

Appendix 5b:
**Table of engagement
activity undertaken to
support plan development**

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Table 1 Customer Insight Activity to Support the business plan

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Engagement Activity	Key Objective	Methodology	Informed/ Uninformed customers	Undertaken in PR14	Undertaken in PR19	Ongoing Study
Domestic Tracker	Assess customer perception of brand, service and value for money	<u>Quantitative:</u> <ul style="list-style-type: none"> Telephone survey - 300 per month with a representative sample of customers, 3600 per year 	Uninformed			Y
Your Water, YW Online Customer Community	To engage with customers along our Price Review journey allowing uninformed customers to become informed customers as they move through the process with the business	<u>Qualitative:</u> <ul style="list-style-type: none"> 37 discussion rooms on topics from leakage to website journeys, from Valuing Water to Acceptability Testing <u>Quantitative:</u> <ul style="list-style-type: none"> 30 polls on a variety of topics, mostly related to discussion room tasks 13 surveys on a variety of subjects from Price Review topics such as Valuing Water to reviewing our Draft Assurance documents <i>*Tally of YourWater research exercises as of 2nd May 2018</i>	Started as uninformed and now are informed		Y	Y
Valuing Water	Understand the value customers place on service, priorities for investment, long-term aspirations for YW	<u>Qualitative:</u> <ul style="list-style-type: none"> 7 extended workshops with domestic customers 9 in-home depths with domestic customers 5 in home depths with vulnerable customers 5 stakeholder depths <u>Quantitative:</u>	Uninformed & Informed customer groups	Y	Y	

		<ul style="list-style-type: none"> • Online survey with a representative 1500 customers • Face to face survey with 50 vulnerable customers (those without the internet) • Your Water online survey with community members 				
Comparative Performance	Impressions of YW vs. other company's customer deal with; transparency on performance, commitments and aspirations for future performance	<u>Qualitative:</u> <ul style="list-style-type: none"> • 8 extended workshops with domestic customers • 4 focus groups with future bill payers • 12 in-home depth interviews with vulnerable customers • 12 interviews with 'affected' customers (those who experienced service failure) <u>Quantitative:</u> <ul style="list-style-type: none"> • Your Water online survey with community members 	Uninformed & Informed customer groups		Y	
Customer Valuation Work package 1 - WTP/Stated Preference	Assessing customers appetite to improve/decrease levels of service for an increase/decrease in bills	<u>Survey Validation:</u> <ul style="list-style-type: none"> • 10 face-to-face interviews • 50 online surveys • 5 face-to-face interviews with business customer <u>Quantitative:</u> <ul style="list-style-type: none"> • 114 face-to-face interviews with vulnerable customers • 906 online surveys with domestic customers • 296 face-to-face survey with business customers • 246 online surveys with business customers 	Uninformed	Y	Y	
Customer Valuation	Assessing most acceptable levels of	<u>Survey Validation:</u> <ul style="list-style-type: none"> • 15 face-to-face interviews 	Uninformed	Y	Y	

Work package 2 – Severity Study	service failure and how much customers are willing to pay to this	<ul style="list-style-type: none"> • 50 online interviews <u>Quantitative:</u> <ul style="list-style-type: none"> • 315 face-to-face surveys • 901 online surveys 				
Customer Valuation Work Package 3 – Revealed Preference River Water Quality	To develop welfare values of river water quality improvements in the Yorkshire region	<u>Quantitative:</u> <ul style="list-style-type: none"> • 1805 face-to-face interviews 			Y	
Customer Valuation Work Package 4 – Revealed Preference Business Customer Avertive Behaviour)	To establish the cost incurred for service failure through avertive behaviour	<u>Qualitative:</u> <ul style="list-style-type: none"> • 15 face-to-face in-depth interviews with business customers <u>Quantitative:</u> <ul style="list-style-type: none"> • Representative 1000 business customers telephone survey 	Uninformed		Y	
Customer Valuation Work Package 5 – Behavioural Experiment	To determine the impact of different treatments on customer willingness to pay for improvements e.g. comparative data	<u>Quantitative:</u> <ul style="list-style-type: none"> • 2000 YW customers from the YouGov panel took part in an online survey 	Uninformed		Y	
Customer Valuation Work Package 6 – Trust Experiment	Primary research was used to ascertain the value YW customers place on service failures such as interruptions	<u>Primary research included:</u> <ul style="list-style-type: none"> • Literature review regarding the measurement and validation of trust – the most logical approach selected was: measuring the impact of trust on customers payment of bills, company data and customer feedback data was analysed to draw out a value 	Uninformed/ Informed		Y	
Outcomes, Performance Commitments & ODI's	Explore a package of Outcomes, Performance Commitments and incentives to ensure	<u>Qualitative:</u> <u>Household:</u> <ul style="list-style-type: none"> • 4 deliberative workshops sessions • 3 deliberative focus groups 	Uninformed/ Informed		Y	

	customers understand and support them	<ul style="list-style-type: none"> • 1 focus groups with first generation Pakistani customers • 8 face-to-face depths with vulnerable customers <p>Business Customers:</p> <ul style="list-style-type: none"> • 5 deliberative focus groups • 8 face-to-face depths <p><u>Quantitative:</u> Online survey with Your Water members</p>				
Vulnerability & Diverse Needs of Customers	Greater understanding of vulnerable customer groups, their needs, the impact of supply disruption and related support requirements	<p><u>Qualitative:</u></p> <ul style="list-style-type: none"> • 43 face-to-face in-depth interviews with: <ul style="list-style-type: none"> ○ Ethnic minorities groups - 1st and 2nd generation - Pakistani Muslim, Indian Hindu/Sikh, Polish Christians, African Islam/Christians ○ Elderly ○ Learning Difficulty ○ Physical Disability ○ Mental Disability ○ Critical Illness ○ Transient • 10 focus groups with: <ul style="list-style-type: none"> ○ 1st generation Pakistani Muslims ○ 1st generation Indian Hindu/Sikh ○ Elderly ○ Low Income • 5 stakeholder face-to-face depth interviews <ul style="list-style-type: none"> ○ Youth Cancer ○ Citizens Advice 	Uninformed		Y	

