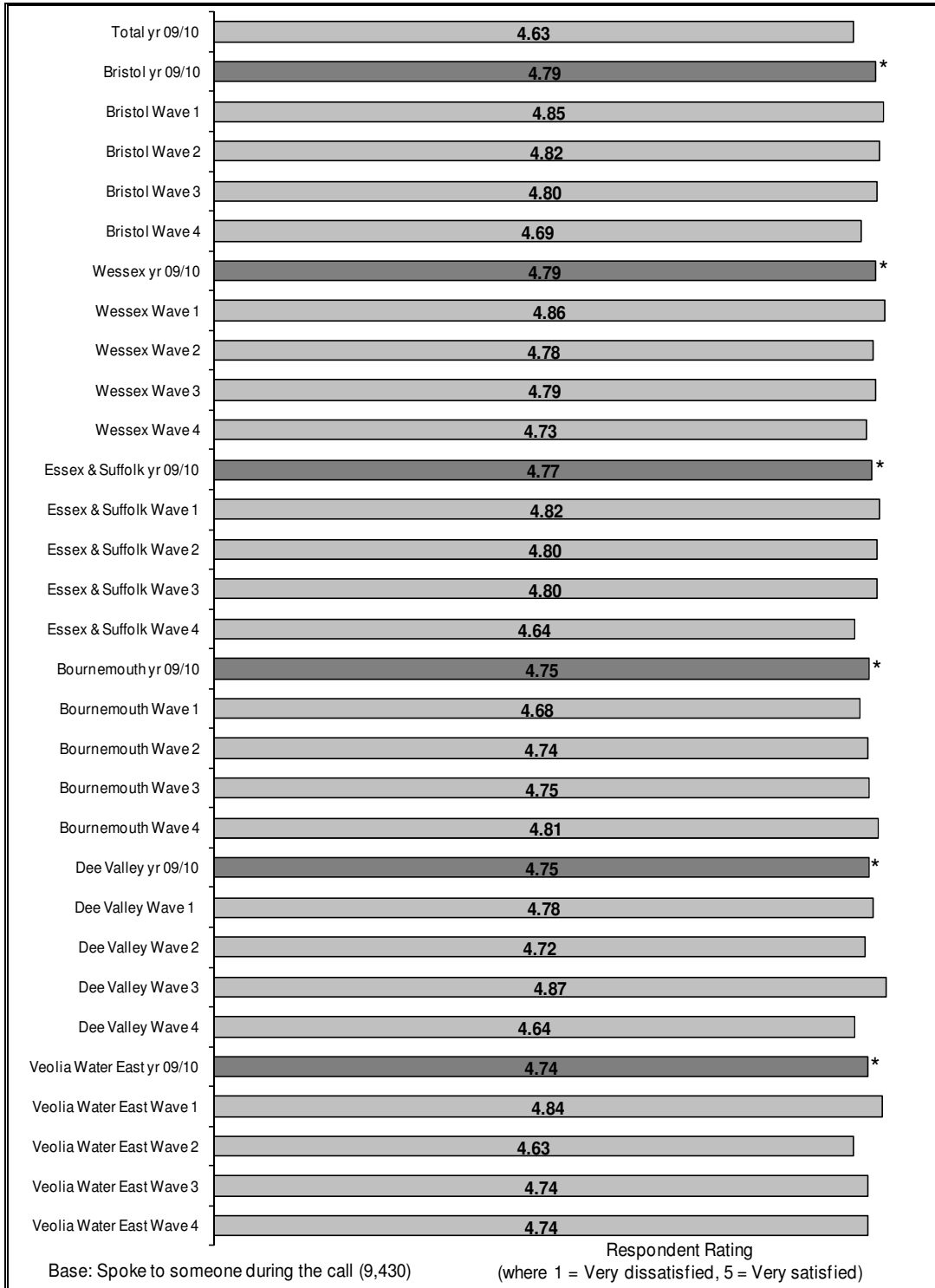


Q18 Overall, how satisfied were you with the manner in which your call was handled?



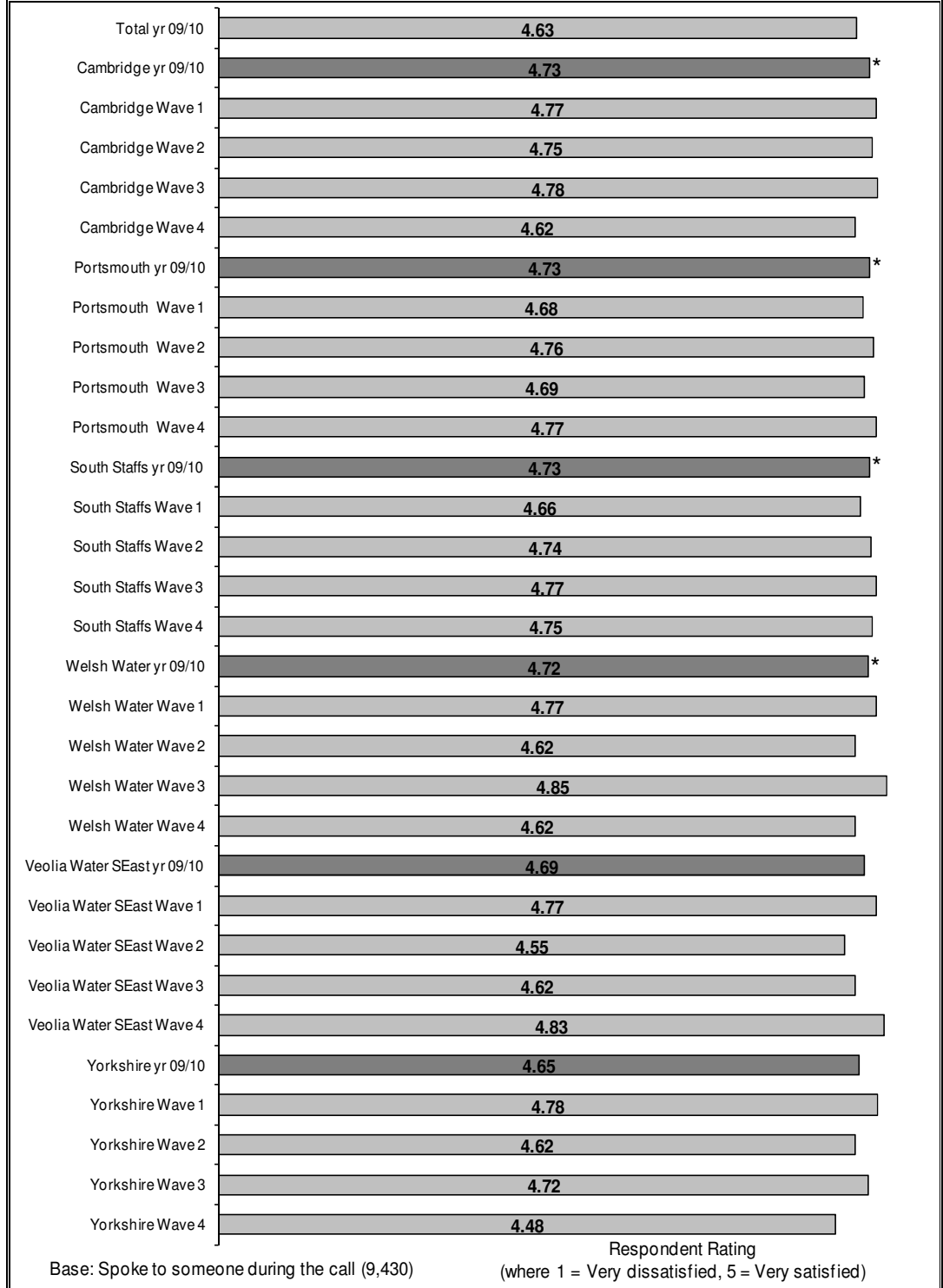
Q18 Overall, how satisfied were you with the manner in which your call was handled?

