THE WATER INDUSTRY QUALITY OF TELEPHONE CALL HANDLING

ANNUAL REPORT 2008/2009

February 2009

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Research and Marketing Consultants

Our Ref: MC/AK/1955 - DRAFT

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1 BACKGROUND AND OBJECTIVES

1.1 Background

Since the Water Industry in England and Wales was privatised in 1989, the 23 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 2008/09 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 12th May 2008 to Sunday 18th May 2008 (inclusive)
Interview period: Monday 19th May 2008 to Wednesday 28th May 2008 (inclusive)

Wave 2
Sampling period: Monday 7th July 2008 to Sunday 13th July 2008 (inclusive)
Interview period: Monday 14th July 2008 to Friday 18th July 2008 (inclusive)

Wave 3
Sampling period: Monday 13th October 2008 to Sunday 19th October 2008 (inclusive)
Interview period: Monday 20th October 2008 to Monday 27th October 2008 (inclusive)

Wave 4
Sampling period: Monday 5th January 2009 to Sunday 11th January 2009 (inclusive)
Interview period: Monday 12th January 2009 to Thursday 15th January 2009 (inclusive)

Please note, Scottish Water joined the DG9 customer service programme in Wave 2 2008 and is included in the reported results.

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 May 2008, July 2008, October 2008 and January 2009 surveys was 9,738. This was split by company as shown below in Table 1.

Table 1: Interviews Achieved

	TARGET (per wave)	Achieved Q1 08/09	Achieved Q2 08/09	Achieved Q3 08/09	Achieved Q4 08/09	Achieved Total
Anglian & Hartlepool	100	101	101	103	103	408
Bournemouth	100	100	100	100	100	400
Bristol Operations	Varies	11	15	19	49	94
Bristol & Wessex Billing	Varies	103	101	101	100	405
Cambridge	100	103	112	100	103	418
Dee Valley	100	103	105	100	109	417
Essex & Suffolk	100	104	102	100	104	410
Folkestone & Dover	100	103	101	100	104	408
Mid Kent	100	101	101	100	101	403
Northumbrian	100	109	101	100	100	410
Northern Ireland	100	100	100	101	104	405
Portsmouth	100	100	102	100	100	402
Severn Trent	100	101	101	100	100	402
South East	100	102	101	100	100	403
South Staffs	100	101	101	101	101	404
South West	100	104	103	100	100	407
Southern	100	101	100	100	101	402
Sutton & East Surrey	100	101	103	101	100	405
Tendring Hundred	100	102	100	100	100	402
Thames	100	108	101	100	100	409
Three Valleys	100	101	102	100	100	403
United Utilities	100	101	101	100	100	402
Welsh Water	100	105	101	101	100	407
Wessex Ops	Varies	23	23	24	33	103
Yorkshire	100	101	100	100	101	402
Scottish	100	-	104	-	103	207
Overall	**Varies**	**2389**	**2482**	**2351**	**2516**	**9738**

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 08/09**	**Q2 08/09**	**Q3 08/09**	**Q4 08/09**	**Total**
Anglian	17985	20459	20899	22083	81426
Bournemouth	2003	1484	1523	2334	7344
Bristol Operations	709	702	696	1630	3737
Bristol & Wessex Billing	10379	10241	8443	8810	37873
Cambridge	1604	1256	1601	1144	5605
Dee Valley	1591	1640	1217	1974	6422
Essex & Suffolk	6807	6404	8297	7533	29041
Folkestone & Dover	944	857	877	880	3558
Hartlepool	468	676	661	614	2419
Mid Kent	2763	2327	3287	5251	13628
Northumbrian	10918	11748	12577	12433	47676
Northern Ireland	4269	2980	3859	4901	16009
Portsmouth	2974	3977	3175	3644	13770
Severn Trent	41477	35344	42565	44067	163453
South East	7059	3960	6635	4953	22607
South Staffs	7927	7178	6347	6581	28033
South West	13606	12278	10448	15580	51912
Southern	31838	27015	27822	28490	115165
Sutton & East Surrey	1748	1839	1911	1588	7086
Tendring Hundred	1612	1214	1296	910	5032
Thames	32615	40789	46242	43229	162875
Three Valleys	13933	14825	12008	10467	51233
United Utilities	44036	37487	39600	40615	161738
Welsh Water	17127	15588	14372	13911	60998
Wessex Ops	1708	1720	1765	2788	7981
Yorkshire	25716	25001	22970	27487	101174
Scottish	-	2294	-	2071	4365
Total	**303,816**	**291,283**	**301,093**	**315,968**	**1,212,160**

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 08/09	**Q2 08/09**	**Q3 08/09**	**Q4 08/09**	**Q1 08/09**	**Q2 08/09**	**Q3 08/09**	**Q4 08/09**
Anglian	90	91	92	93	10	9	8	7
Bournemouth	94	93	93	83	6	7	7	17
Bristol Operations	-	-	-	-	100	100	100	100
Bristol & Wessex Billing	100	100	100	100	-	-	-	-
Cambridge	92	92	93	89	8	8	7	11
Dee Valley	95	94	93	91	5	6	7	9
Essex & Suffolk	89	89	92	75	11	11	8	25
Folkestone & Dover	99	98	97	91	1	2	3	9
Hartlepool	69	83	84	85	31	17	16	15
Mid Kent	88	92	79	72	12	8	21	28
Northumbrian	77	77	80	80	23	23	20	20
Northern Ireland	66	67	28	27	34	33	72	73
Portsmouth	25	41	33	27	75	59	67	73
Severn Trent	85	85	87	71	15	15	13	29
South East	84	80	70	52	16	20	30	48
South Staffs	90	74	91	83	10	26	9	17
South West	75	75	76	72	25	25	24	28
Southern	87	86	86	78	13	14	14	22
Sutton & East Surrey	91	86	93	85	9	14	7	15
Tendring Hundred	97	98	85	94	3	2	15	6
Thames	70	85	84	65	30	15	16	35
Three Valleys	78	82	80	68	22	18	20	32
United Utilities	88	91	88	88	12	9	12	12
Welsh Water	85	84	81	61	15	16	19	39
Wessex Ops	-	-	-	-	100	100	100	100
Yorkshire	75	72	79	33	25	28	21	67
Scottish	-	-	-	-	-	100	-	100
Overall	**82**	**84**	**84**	**71**	**18**	**16**	**16**	**29**

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

Table 4: Domestic / Business Split

Water Company	Q1 08/09		Q2 08/09		Q3 08/09		Q4 08/09		Total	
	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus
Anglian & Hartlepool	98	2	93	6	92	8	98	2	95	4
Bournemouth	99	1	91	9	99	1	93	7	96	5
Bristol	96	4	96	4	91	9	94	6	94	6
Cambridge	96	4	93	7	96	4	94	6	95	5
Dee Valley	89	11	95	5	87	13	90	10	90	10
Essex & Suffolk	93	7	95	5	98	2	94	6	95	5
Folkestone & Dover	97	3	92	8	95	5	99	1	96	4
Mid Kent	98	2	98	2	93	7	94	6	96	4
Northumbrian	90	10	96	4	98	2	90	10	93	7
Northern Ireland	27	73	51	49	80	20	88	12	62	38
Portsmouth	90	10	85	13	83	16	71	28	82	17
Severn Trent	99	1	93	7	94	5	89	11	94	6
South East	97	3	97	3	95	5	97	3	97	3
South Staffs	95	4	97	2	91	10	95	5	94	5
South West	95	5	96	4	98	2	92	8	95	5
Southern	97	2	98	2	91	9	95	4	95	4
Sutton & East Surrey	98	2	96	3	99	1	98	2	98	2
Tendring Hundred	99	1	98	2	98	2	96	4	98	2
Thames	98	2	95	4	93	6	86	13	93	6
Three Valleys	95	5	98	2	91	8	98	2	96	4
United Utilities	95	5	96	4	90	10	89	11	93	7
Welsh Water	93	6	96	4	94	6	93	7	94	6
Wessex	99	1	94	6	90	10	91	9	93	7
Yorkshire	79	21	97	3	92	8	93	6	90	9
Scottish	-	-	100	-	-	-	84	15	92	7
Overall	**92**	**8**	**93**	**6**	**93**	**7**	**92**	**8**	**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

	Q1 08/09			Q2 08/09			Q3 08/09			Q4 08/09			Total		
Water Company	**% Bill**	**% Ops**	**% Other**	**% Bill**	**% Ops**	**% Other**	**% Bill**	**% Ops**	**% Other**	**% Bill**	**% Ops**	**% Other**	**% Bill**	**% Ops**	**% Other**
Anglian & Hartlepool	83	16	0	84	15	0	84	14	2	89	8	1	85	13	1
Bournemouth	80	14	0	82	18	0	81	18	0	70	30	0	78	20	0
Bristol	81	18	0	81	17	1	78	22	0	64	34	1	75	23	1
Cambridge	89	10	0	88	11	1	84	11	2	81	19	0	85	13	1
Dee Valley	85	15	0	90	10	0	84	16	0	86	13	0	87	13	0
Essex & Suffolk	82	18	0	75	24	1	83	13	0	69	29	1	77	21	1
Folkestone & Dover	86	13	1	91	9	0	79	14	4	87	10	2	86	11	2
Mid Kent	86	12	0	82	16	1	79	21	0	69	29	2	79	19	1
Northumbrian	71	26	1	74	26	0	78	20	1	82	16	1	76	22	1
Northern Ireland	57	43	0	50	49	0	27	72	0	26	73	1	40	60	0
Portsmouth	62	35	1	67	30	0	60	39	0	53	46	1	60	38	1
Severn Trent	80	19	1	80	20	0	79	18	2	67	31	2	77	22	1
South East	77	22	1	80	19	1	74	23	1	52	47	1	71	28	1
South Staffs	84	13	1	62	36	2	81	18	0	76	23	1	76	22	1
South West	71	28	0	69	28	3	92*	7*	1*	63	29	5	74	23	2
Southern	88	11	1	86	11	1	78	20	1	78	19	2	83	15	1
Sutton & East Surrey	84	11	1	81	19	0	92	8	0	86	13	0	86	13	0
Tendring Hundred	92	8	0	87	10	0	77	20	1	87	13	0	86	13	0
Thames	70	23	1	79	19	2	81	19	0	56	40	1	72	25	1
Three Valleys	79	21	0	76	23	0	82	17	1	67	30	1	76	23	0
United Utilities	81	17	0	84	12	3	82	17	0	81	19	0	82	16	1
Welsh Water	77	21	0	78	19	2	68	29	1	60	39	0	71	27	1
Wessex	70	29	0	80	19	1	79	21	0	73	25	1	75	23	1
Yorkshire	76	24	0	71	26	3	69	28	3	77	23	0	73	25	1
Scottish				0	100	0				0	100	0	0	100	0
Overall	**79**	**20**	**0**	**75**	**24**	**1**	**77**	**22**	**1**	**67**	**31**	**1**	**74**	**24**	**1**

** An error occurred in calculating the quotas for billing and operations in Q3 (figures for the sample received can be seen in Table 3)*

Respondents were asked why they had contacted their water company. Overall, 74% of calls were with regards to billing and 24% 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 2008/09 all companies provided adequate data to allow enough interviews to take place to achieve this confidence level[1].

Table 6: Annual Scores

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

* Score based on only two waves of data

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[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 yr 08/09	Ranking of importance yr 08/09	Correlation Coefficient yr 07/08	Ranking of importance yr 07/08
Q16 Satisfaction with company willingness to help	0.710	1	0.707	2
Q17 Satisfaction with the politeness of the person spoken to during the call	0.681	2	0.711	1
Q15 Satisfaction that the person spoken to in the company understood the reason for calling	0.633	3	0.642	3
Q10 Satisfaction with having the call answered by an automated message rather than a person	0.580	4	0.560	5
Q21 Satisfaction with the final resolution of the call	0.567	5	0.561	4
Q14 Satisfaction with the number of people that were spoken to	0.561	6	0.533	6
Q11 Ease of using the automated system (where applicable)	0.521	7	0.521	7
Q8 Satisfaction with the time taken to answer the call	0.400	8	0.438	8

The correlation results suggest that staff politeness and willingness to help are of greatest importance in influencing overall satisfaction with the way in which the call was handled, followed by staff understanding of the reason for the call.

The time taken to answer the call had only a moderate correlation with overall satisfaction, indicating 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.

The correlation coefficients for the individual aspects in the 2008/2009 survey differ only marginally to those obtained in 2007/2008.

3.5 Survey Results

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

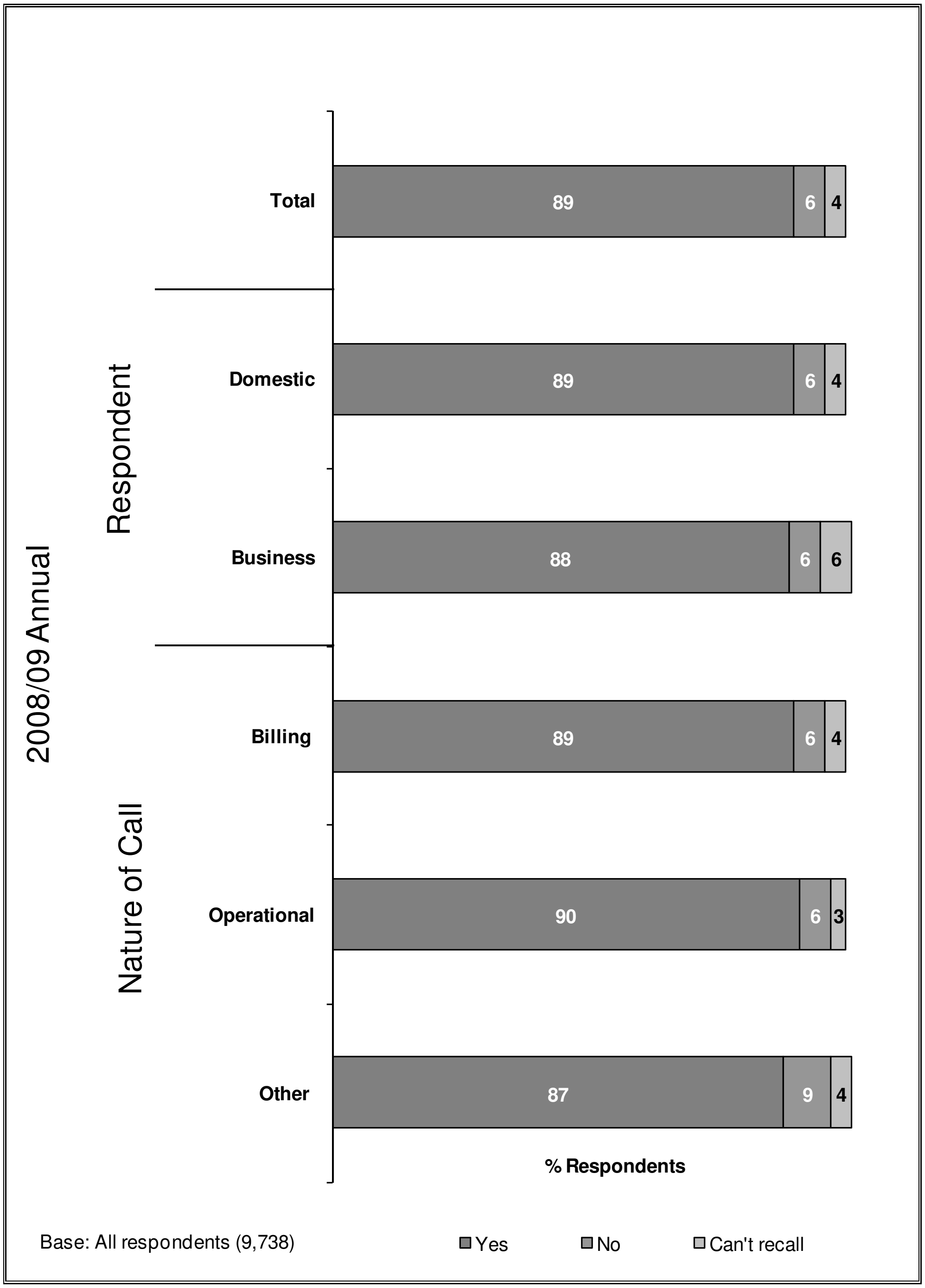
- Industry average for the year
- Water company average for the year
- Water company score per wave

The results are ranked in order from 1st – 25th 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 12, 96% of Tendring Hundred 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.

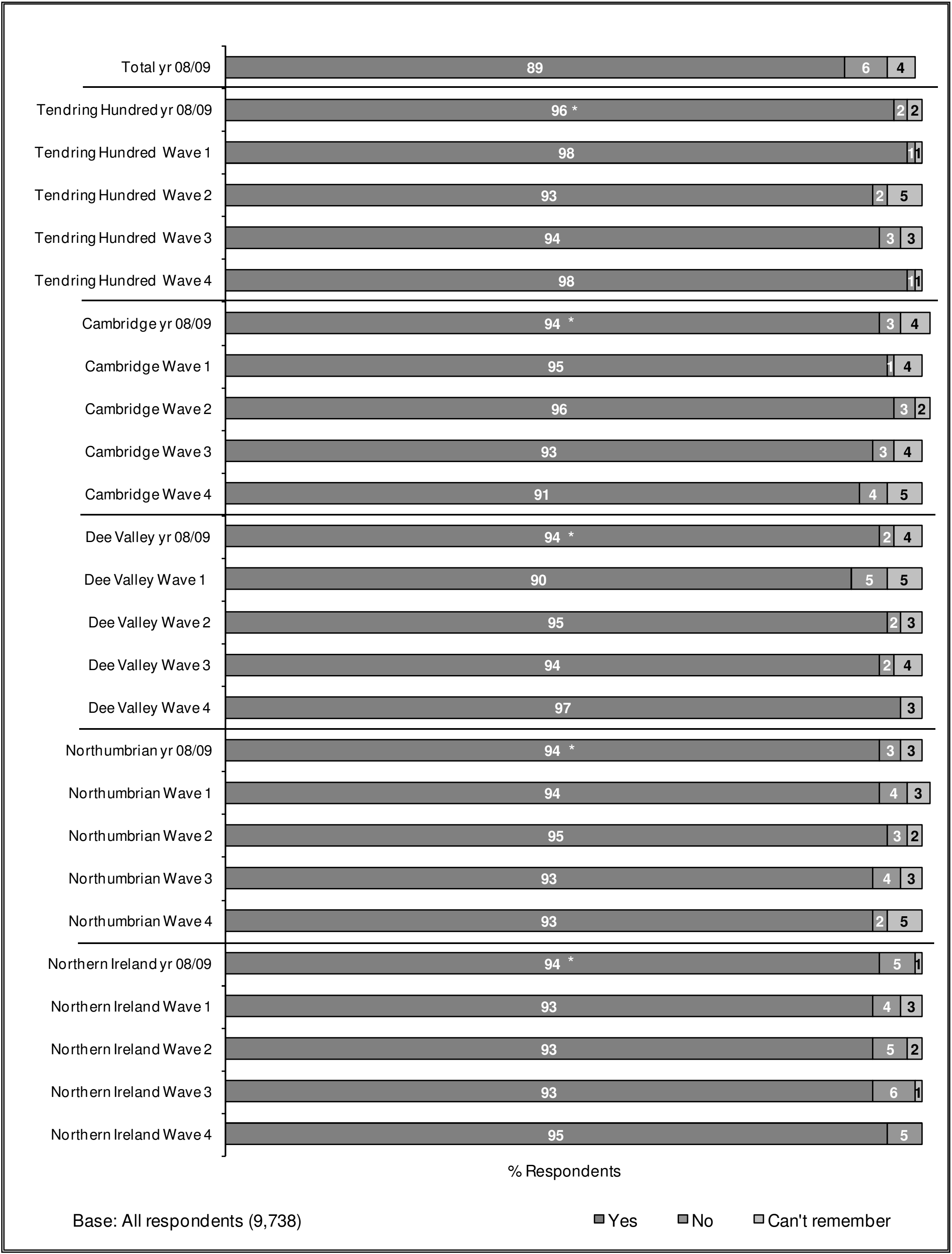
Please note Q6 is excluded from this report as it is based on only a low number of respondents. Q19 is omitted as it is an open ended question. Results for both questions can be found in the quarterly tabulations.

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?

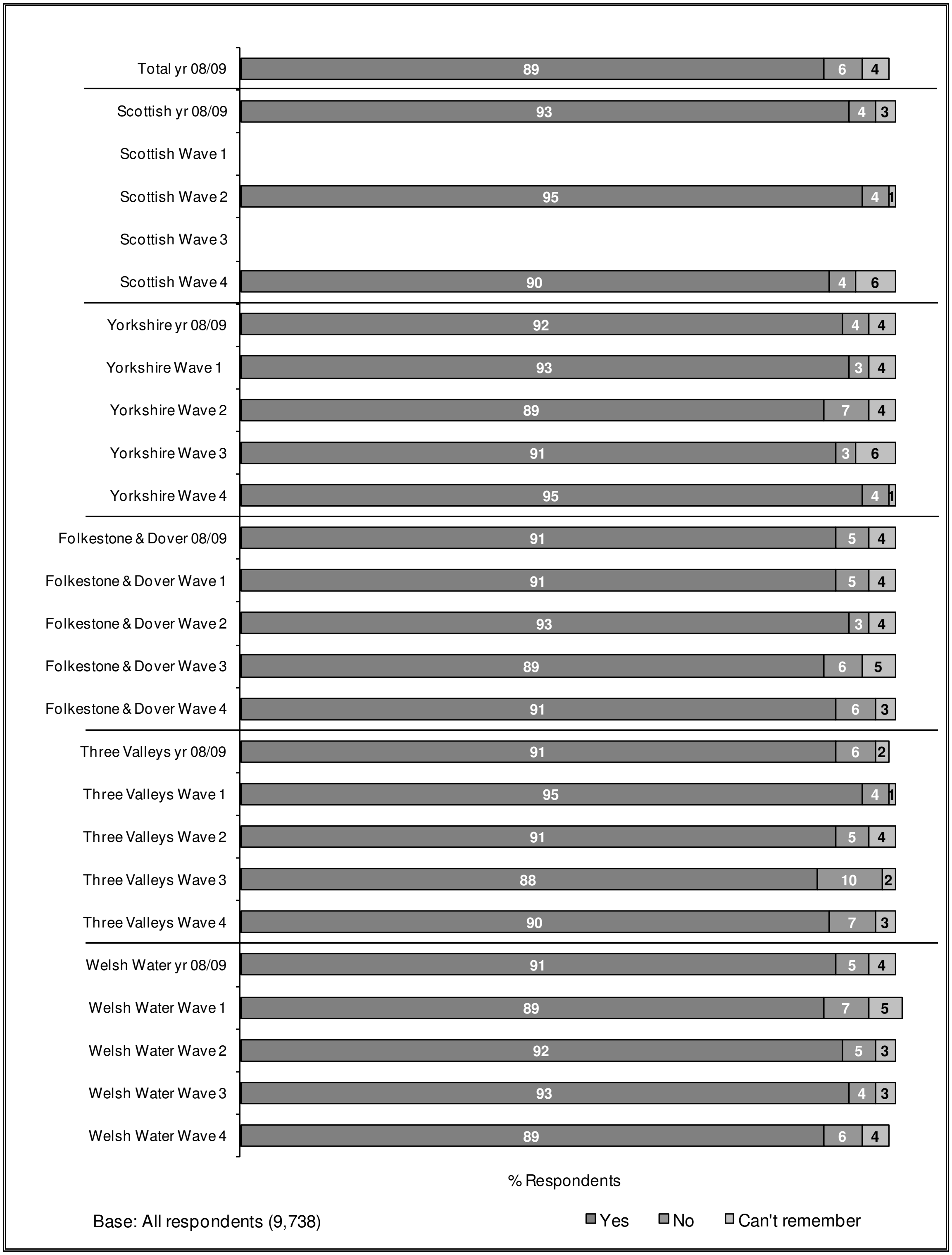
Companies Ranked 1st – 5th



Base: All respondents (9,738)

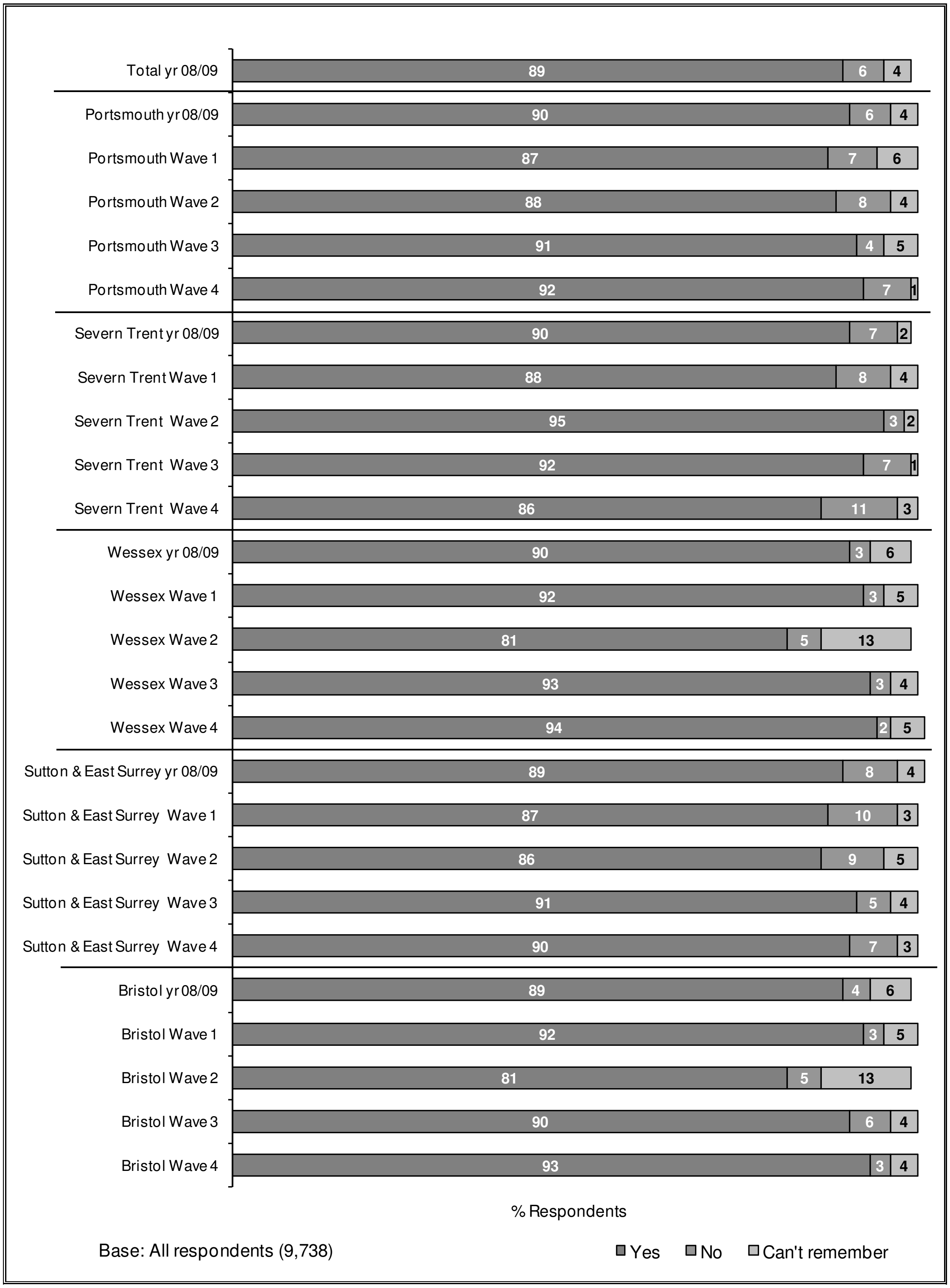
Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?

Companies Ranked 6th – 10th



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

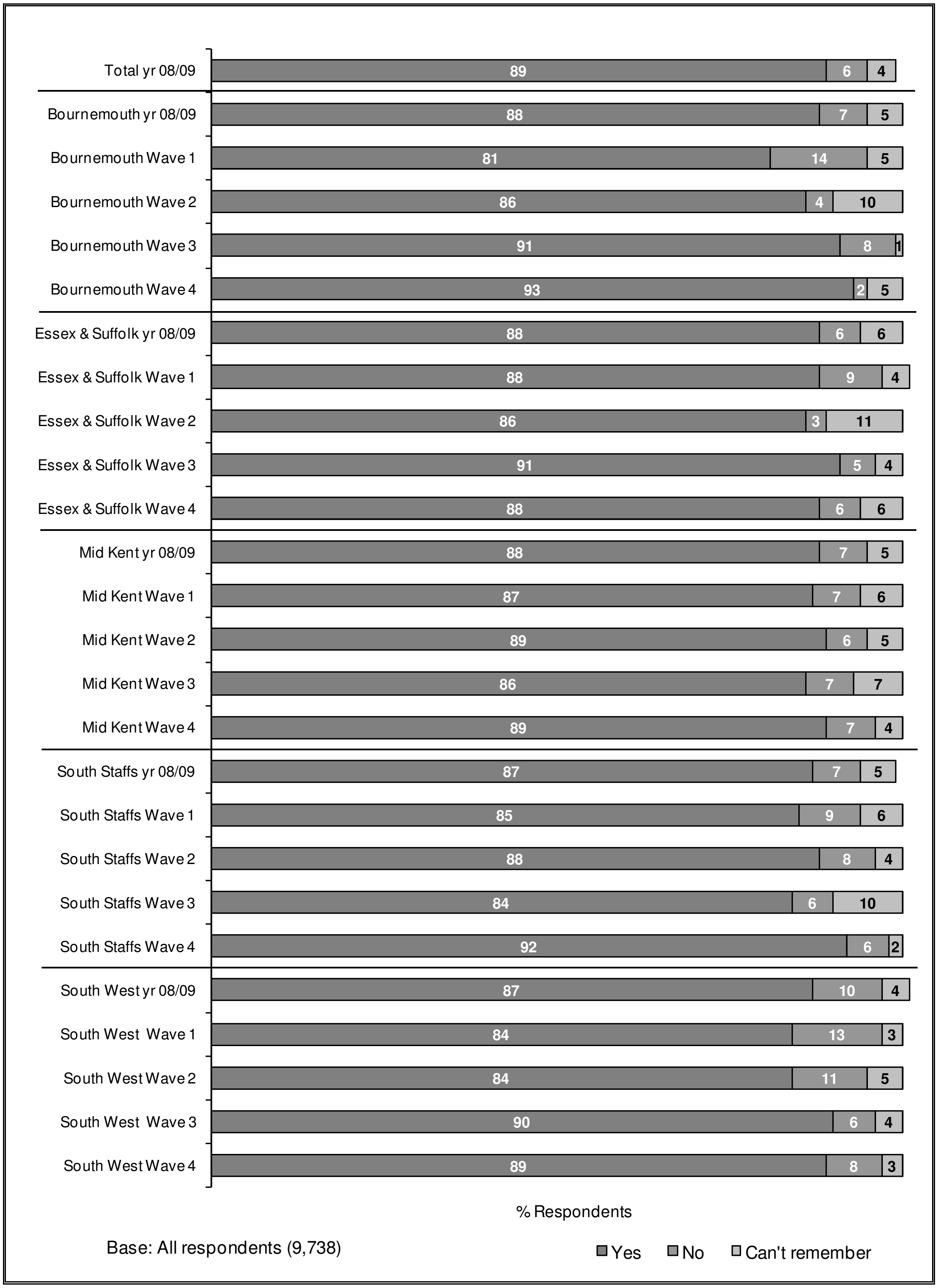
Companies Ranked 11th – 15th



Base: All respondents (9,738)

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

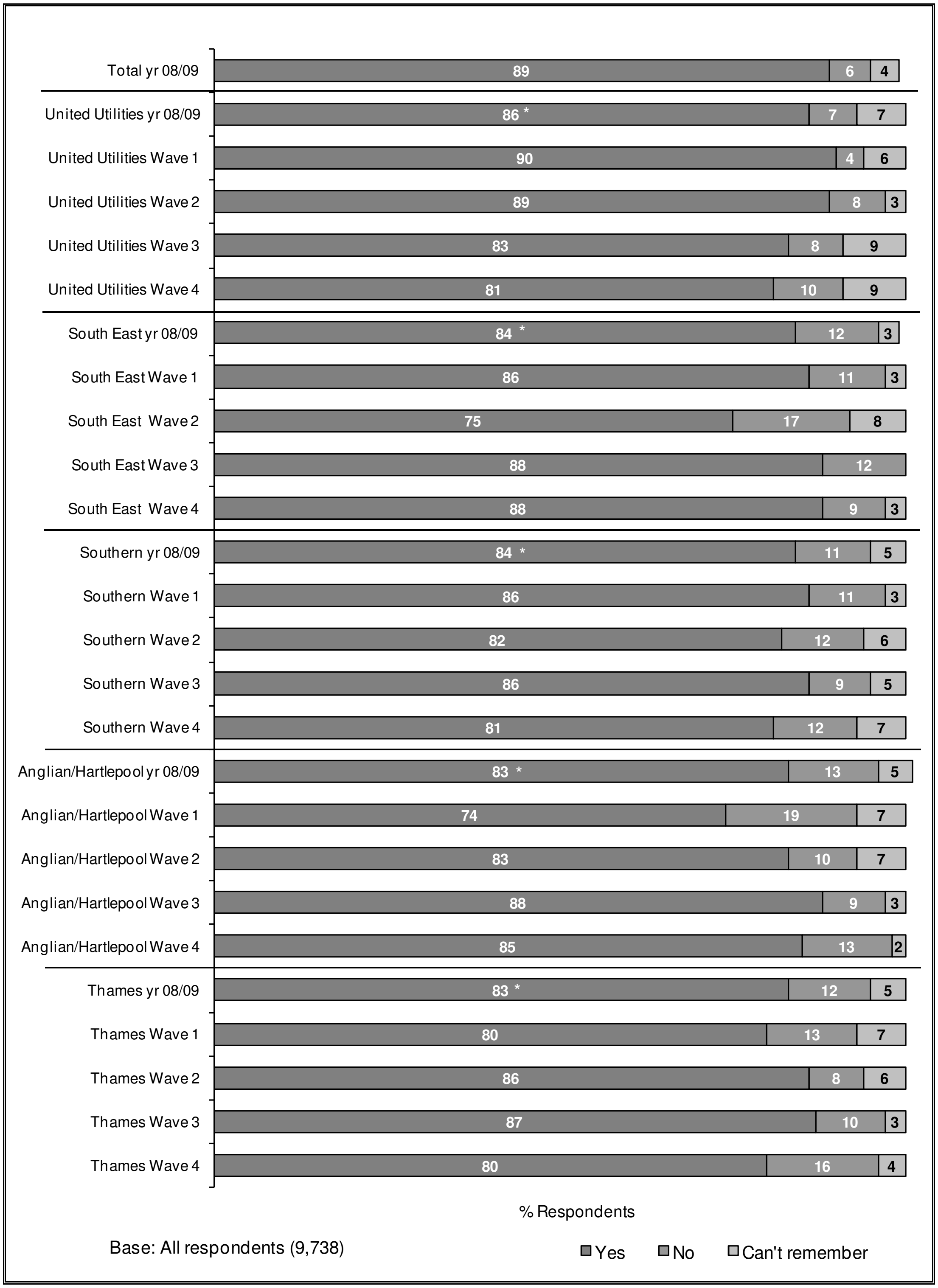
Companies Ranked 16th – 20th



Base: All respondents (9,738)

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

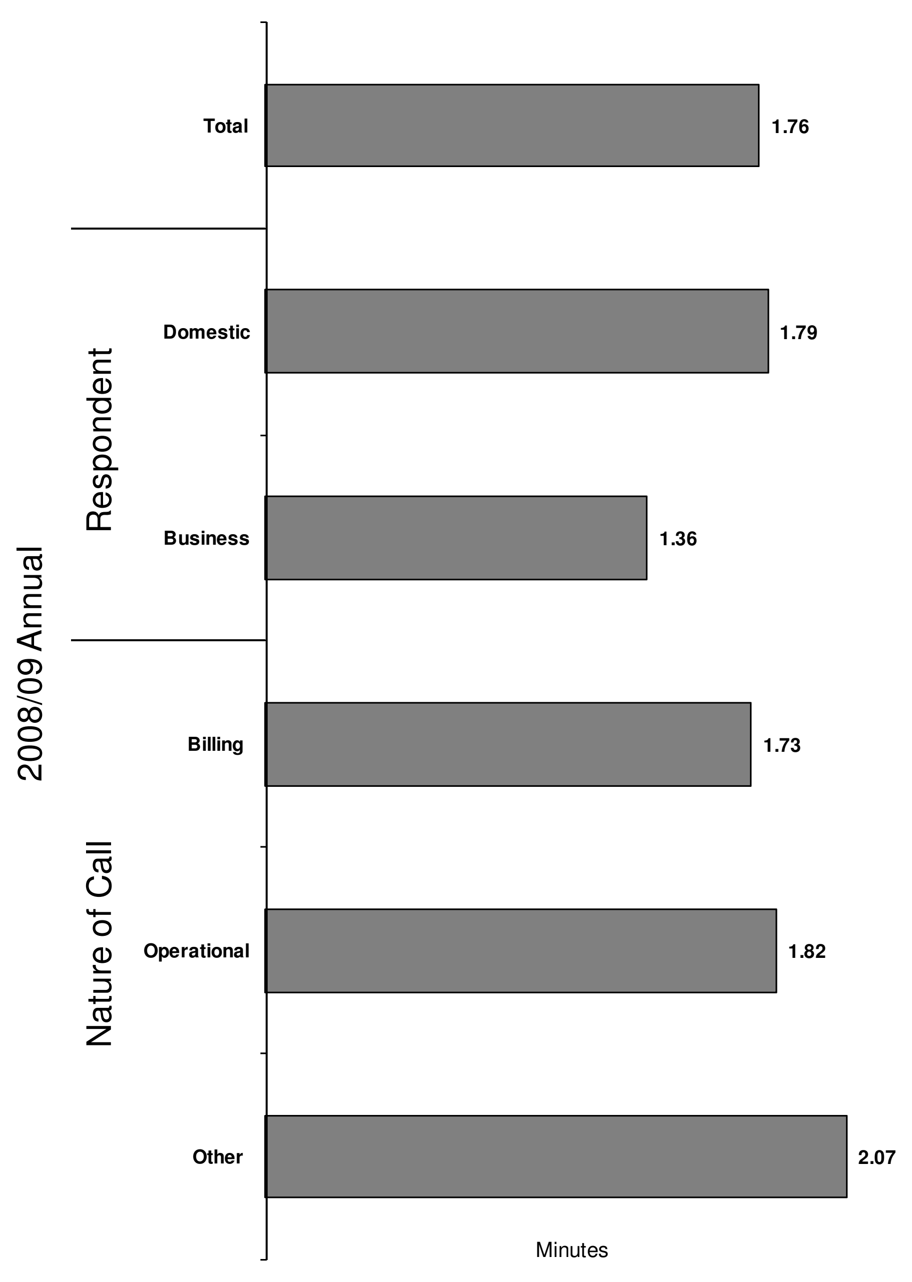
Companies Ranked 21st – 25th



Base: All respondents (9,738)

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).

