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# Appendix

## YKY12\_ Our research partners



YorkshireWater

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# 1. Our research partners

We are proud to work with several independent research experts, who have helped deliver our extensive customer engagement research programme. Information on our research partners can be found below.

## 1.1 Accent

Accent is a well-known service provider, proficient in both qualitative and quantitative research methods. They are currently the provider completing the surveys for C-MeX and D-MeX on behalf of Ofwat for all water and sewerage companies across England and Wales. This involves conducting over 27,000 domestic customer interviews a year, through a mix of channels including online, telephone and face-to-face surveys, as well as 13,000 non-domestic customers each year through telephone surveys.

## 1.2 DJS Research

DJS Research provide a tailored approach to both qualitative and quantitative engagement spanning a broad expertise, from customer profiling and customer insight to behavioural science and business to business. They have a strong presence in the water sector and are on the approved supplier list for Ofwat.

## 1.3 Qa Research

Qa Research work across the public, private and voluntary sector, providing deep insight on customer preferences across a range of audiences, particularly for those considered hard to reach and/or vulnerable. They have a strong presence across the utilities industry, using their research evidence to advise on improvements to customer services, communications and support schemes as well as establishing priorities to ensure business plans meet the specific needs of customers. They are a Market Research Society (MRS) Code of Conduct & Company Partner.

## 1.4 Turquoise

Turquoise is an Ofwat 'gold standard' research company, adding colour to the utilities sector market research. They have worked with a wide range of utilities providers, including numerous water companies. Turquoise have developed a range of proprietary products and research methodologies which provide meaningful insight to customer thinking.

## 1.5 Human8

Human8 are a human-centred consultancy that bring insights from people and cultures to organisations to help them connect with the real-life impact of change and empower them to act.