Companies Ranked 1st – 6th



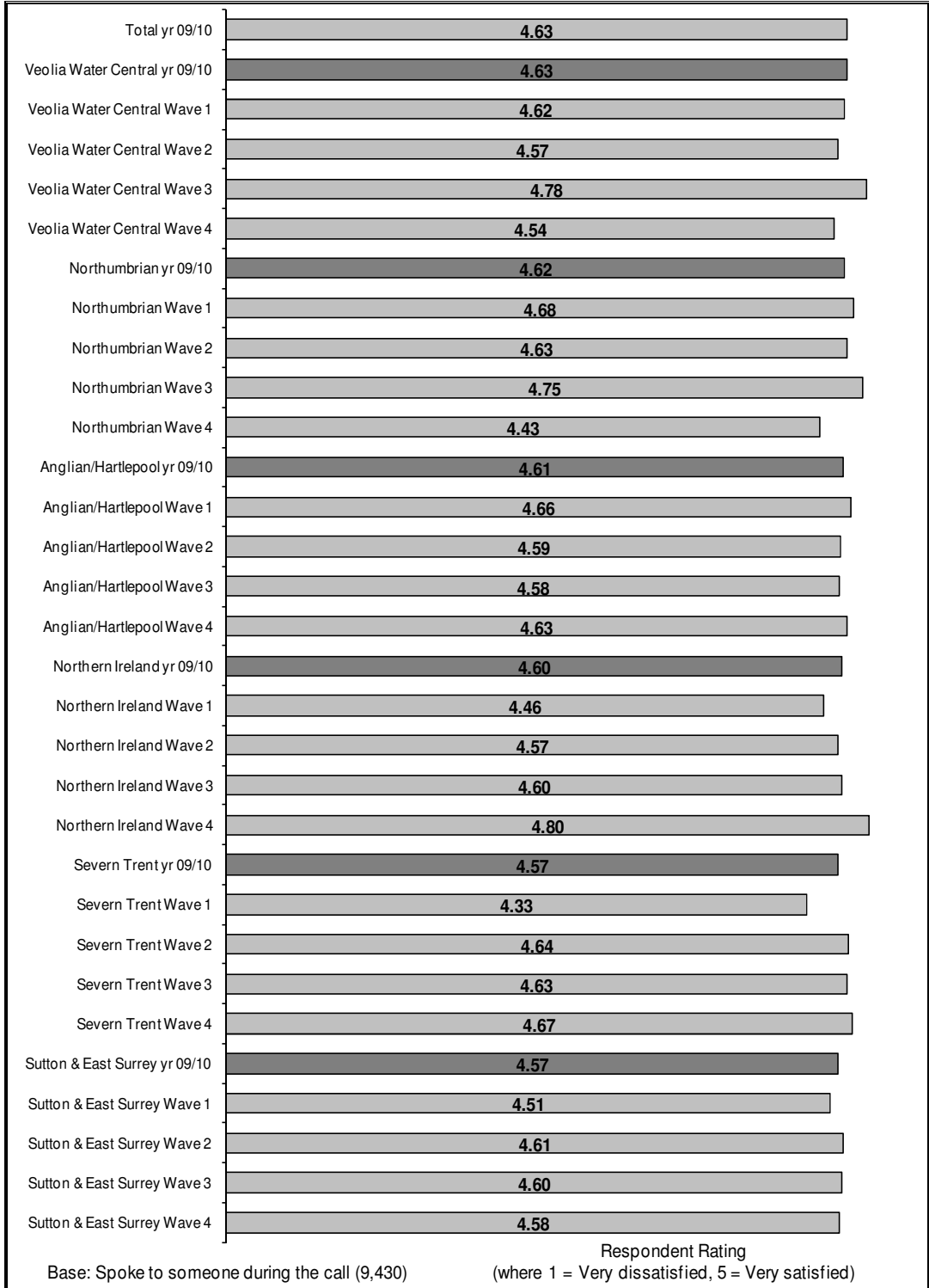
Q18 Overall, how satisfied were you with the manner in which your call was handled?

Companies Ranked 7th – 12th



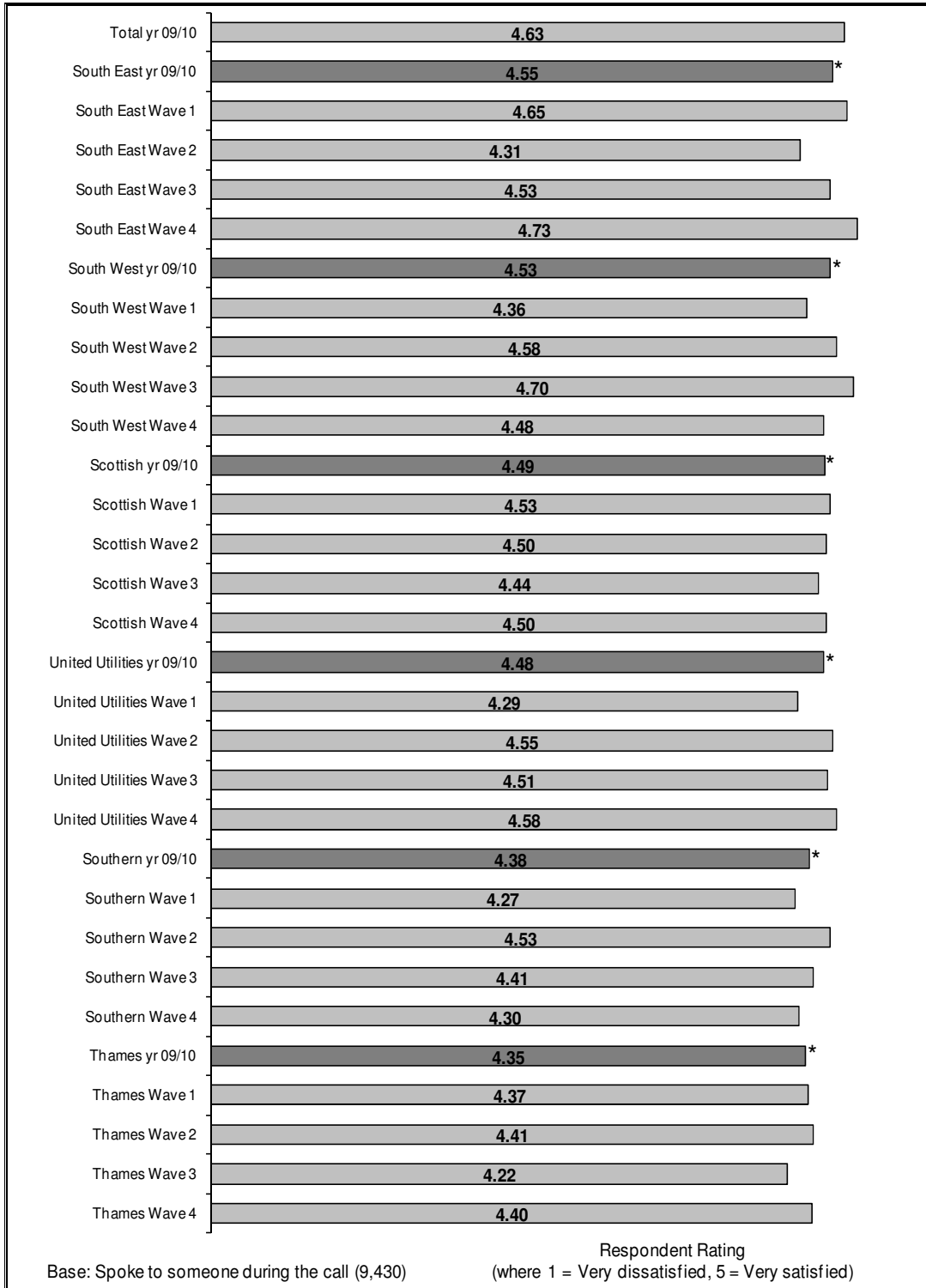
Q18 Overall, how satisfied were you with the manner in which your call was handled?