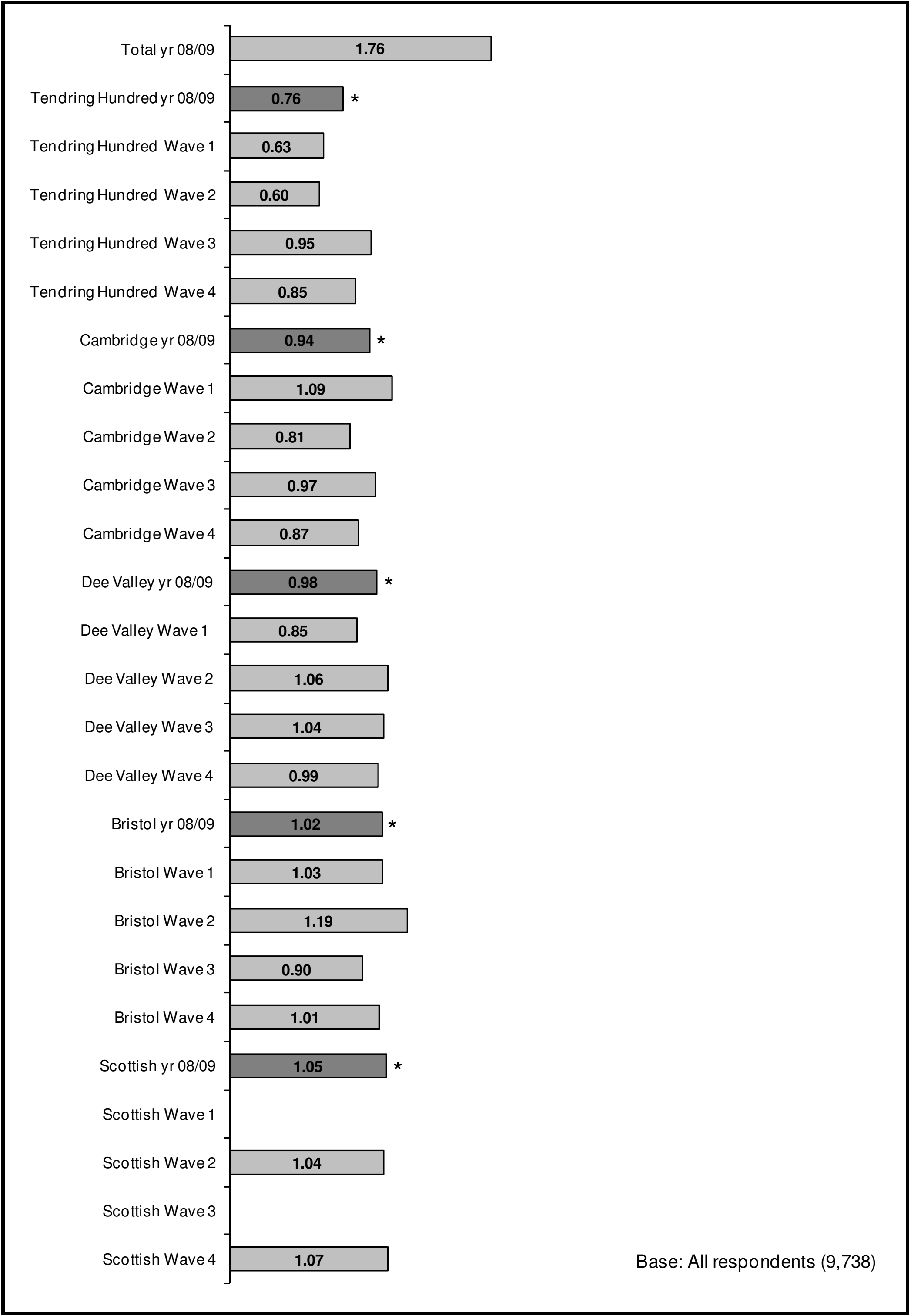


Base: All respondents (9,738)

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).

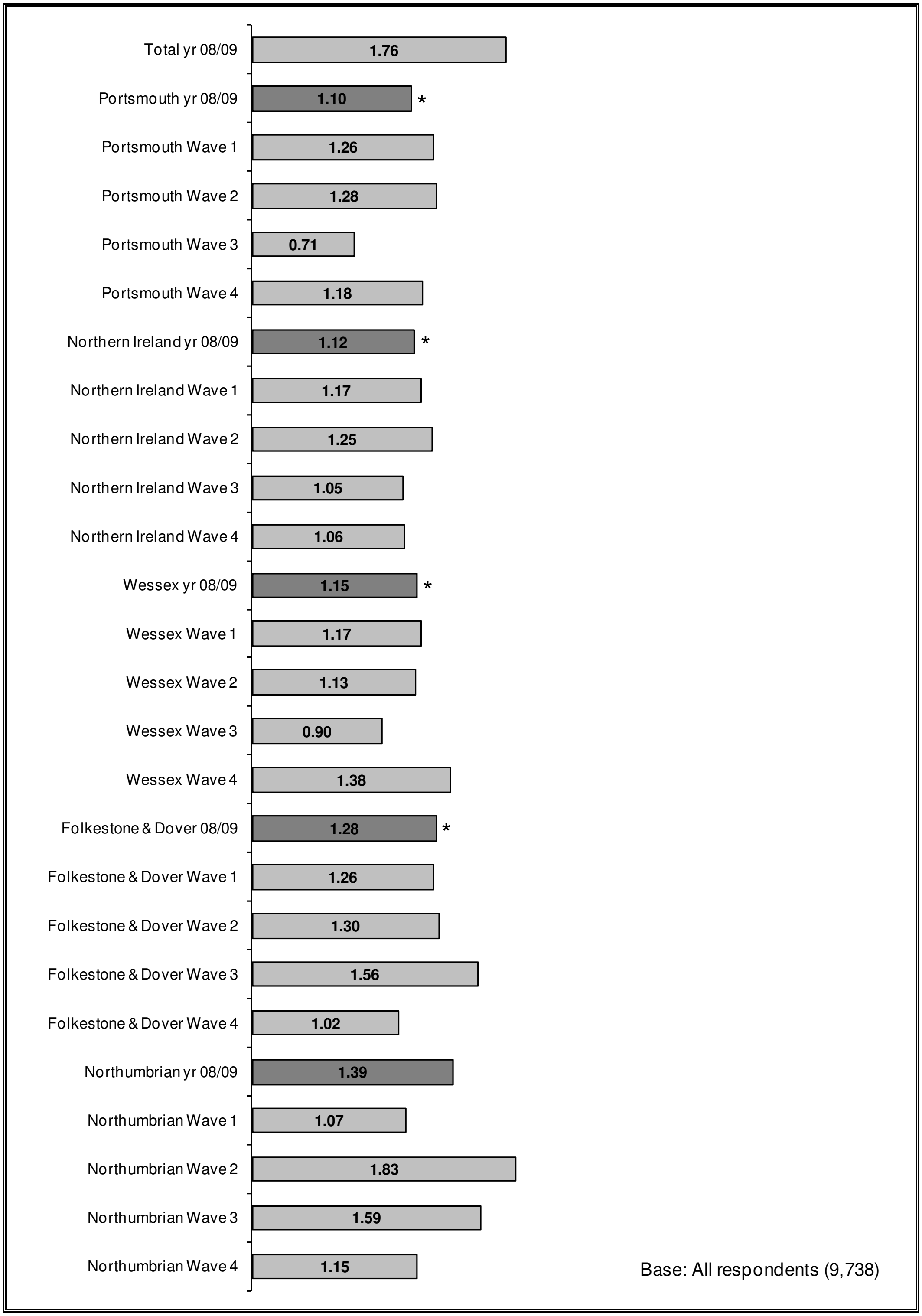
Companies Ranked 1st – 5th



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 6th – 10th

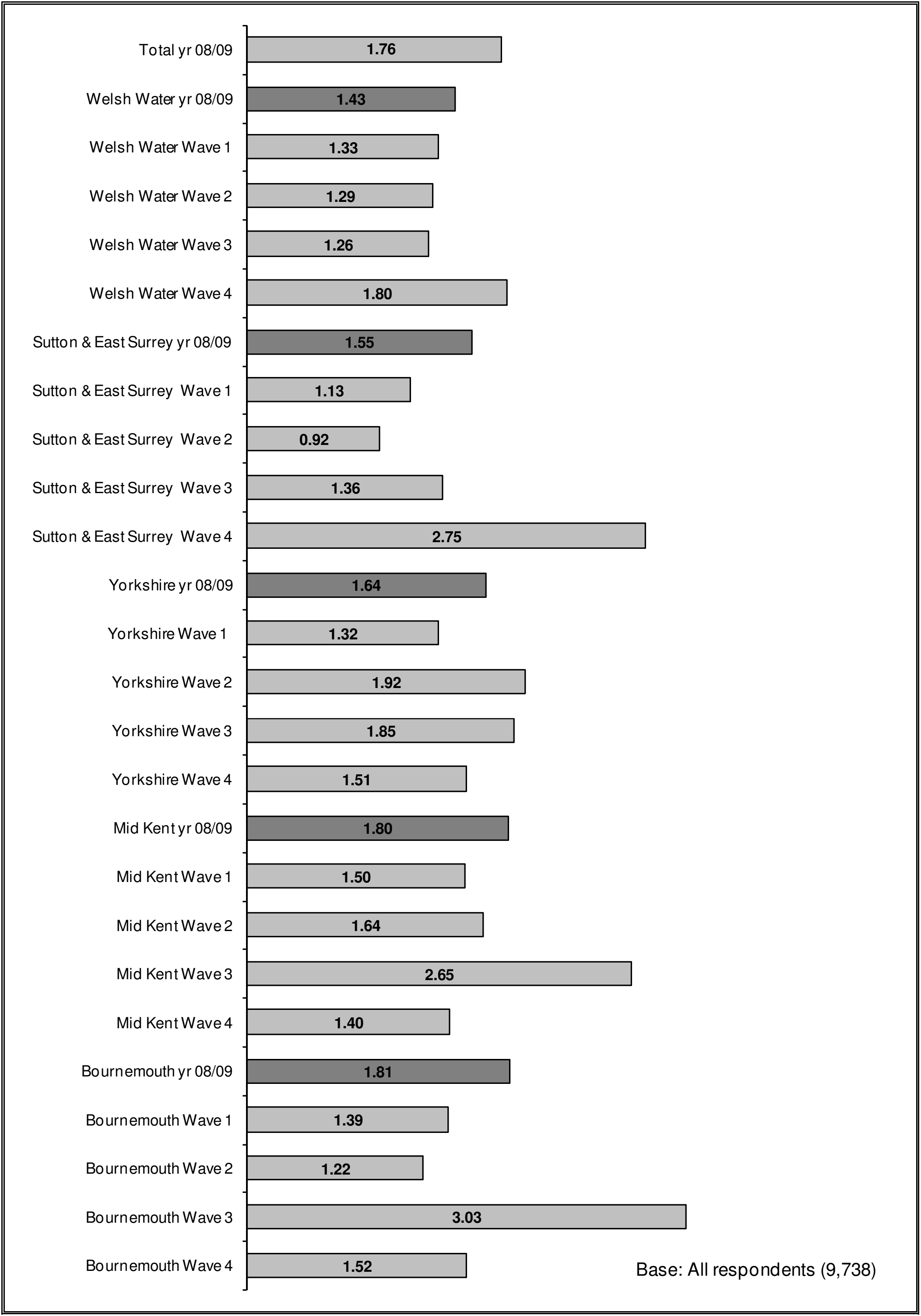


Base: All respondents (9,738)

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).

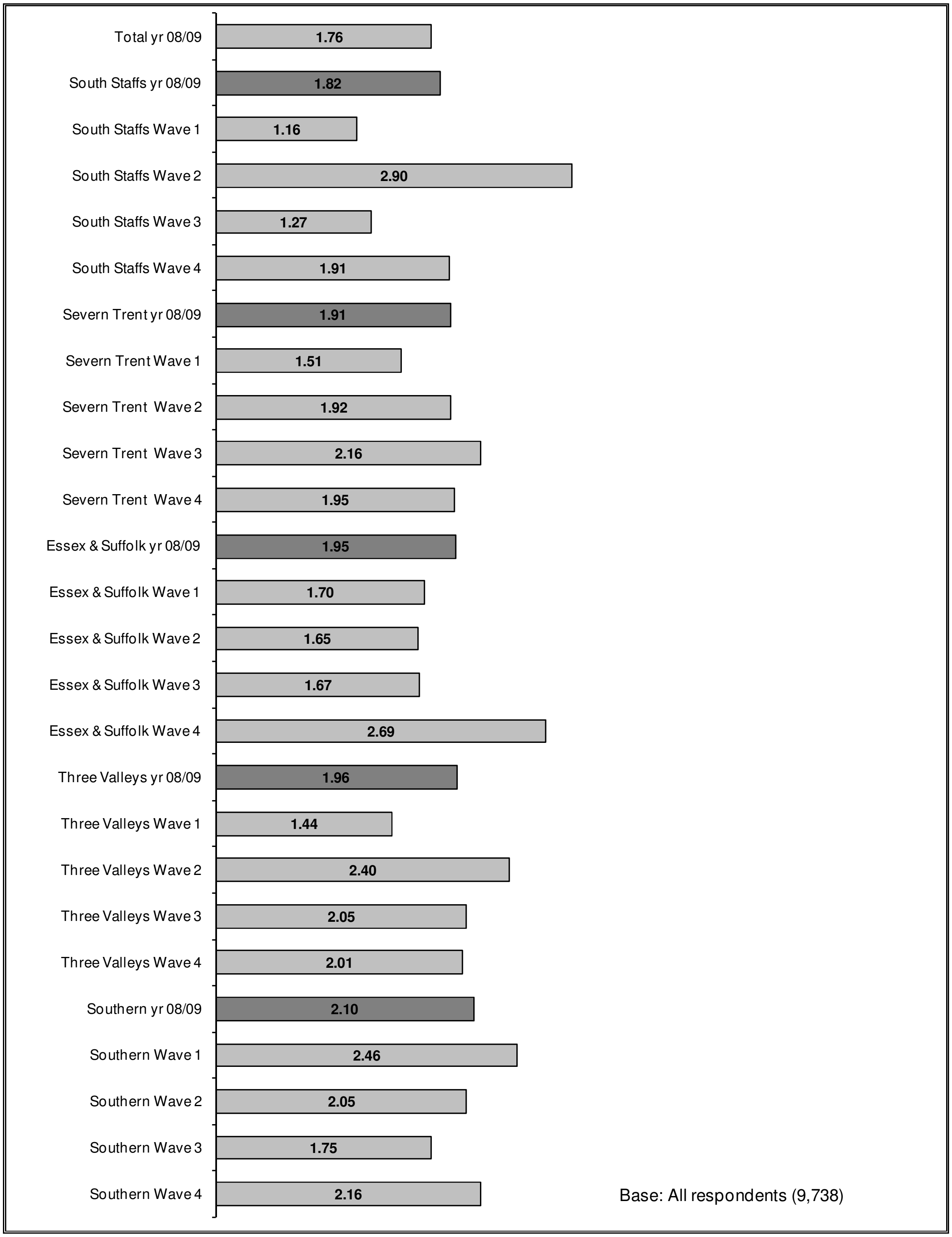
Companies Ranked 11th – 15th



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 16th – 20th

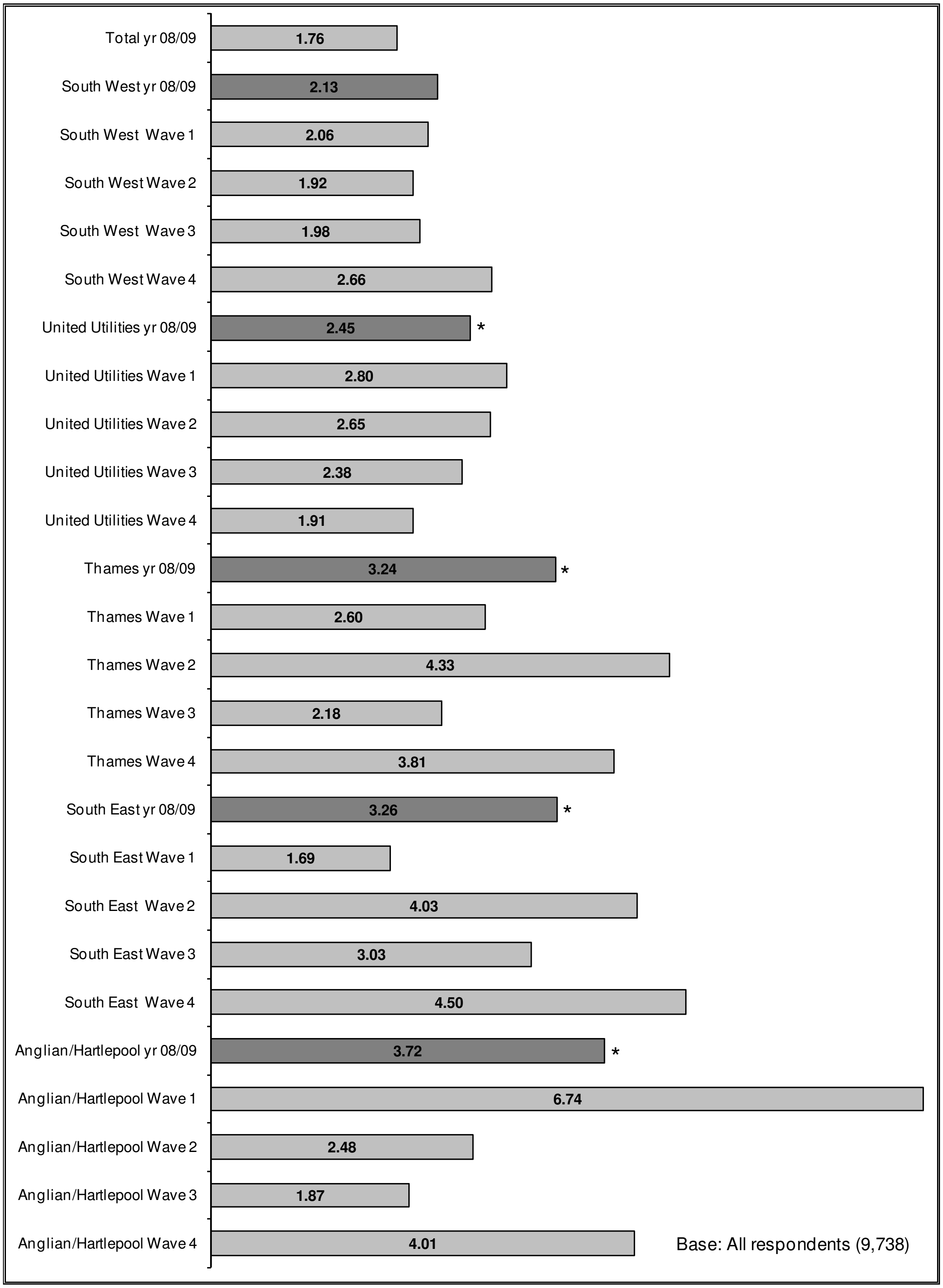


Base: All respondents (9,738)

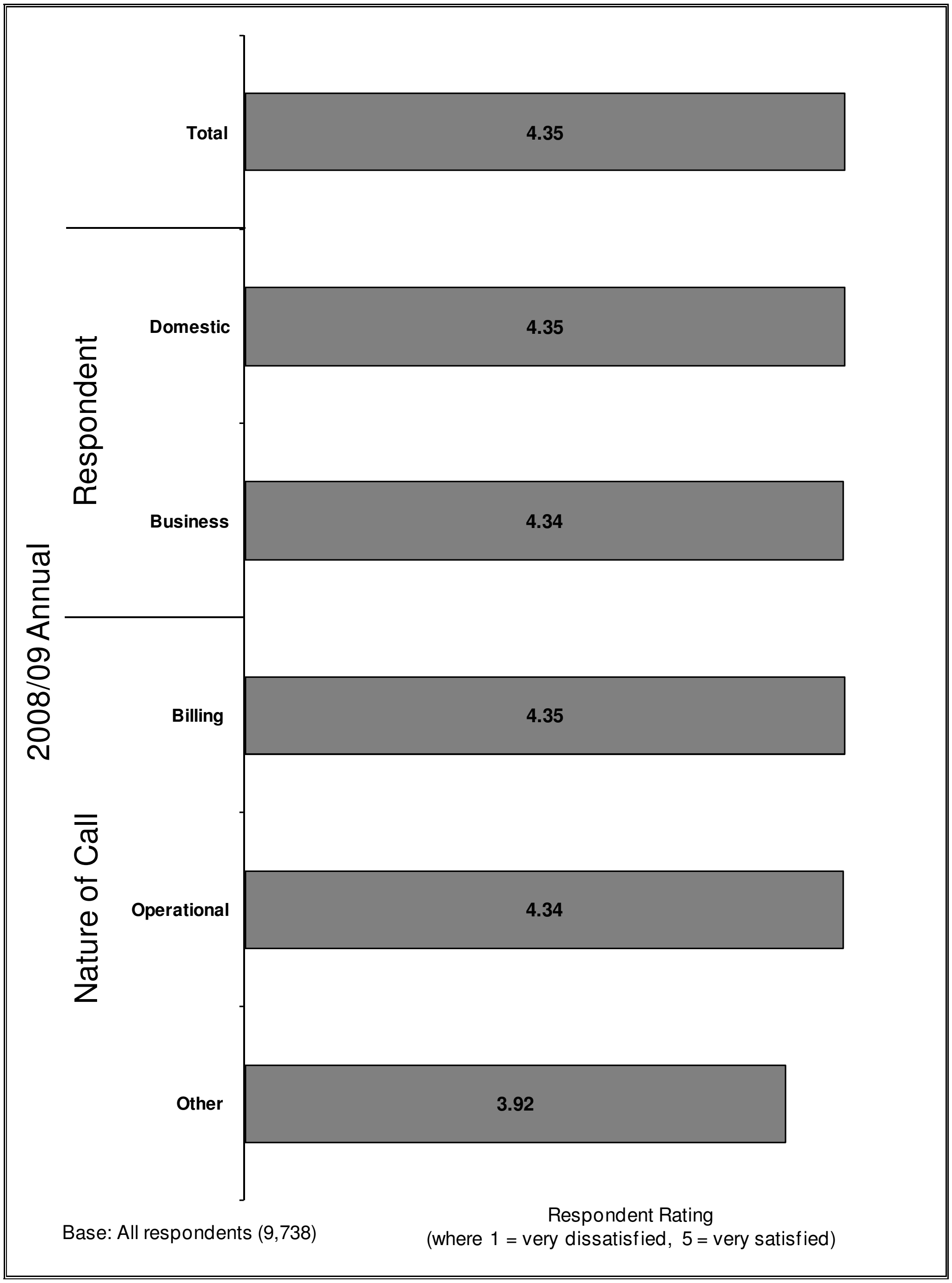
Q7 On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system?) UNPROMPTED

(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 21st – 25th



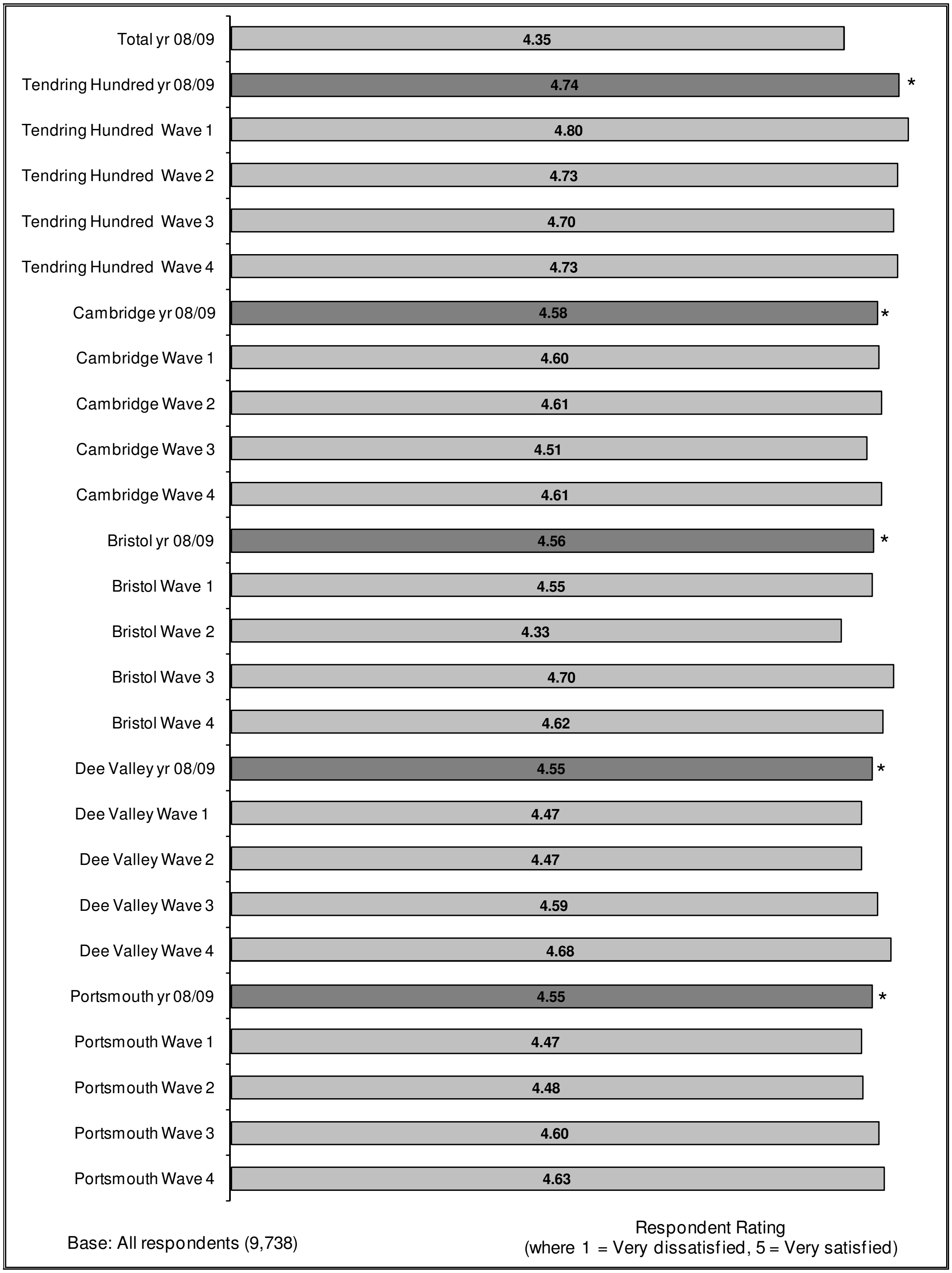
Q8 How satisfied were you with the length of time that you had to wait before your call was answered?



Base: All respondents (9,738)

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

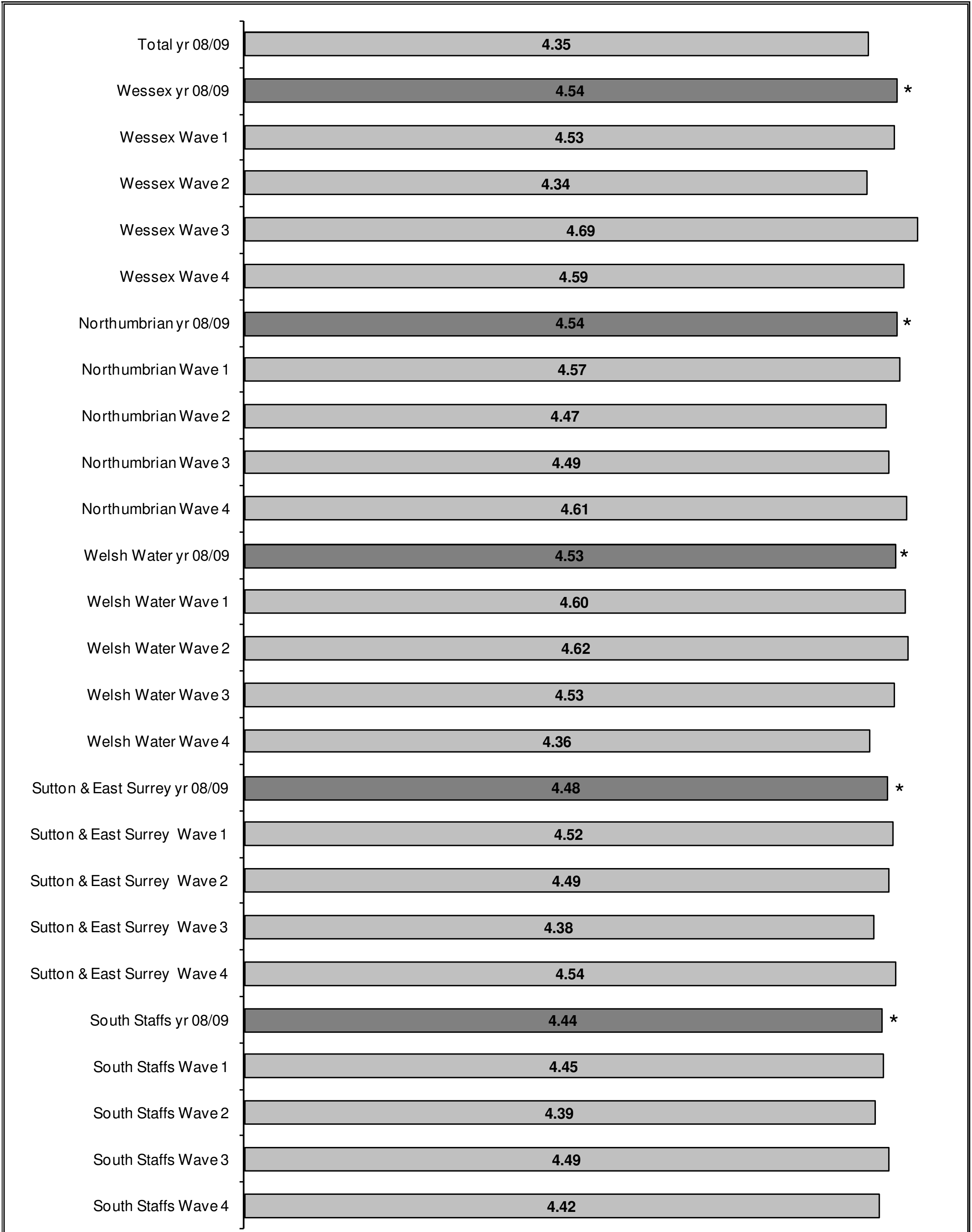
Companies Ranked 1st – 5th



Base: All respondents (9,738)

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

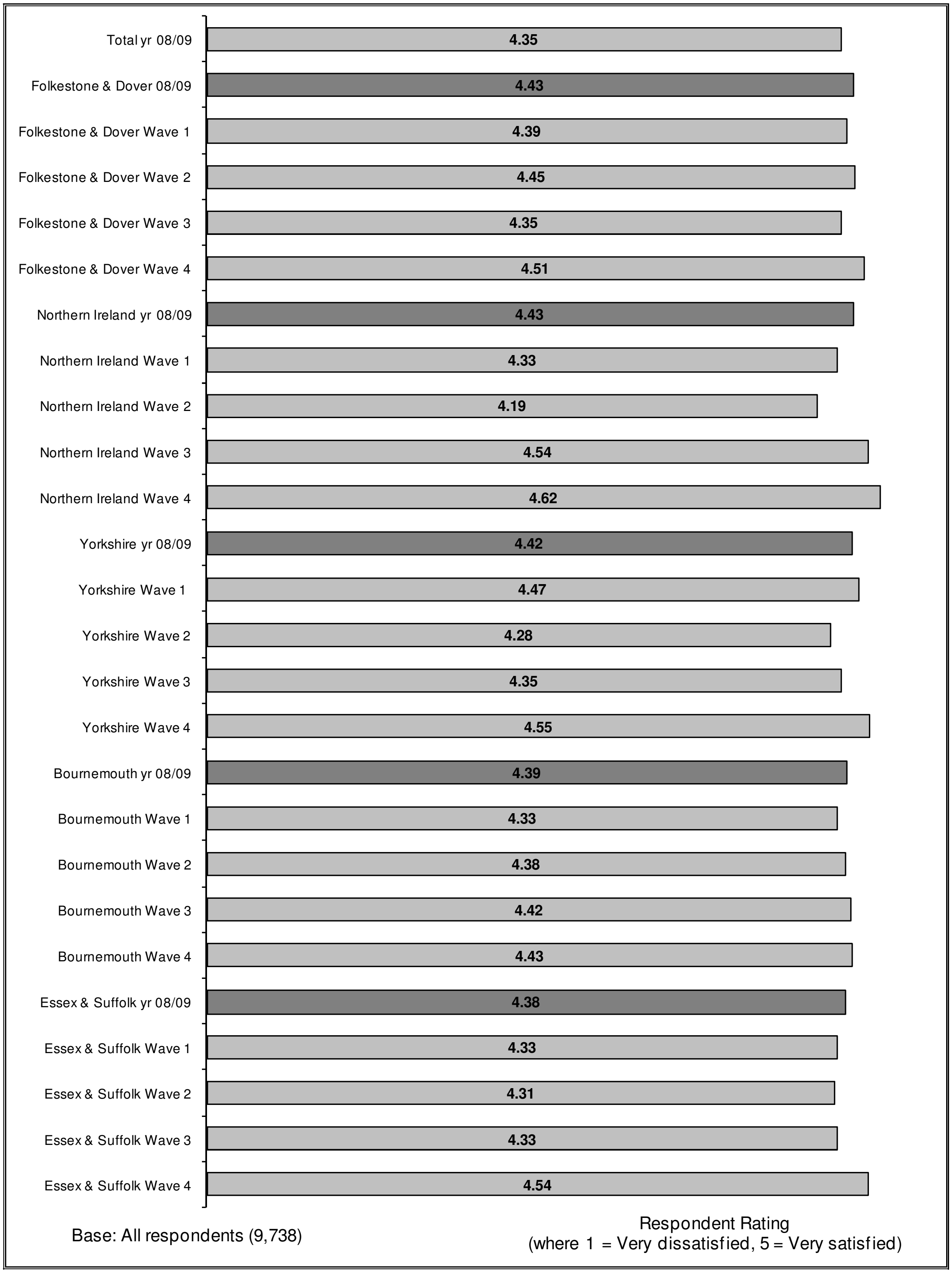
Companies Ranked 6th – 10th



Base: All respondents (9,738)

