***Non-household business customer depth interview discussion guide***

**NOTE**

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

**Section 1 Introduction 3 mins**

* Who I am and Qa
* Explain nature of research:
  + Confidential
  + No right or wrong answers
  + Recording the session – any objections?
* Last up to 45 mins
* Could you start by saying a little about your organisation / business?
  + Name of organisation
  + What is the nature of your business i.e. the main sector you operate in
  + What is your role / position within the organisation
  + Length of time located in the Yorkshire Water region
  + Do you operate from a single site or multiple sites
    - If multisite, how many of these are within the Yorkshire Water region
  + Number of employees
* How does your organisation use water?
* How crucial is water supply / disposal to the operations of your organisation?
  + Why is this?
* How do you perceive your organisations level of water usage – high, average or low
* Explain nature of the research - looking at customers views about Yorkshire Water who provide drinking water & sewerage / wastewater services to all households and businesses across the region and what customers want Yorkshire Water to prioritise going forward. All the information will help inform the company's business planning.

**Section 2 Perceptions of and relationship with Yorkshire Water 5 mins**

Who currently bills you for your water and sewage services?

* Explore relationship with retailer and how they got signed up to this retailer, was it by default or choice?
* If your business had a problem with their water or sewage services, for example no water, who would they contact? Why?

What are your thoughts on the cost of water and sewage services?

* Explore why this is the case

Explore perception of YW

* Is this based on business relationship or personal (home) experience of YW.

Explore satisfaction with water and sewage services

* Explore why this is the case

**Section 3 Customer views & understanding of challenges faced by YW 5 mins**

QA TO PRESENT SAME SUMMARY BACKGROUND INFORMATION SLIDES AS DEVELOPED BY YW FOR THE DELIB EVENTS TO GIVE A BACKGROUND ON YW, WHAT IT DOES AND OUTLINING KEY CHALLENGES YW FACE – IF TELEPHONE DEPTH VOICE OVER THESE

Reactions to the challenges presented – exploring why?

* Any questions
* Anything new that you were not aware of
* Anything surprising
* Anything you feel is missing
* Anything which has impacted you directly / someone you know?

Which of these challenges should take top priority over the next few years?

* Explore which and why

Which of these challenges can wait to be resolved?

* Explore which and why

Which of these challenges should be primarily resolved by someone else rather than Yorkshire Water?

* Explore which, by who and why

**Section 4 Customer priorities for Yorkshire Water 25 mins**

MODERATOR TO EXPLAIN WE WILL EXPLORE WHAT ACTIONS & ACTIVITIES YOU FEEL SHOULD BE A PRIORITY FOR YORKSHIRE WATER WHEN THEY ARE PULLING TOGETHER A NEW BUSINESS PLAN GOING UP TO 2030.

WHAT WE ARE INTERESTED IN HERE ARE THE AREAS IN WHICH THEY COULD DO EITHER MORE, THE SAME OR LESS IN – AND WHICH DO YOU FEEL THEY SHOULD BE FOCUSSING ON OVER THE NEXT 5-10 YEARS.

WE WILL SHOW YOU A RANGE OF DIFFERENT FACTORS AND GET YOU TO DECIDE HOW MUCH OF A PRIORITY EACH FACTOR SHOULD BE FOR YORKSHIRE WATER TO FOCUS ON.

EXPLAIN THERE ARE 27 DIFFERENT ASPECTS TO REVIEW SO WE WILL DISCUSS SOME IN DETAIL BUT FOR OTHERS IT WILL JUST BE A QUICK REACTIONS.

TAKING EACH PRIORITY IN TURN.

In terms of priorities to deliver on over the next 5-10 years - where would you place this one?

* Very important - high priority
* Medium priority
* Nice to have but can wait – lower priority
* Irrelevant – not important
* Don’t know
* Explore reasons why [time limited so target certain key factors]

Are there any priorities or areas missing you would want Yorkshire Water to do something about?

What about ‘resilience’?

* Explore reaction and thoughts around that word, what does it mean to customers?
* Is it covered?
* Should it be highlighted separately?

If any of the brief descriptions do not make sense or are not clearly understood?

* Probe why not
* What additional information needed to make the description clearer to understand

ONCE REVIEWED ALL PRIORITIES - EXPLORE IN GENERAL TERMS

What makes all the activities deemed a high priority more important than any of the others?

* Explore what these factors have in common

Which of these potential actions & activities would have the biggest impact on your business?

* Explore which and why

Which of these potential actions & activities would have the biggest positive impact on Yorkshire as a whole?

* Explore which and why

Are any of these areas going above and beyond what you would expect from Yorkshire Water?

* Explore which and why (or why not)

Given some of the priorities identified may mean that more money is needed to enable the changes outlined, would you be willing to pay more to help achieve this?

* Why or why not
* And if so, how much more?

**Section 5 Summary 2 mins**

Which of the actions & activities would you put in the top 5 things Yorkshire Water should be looking to prioritise over the next 5-10 years?

* Explore why these

Is there anything else you feel Yorkshire Water should know or be aware of when putting their business plans together?

Thank and close