Companies Ranked 13th – 18th

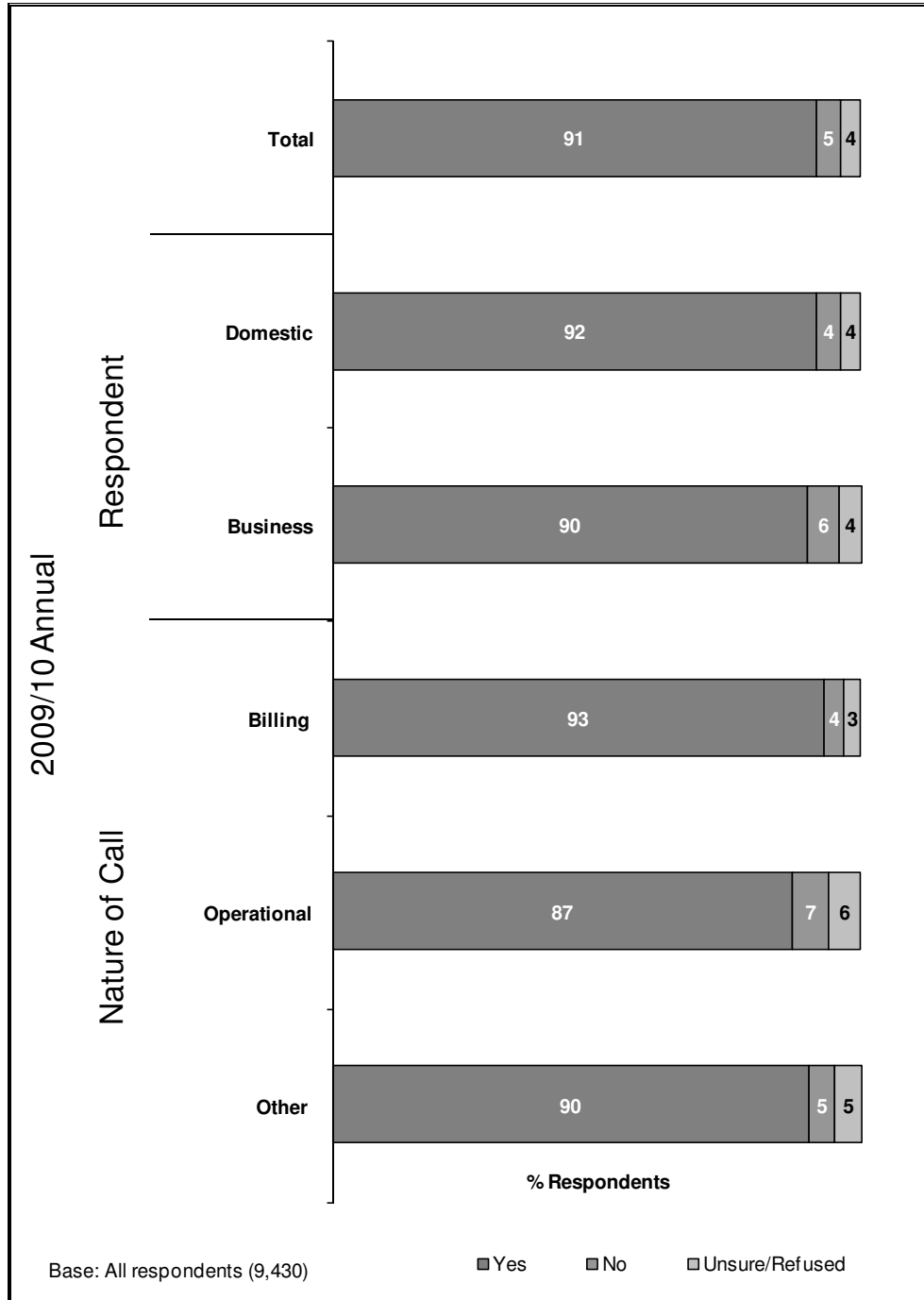


Q18 Overall, how satisfied were you with the manner in which your call was handled?

Companies Ranked 19th – 24th

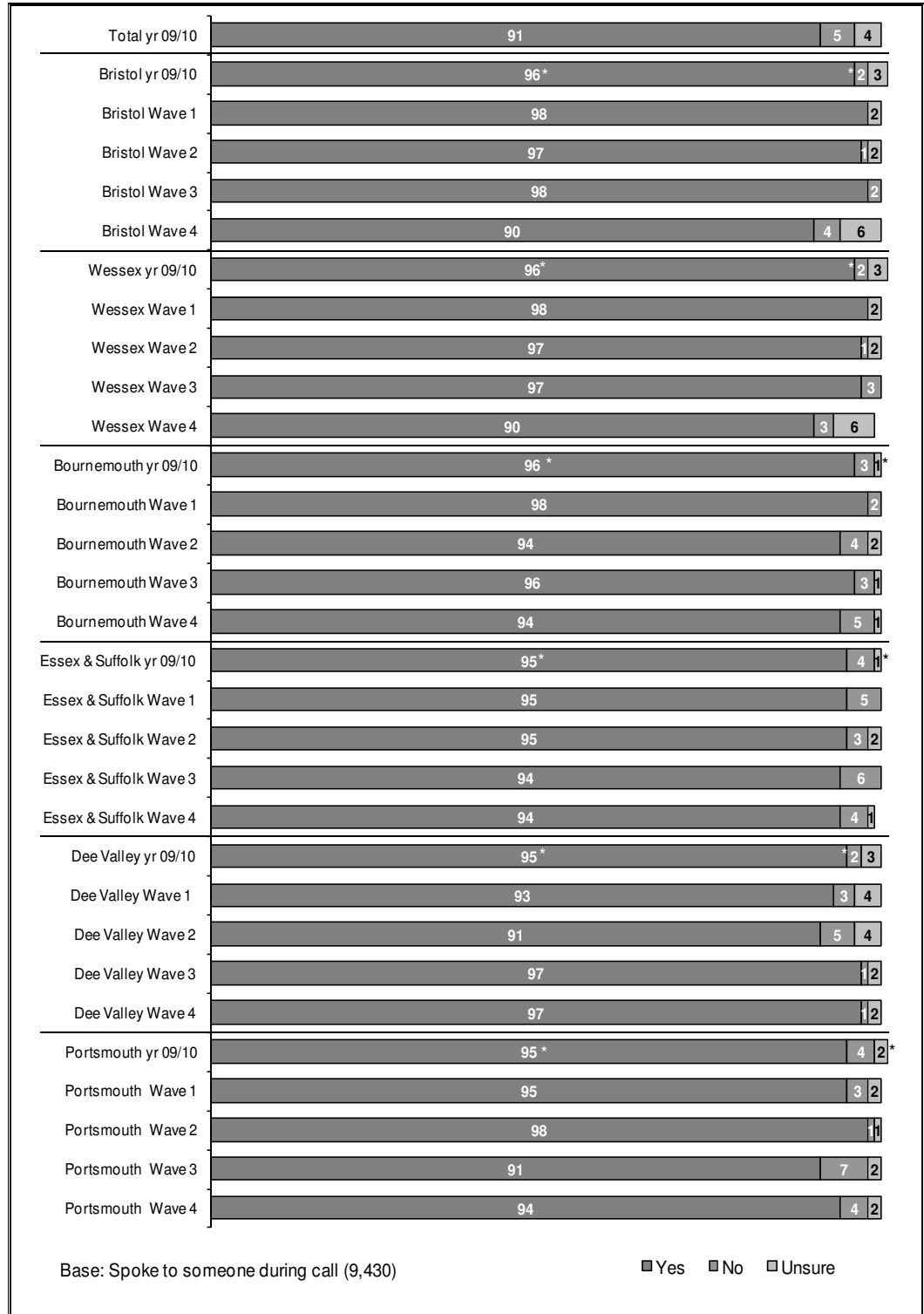


Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?