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

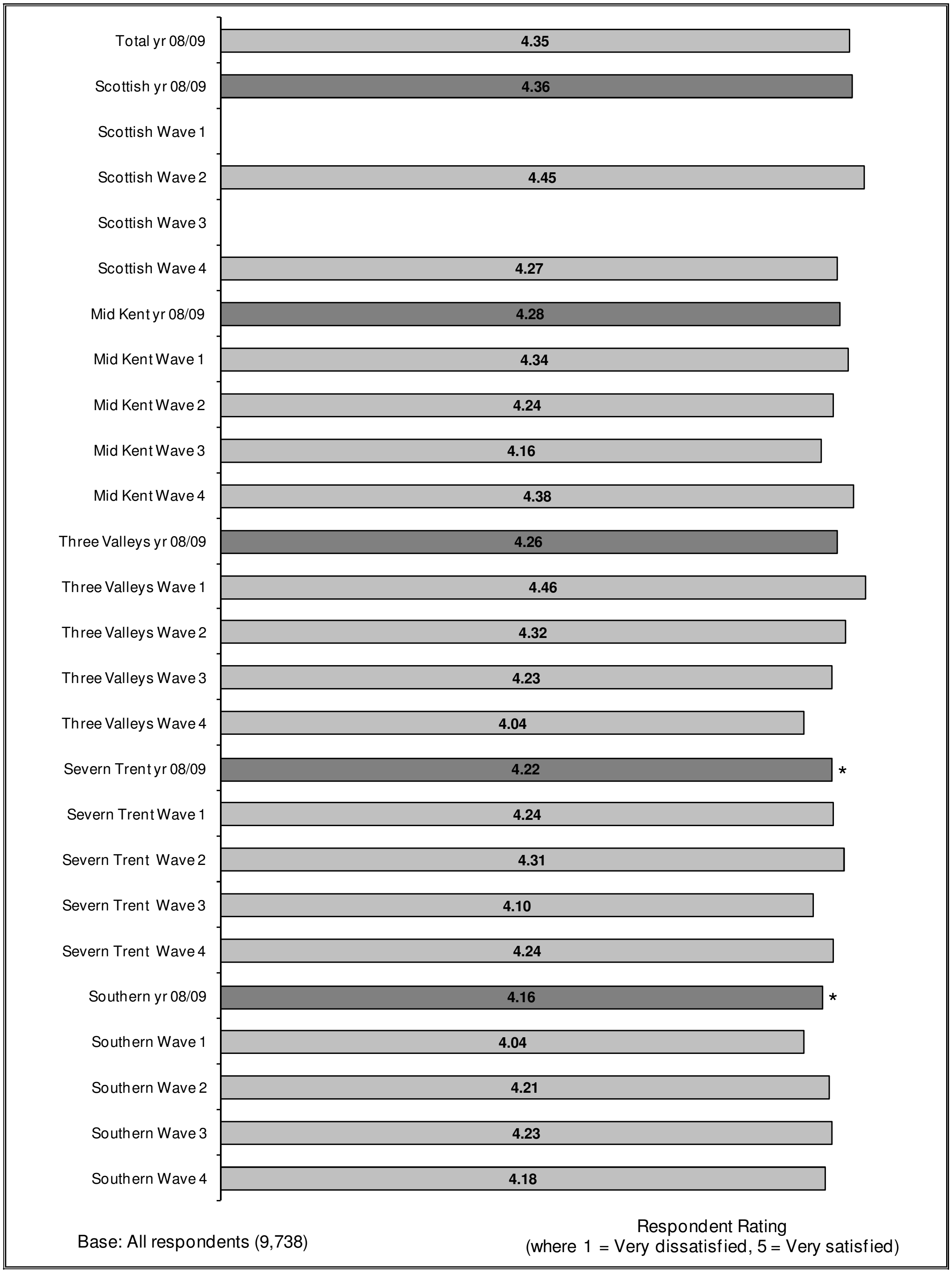
Companies Ranked 11th – 15th



Base: All respondents (9,738)

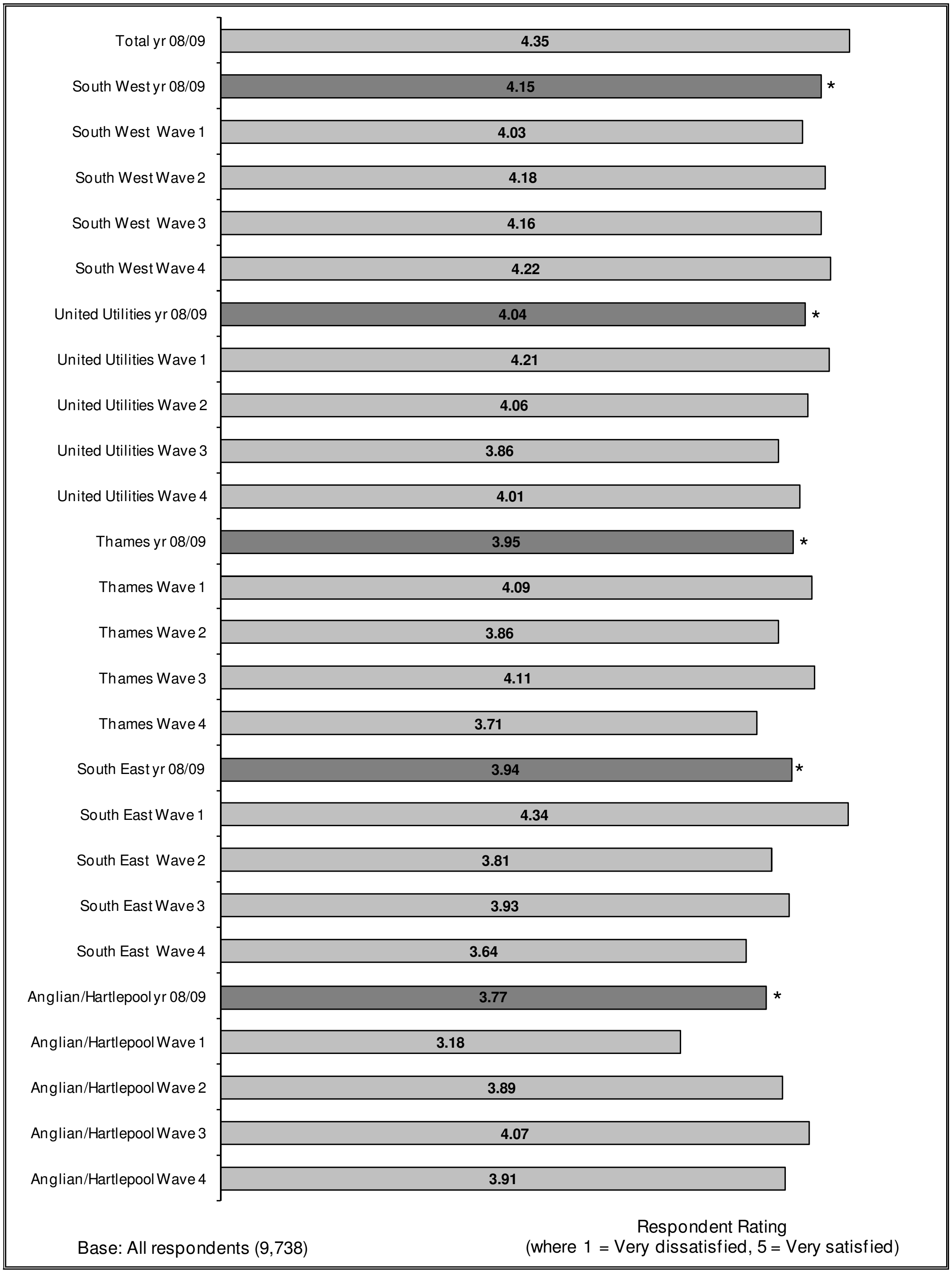
Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

Companies Ranked 16th – 20th

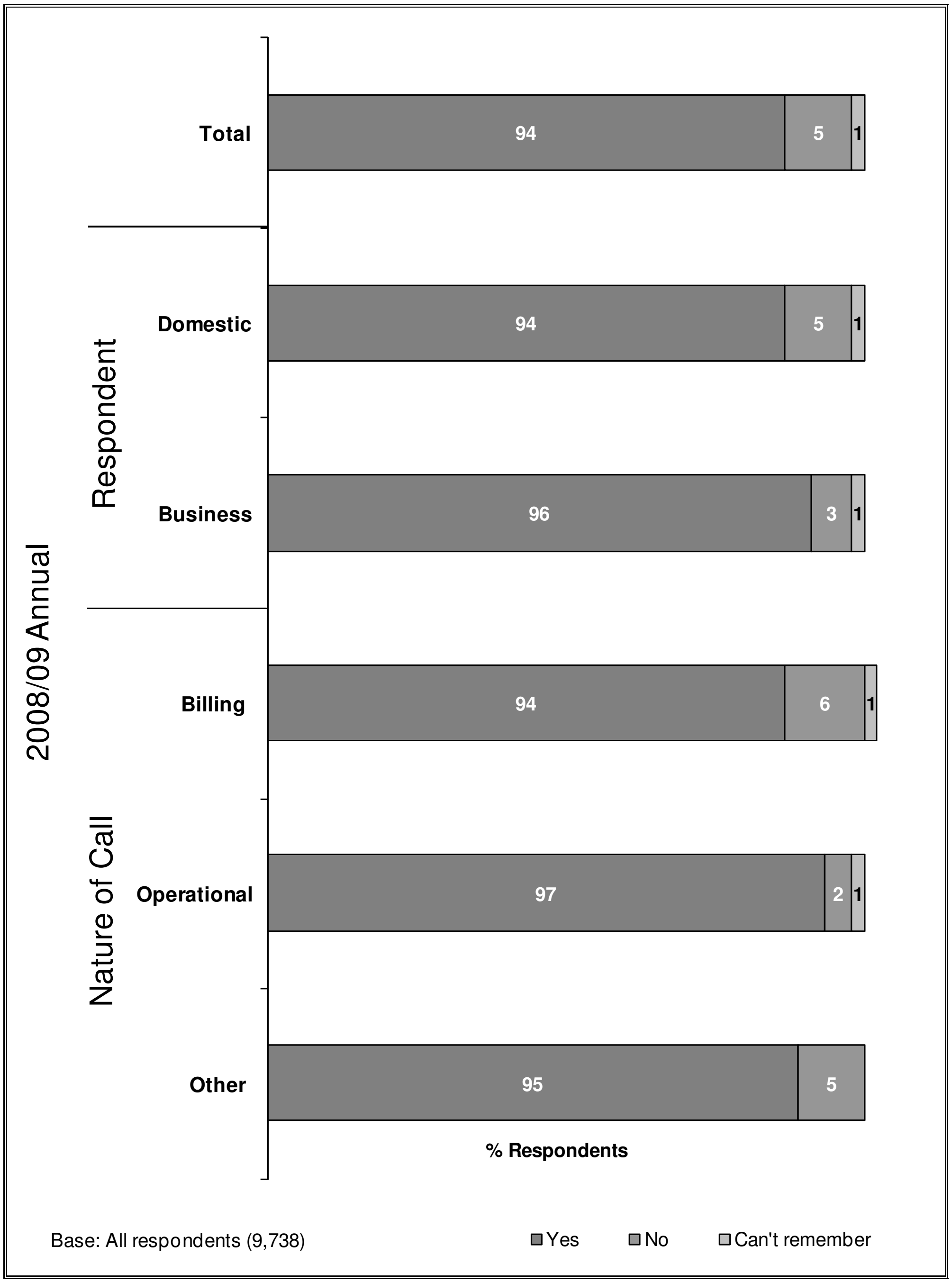


Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

Companies Ranked 21st – 25th

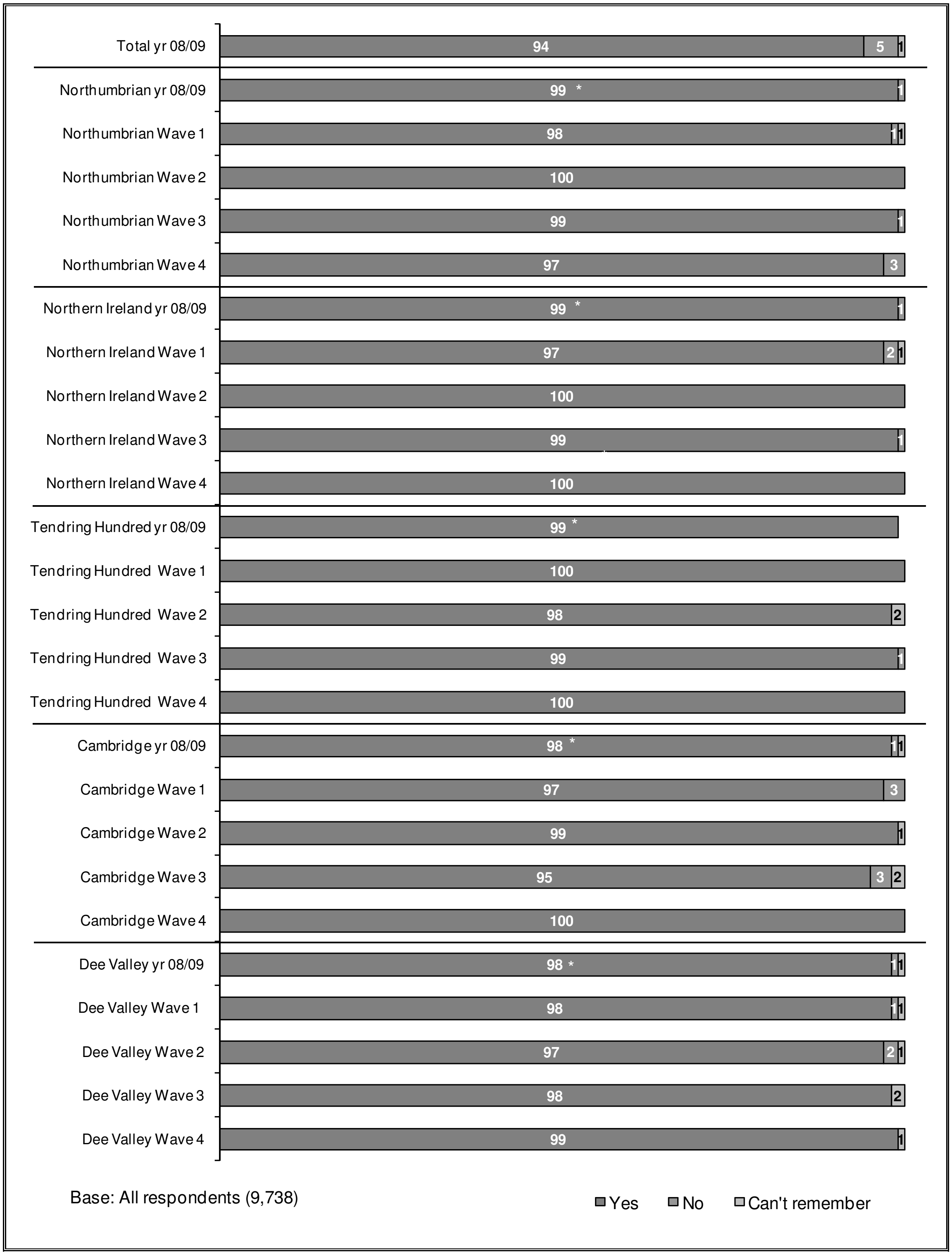


Q9 Did you speak with a person at any time during your call?



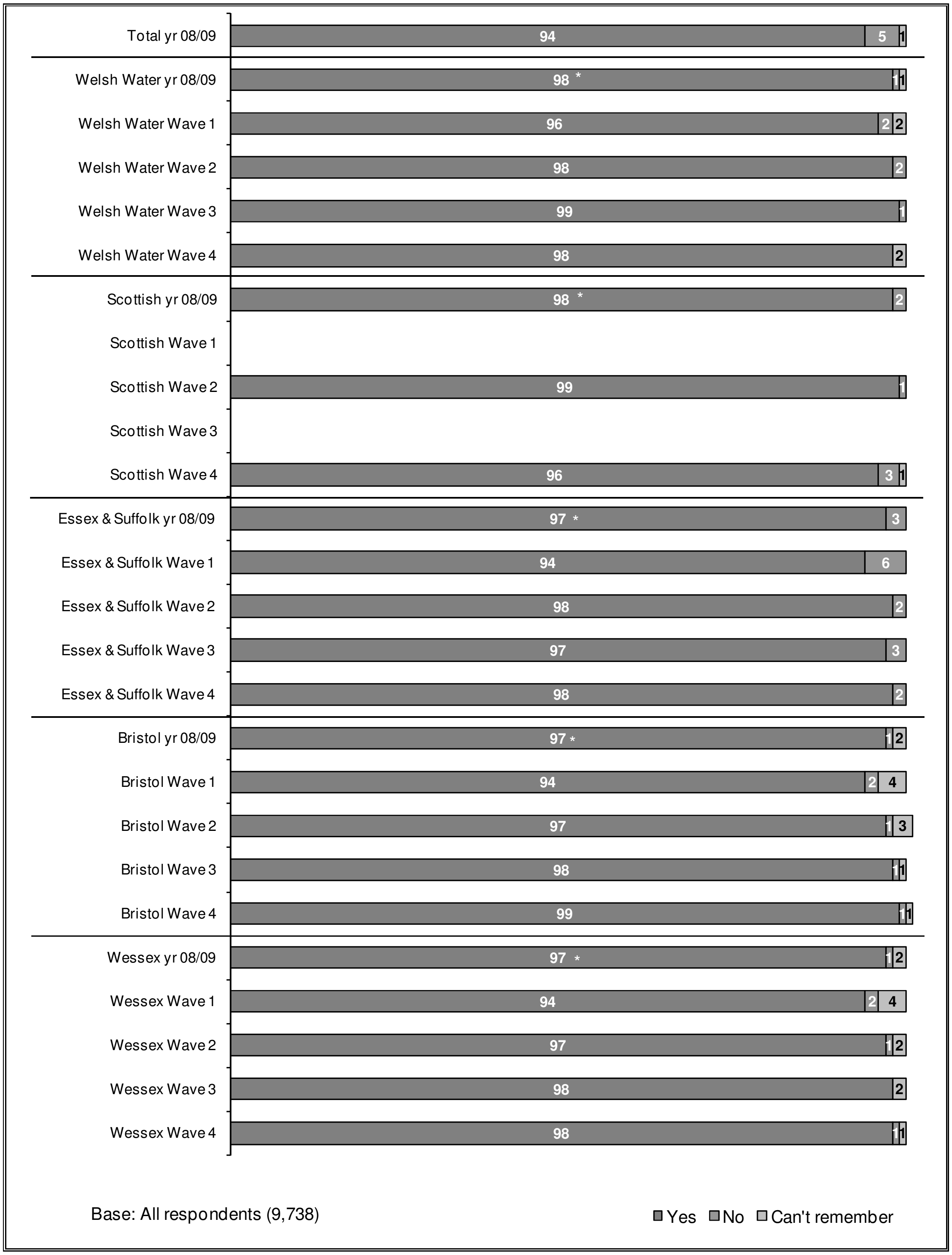
Q9 Did you speak with a person at any time during your call?

Companies Ranked 1st – 5th



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

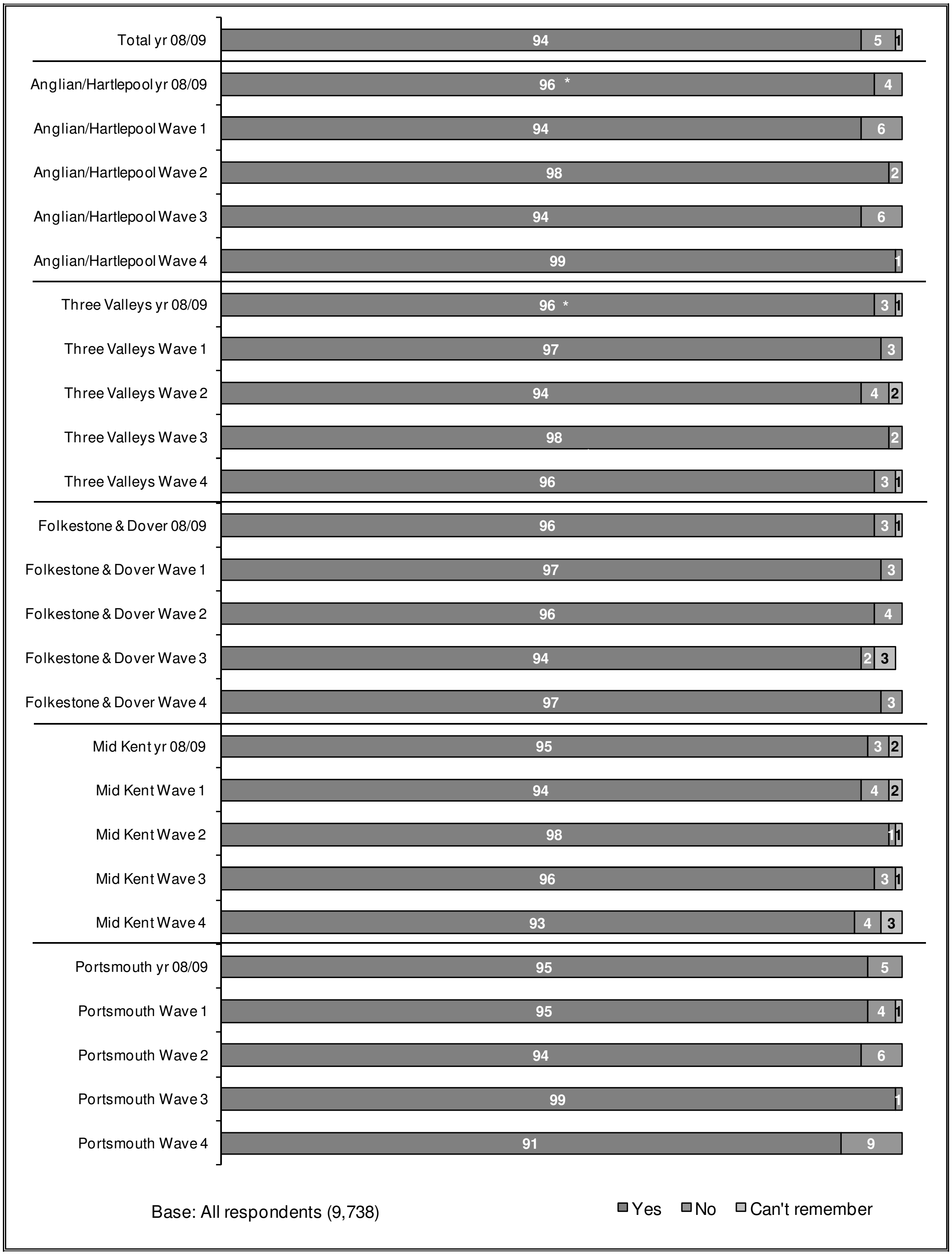
Companies Ranked 6th – 10th



Base: All respondents (9,738)

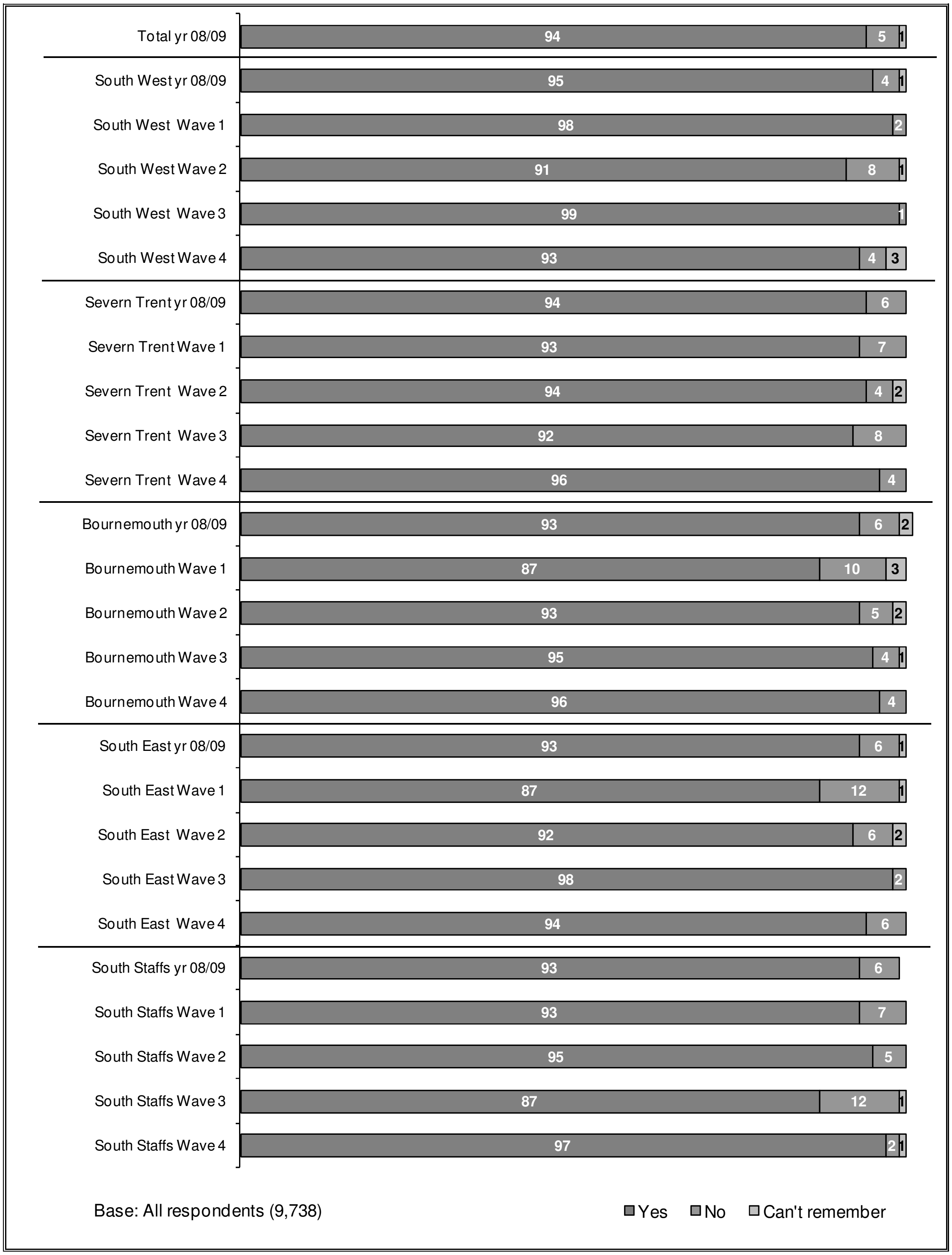
Q9 Did you speak with a person at any time during your call?

Companies Ranked 11th – 15th



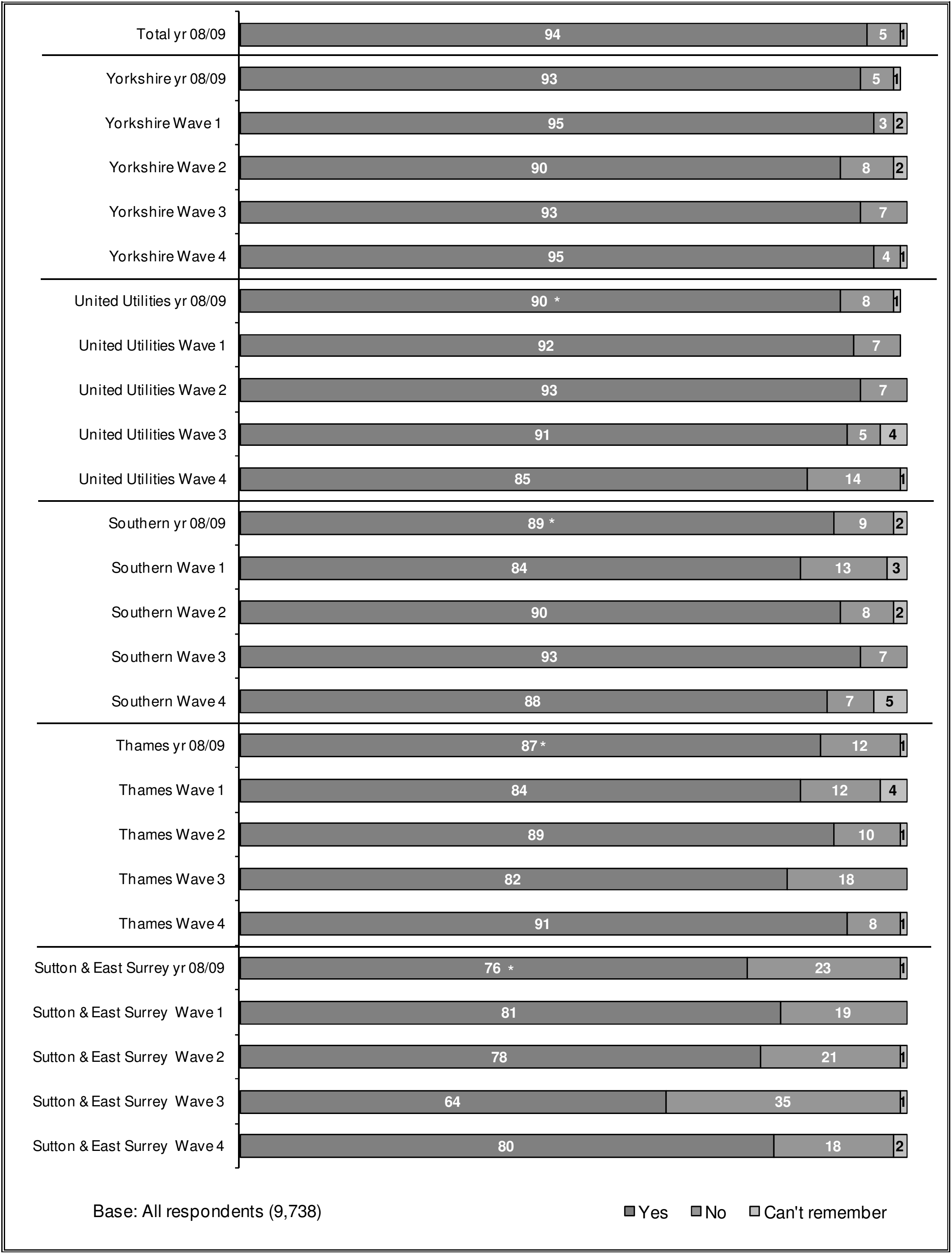
Q9 Did you speak with a person at any time during your call?

Companies Ranked 16th – 20th



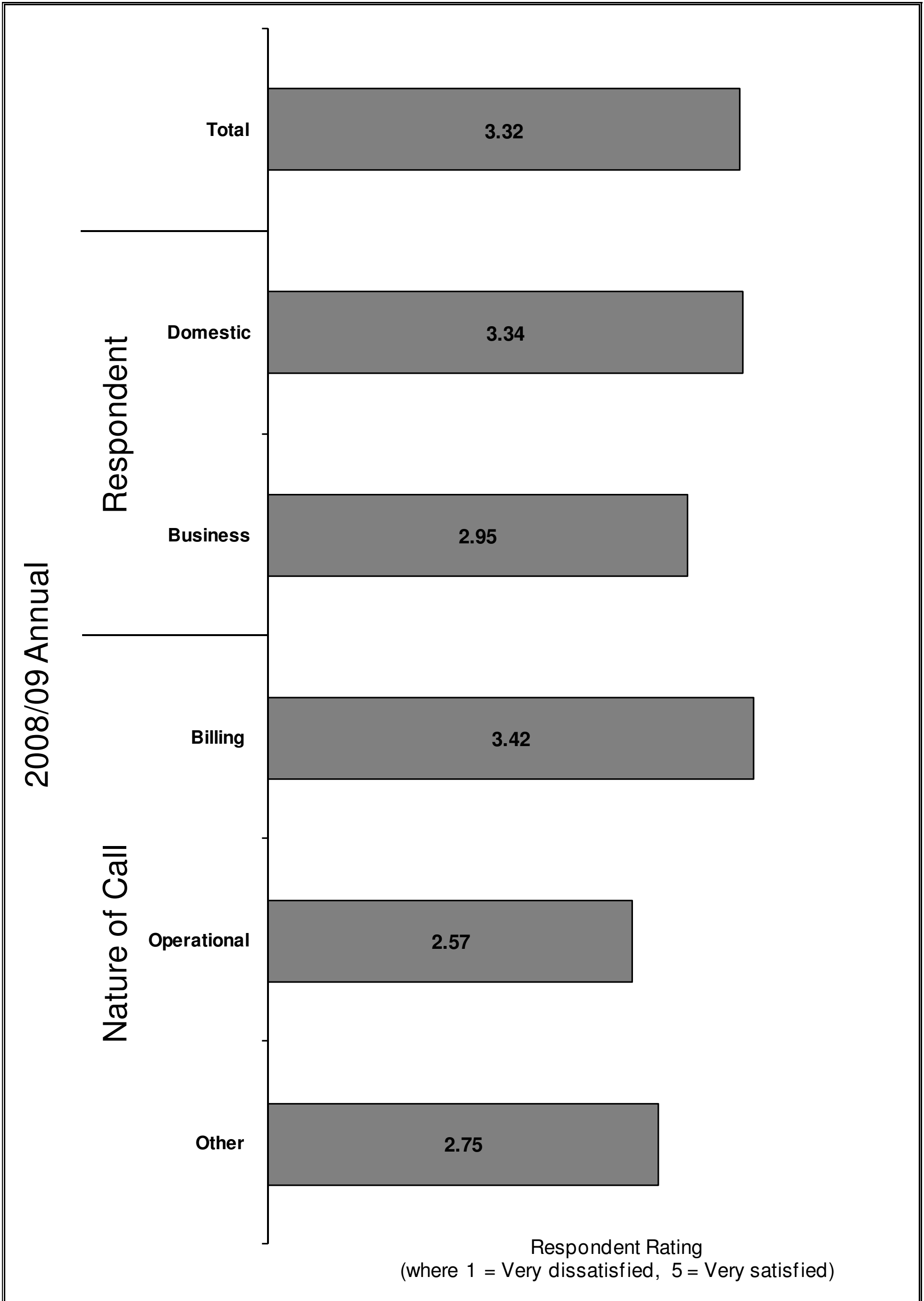
Q9 Did you speak with a person at any time during your call?