		<ul style="list-style-type: none"> ○ CC Water ○ Disability Action ○ Contact the Elderly 				
Social Tariff Research	Establish the level of support for YW's social tariff to be extended	<p>Qualitative:</p> <ul style="list-style-type: none"> • 8 Teledepths with customers on WaterSupport and those on the standard tariff • 10 follow-up teledepths with a mix of customers with varying attitudes to social tariffs <p><u>Quantitative</u></p> <ul style="list-style-type: none"> • Online survey with representative sample of 1000 customers 	Uninformed/informed	Y	Y	
Household Retail Service Level Assessment	Investigate the ideal retail service offering to different customer groups from YW, and trade-offs between different levels of service	<p>Qualitative:</p> <ul style="list-style-type: none"> • 8 extended focus groups with domestic customers • 12 face-to-face depth interviews with vulnerable customer groups <p><u>Quantitative:</u></p> <ul style="list-style-type: none"> • 707 online interviews • 113 face-to-face CAPI interviews 	Uninformed		Y	
Lifestyles	Identify what is important to YW customers in their lives and where their priorities have a dependency on water	<p><u>Quantitative:</u></p> <ul style="list-style-type: none"> • Extensive segmentation analysis undertaken by Experian, allowing us to identify differing customer groups <p><u>Qualitative:</u></p> <ul style="list-style-type: none"> • 10 customer reveal workshops • 20 ethnographic amplification depths 	Uninformed		Y	
Non-Household Retailer Research	To understand Retailer's perceptions of current service provision from the YW business and where	<p><u>Qualitative:</u></p> <ul style="list-style-type: none"> • 5 teledepths with active retailers in the Yorkshire Region 	Informed	N/A	Y	Y

	improvements can be made					
Recreation Visitor Satisfaction	To understand satisfaction with our recreational sites	<u>Quantitative:</u> <ul style="list-style-type: none"> • 400 interviews per year at 4 different recreational sites 	Uninformed/ Informed	Yes	Y	Y
Customer Experience Research	To understand customer perception of the customer journey provided by YW for 4 prominent call volume areas – bills, meter request, sewer flooding and water quality.	<u>Qualitative:</u> <ul style="list-style-type: none"> • 8 extended focus groups • 16 face-to-face depth interviews with complainants and vulnerable customer groups 	Informed		Y	
Participation in Frontiership Initiatives	To determine the most emotive initiatives to customers in order to engender active participation	<u>Qualitative:</u> Stage 1 <ul style="list-style-type: none"> • 3 immersive carousel workshop sessions (21 customers per session) • 10 vulnerable customer face-to-face depths Stage 2 <ul style="list-style-type: none"> • 3 immersive focus groups with customers • 8 in depth interviews with community leaders and ambassadors 	Uninformed		Y	Y
Kelda Management Team Customer Closeness Sessions	To allow both directors and customers to engage on topics important to customers and YW, topics covered in depth include: leakage, pollution, Long Term Strategy and	<u>Qualitative:</u> <ul style="list-style-type: none"> • 4 extended workshop sessions with Board members and customers 	Uninformed		Y	Y

	Acceptability of our Business Plan submission					
Long Term Strategy/Strategic Direction	To consult customers, colleagues and stakeholders on our Long Term Strategy Consultation Document	<u>Qualitative:</u> <ul style="list-style-type: none"> • Workshop with Customers and Board members • Colleague focus groups • Stakeholder engagement <u>Quantitative:</u> <ul style="list-style-type: none"> • Social Media campaign directing customers to our website with an online questionnaire • Link on the website to online questionnaire 	Uninformed/ Informed		Y	Y
Ownership and Nationalisation	To understand Yorkshire Water's customers and stakeholder's views towards the company's ownership structure and potential nationalisation of the sector.	<u>Qualitative:</u> <ul style="list-style-type: none"> • 3 deliberative workshop sessions • 8 teledepth interviews with stakeholders (MP's, Councillors and Local Enterprise Partnership) <u>Quantitative:</u> <ul style="list-style-type: none"> • 1000 online surveys with representative sample of customers 	Uninformed/ Informed		Y	
Cost Adjustment Claims Research & Bill Profile	Identify the level of support customers have for cost adjustment claims proposed by Yorkshire Water and the timeframe they would prefer to pay for these and the bill.	<u>Qualitative:</u> <ul style="list-style-type: none"> • 7 focus groups with customers across the region including future bill payers <u>Quantitative:</u> <ul style="list-style-type: none"> • Online survey with representative 1000 customers 	Uninformed		Y	

Acceptability Testing	Gauge the level of overall customer support for the PR19 Business Plan	<p><u>Qualitative:</u></p> <ul style="list-style-type: none"> • 4 extended focus groups with domestic customers across the region (78 customers) • 4 extended focus groups with business customers across the region (21 NHH customers) • 12 x face to face depth interviews with vulnerable customers <p><u>Quantitative:</u></p> <ul style="list-style-type: none"> • 1964 with representative domestic customers including vulnerable (online and CAPI) • 36 future customers • 365 surveys business customers (online and CATI) • 389 members of the Your Water online community completed survey 	Uninformed and Informed	Y	Y	
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