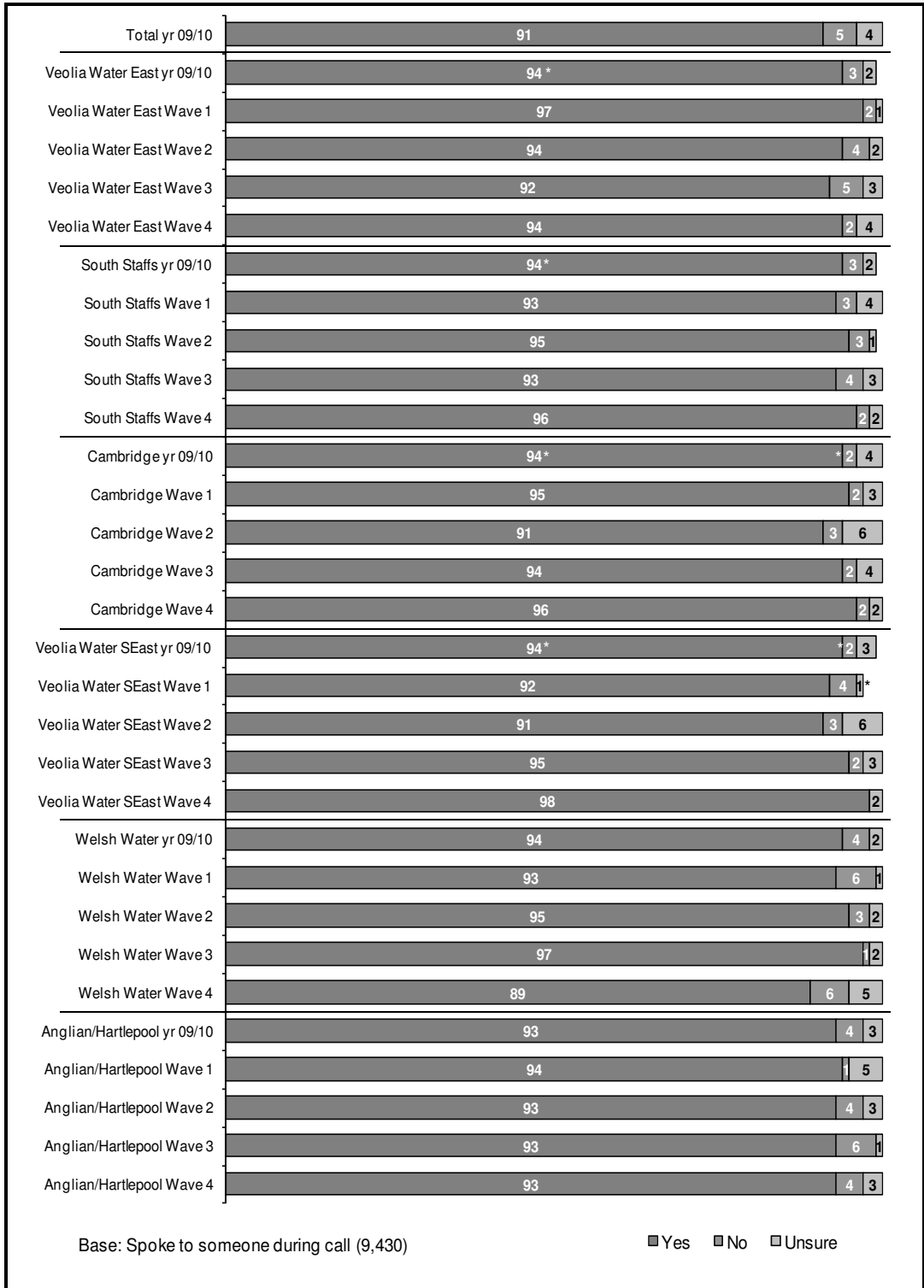
Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?

Companies Ranked 1st – 6th



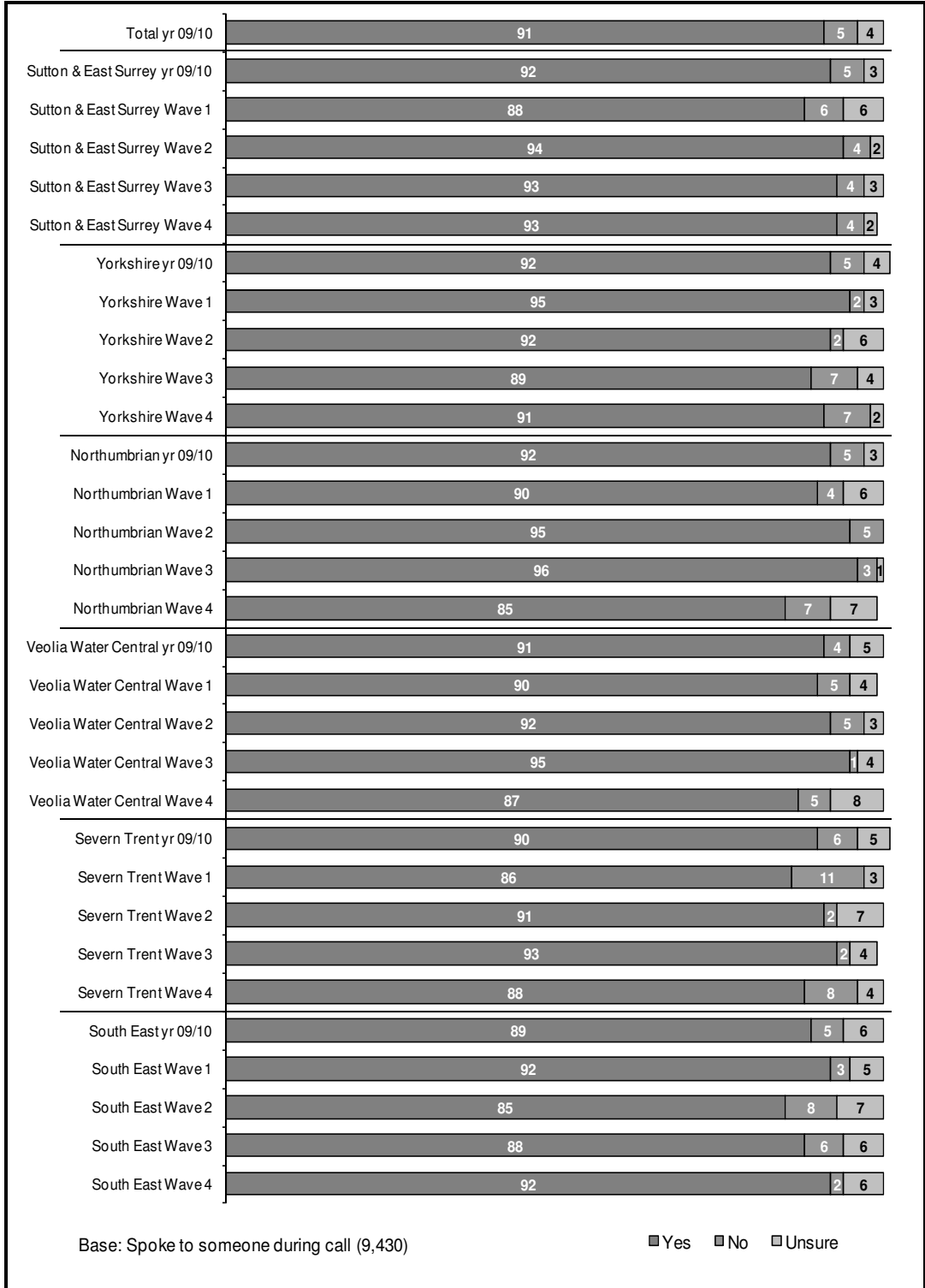
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Companies Ranked 7th – 12th