Companies Ranked 21st – 25th



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

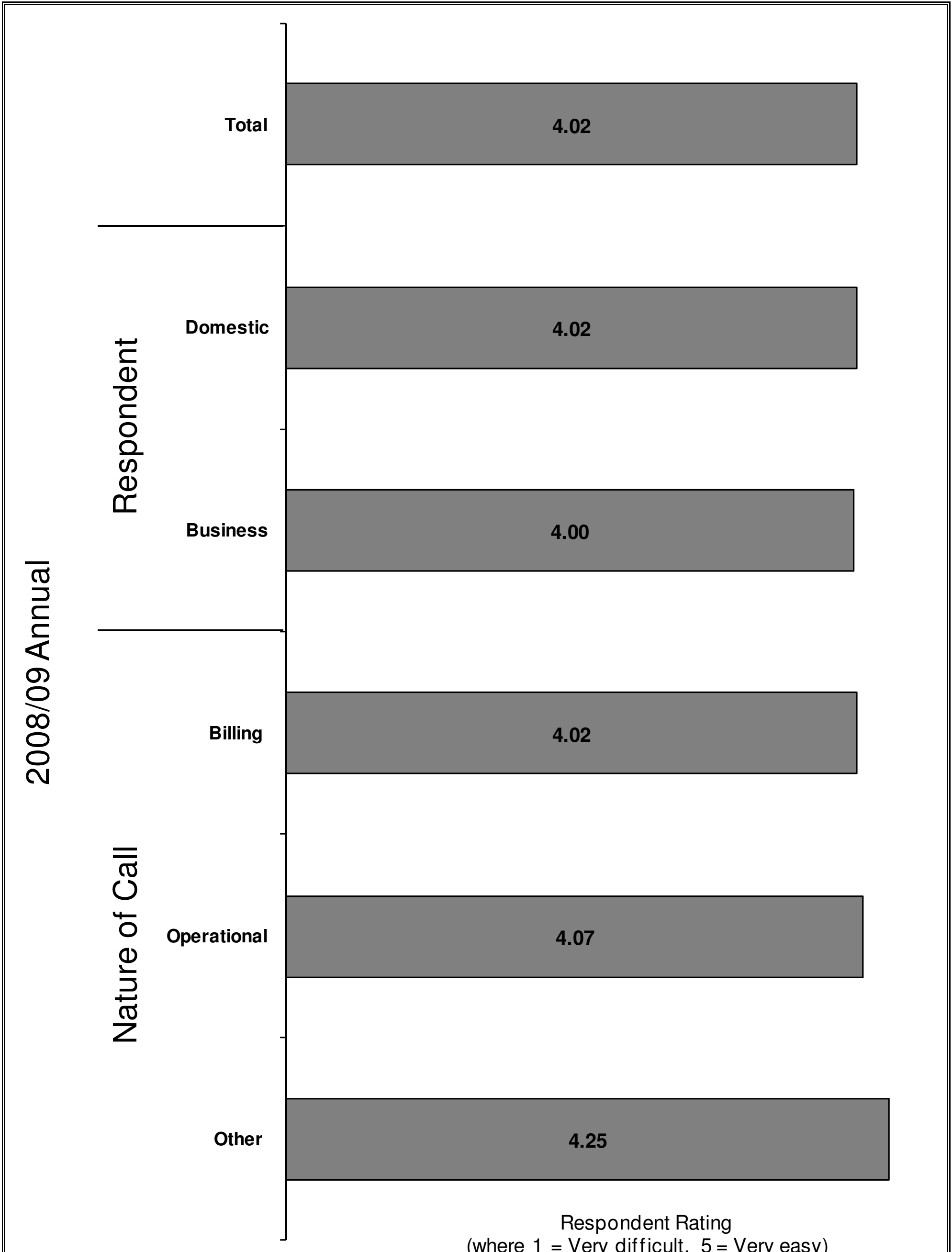
Note: Question 10 was asked only of those having their call answered by an automated service, resulting in a small base size (462). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.



Base: Respondents having their call answered by automated service (462)

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

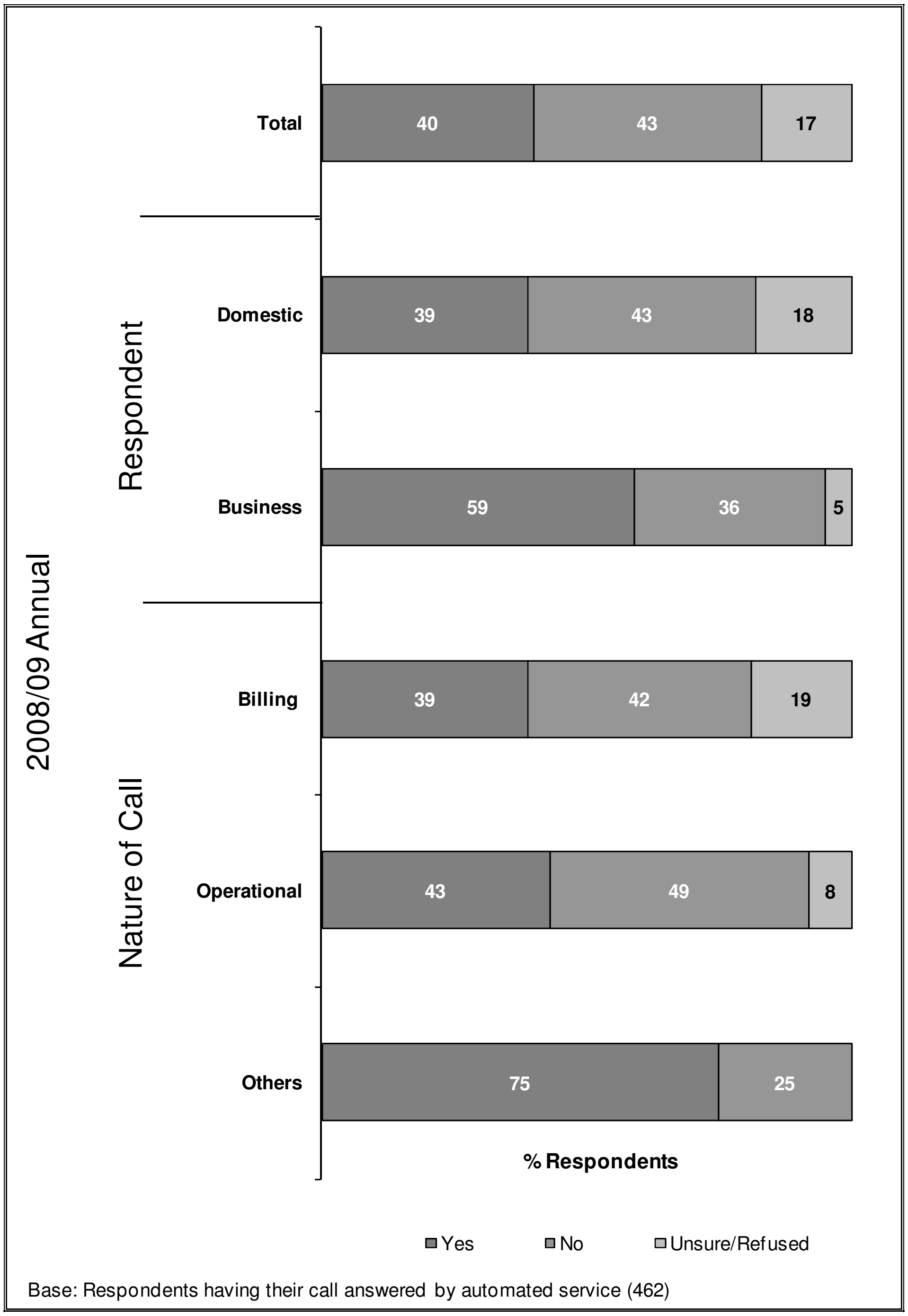
Note: Question 11 was asked only of those having their call answered by an automated service, resulting in a small base size (462). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.



Base: Respondents having their call answered by automated service (462)

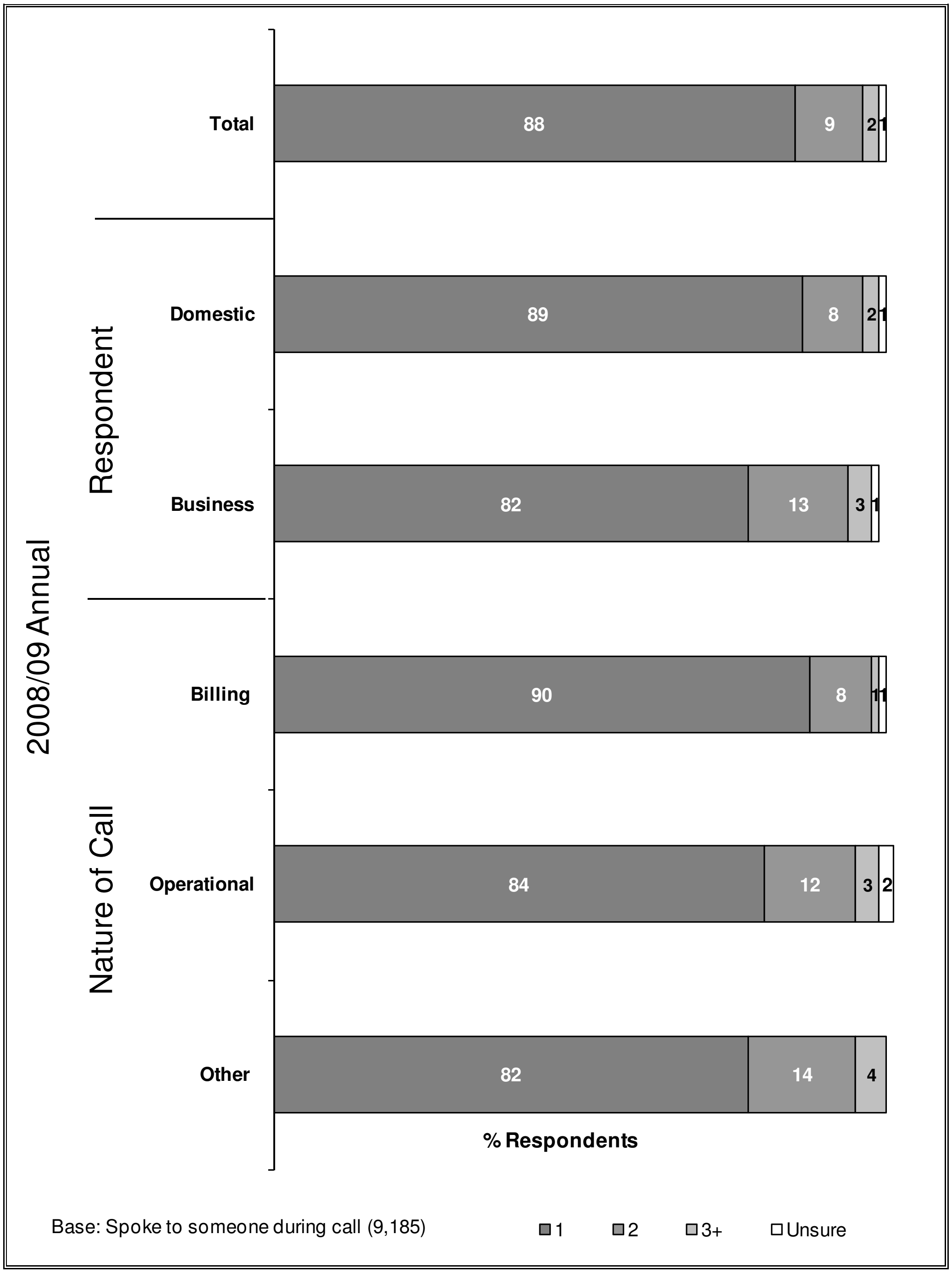
Q12 Were you offered the opportunity to speak to a person if you wanted to?

Note: Question 12 was asked only of those having their call answered by an automated service, resulting in a small base size (462). 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.



Base: Respondents having their call answered by automated service (462)

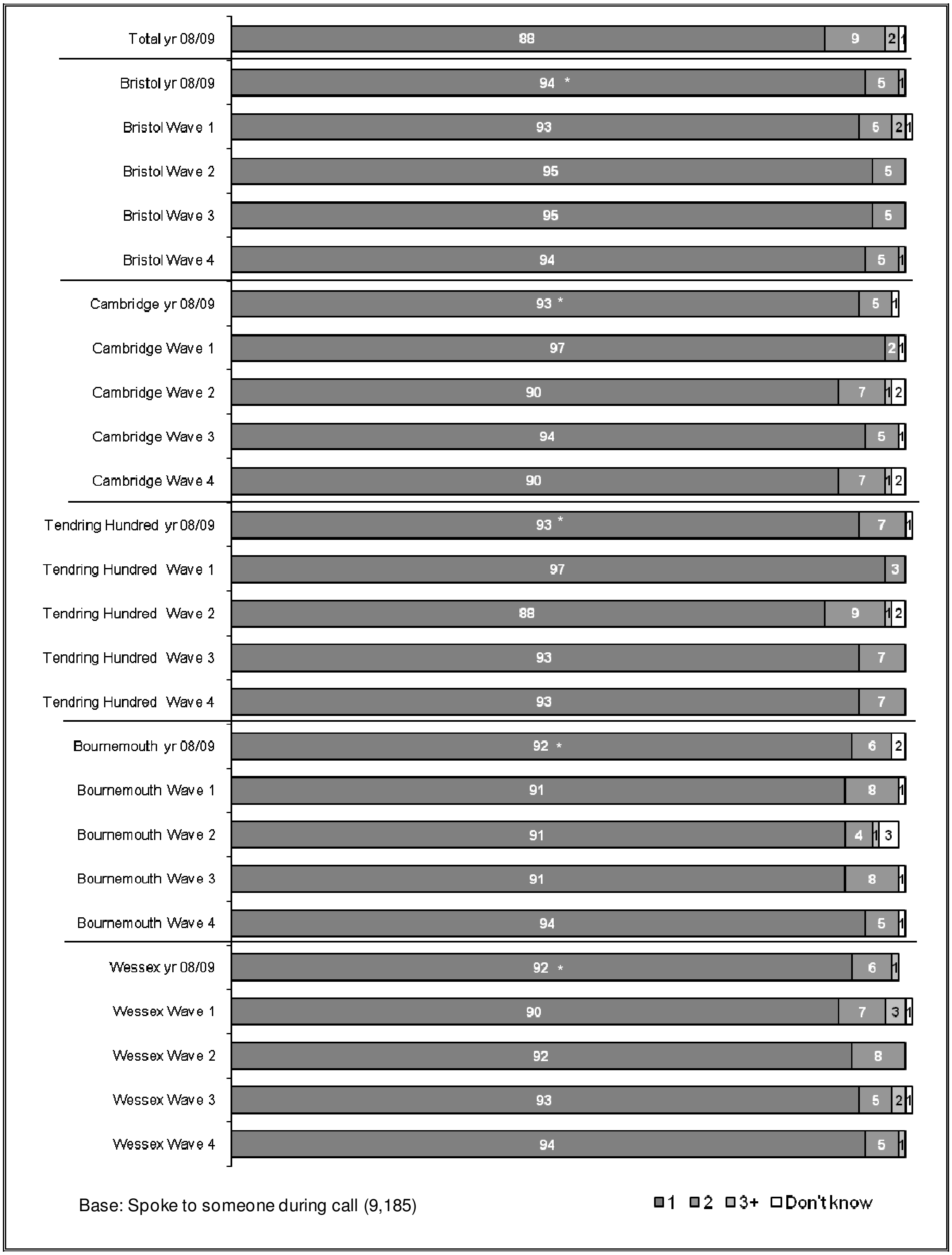
Q13 During the course of the call how many people did you speak to?



Base: Spoke to someone during call (9,185)

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

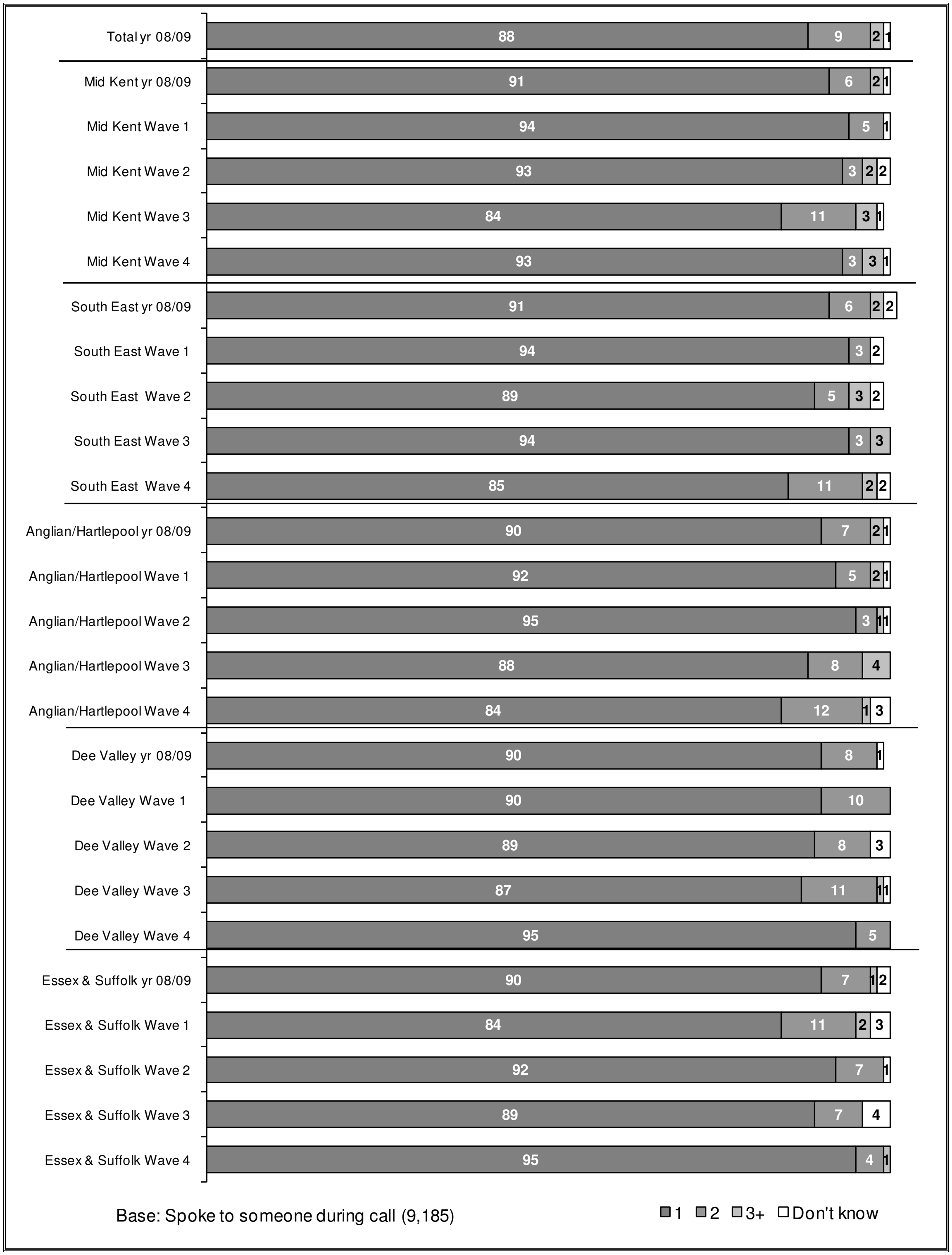
Companies Ranked 1st – 5th



Base: Spoke to someone during call (9,185)

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

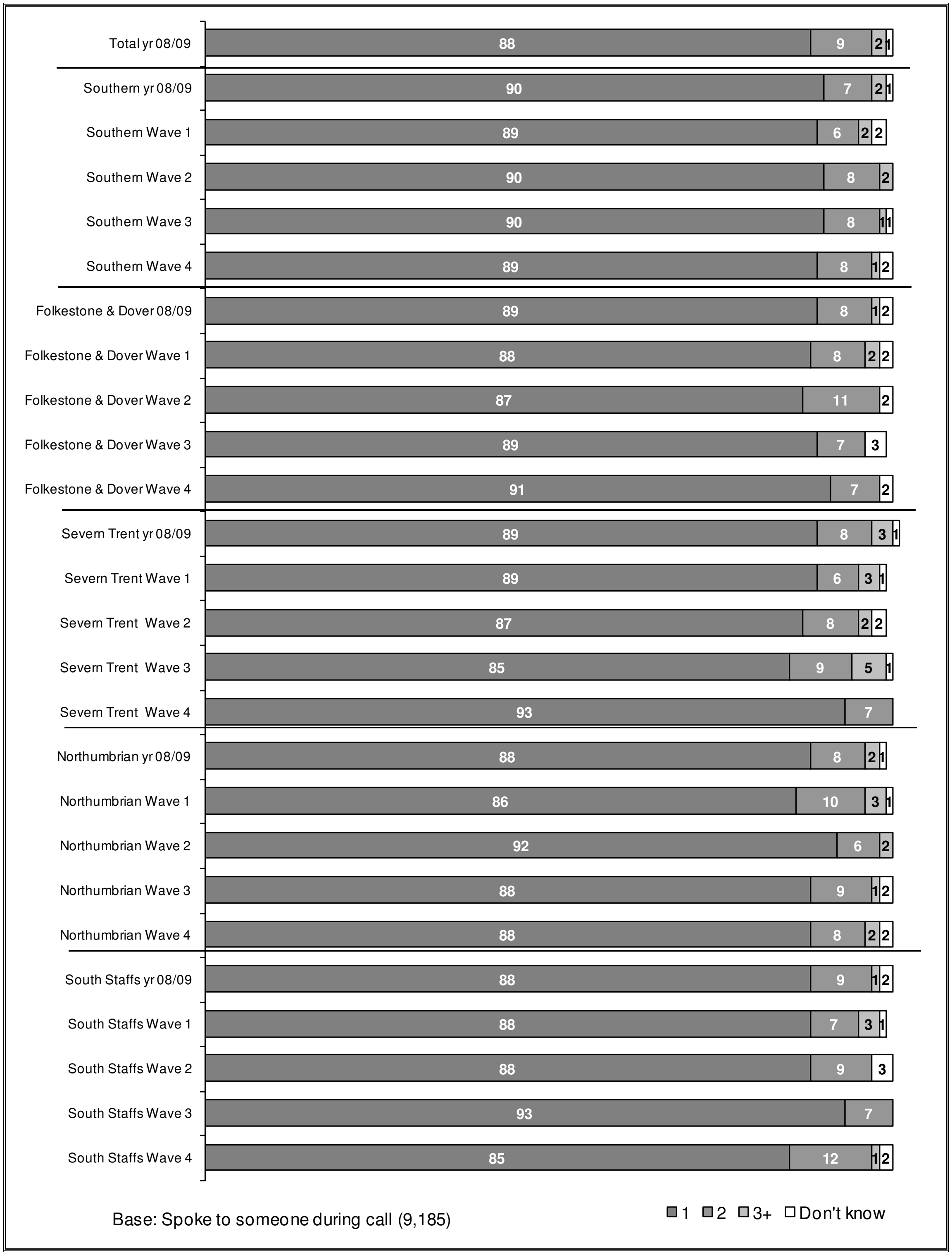
Companies Ranked 6th – 10th



Base: Spoke to someone during call (9,185)

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

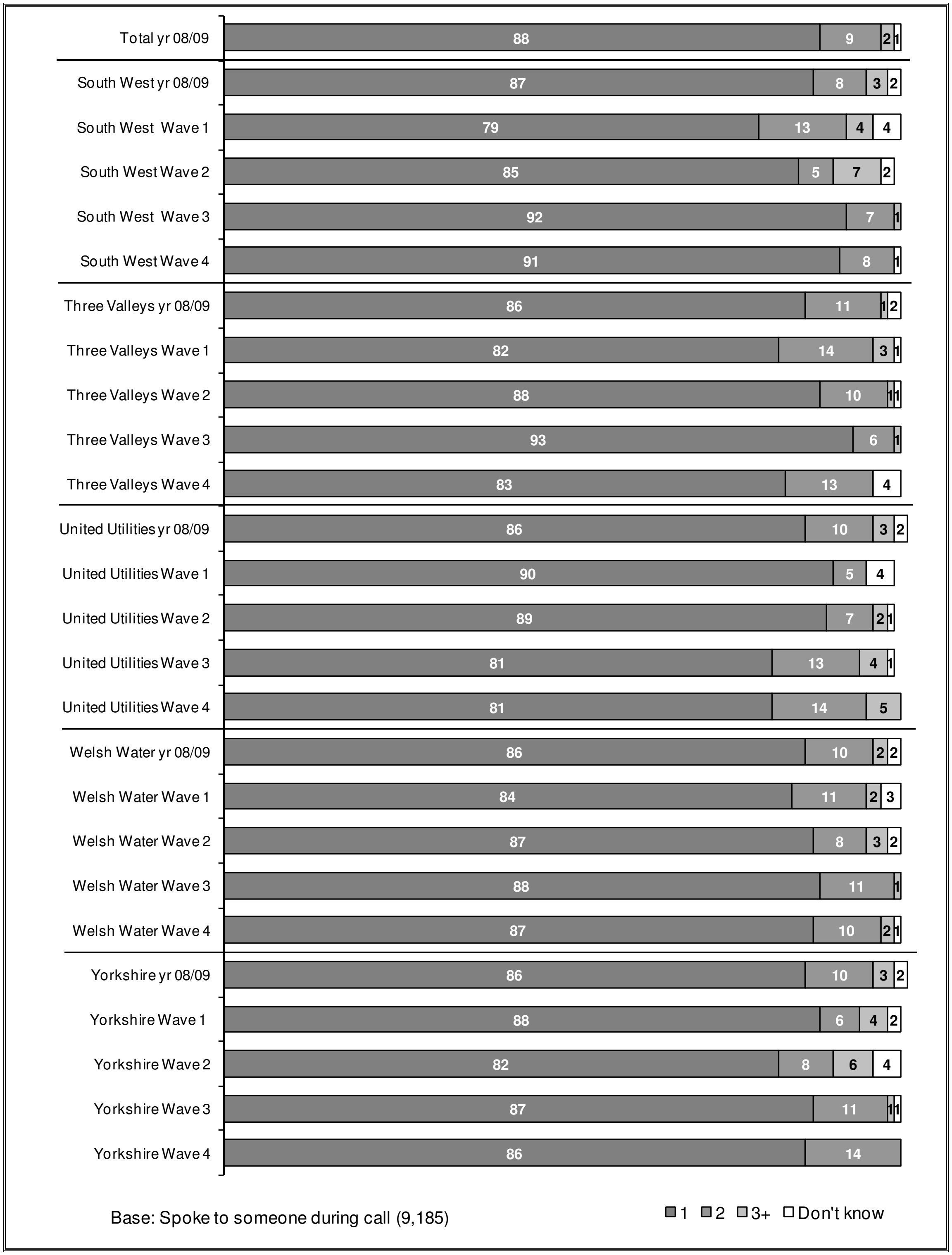
Companies Ranked 11th – 15th



Base: Spoke to someone during call (9,185)

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

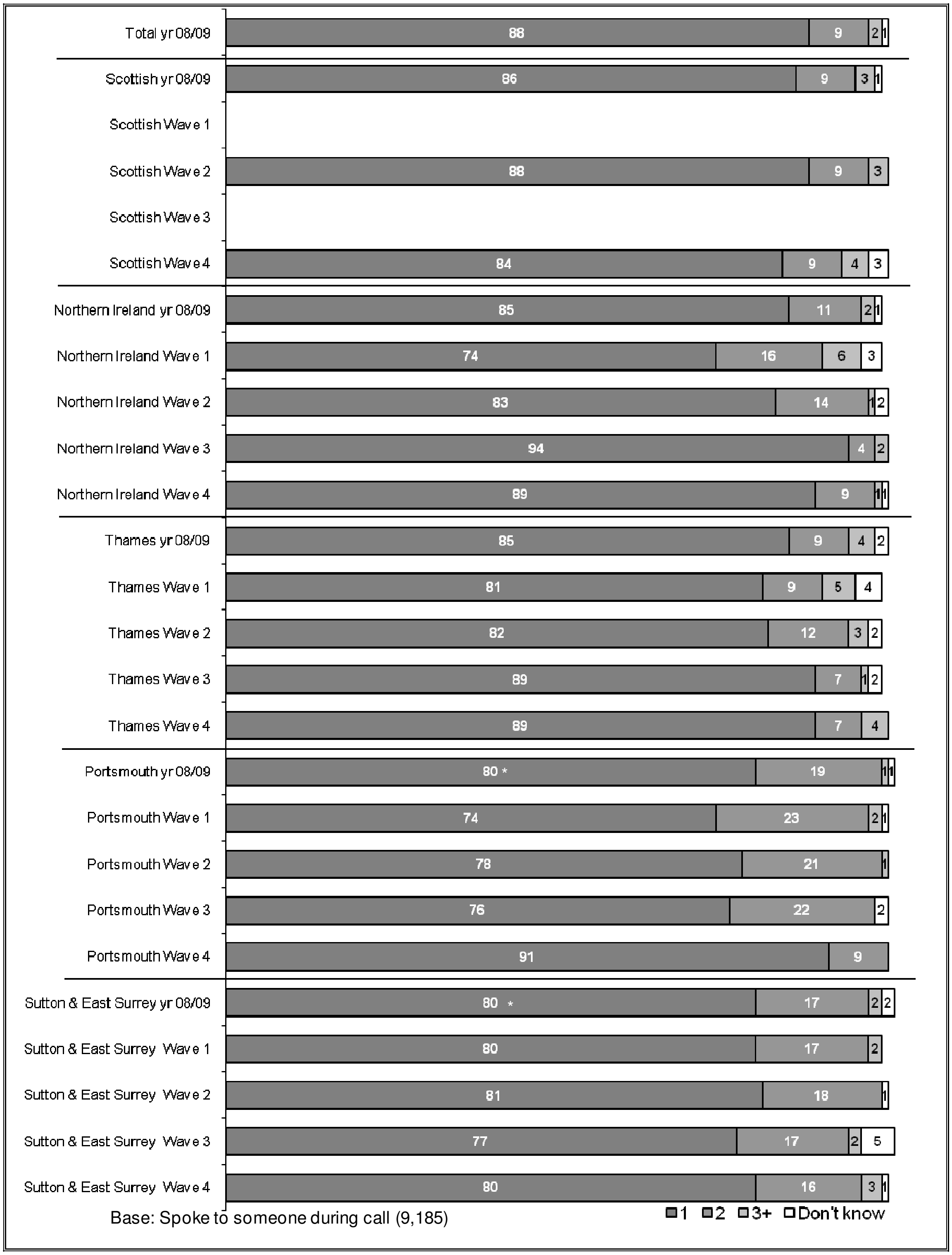
Companies Ranked 16th – 20th



Base: Spoke to someone during call (9,185)

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

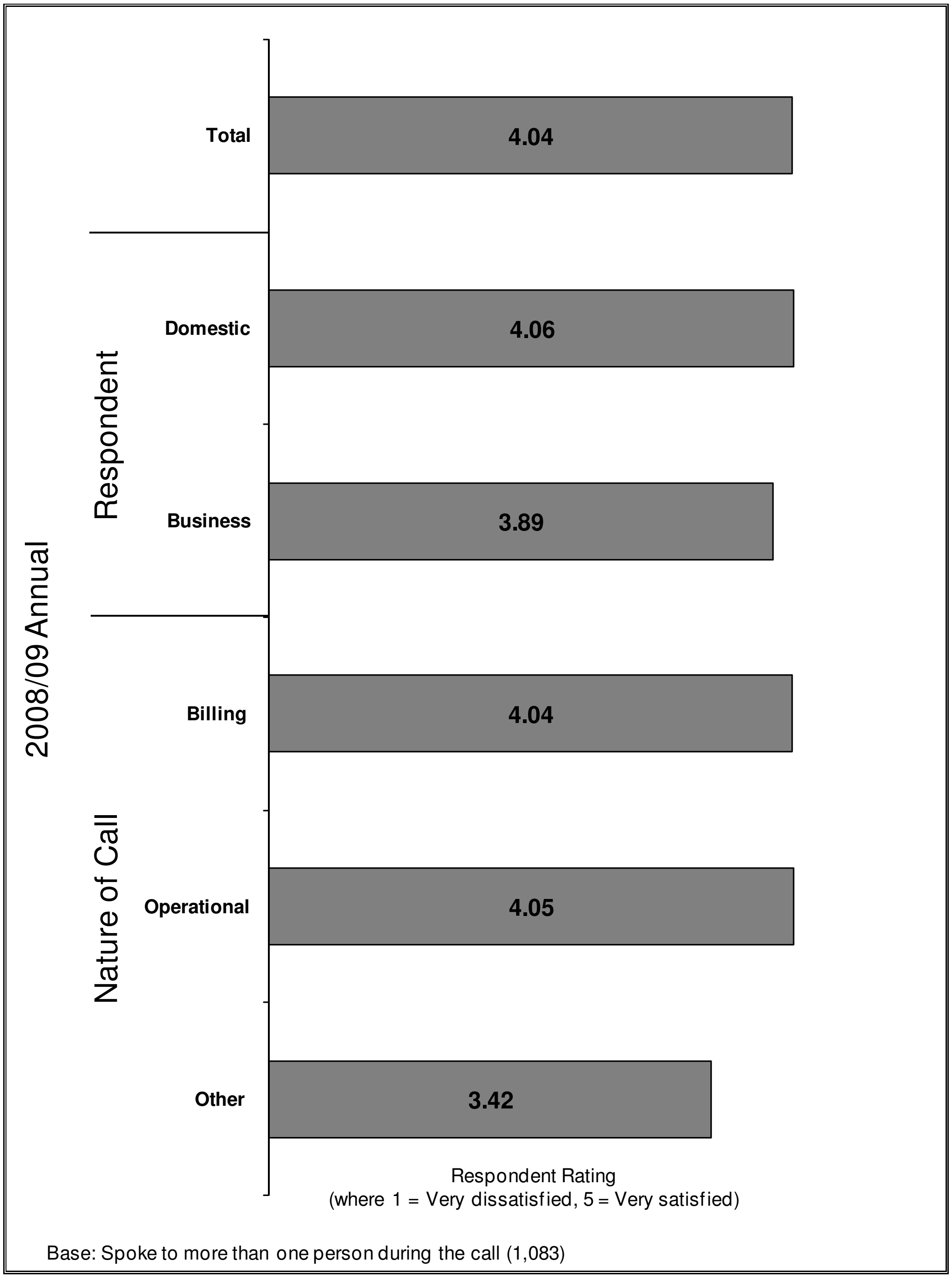
Companies Ranked 21st – 25th



Base: Spoke to someone during call (9,185)

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

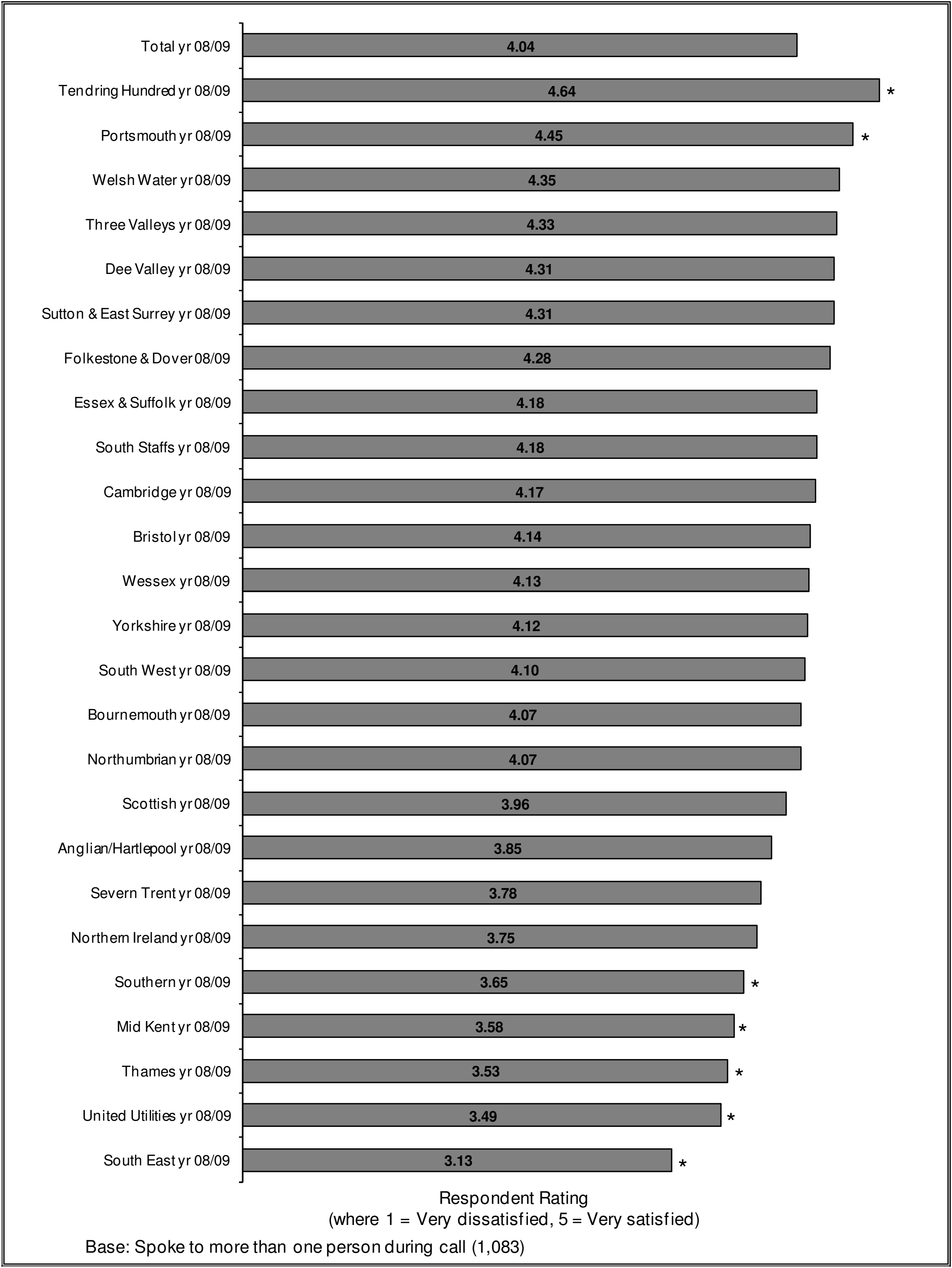
Note: This question was asked only of those speaking to more than one person (1,083 respondents).



