

**Appendix 7I:
Customers in Circumstances
which may make them
Vulnerable - Strategy Review**

Customers in circumstances which may make them vulnerable Strategy Review

Your Water 



December 2017

Customers in vulnerable circumstances: Research approach and respondent demographics

Task 1:

Evaluation of Yorkshire Water's definition of customers in circumstances which may make them vulnerable

85 respondents

Discussion room and spot poll

Task 2:

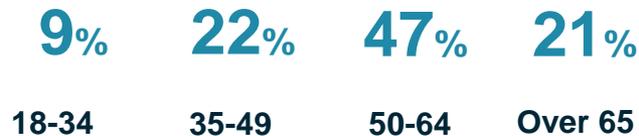
Review of Yorkshire Water's strategy to safeguard customers in circumstances which may make them vulnerable

88 respondents

Quick poll and verbatim review

Respondent Summary (across both tasks)

Age



Region



Gender



Water meter?



Vulnerability

44% of respondents classify as 'vulnerable'

Summary & Recommendations

- ⊕ Yorkshire Water's definition of customers in circumstances that may make them vulnerable is considered clear and comprehensive
- ⊕ Members suggest that the definition could be improved by including examples of such groups of customers
- ⊕ The majority of members agree that Yorkshire Water's strategy regarding customers in vulnerable circumstances is appropriate and thorough
- ⊕ The strategy document is inclusive, and clearly communicates Yorkshire Water's promise to customers in circumstances which may make them vulnerable. Listing Yorkshire Water's partners provides reassurance
- ⊕ However, some suggest using plainer and easier to understand language, as well as including more examples of customers who may classify as vulnerable would be a beneficial improvement



The majority of members agree that Yorkshire Water's definition of customers in circumstances that may make them vulnerable is appropriate

To what extent do you think that Yorkshire Water's definition of customers in circumstances that may make them vulnerable is fit for the purpose?

78%

Agree

20%

Neither agree
nor disagree

2%

Disagree

"A customer is vulnerable when circumstances, temporary or permanent, impede their ability to access or benefit from our services. This is typically due to their physical or mental health; life stage; language; or financial situation."

The statement seems to cover all aspects for those who are the most at risk.

Strongly Agree

Does the language section mean someone who cannot read for one reason or another their bill? to be honest this confused me a bit?

Neither agree nor disagree

Bit confusing and vague.

Disagree

It seems quite adequate enough to get people in these circumstances to make initial contact with you.

Strongly Agree

Members found the definition clear, however some would improve it by including examples of these groups

I really like the definition and think **it fits well, is thoughtful and reflects everyone sensitively**. I approve.

I think the definition is **very clear** and encompasses those people who may be challenged in their lives and therefore be vulnerable.

Overall, the definition was found to be clear, comprehensive and thoughtful

I feel that the definition is clear, and includes what **are the key elements of those who face challenges that would indicate that they are vulnerable**. I feel that potentially vulnerable customers are catered for and appropriately summarised in the definition provided.

The most commonly mentioned improvements are including examples of vulnerable customers in the definition, and using plainer language

I think it's a reasonably clear definition but it could be made clearer still if you perhaps **gave some examples of those groups of people** you describe as vulnerable.

It's quite good, but it would be better to understand if it was worded in **much more plain English**.

Not quite sure **what life stage means**. Not all elderly people are vulnerable.

4 out of 5 agree that Yorkshire Water's strategy for customers in circumstances which may make them vulnerable is strong and reflects the company's promise to ensure the needs of these customers are met

83%

Agree:

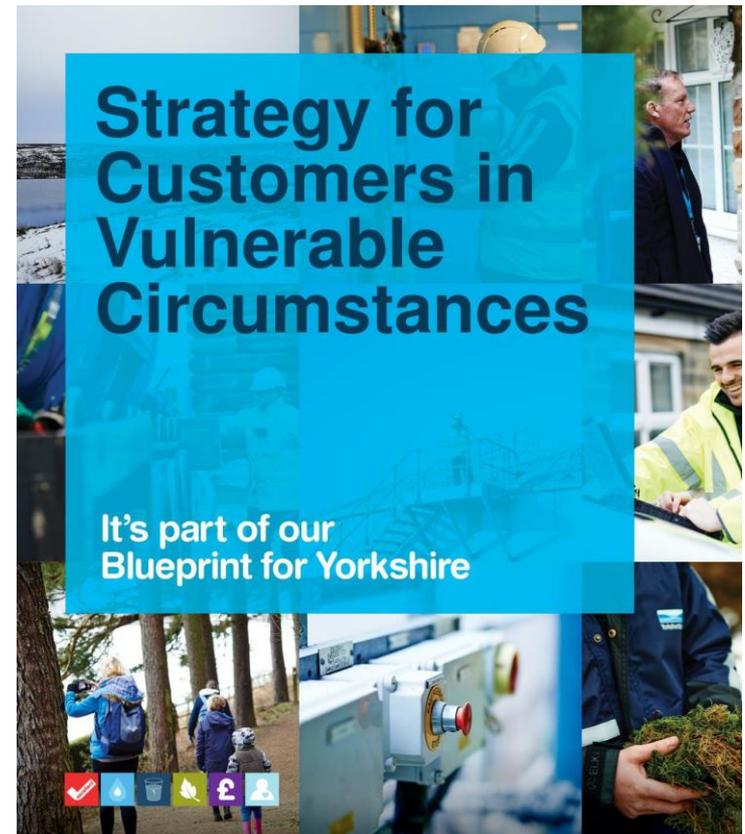
The strategy is very strong and makes me think Yorkshire Water are doing all they can to ensure the needs of customers who may be in circumstances which may make them vulnerable are considered and met.

15%

Neither agree
nor disagree

2%

Disagree



Members understand the importance of having such a strategy in place and recognise that the current strategy document is suitable and clear to understand

The strategy document is praised for its clarity and level of detail

Seems quite comprehensive and well laid out in simple easy to understand format.

It is clear, understandable and concise.

It is clearly laid out & easy to understand

Detailed and informative, seems to cover everything.

I think the strategy is very good and well worth trying! I work with vulnerable individuals everyday and understand the importance of this approach.

I support the strategy as it stands. Clearly it is important to safeguard staff, customers and particularly the vulnerable in society.

Customers in vulnerable circumstances find the document reassuring and encouraging

Excellent. As someone who is vulnerable through physical disability and financially, I find that knowing they are there to help me, makes it more likely that I will contact them if I have problems either using the services or paying my bill.

The partnership list included in the strategy document is exhaustive and provides reassurance



It all seems very straight forward and YW have some very good partnerships in place.

Seems very inclusive. I am impressed with the number of organisations YW is partnering with - all of whom can offer insight and help in dealing with vulnerable customers.

Members suggest that the strategy document could be re-written in easier to understand language

I do think that the amount of official speak is a bit much, it needs to be cut and reworded in places.

It depends who is reading it. If corporate personnel and partners then it is fine, but customers should be able to read something less 'formal'.

Some suggest using plainer and less formal language

Always use clear plain speak, so that everyone can clearly understand your strategy.

I found it very difficult to read and understand. It's very wordy and not very plain English.

Others would like to see more examples or ways to contact Yorkshire Water

I'd need to see more detail and some examples.

Develop strategies to identify customers BEFORE they become vulnerable so that help is there immediately they become vulnerable (where possible).

Perhaps there could be an option to speak to someone face to face, either online, in person or someone visiting their home. I always feel better if I can speak to someone face to face.