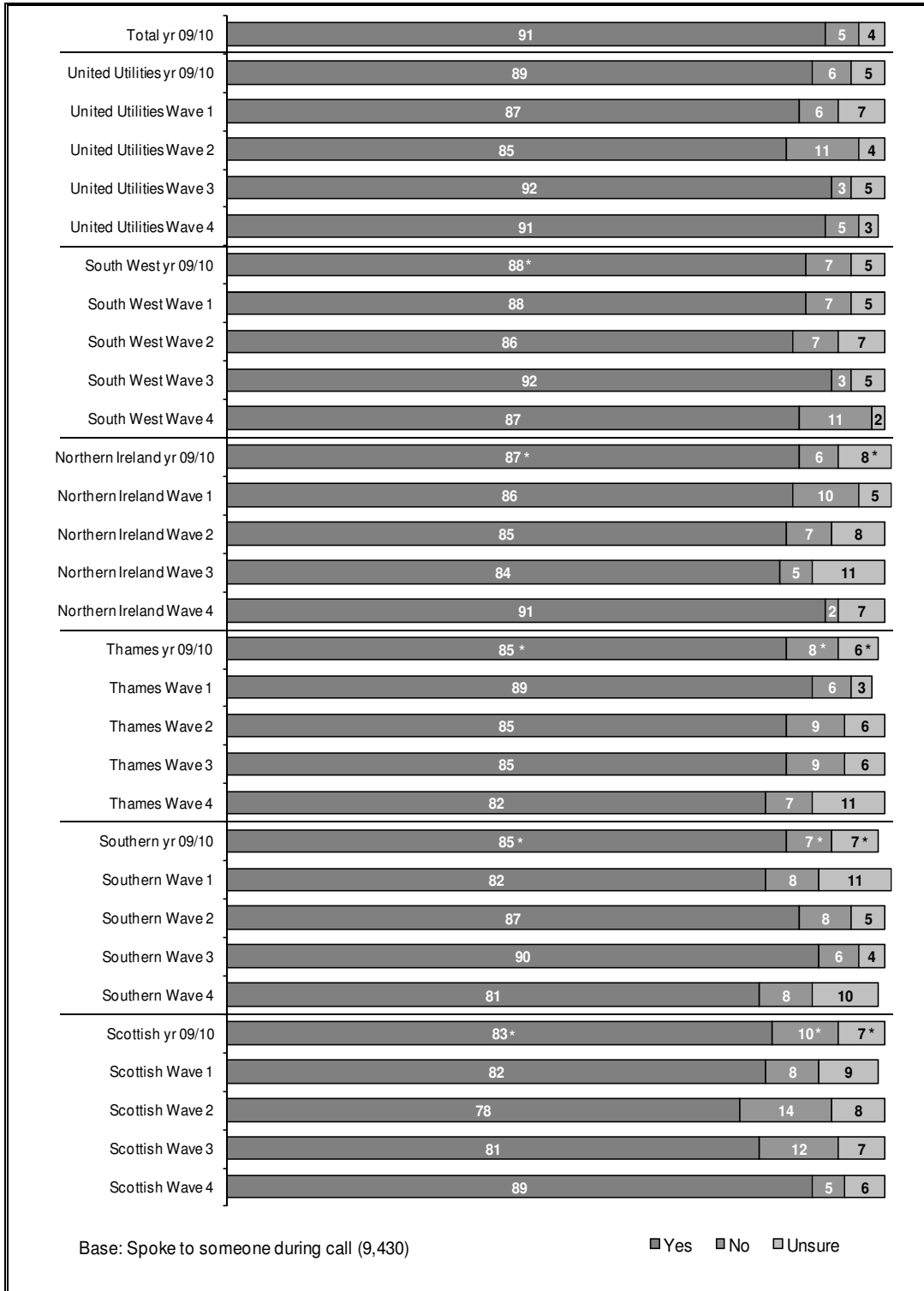
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Companies Ranked 13th – 18th

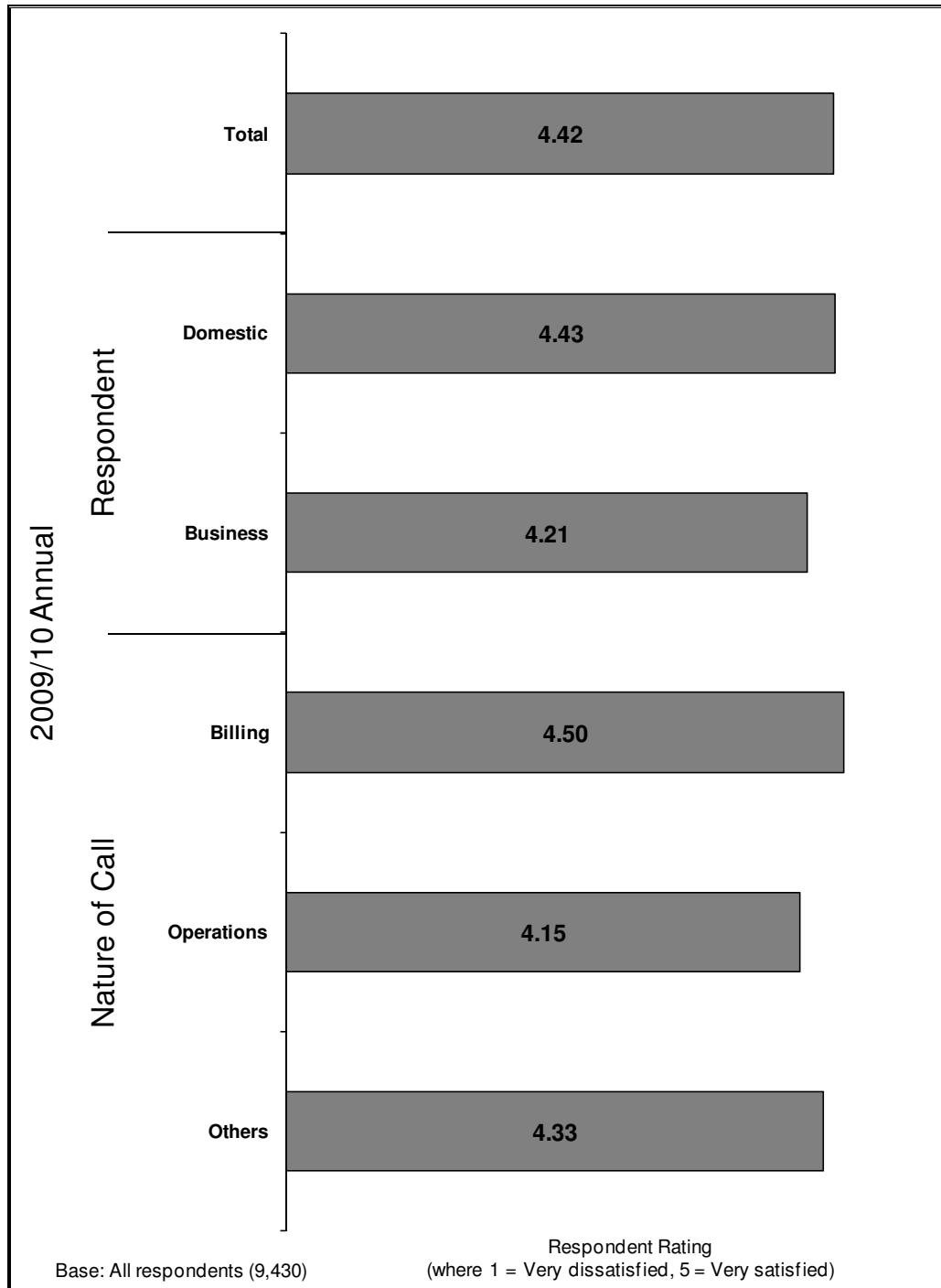


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Companies Ranked 19th – 24th