Base: Spoke to more than one person during the call (1,083)

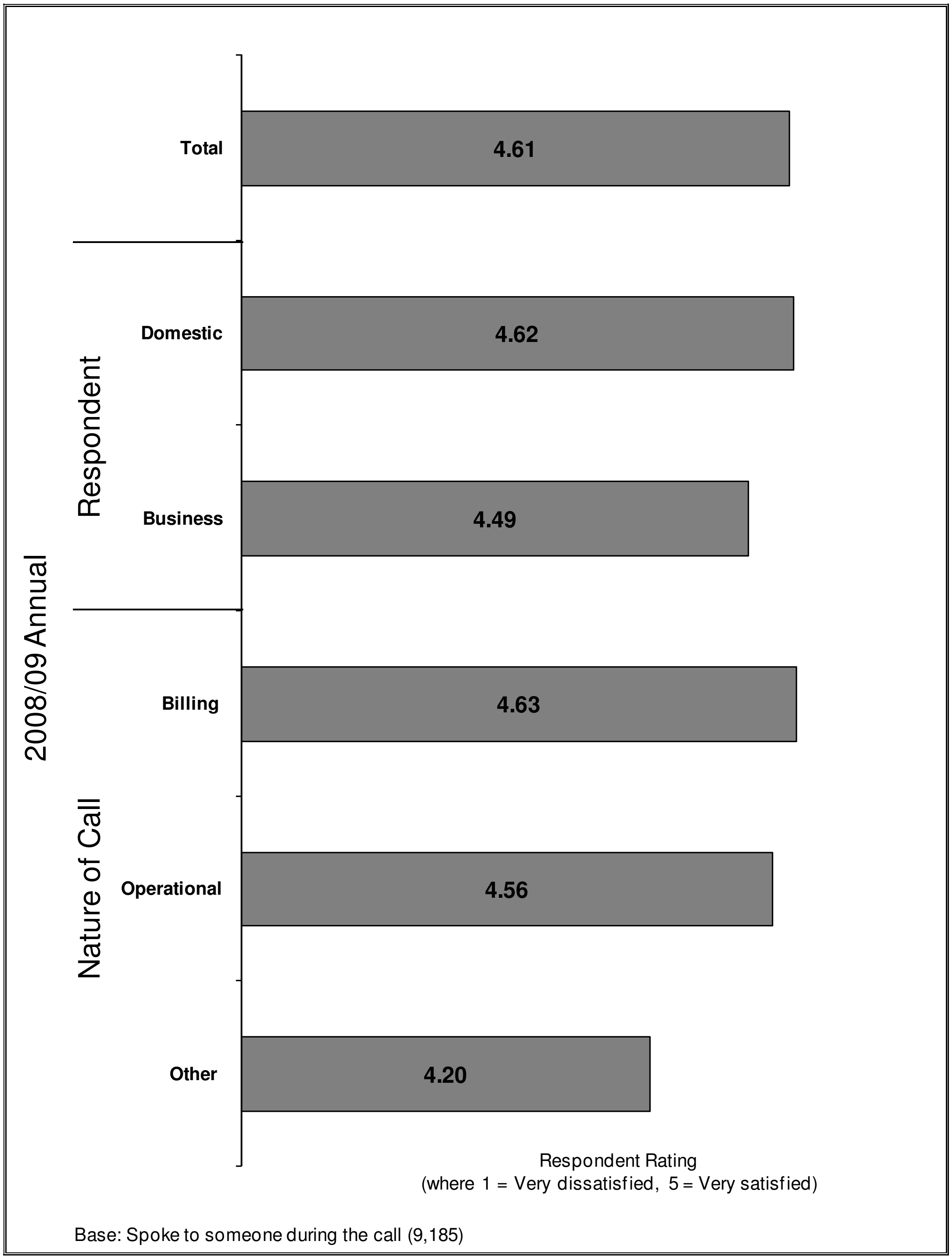
Q14 How satisfied were you with the number of people that you had to speak to?

Note: This question was asked only of those speaking to more than one person (1,083 respondents).



Base: Spoke to more than one person during call (1,083)

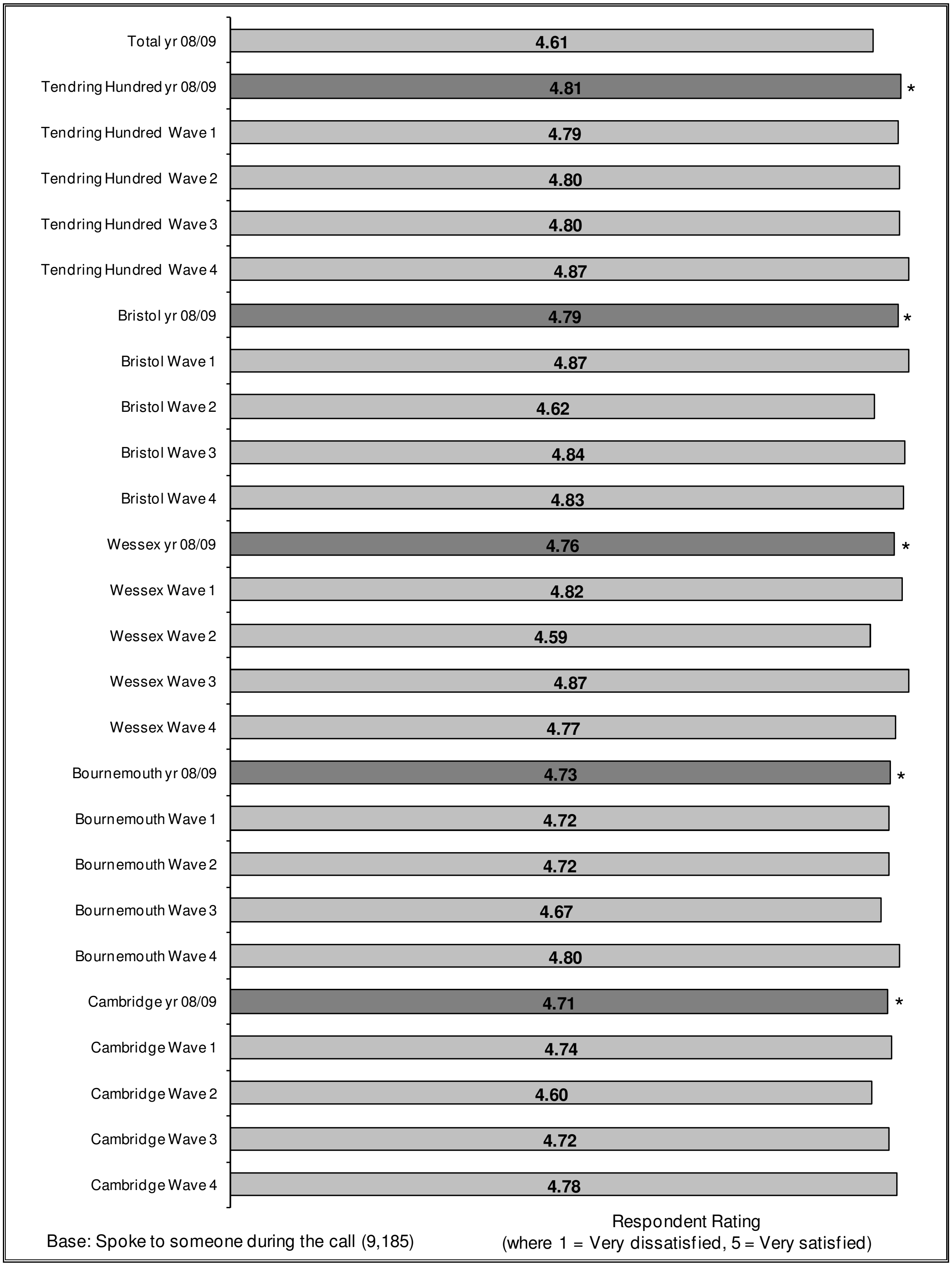
Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?



Base: Spoke to someone during the call (9,185)

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

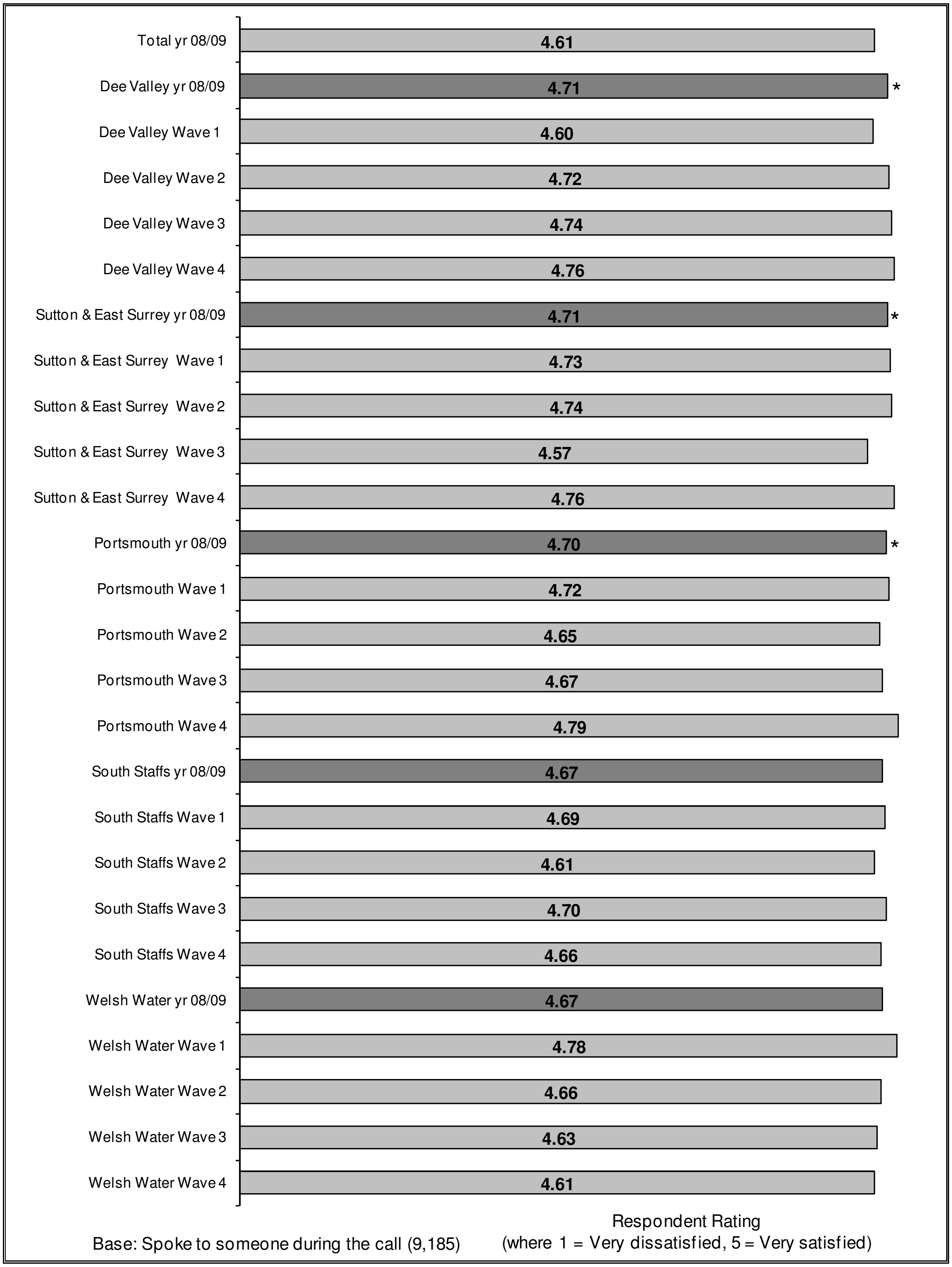
Companies Ranked 1^{st} – 5^{th}



Base: Spoke to someone during the call (9,185)

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

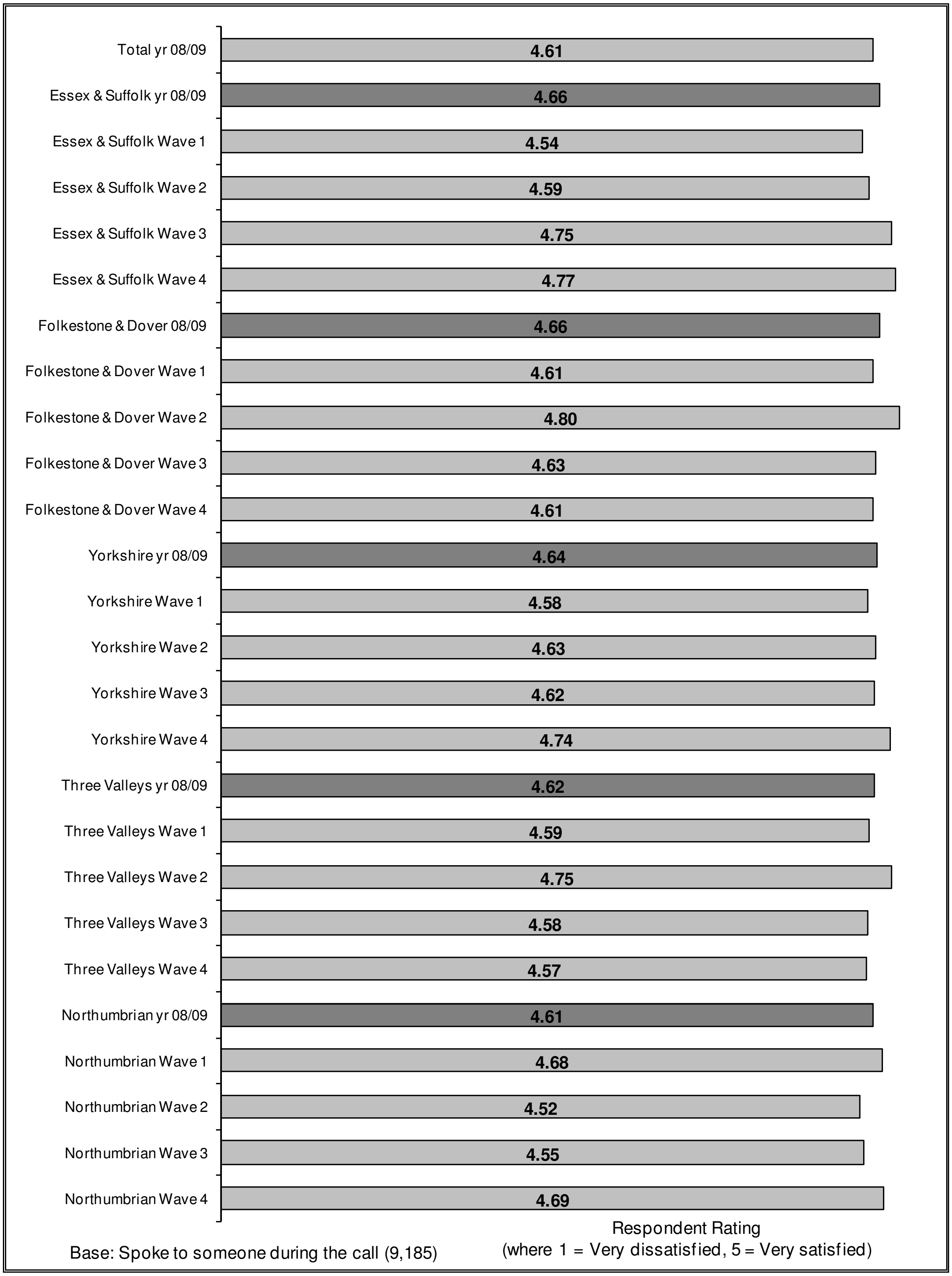
Companies Ranked 6th – 10th



Base: Spoke to someone during the call (9,185)

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

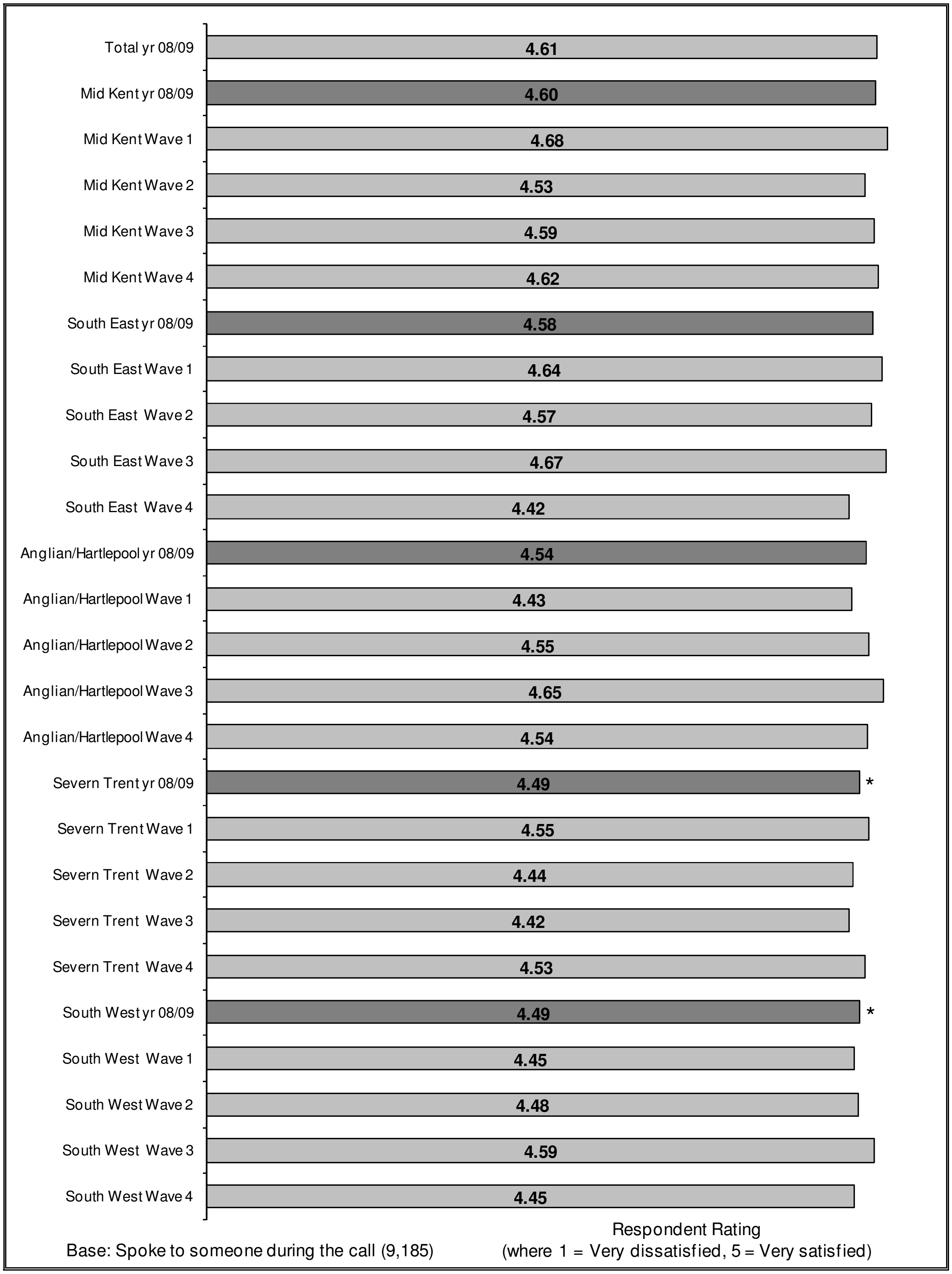
Companies Ranked 11th – 15th



Base: Spoke to someone during the call (9,185)

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

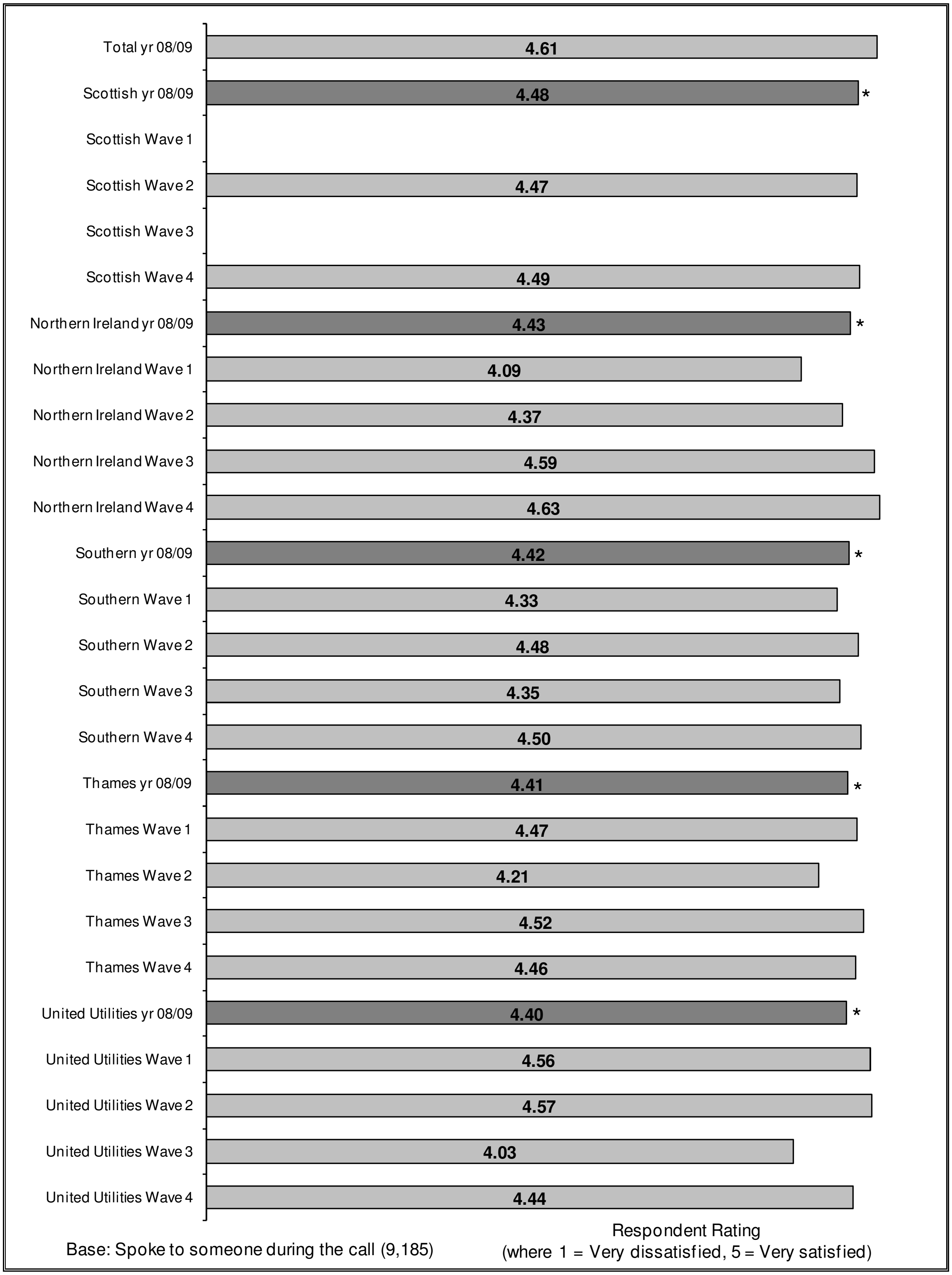
Companies Ranked 16th – 20th



Base: Spoke to someone during the call (9,185)

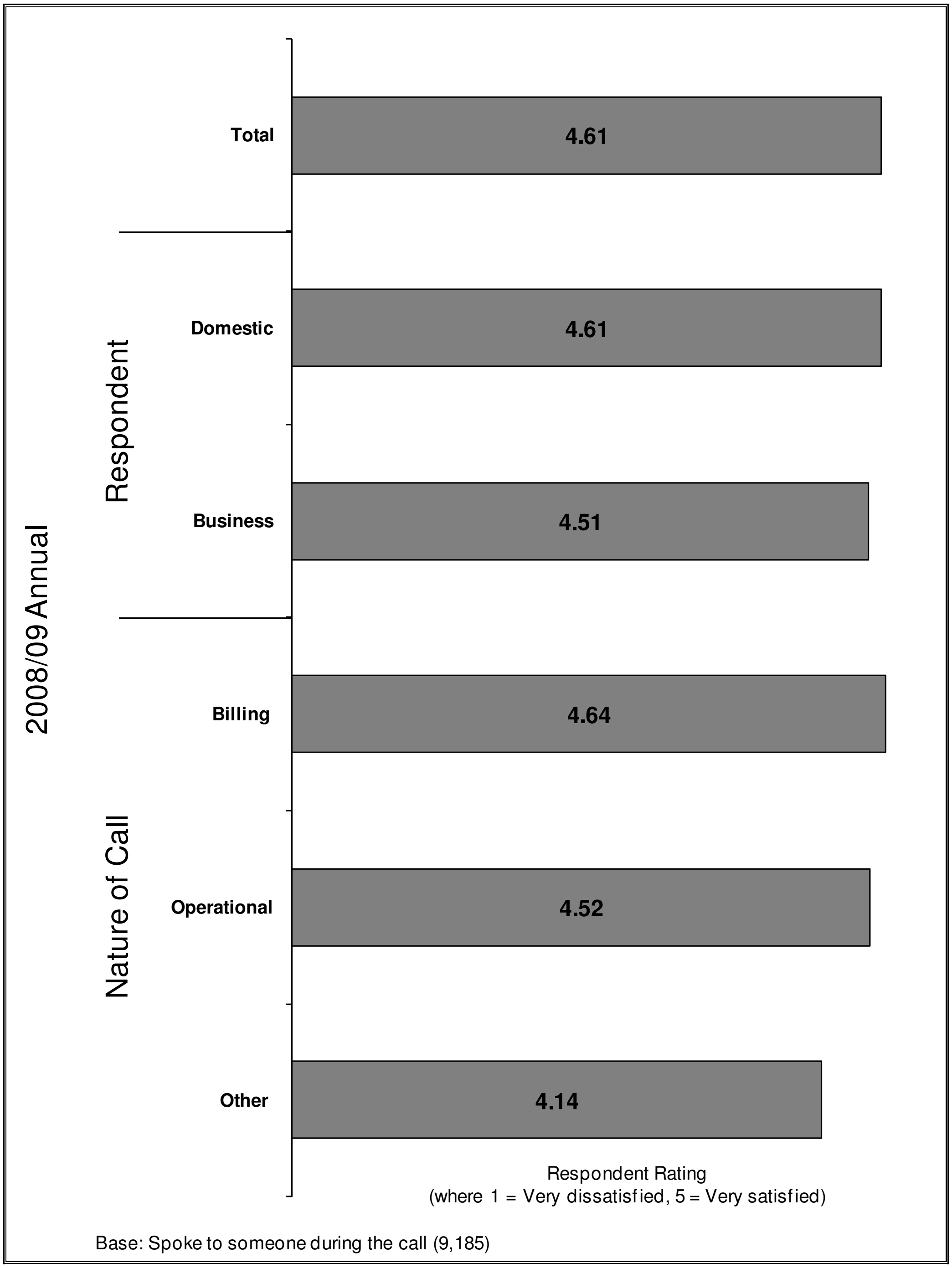
Q15 How satisfied were you that the person (or people) you spoke to understood your reason for calling?

Companies Ranked 21st – 25th



Base: Spoke to someone during the call (9,185)

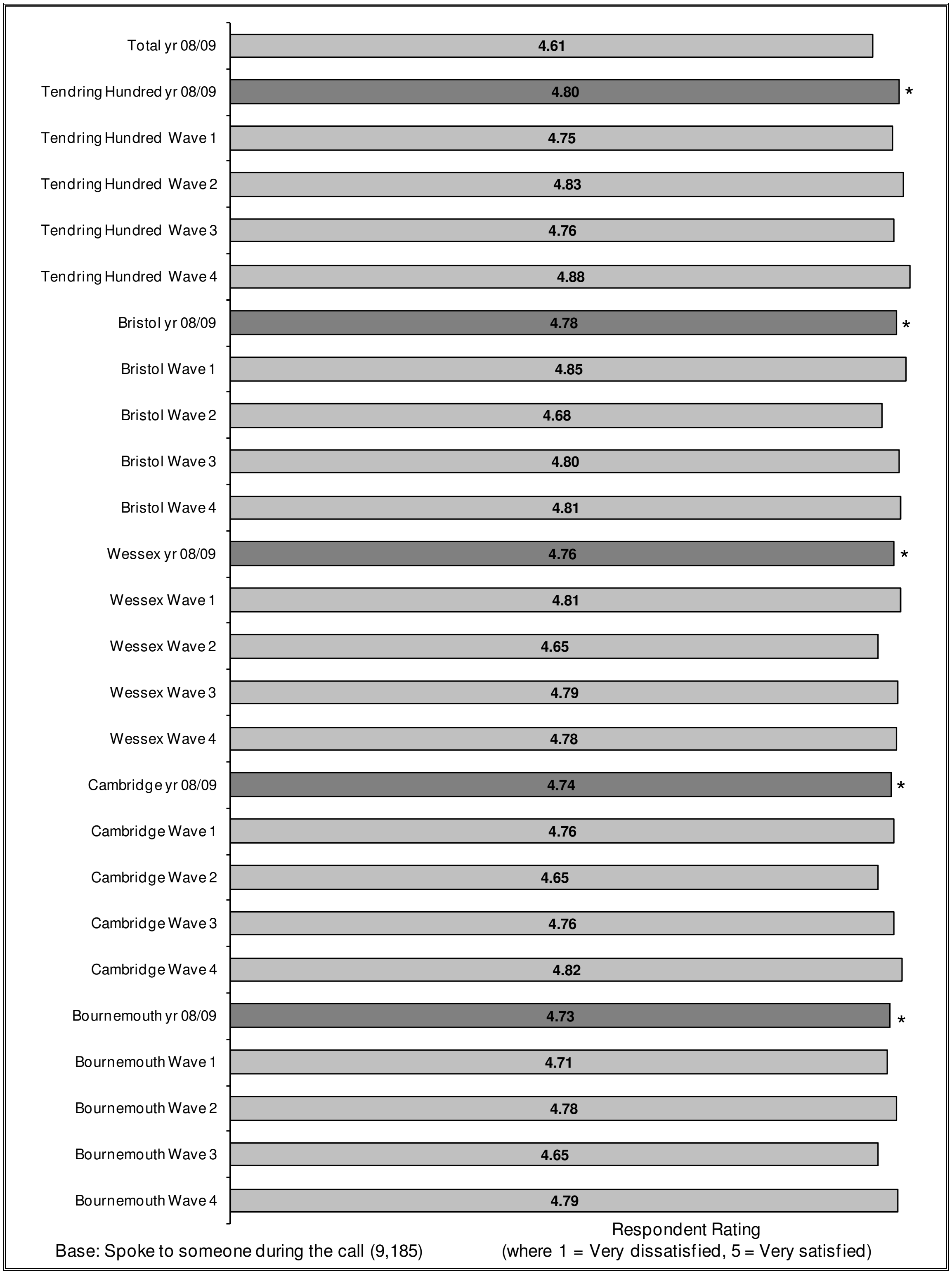
Q16 How satisfied were you with the company's willingness to help?



Base: Spoke to someone during the call (9,185)

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

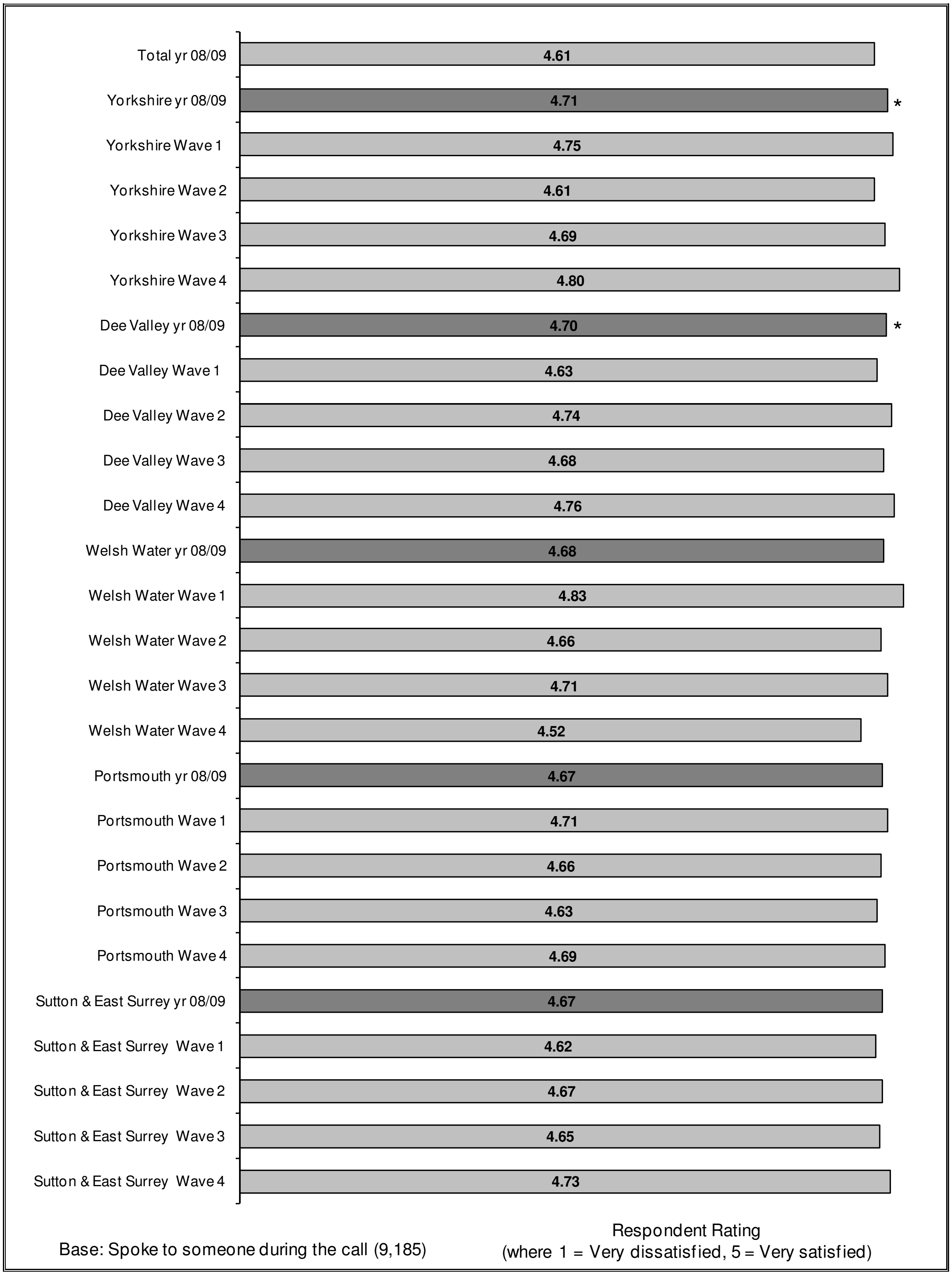
Companies Ranked 1st – 5th



Base: Spoke to someone during the call (9,185)

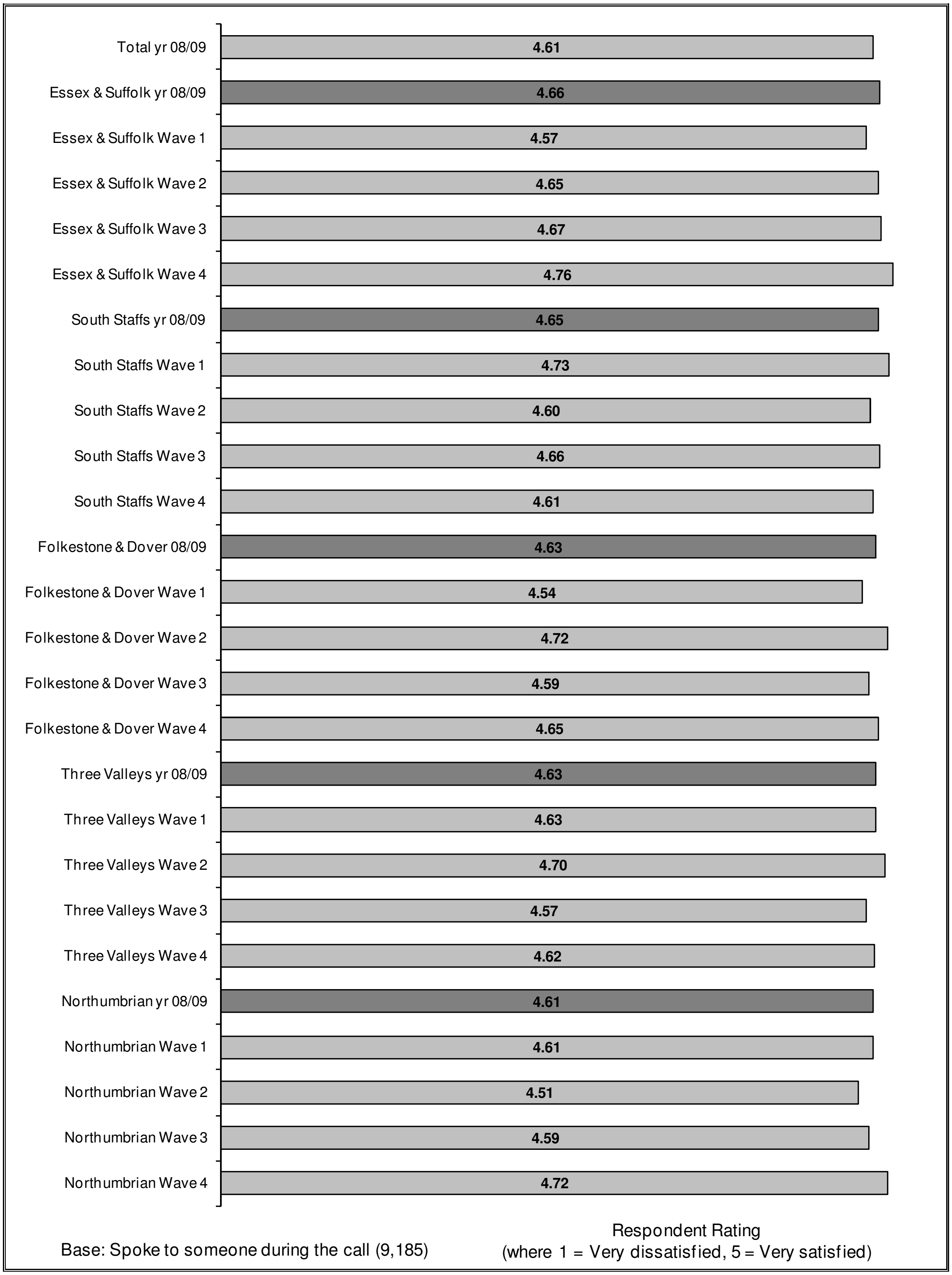
Q16 How satisfied were you with the company's willingness to help?

Companies Ranked 6th – 10th



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

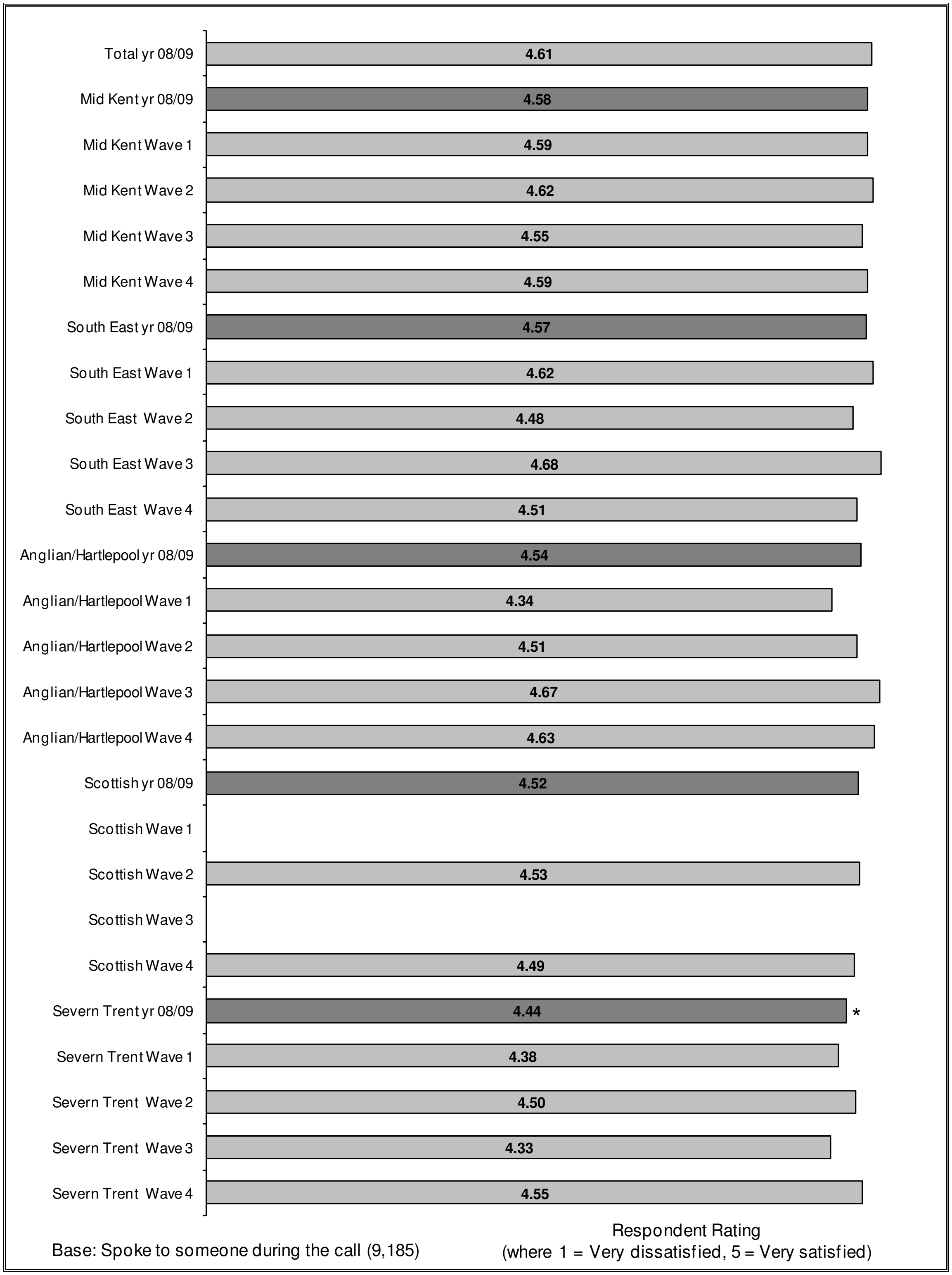
Companies Ranked 11th – 15th



Base: Spoke to someone during the call (9,185)

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

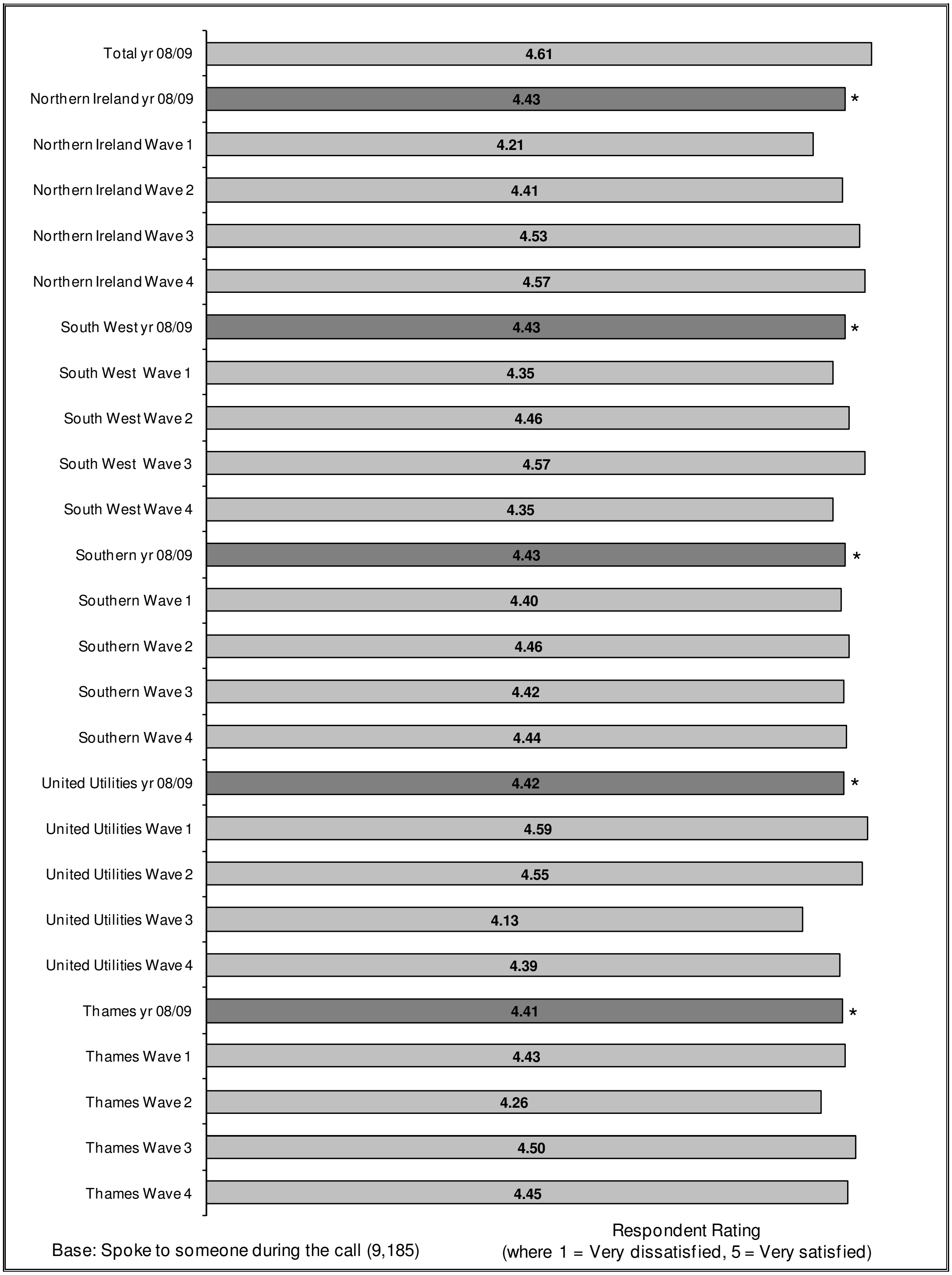
Companies Ranked 16th – 20th



Base: Spoke to someone during the call (9,185)

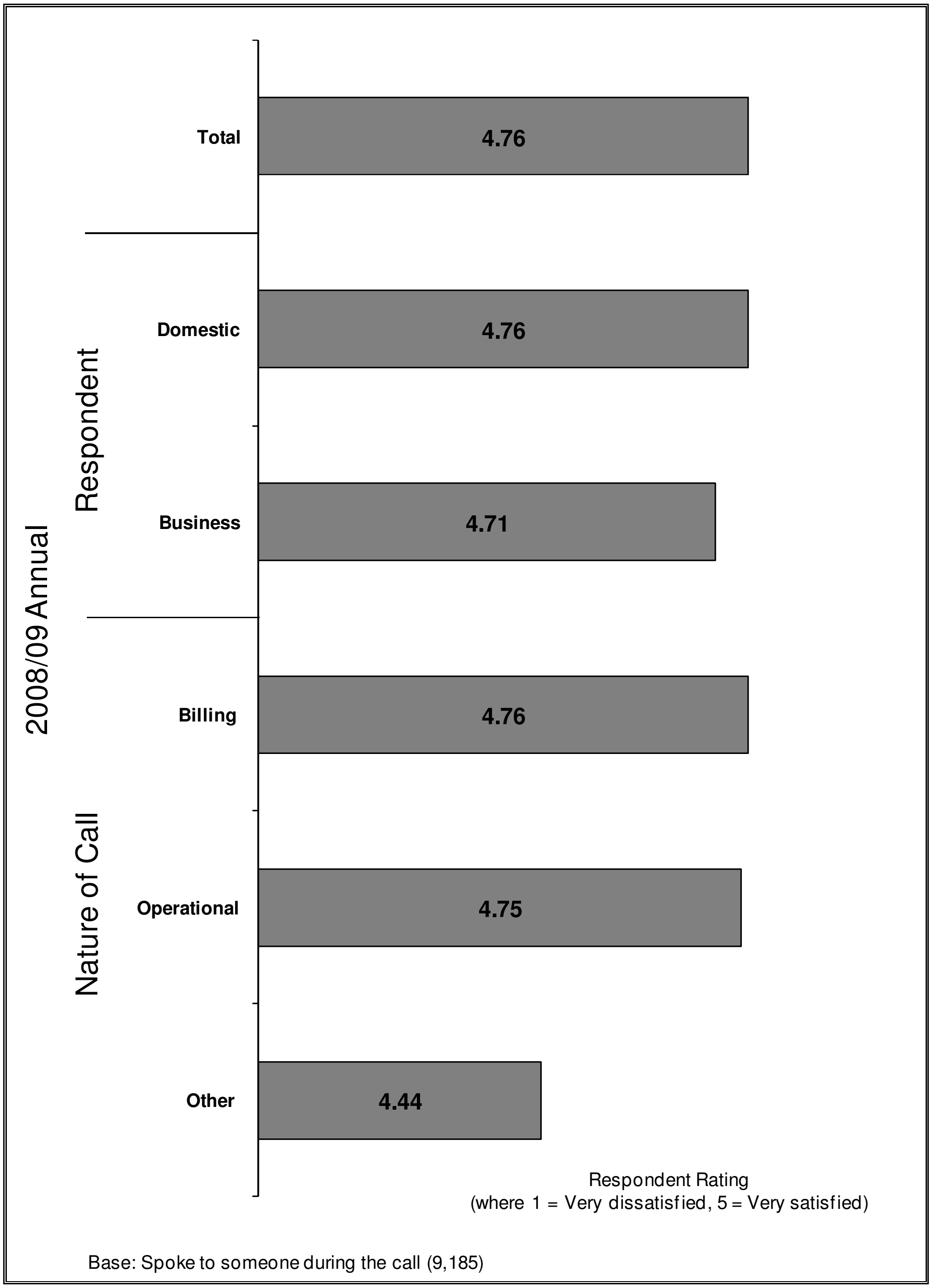
Q16 How satisfied were you with the company's willingness to help?

Companies Ranked 21st – 25th



Base: Spoke to someone during the call (9,185)

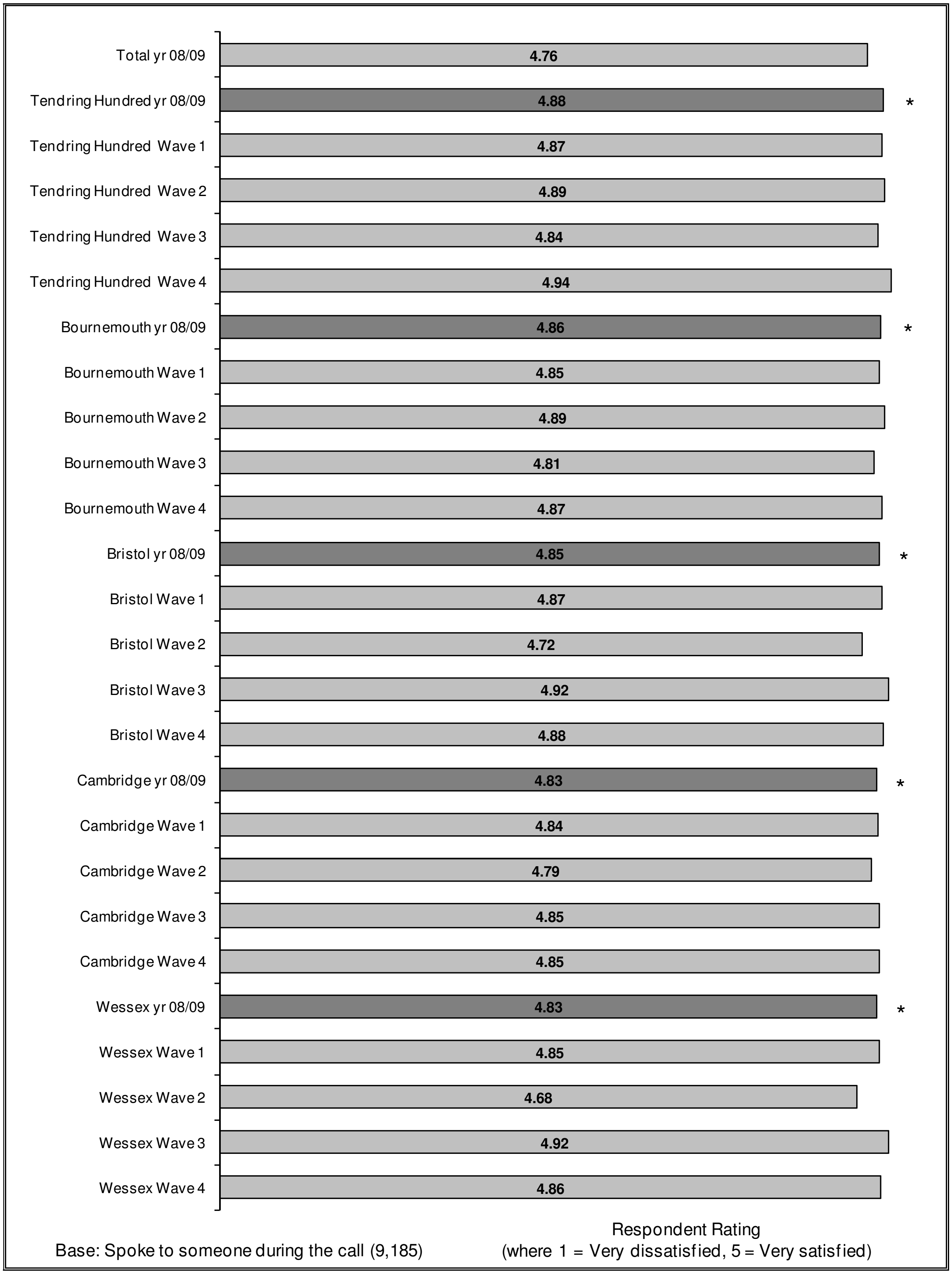
Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?



Base: Spoke to someone during the call (9,185)

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

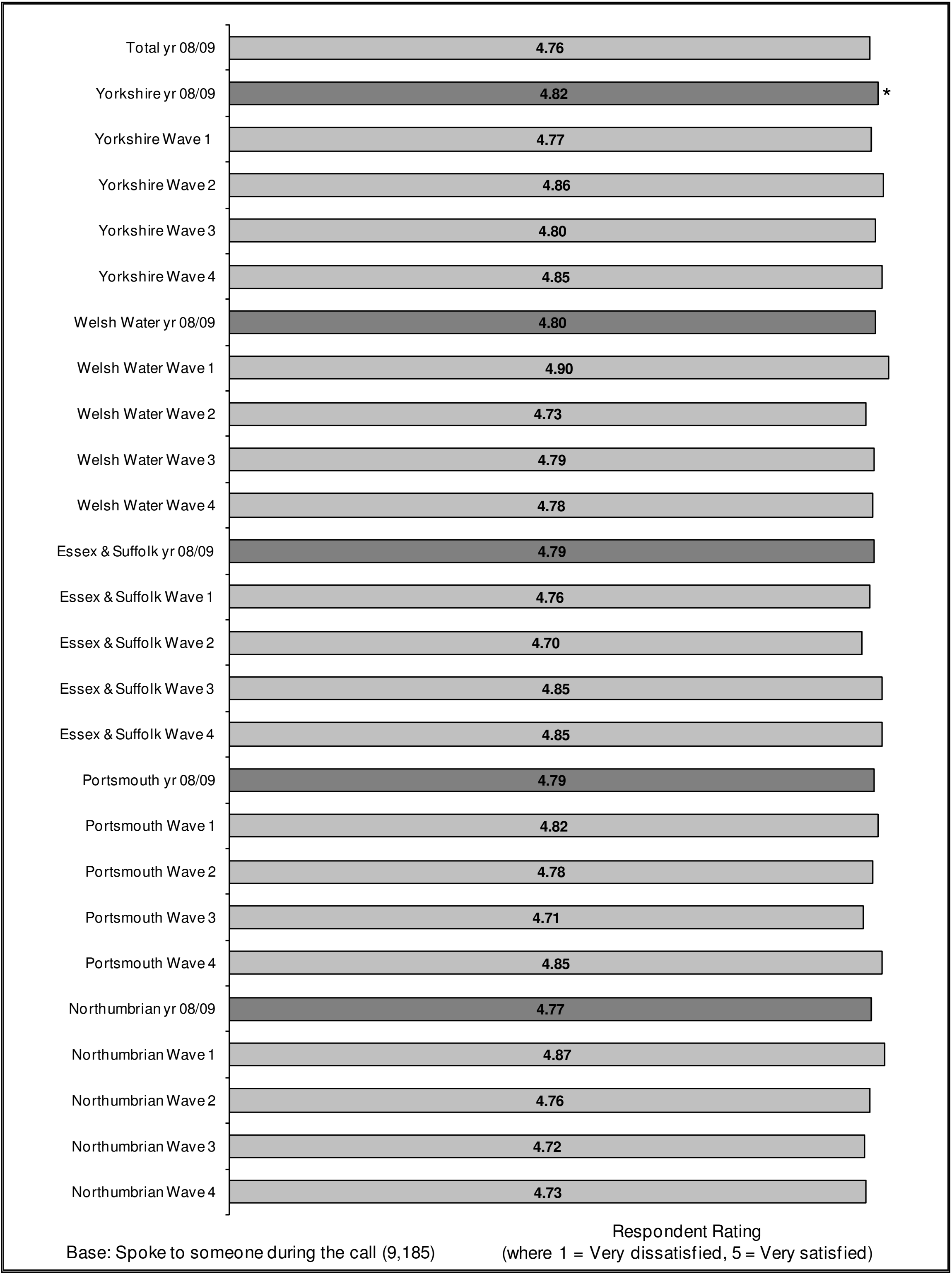
Companies Ranked 1st – 5th



Base: Spoke to someone during the call (9,185)

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

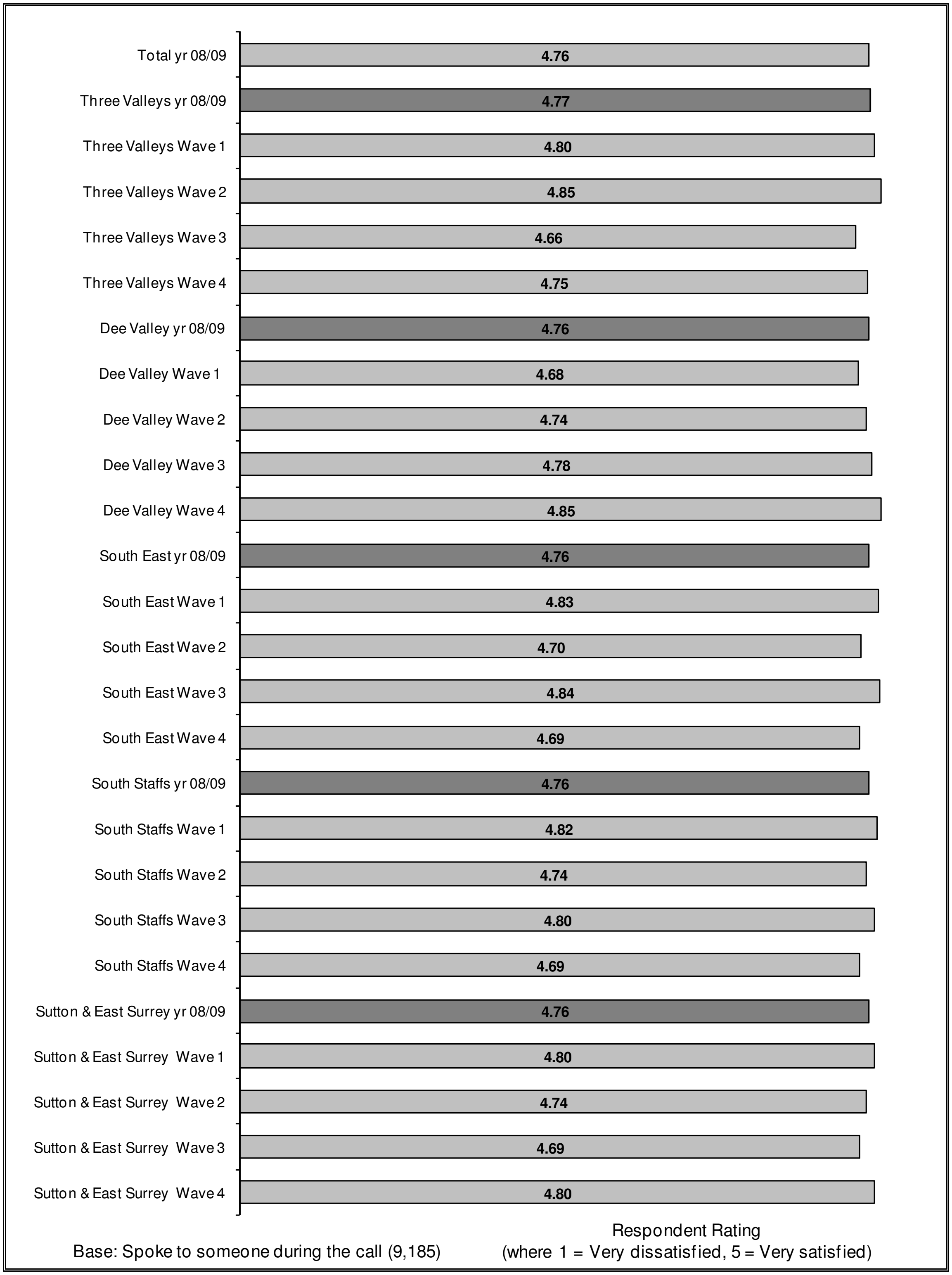
Companies Ranked 6th – 10th



Base: Spoke to someone during the call (9,185)

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

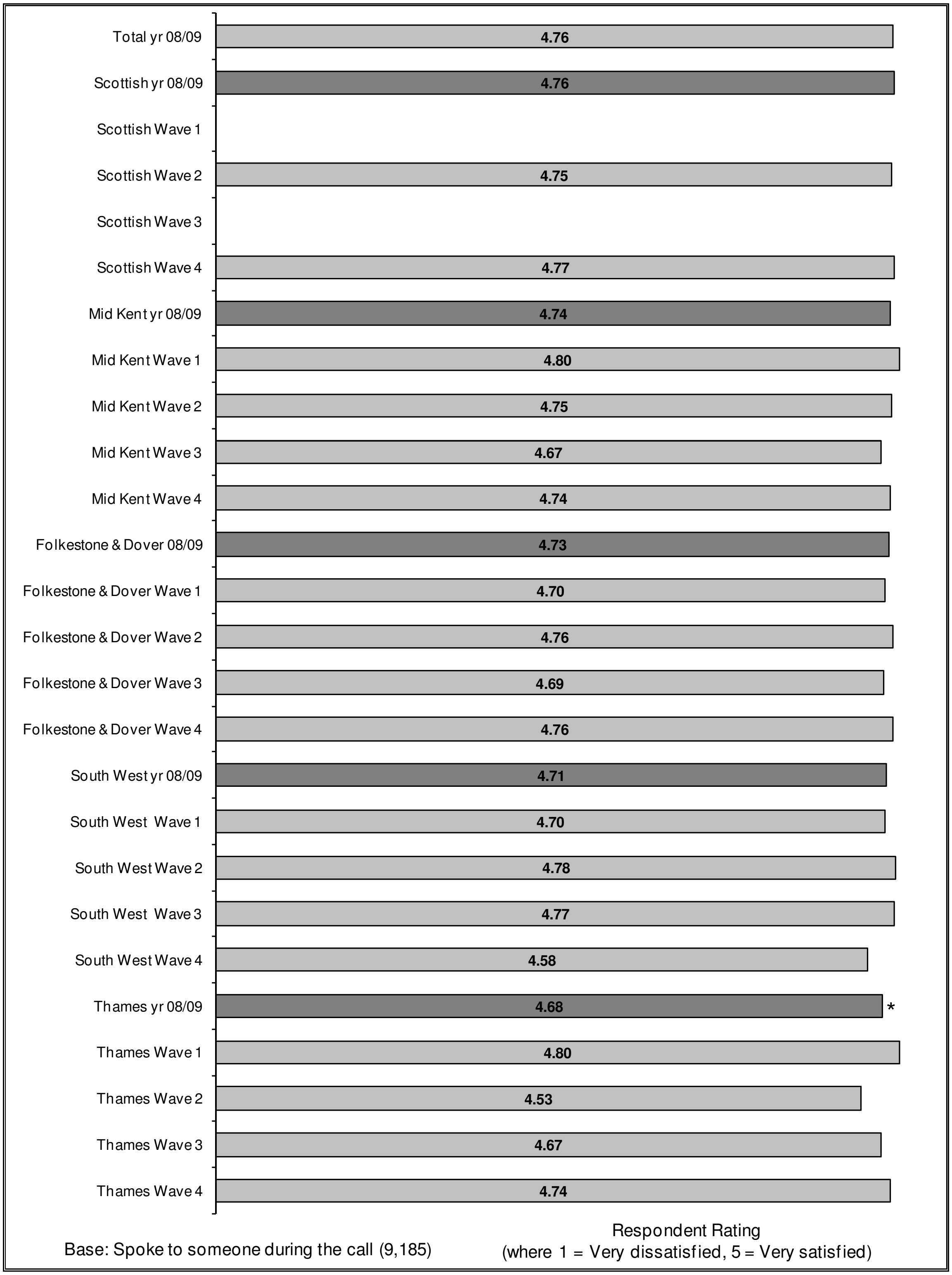
Companies Ranked 11th – 15th



Base: Spoke to someone during the call (9,185)

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

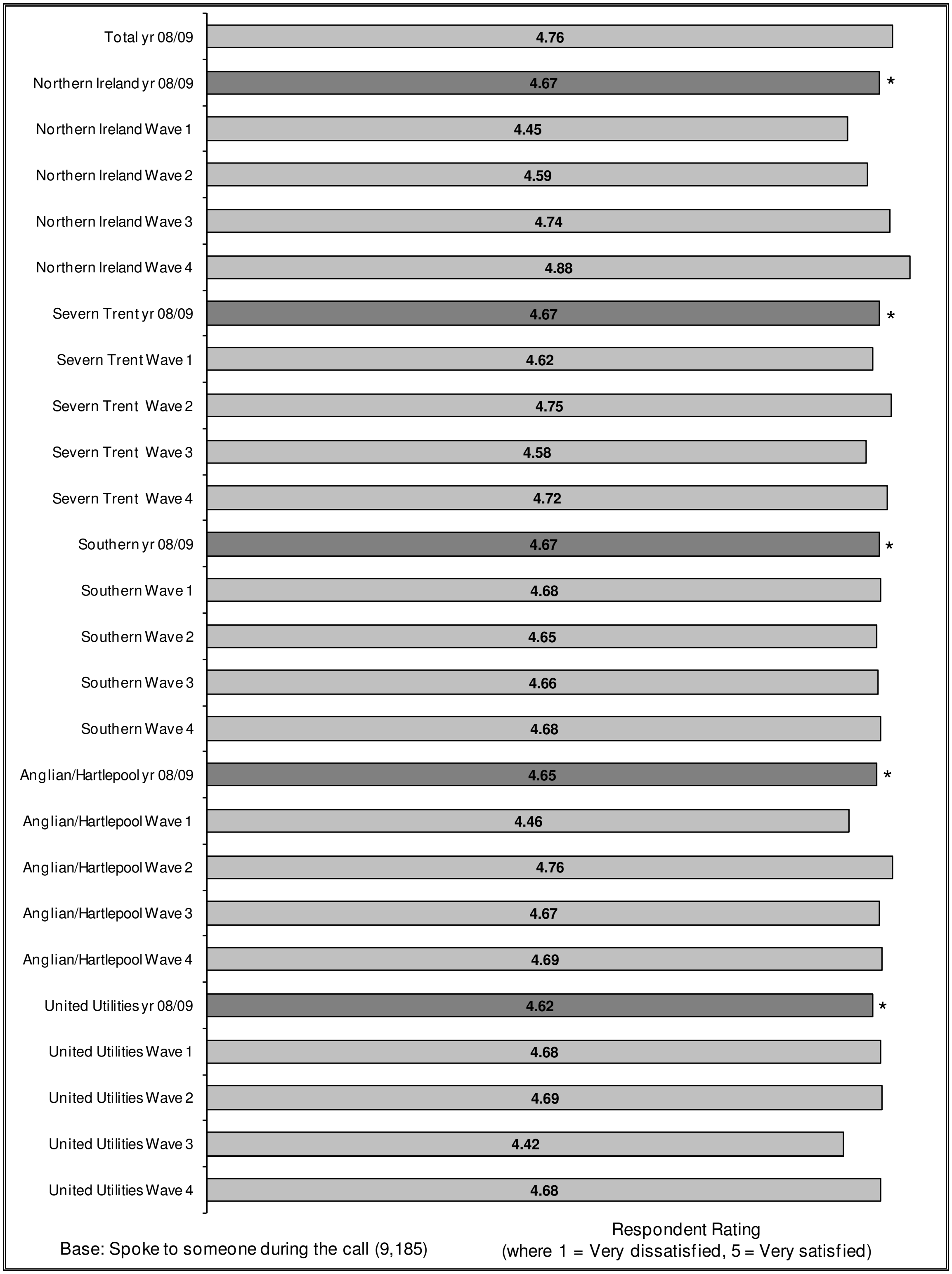
Companies Ranked 16th – 20th



Base: Spoke to someone during the call (9,185)