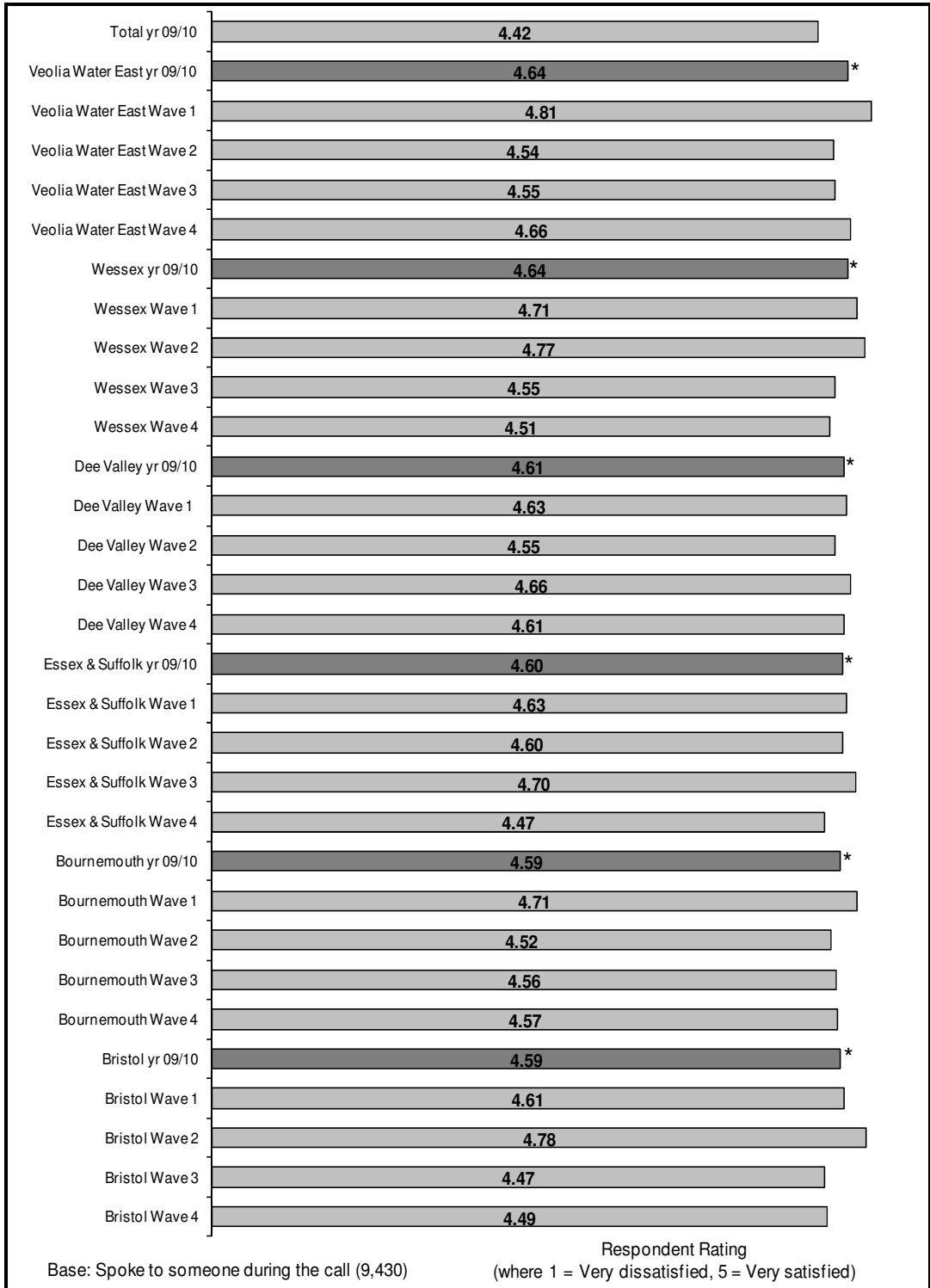


Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?



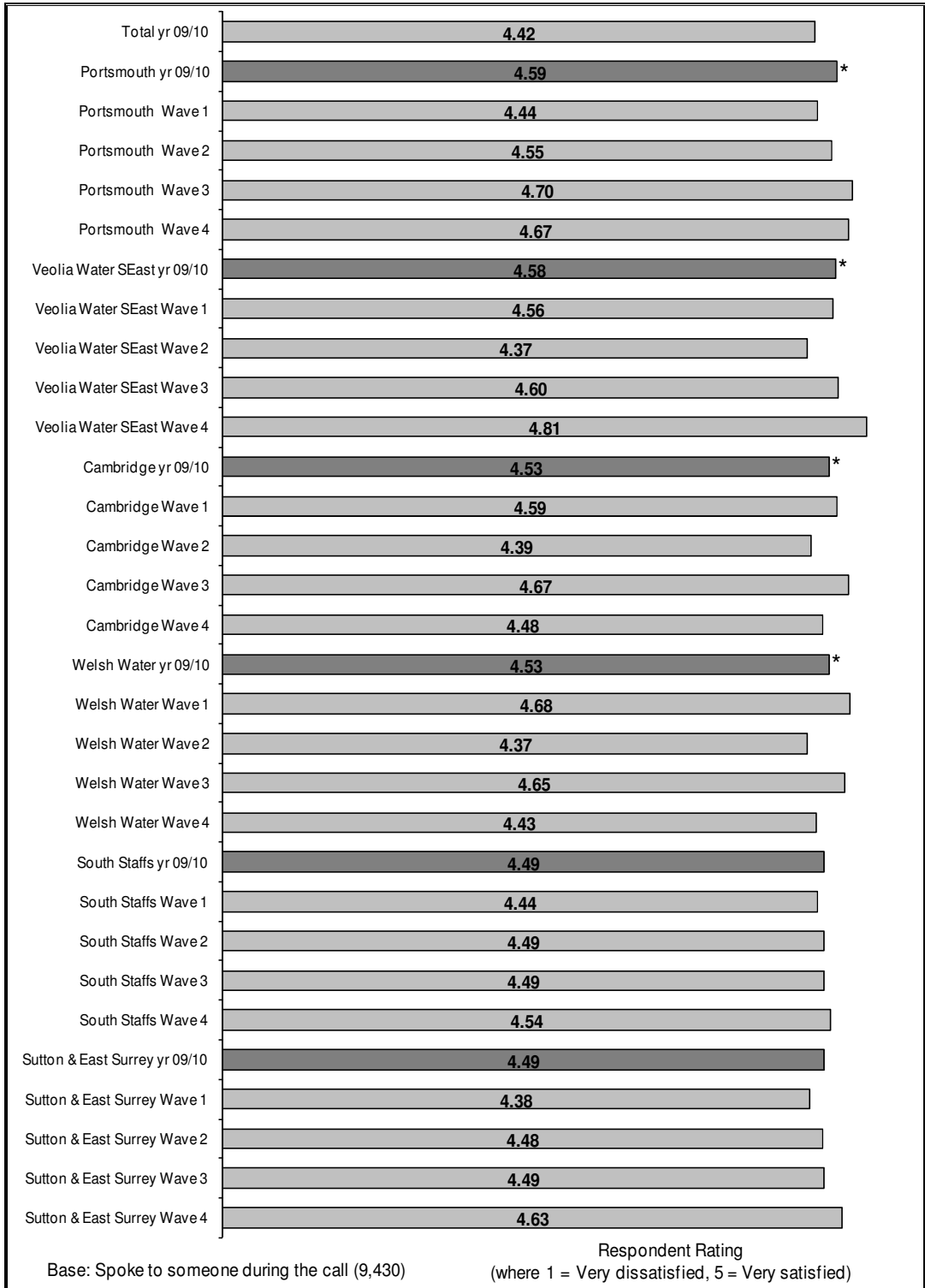
Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Companies Ranked 1st – 6th