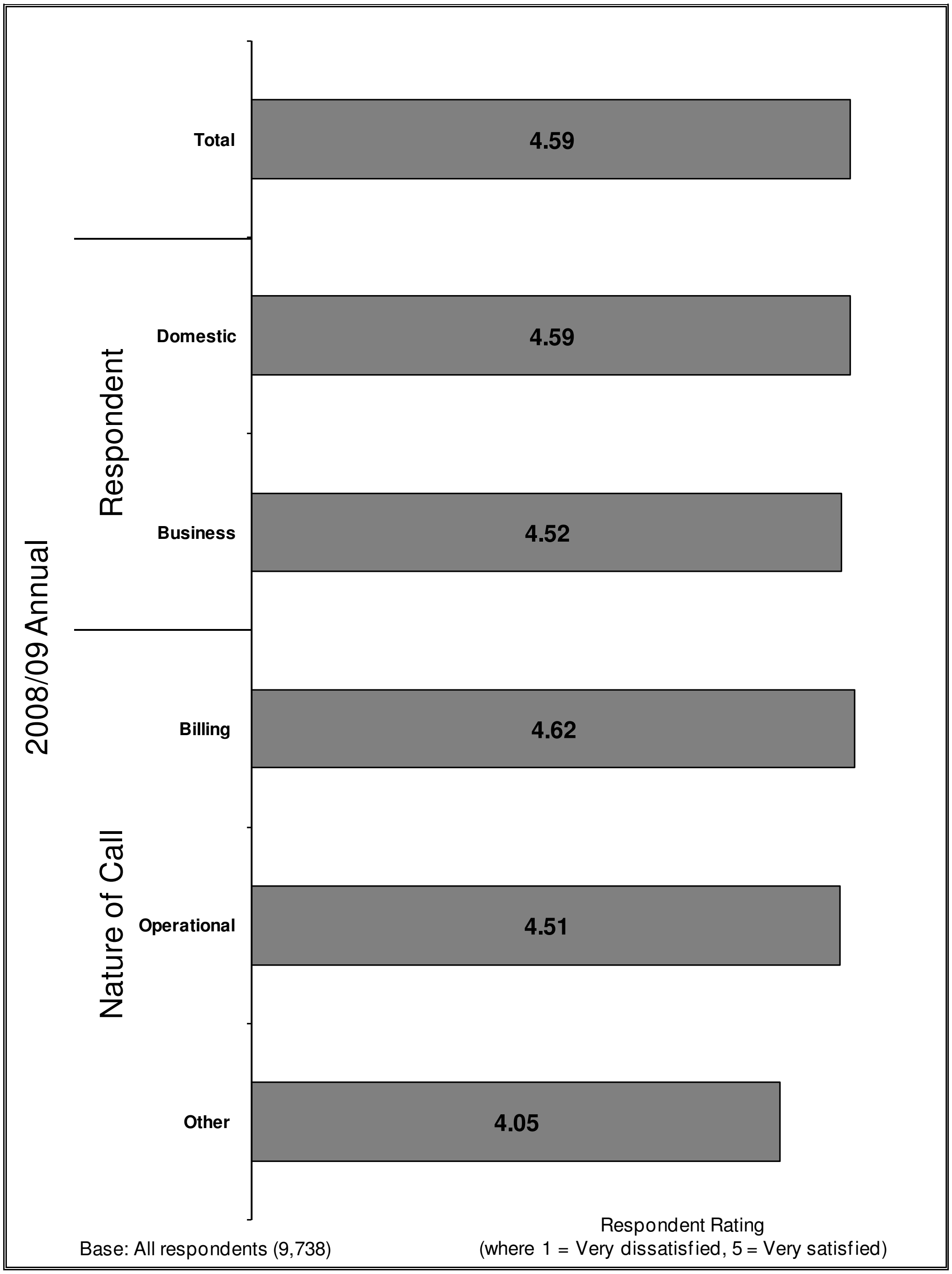
Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Companies Ranked 21st – 25th



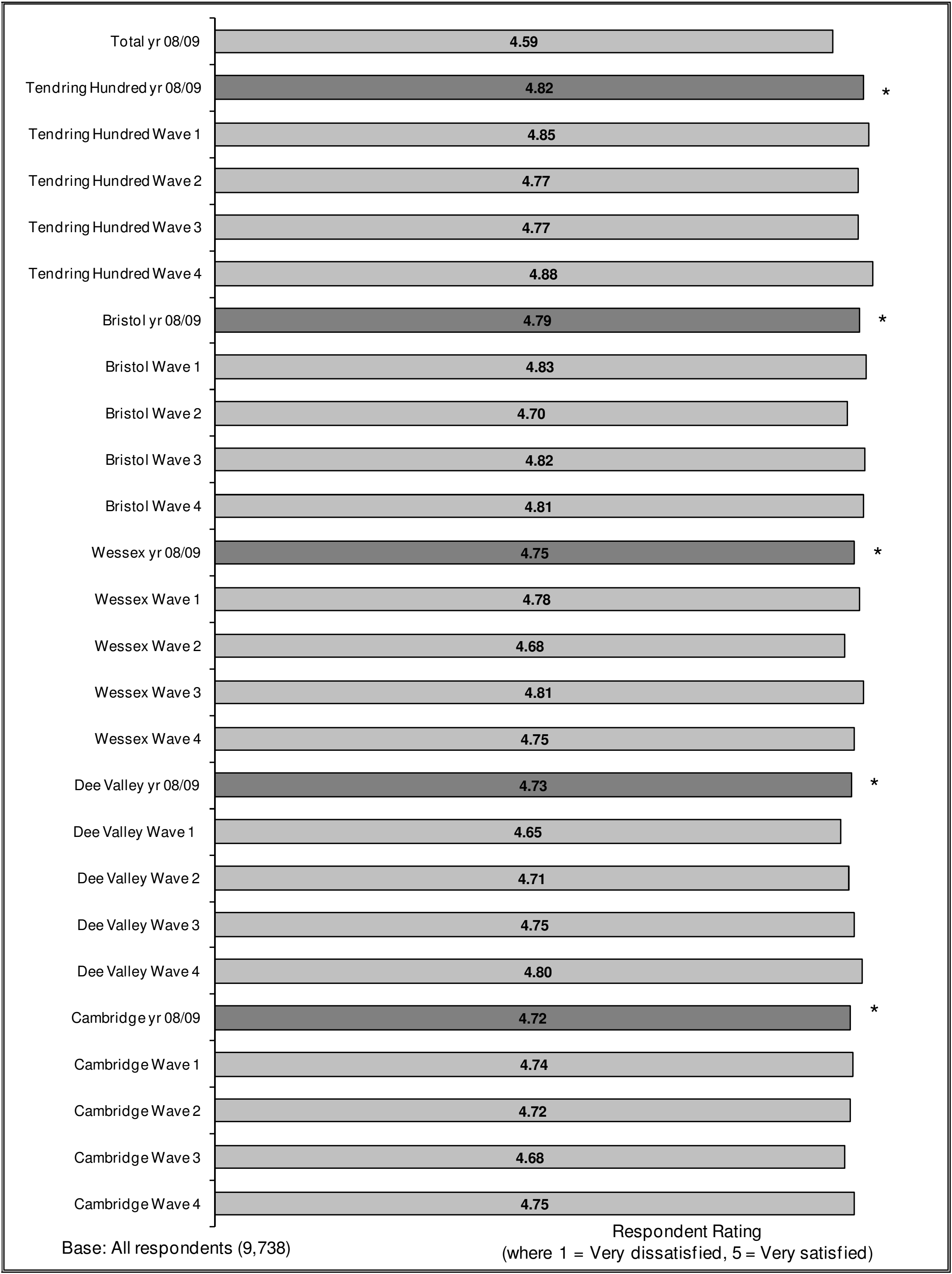
Base: Spoke to someone during the call (9,185)

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?

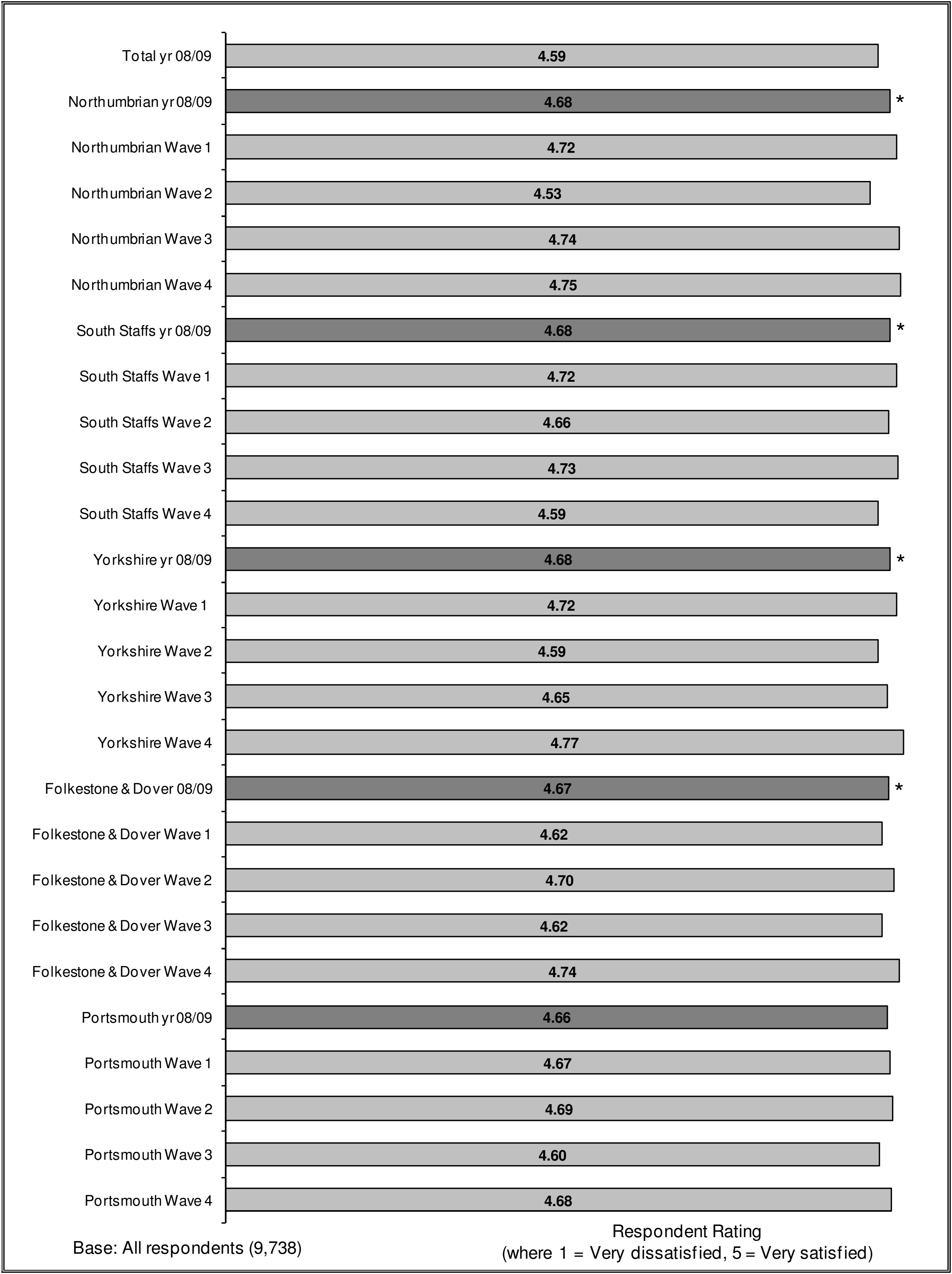
Companies Ranked 1st – 5th



Base: All respondents (9,738)

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

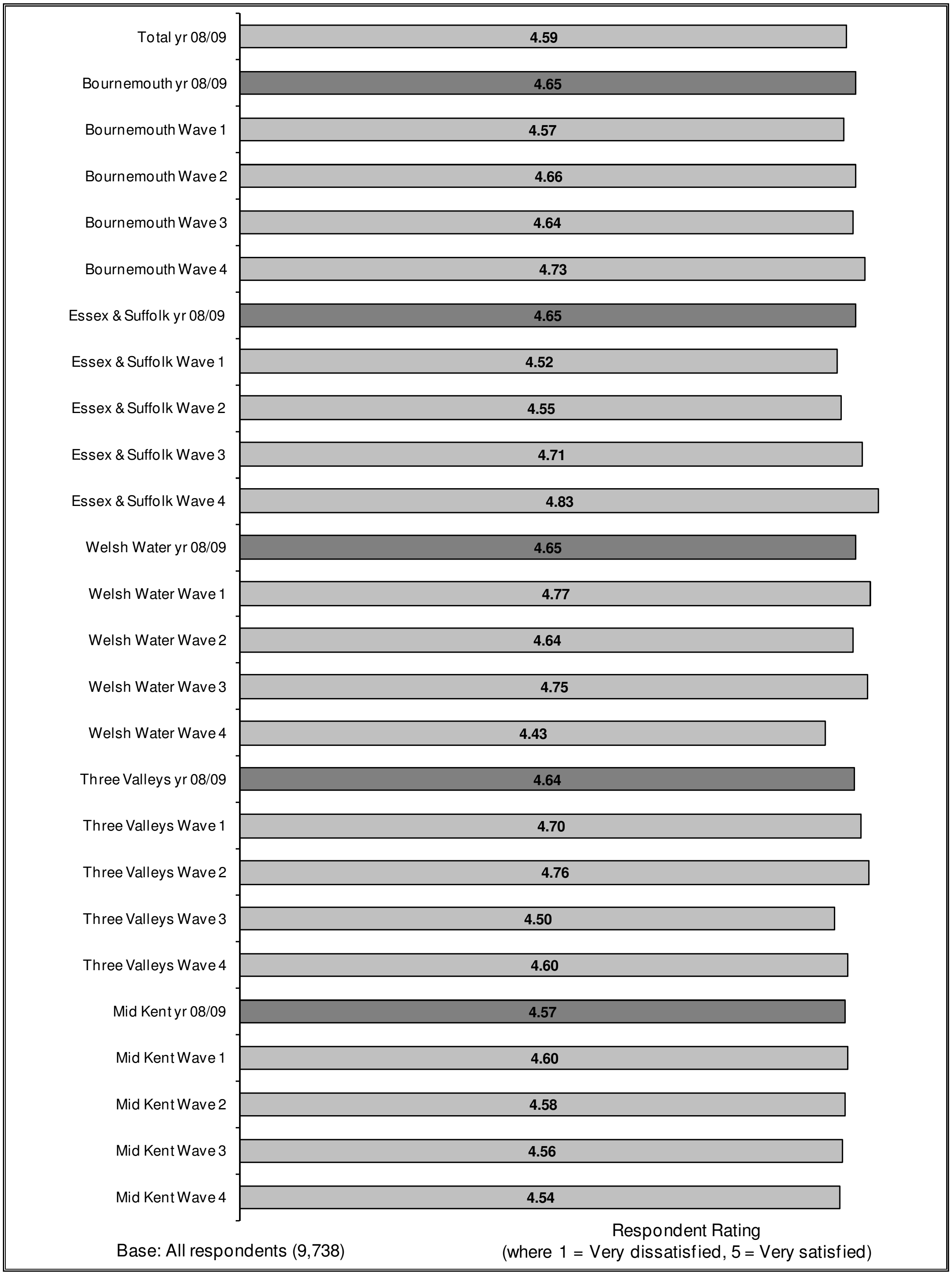
Companies Ranked 6th – 10th



Base: All respondents (9,738)

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

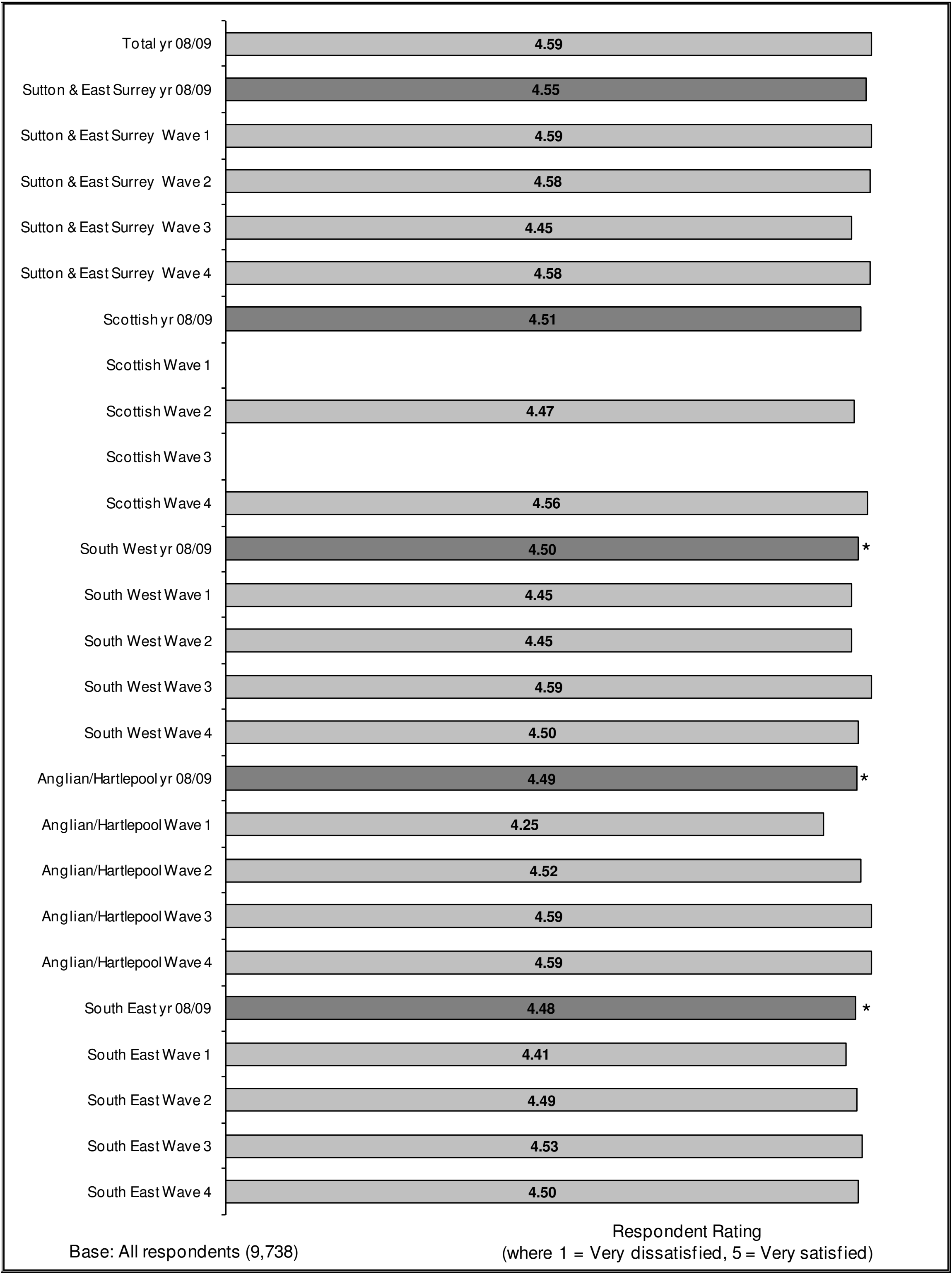
Companies Ranked 11th – 15th



Base: All respondents (9,738)

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

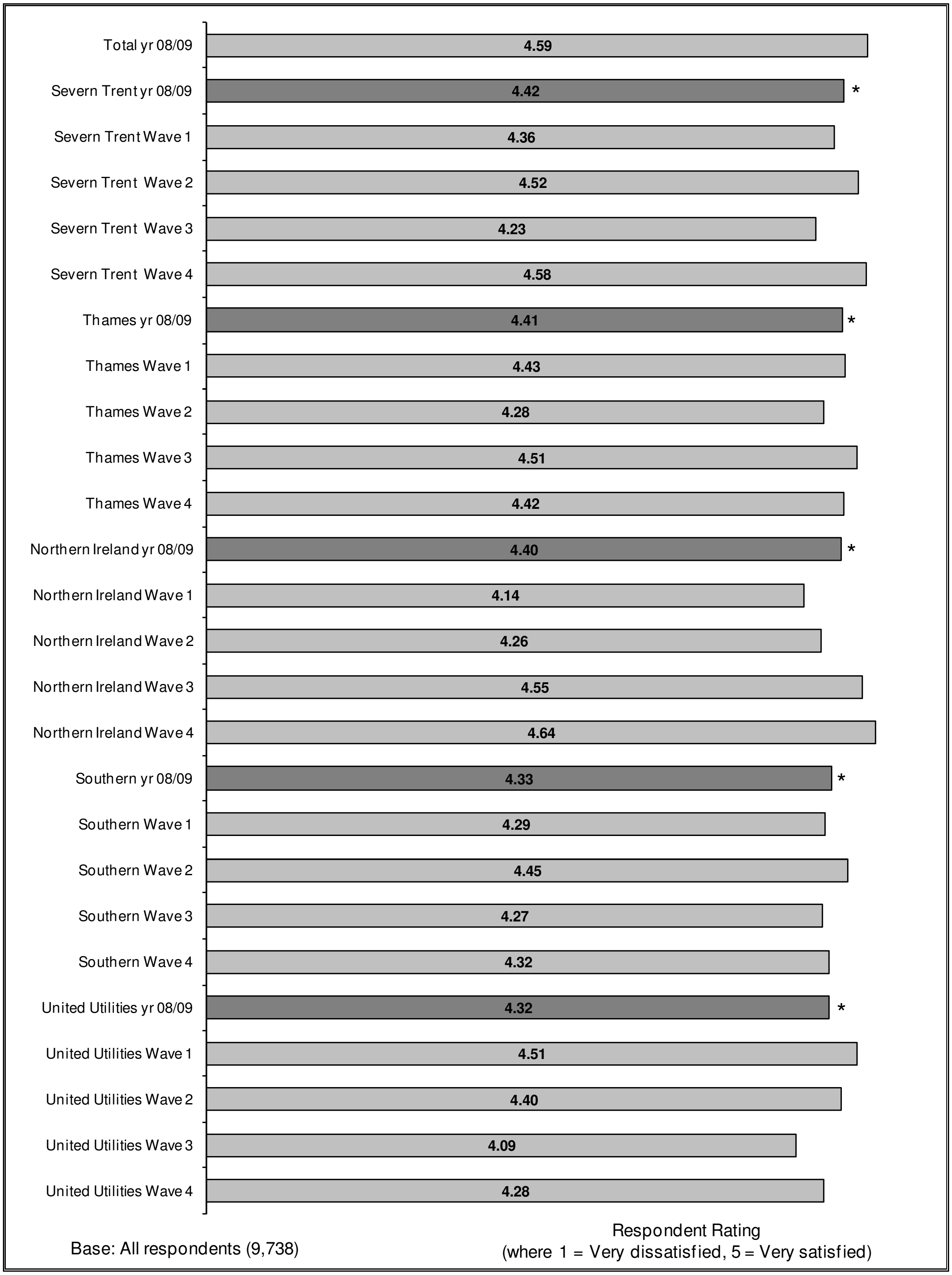
Companies Ranked 16th – 20th



Base: All respondents (9,738)

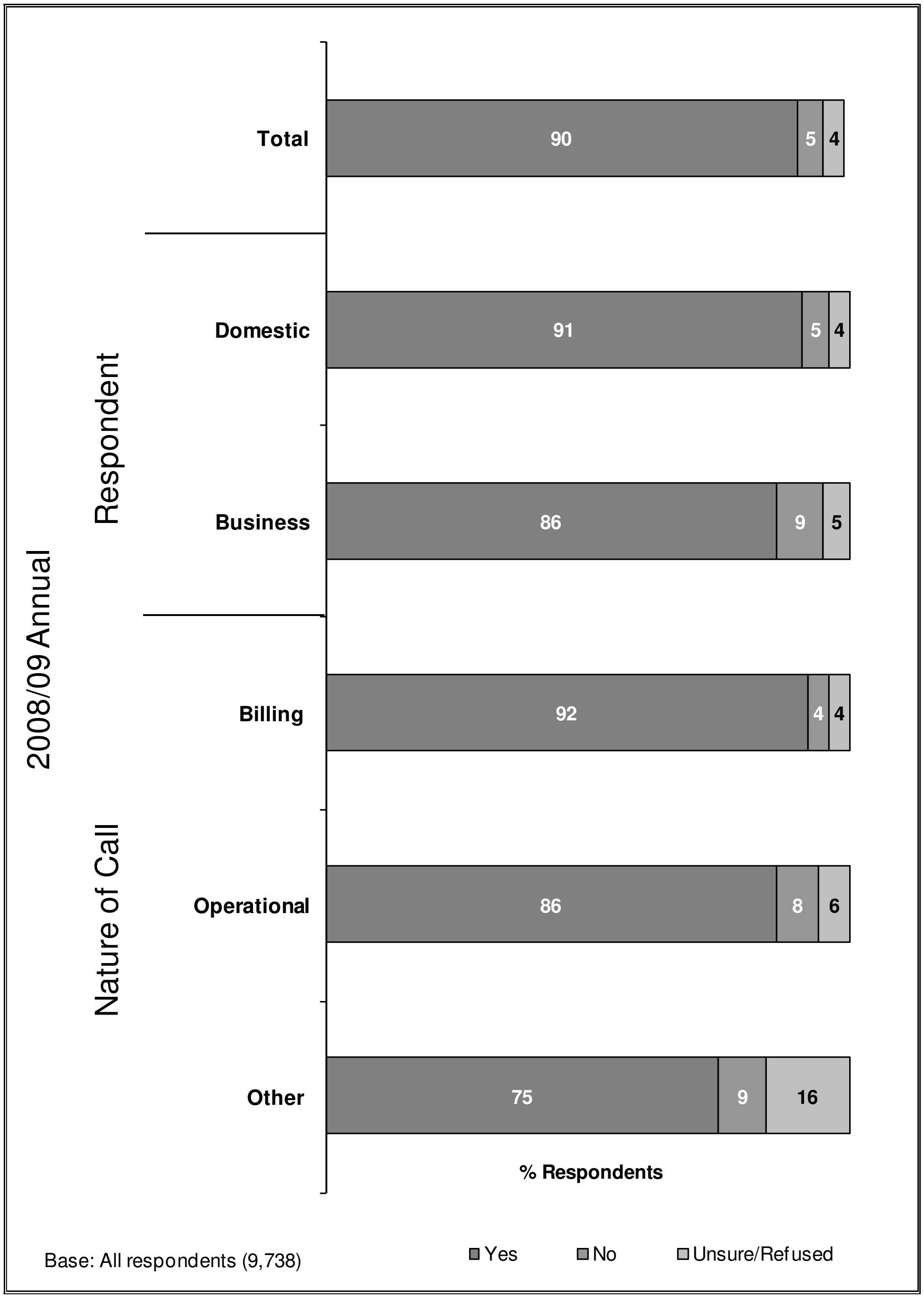
Q18 Overall, how satisfied were you with the manner in which your call was handled?

Companies Ranked 21st – 25th



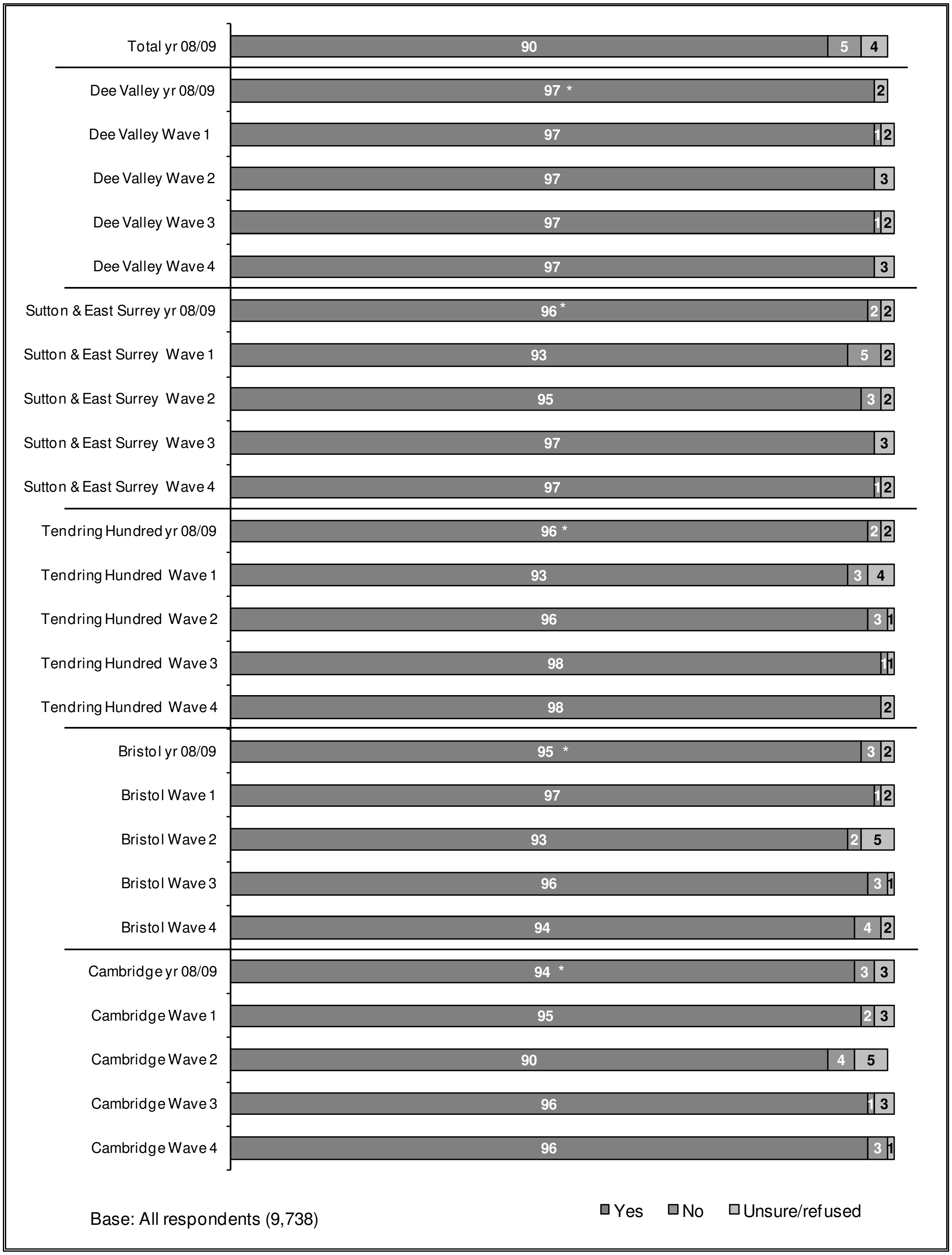
Base: All respondents (9,738)

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?