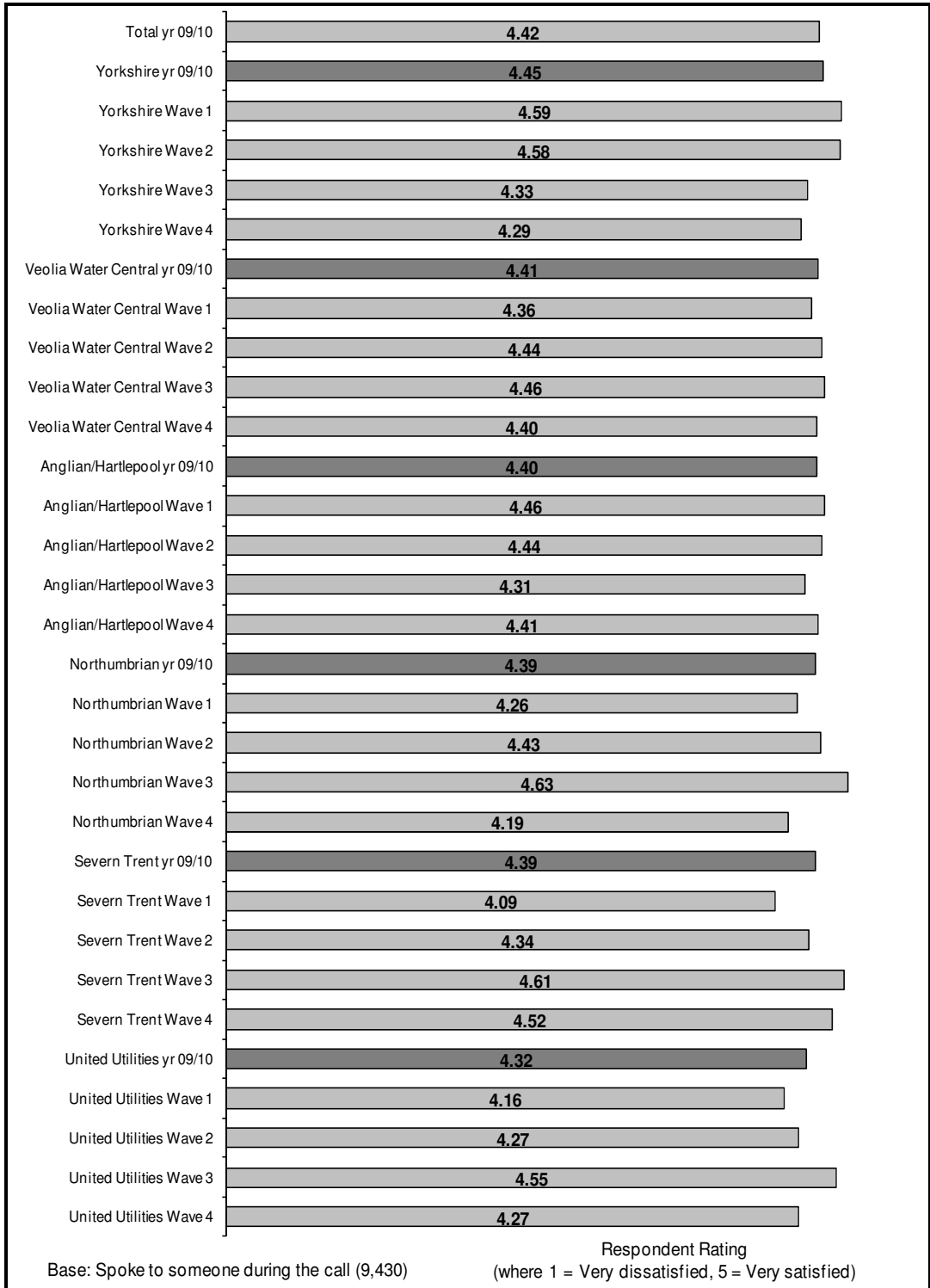
Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Companies Ranked 7th – 12th



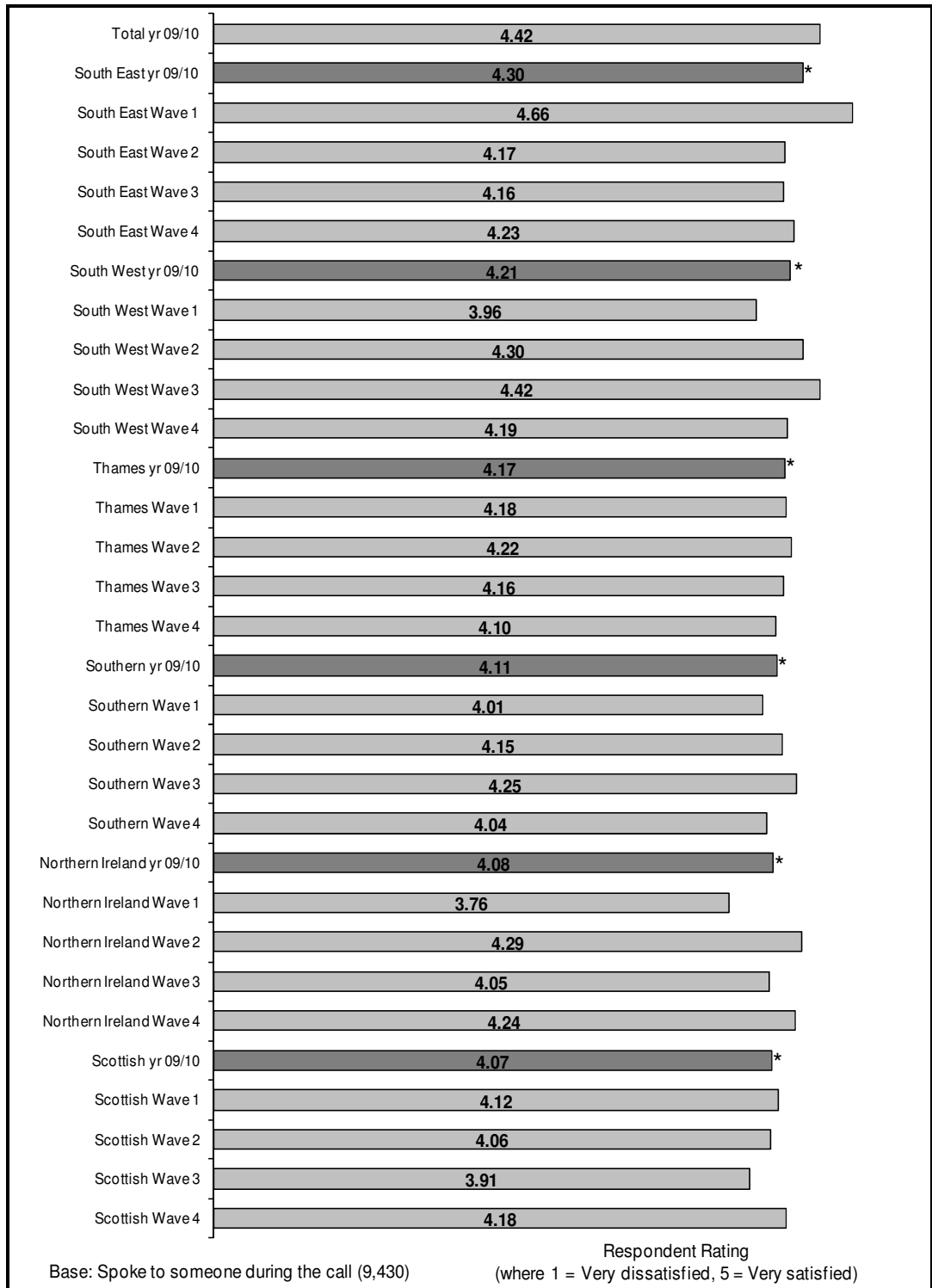
Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Companies Ranked 13th – 18th



Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Companies Ranked 19th – 24th



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CUSTOMER TRACKING STUDY

Checked (initial):

Exec: _____

Field: _____

Good morning/afternoon, my name is _____ from McCallum, an independent market research agency, and I'm carrying out research amongst customers who have recently contacted **[insert water company]**.