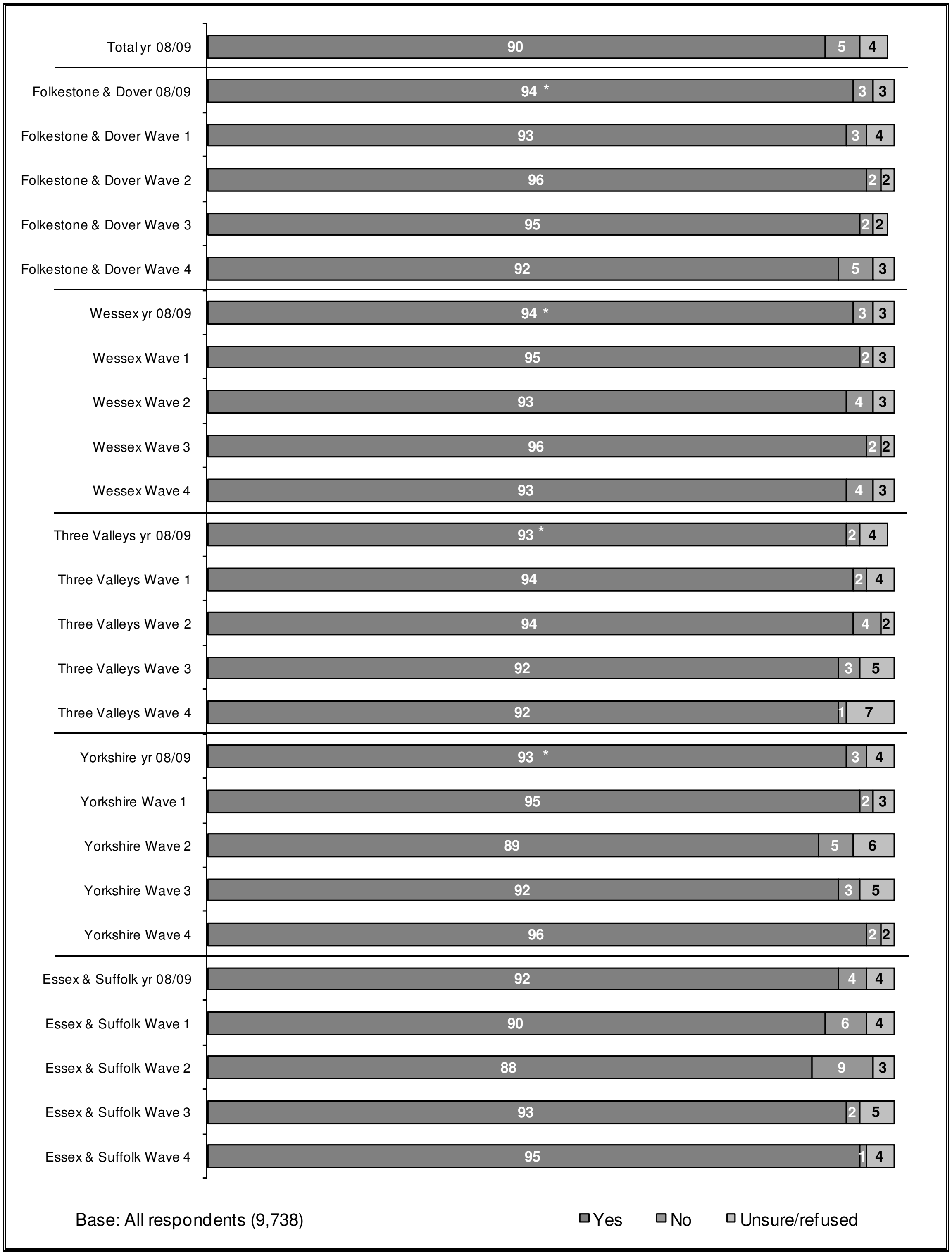
Companies Ranked 1st – 5th



Base: All respondents (9,738)

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

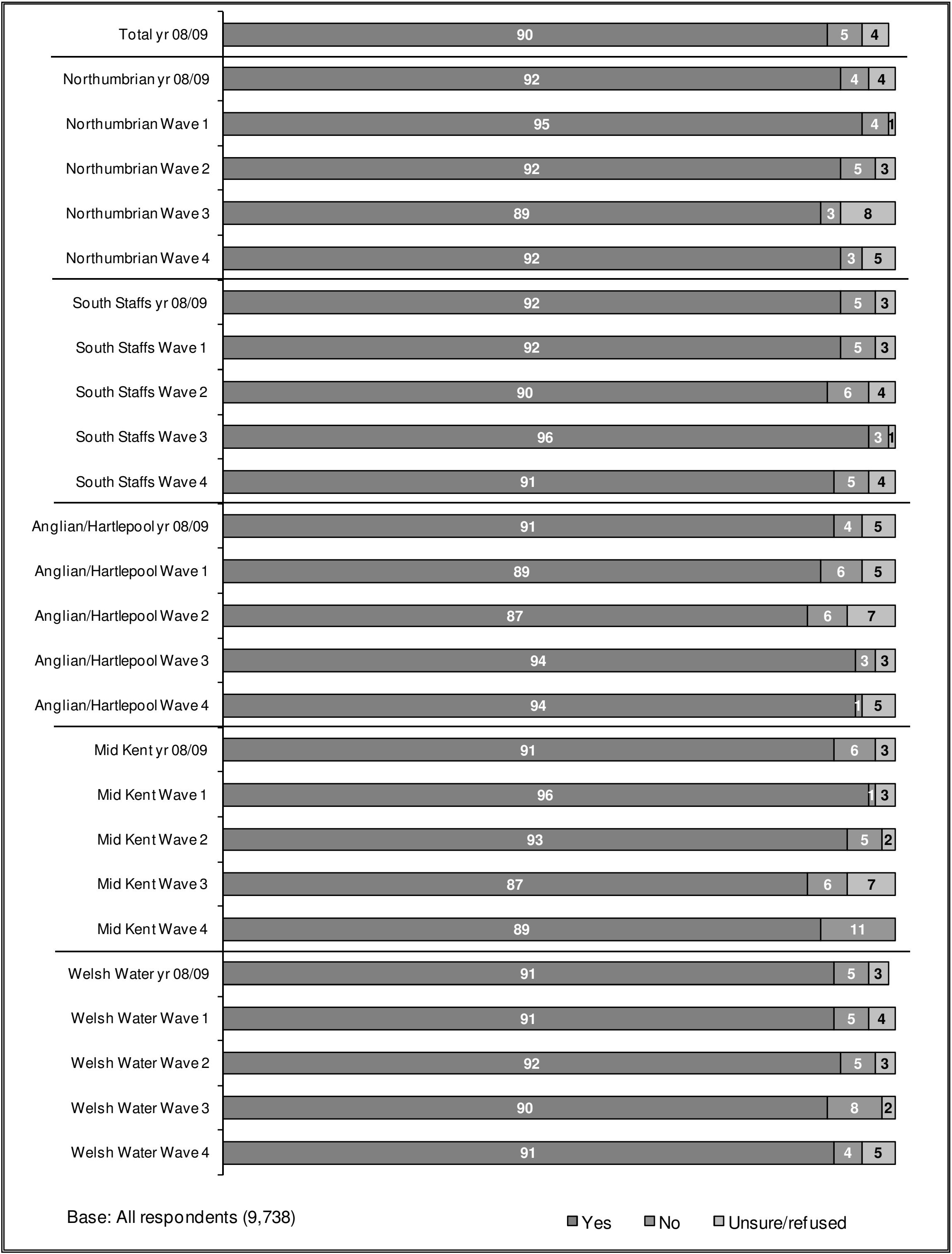
Companies Ranked 6th – 10th



Base: All respondents (9,738)

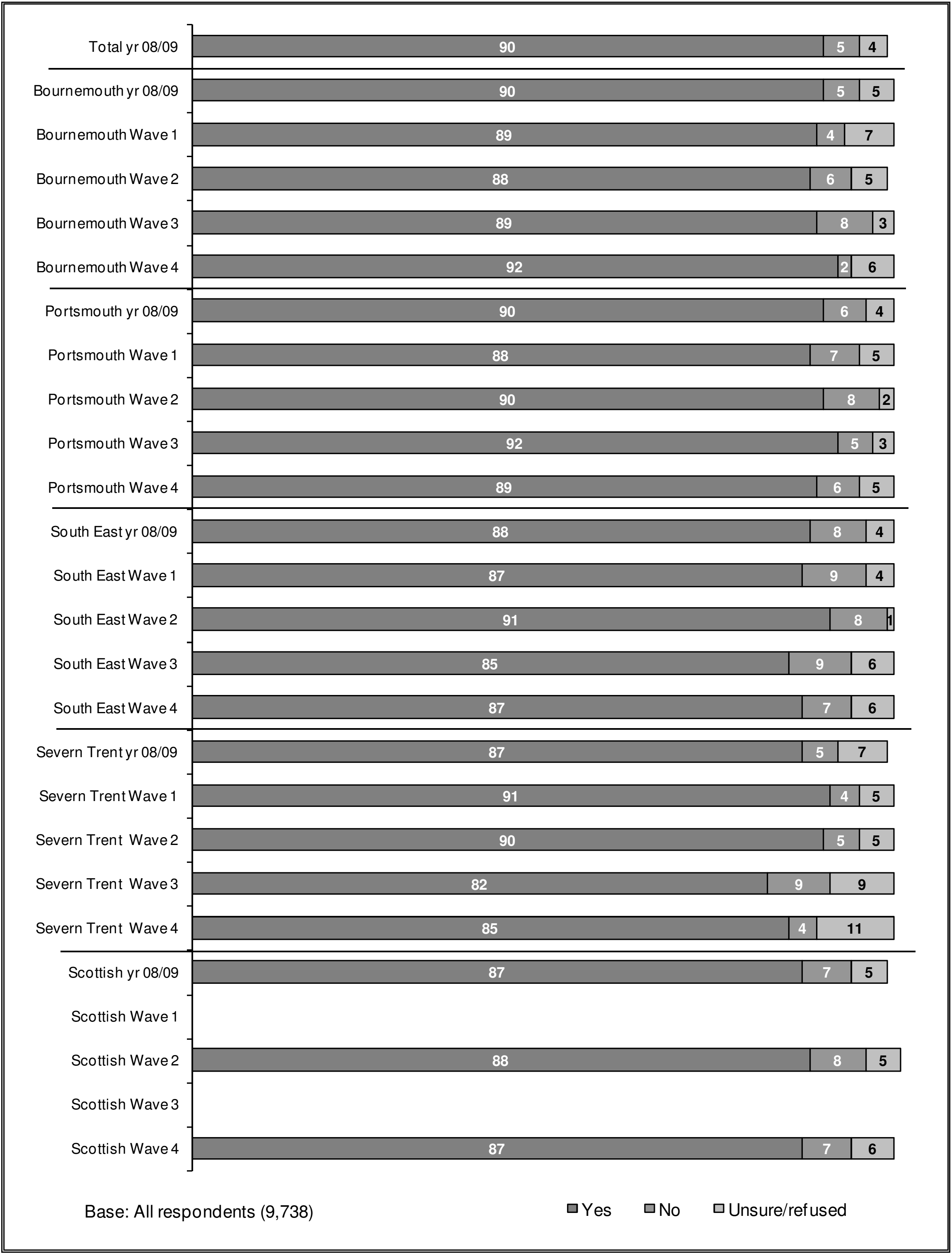
Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?

Companies Ranked 11th – 15th



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

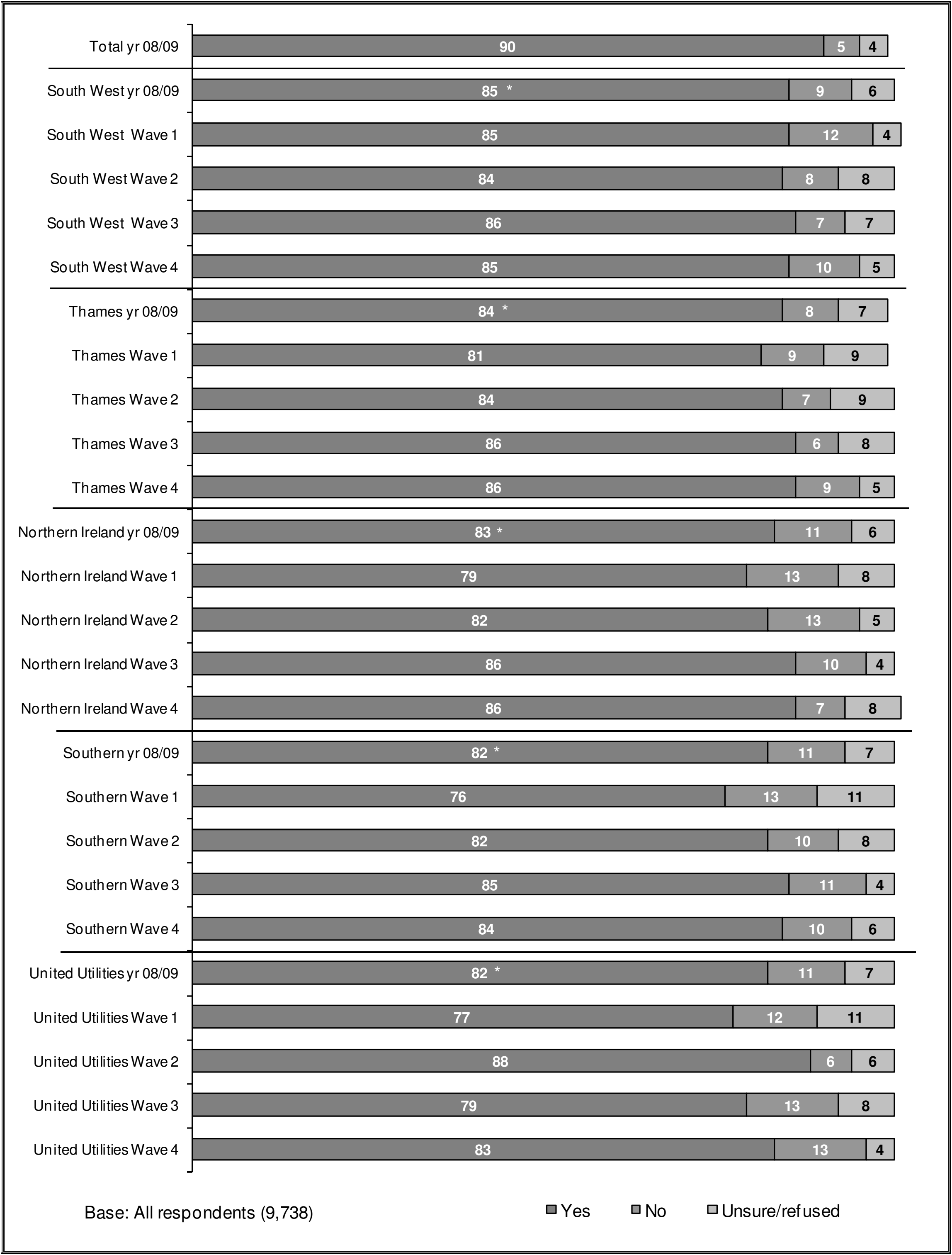
Companies Ranked 16th – 20th



Base: All respondents (9,738)

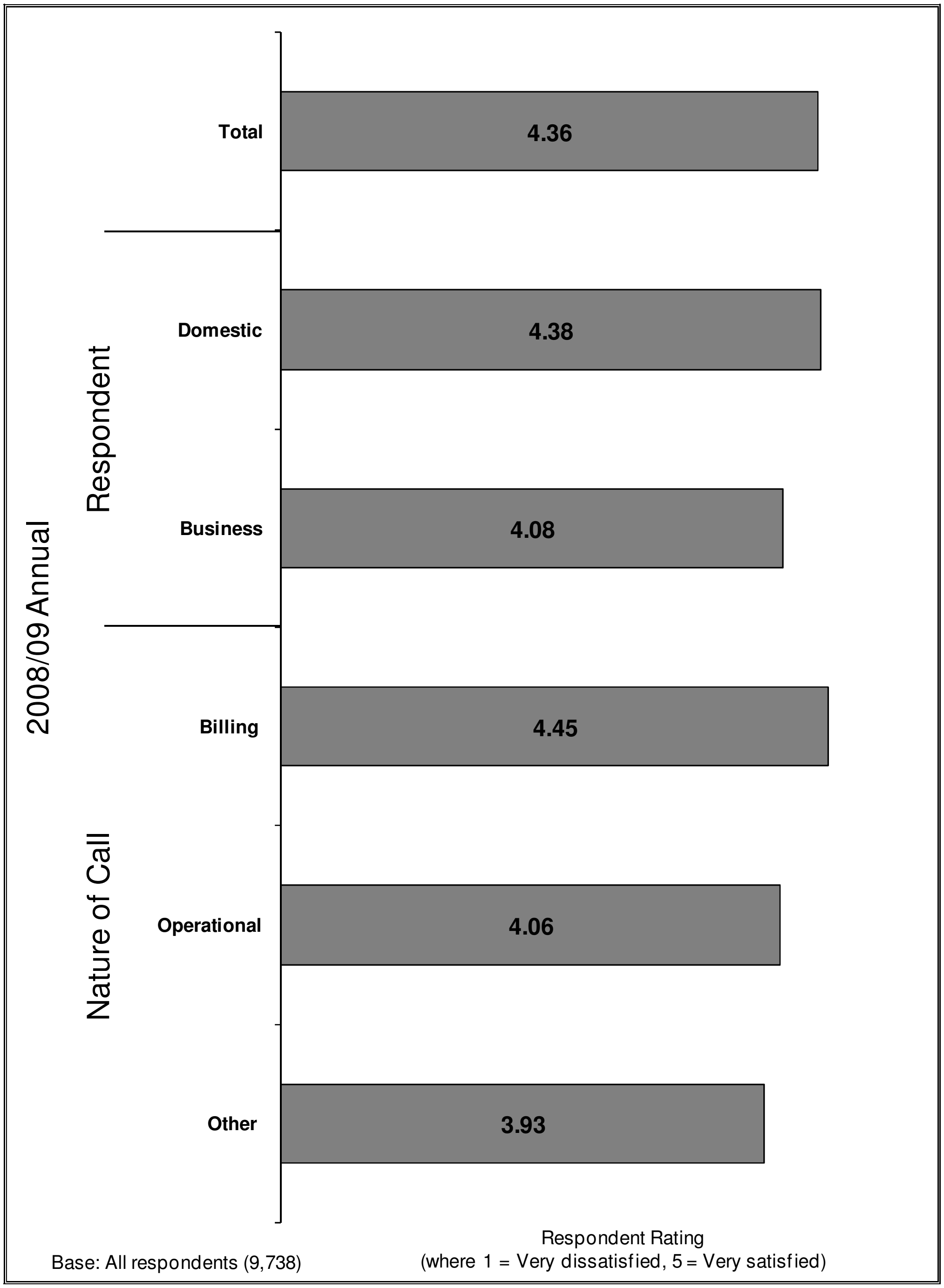
Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?

Companies Ranked 21st – 25th



Base: All respondents (9,738)

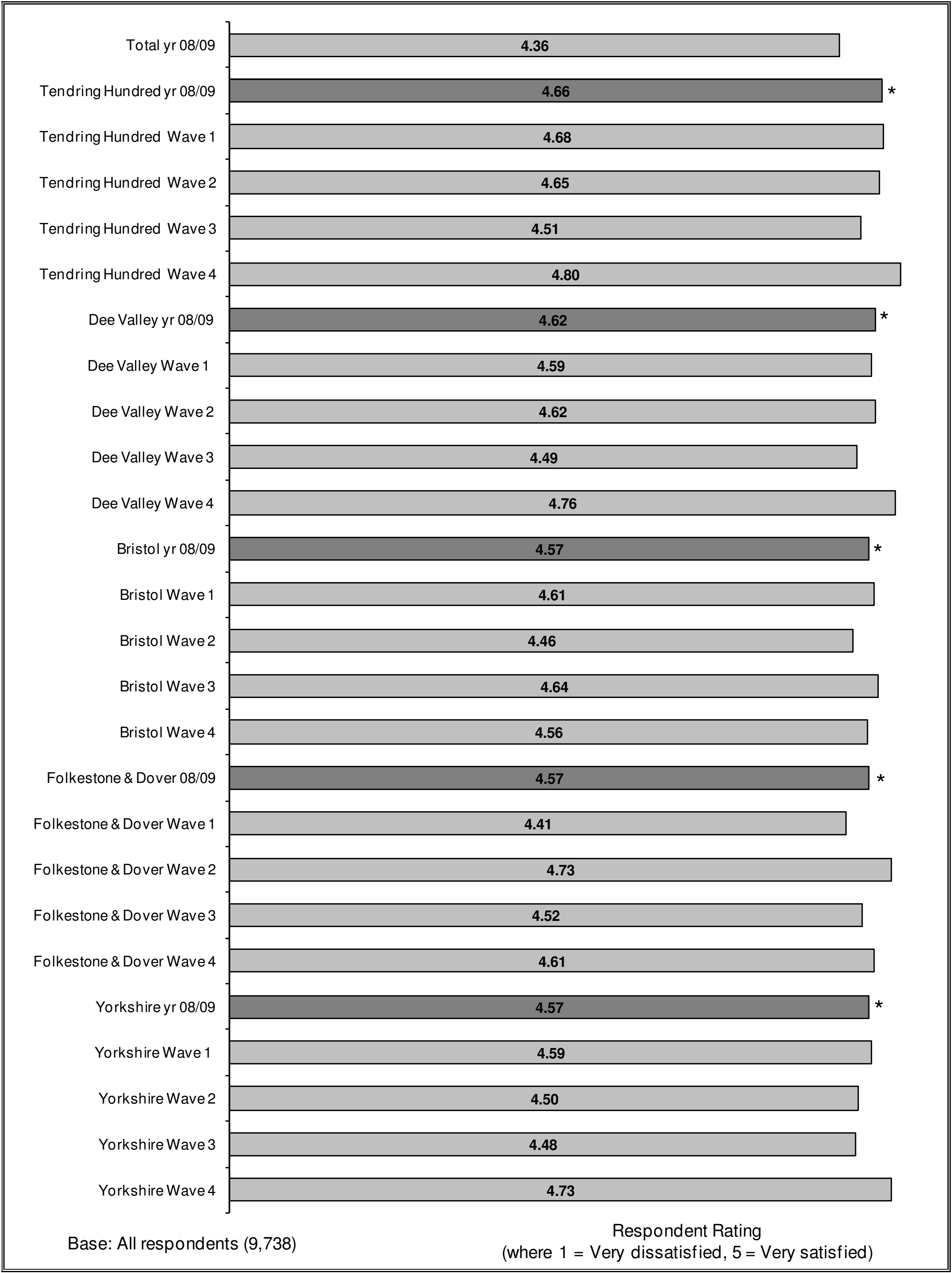
Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?



Base: All respondents (9,738)

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

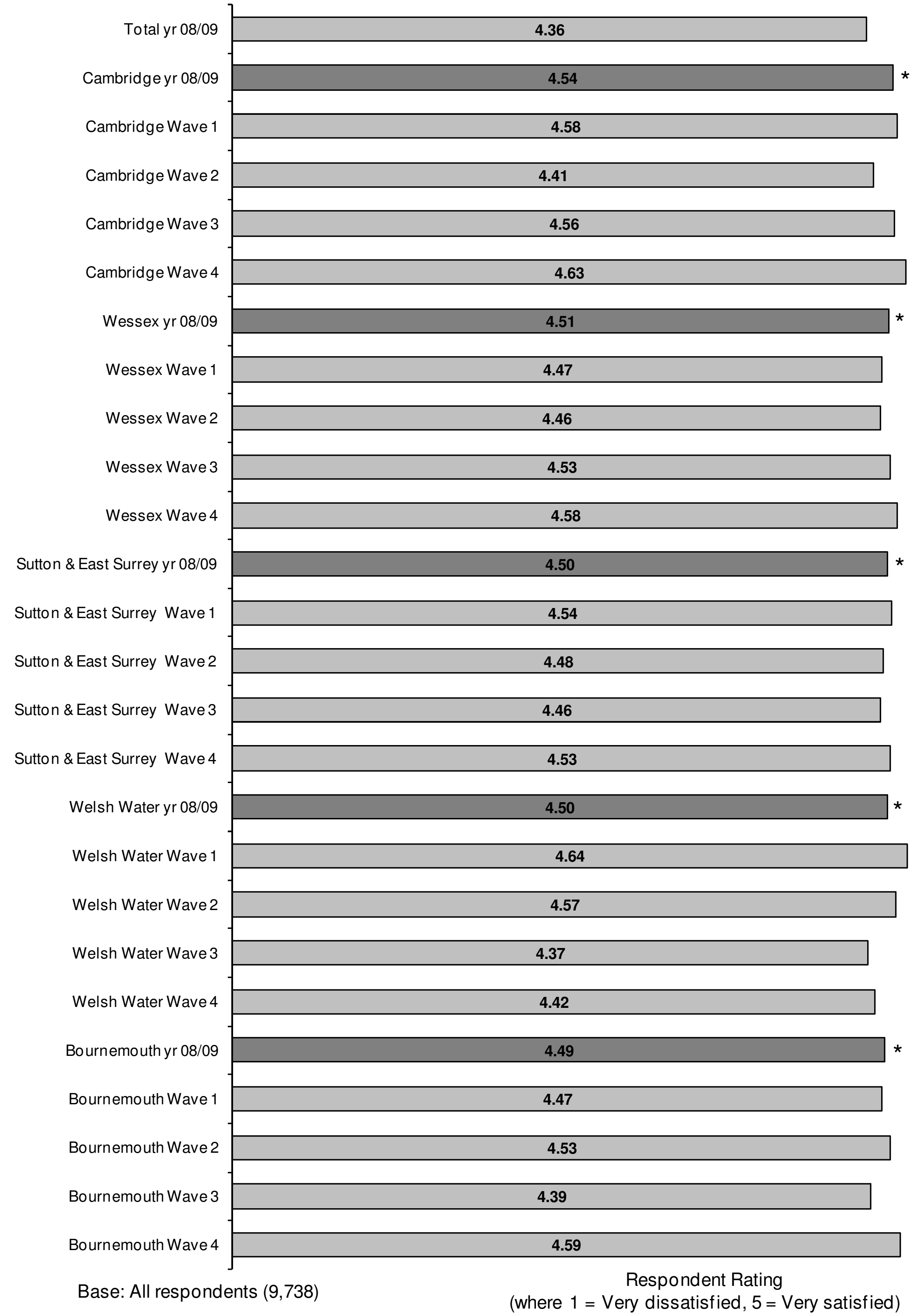
Companies Ranked 1st – 5th



Base: All respondents (9,738)

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

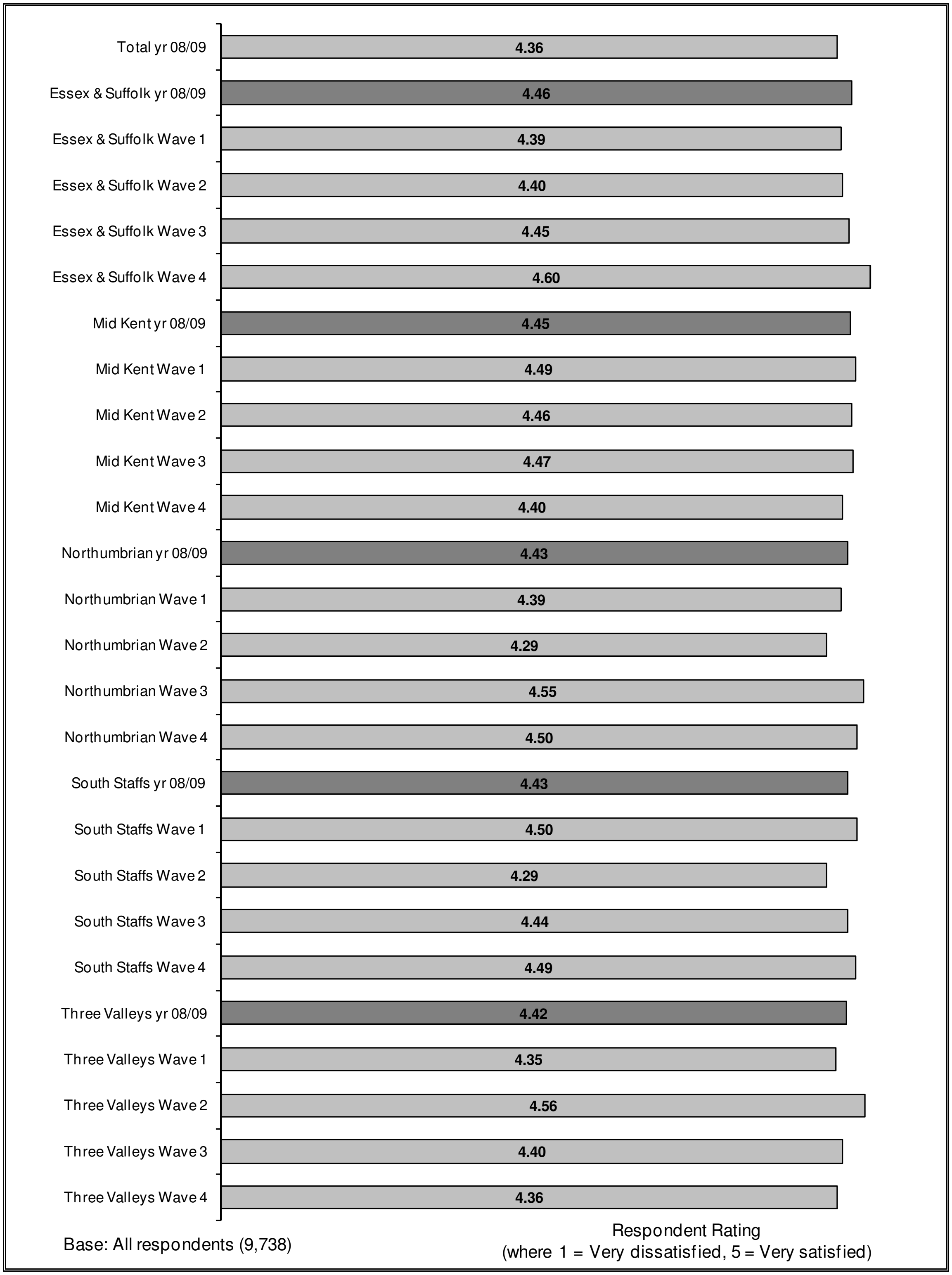
Companies Ranked 6th – 10th



Base: All respondents (9,738)

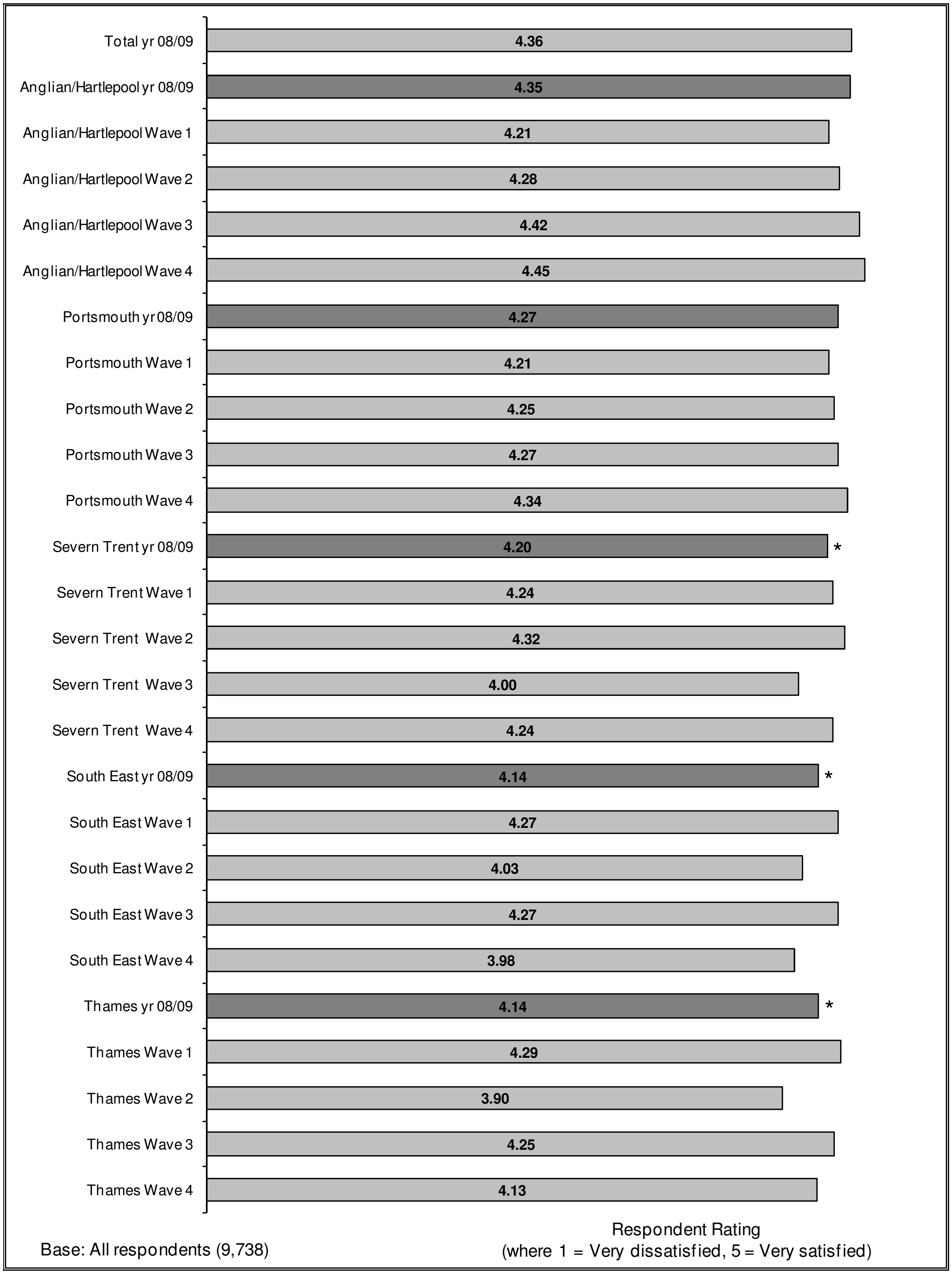
Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Companies Ranked 11th – 15th



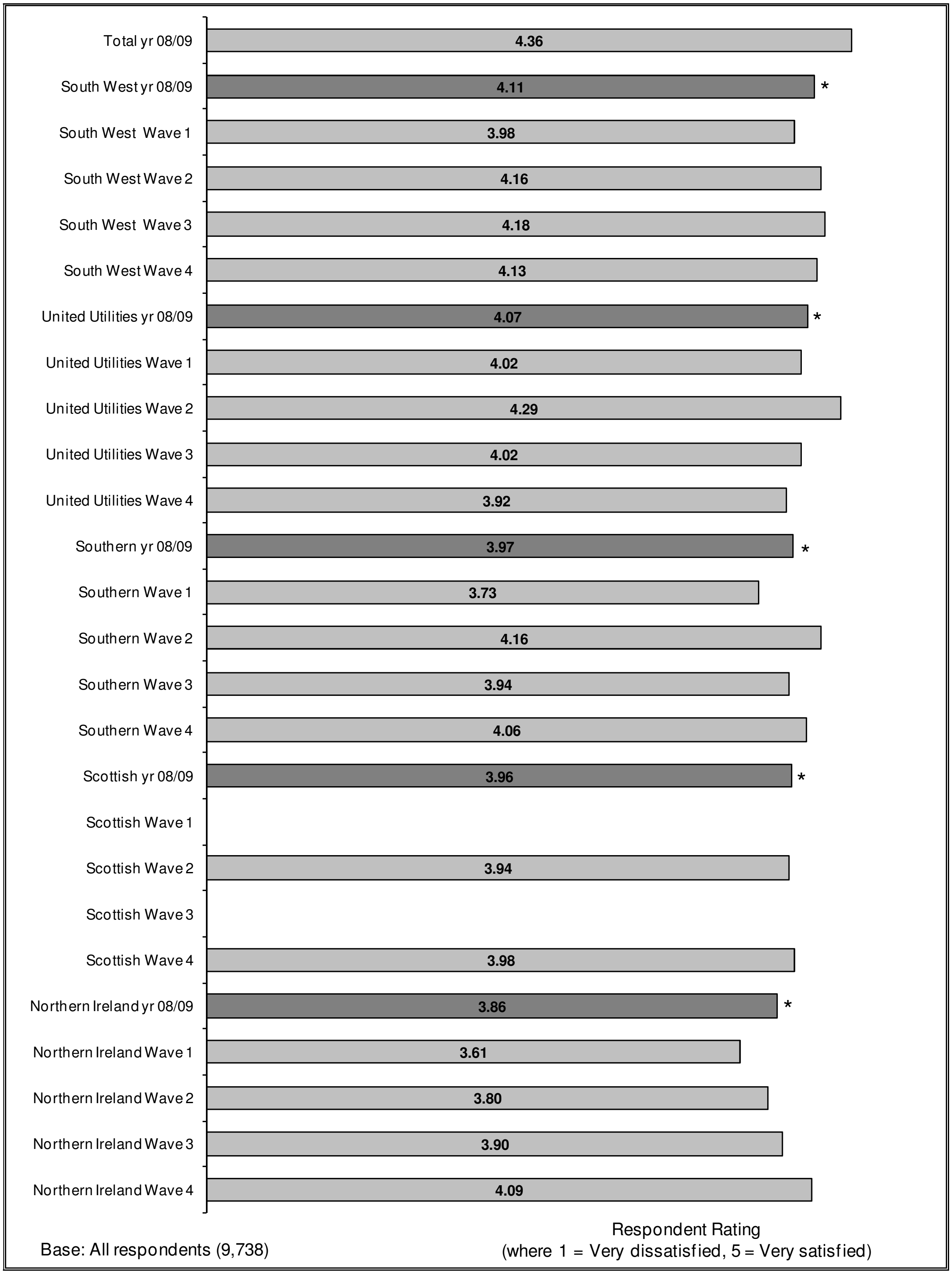
Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Companies Ranked 16th – 20th



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 21st – 25th



Base: All respondents (9,738)

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McCallum Layton
Research and Marketing Consultants

J1955
January 2009

Checked (initial):

Exec: __________

Field: __________

CUSTOMER TRACKING STUDY

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	
Water supply/sewerage	3	T & C
Market Research	4	
Advertising	5	
PR	6	
Retail	7	Go To S2
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.**

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.

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	
SEWERAGE SERVICES		
Blocked sewer/sewer flooding	12	
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 ☐ **and/or seconds** ☐		
	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	
Q13	During the course of this call how many people did you speak to?		
	Please record number of people ☐		
	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	

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

Very satisfied	1	
Quite satisfied	2	
Neither satisfied nor dissatisfied	3	
Quite dissatisfied	4	
Very dissatisfied	5	

Q16 Using the same scale, how satisfied were you with their willingness to help? **UNFOLD SCALE**

Very satisfied	1	
Quite satisfied	2	
Neither satisfied nor dissatisfied	3	
Quite dissatisfied	4	
Very dissatisfied	5	

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

INTERVIEWER**:** **If Satisfied With One/Some, But Not With Another/Others, Probe For Overall Satisfaction Across All Spoken To**

Very satisfied	1	
Quite satisfied	2	
Neither satisfied nor dissatisfied	3	
Quite dissatisfied	4	
Very dissatisfied	5	

Q18 **ASK ALL****:** Overall, how satisfied were you with the manner in which your call was handled? **UNFOLD SCALE**

Very satisfied	1	Go To Q20
Quite satisfied	2	
Neither satisfied nor dissatisfied	3	
Quite dissatisfied	4	Go To Q19
Very dissatisfied	5	

Q19 Why were you [**quite/very dissatisfied**]? **RECORD MAIN REPONSE ONLY**

INTERVIEWER: IF MENTIONS OUTCOME INSTEAD OF MANNER WITH CALL HANDLING, GO BACK TO Q18

____

____

____

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

Yes	1	
No	2	
Unsure	3	

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**

Very satisfied	1	
Quite satisfied	2	
Neither satisfied nor dissatisfied	3	
Quite dissatisfied	4	
Very dissatisfied	5	

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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: ______________________________