S1	First of all, can I just check, do you or any of your close family work in any of the following industries?	Banking	1	Go To S2
		Nursing	2	
		-----	-----	T & C
		Water supply/sewerage	3	
		Market Research	4	
		Advertising	5	
		PR	6	
		-----	-----	Go To S2
Retail	7			
None of the above	8			
S2	I understand that someone in your [household/organisation] contacted [insert water company] recently. Was this yourself?	Yes	1	Go To Q1
		No	2	Re-introduce
		No and don't know who did	3	T&C
		INTERVIEWER: If No, Ask To Be Transferred To Correct Person And Reintroduce. If Not Available Make An Appointment.		
<p>Would you be willing to spare about 7 minutes to answer a few questions about the quality of the telephone service you received when you called [insert water company], either now or at a more convenient time? You do not have to answer questions do you not wish to and you can terminate the interview at any point. Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society.</p>				
Q1	INTERVIEWER: Record date call was made to water company (from sample):	Write In Date: _____		

Q2 INTERVIEWER: Record water company (from sample):

Anglian	01
Bournemouth	02
Bristol – Operational	03
Bristol & Wessex – Billing	04
Cambridge	05
Dee Valley	06
Essex & Suffolk	07
Folkestone & Dover	08
Hartlepool	09
Mid Kent	10
Northumbrian	11
Northern Ireland	12
Portsmouth	13
Severn Trent	14
South East	15
South Staffs	16
South West	17
Southern	18
Sutton & East Surrey	19
Tendring Hundred	20
Thames	21
Three Valleys	22
United Utilities	23
Welsh Water	24
Wessex – Operational	25
Yorkshire	26

Q3 INTERVIEWER: Record whether business or domestic:

Business	1
Domestic	2

Q4 Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? **DO NOT READ OUT LIST - SELECT MOST APPROPRIATE**

BILLING

Moving home or property/change of details	01
Leave a meter reading	02
Disputing/querying bill/high meter bill/reading	03

PAYMENT

Payment of bill	04
Setting up payment arrangements	05
Difficulty paying bill	06

WATER SUPPLY

Loss of supply	07
Loss of pressure	08
Leak	09
Flood (non sewer)	10

DRINKING WATER

Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness)	11
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SEWERAGE SERVICES

Blocked sewer/sewer flooding	12
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Other (please specify) _____ 13

Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?

Yes	1	Go To Q7
No	2	Go To Q6

Q6	How many times in total did you try to get through?		
		1	1
		2	2
		3	3
		4	4
		5 or more	5
		Can't remember	6
Q7	On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system)? DO NOT PROMPT		
	Please record in minutes <input type="text"/> and/or seconds <input type="text"/>		
	Can't remember	X	
Q8	How satisfied were you with the length of time that you had to wait before your call was answered? Were you satisfied, dissatisfied or neither satisfied nor dissatisfied? UNFOLD SCALE		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
Q9	Did you speak with a person at any time during your call?		
	Yes	1	Go To Q13
	No	2	Go To Q10
Q10	And how satisfied were you with having your call answered by an automated message service rather than a person? UNFOLD SCALE		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
Q11	And how easy was the automated system to use? Was it easy, difficult or neither easy nor difficult? UNFOLD SCALE		
	Very easy	1	
	Quite easy	2	
	Neither easy nor difficult	3	
	Quite difficult	4	
	Very difficult	5	
Q12	Were you offered the opportunity to speak to a person if you wanted to?		
	Yes	1	Go To Q18
	No	2	Q18
Q13	During the course of this call how many people did you speak to?		
	Please record number of people <input type="text"/>		
	Interviewer: If answers 2 or more to Q13, proceed to Q14, otherwise go to Q15		
Q14	How satisfied were you with the number of people that you had to speak to? UNFOLD SCALE		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	

<p>Q15 How satisfied were you that the person (or people) that you spoke to understood your reason for calling? UNFOLD SCALE</p> <p style="text-align: right;">Very satisfied 1 Quite satisfied 2 Neither satisfied nor dissatisfied 3 Quite dissatisfied 4 Very dissatisfied 5</p>		
<p>Q16 Using the same scale, how satisfied were you with their willingness to help? UNFOLD SCALE</p> <p style="text-align: right;">Very satisfied 1 Quite satisfied 2 Neither satisfied nor dissatisfied 3 Quite dissatisfied 4 Very dissatisfied 5</p>		
<p>Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during this call? UNFOLD SCALE</p> <p><u>INTERVIEWER:</u> If Satisfied With One/Some, But Not With Another/Others, Probe For Overall Satisfaction Across All Spoken To</p> <p style="text-align: right;">Very satisfied 1 Quite satisfied 2 Neither satisfied nor dissatisfied 3 Quite dissatisfied 4 Very dissatisfied 5</p>		
<p>Q18 <u>ASK ALL:</u> Overall, how satisfied were you with the manner in which your call was handled? UNFOLD SCALE</p> <p style="text-align: right;">Very satisfied 1 Quite satisfied 2 Neither satisfied nor dissatisfied 3 ----- Quite dissatisfied 4 Very dissatisfied 5</p>		<p style="text-align: center;">Go To Q20</p> <p style="text-align: center;">-----</p> <p style="text-align: center;">Go To Q19</p>
<p>Q19 Why were you [quite/very dissatisfied]? RECORD MAIN REPOSE ONLY</p> <p>INTERVIEWER: IF MENTIONS OUTCOME INSTEAD OF MANNER WITH CALL HANDLING, GO BACK TO Q18</p> <p>_____</p> <p>_____</p> <p>_____</p>		
<p>Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?</p> <p style="text-align: right;">Yes 1 No 2 Unsure 3</p>		
<p>Q21 And how satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call? UNFOLD SCALE</p> <p style="text-align: right;">Very satisfied 1 Quite satisfied 2 Neither satisfied nor dissatisfied 3 Quite dissatisfied 4 Very dissatisfied 5</p>		

Q22 Are you willing for us to pass on your details and the answers you have given to your water company in order for them to improve the customer service they provide?

Yes

1

Go To Q23

No

2

T & C

Q23 And would you be happy for your water company to contact you?

INTERVIEWER: Reassure Respondent – Would Only Be In Relation To This Issue, Not Selling

Yes

1

No

2

Thank you for your help in this research

INTERVIEWER READ OUT:

This research was conducted under the terms of the MRS Code of Conduct and is completely confidential. If you would like to confirm my credentials or those of McCallum Layton please call the MRS free on 0500 396999.

Please may I take a note of your name and where we can contact you for quality control purposes?

Respondent's Name: _____

Telephone (home): (code) _____ (number) _____

Telephone (work): (code) _____ (number) _____

INTERVIEWER DECLARATION:

I declare that I have conducted this interview in accordance with instructions.

Interviewer Signature: _____

Print Name: _____

Date of interview: _____