

**Appendix 20i:  
Water loss (Beast from the  
East) Customer survey**



YorkshireWater

# Water loss survey

Debrief prepared for:  
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**April 2018**

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# Objectives



**“To understand the impact, a no water service failure had on Yorkshire Water customers during the recent cold spell.”**

## Operational Losses

- How did the customer discover that they had no water – did they find out or did YW text/call them to let them know
- What did they do when they found out – call YW?
- What was their experience of how YW dealt with them? Did they get timeline to a restored supply, what was the response like?
- Did they get offered bottle water, did they have to request this, if so, how prompt was the delivery, did they get enough water delivered, how was this service overall, were they kept up to date on the situation ?
- What impact did the failure have on their lives?
- What impact did the failure have on their perception of YW, did this change as a result?



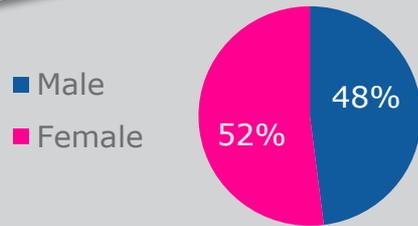
## Customer-side Losses

- How did the customer discover that they had no water?
- What did they do when they found out – call YW?
- What was their experience of how YW dealt with them? Did they get good advice on how to deal with the situation, what was the response like?
- Did they get offered bottle water, did they have to request this, if so, how prompt was the delivery, did they get enough water delivered, how was this service overall?
- What impact did no water have on their lives?
- What impact did no water and our response have on their perception of YW, did this change as a result?

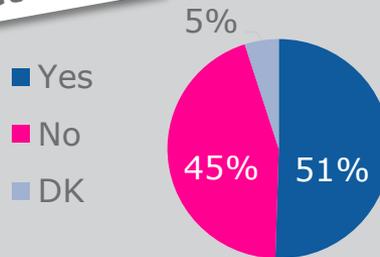
# Respondent profile



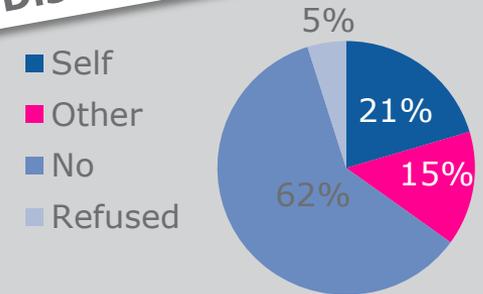
## Gender



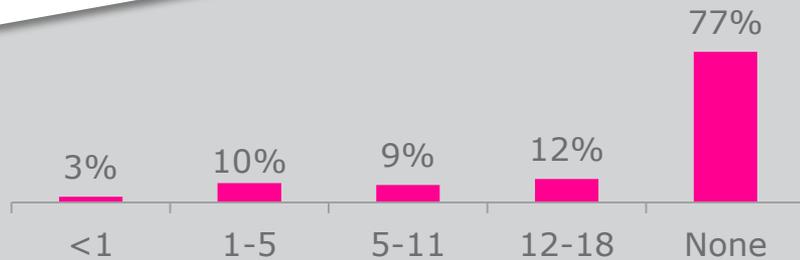
## Metering



## Disability

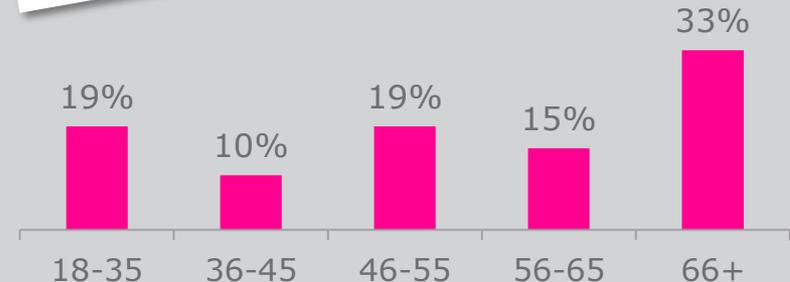


## Age of Children



24% of participants had children

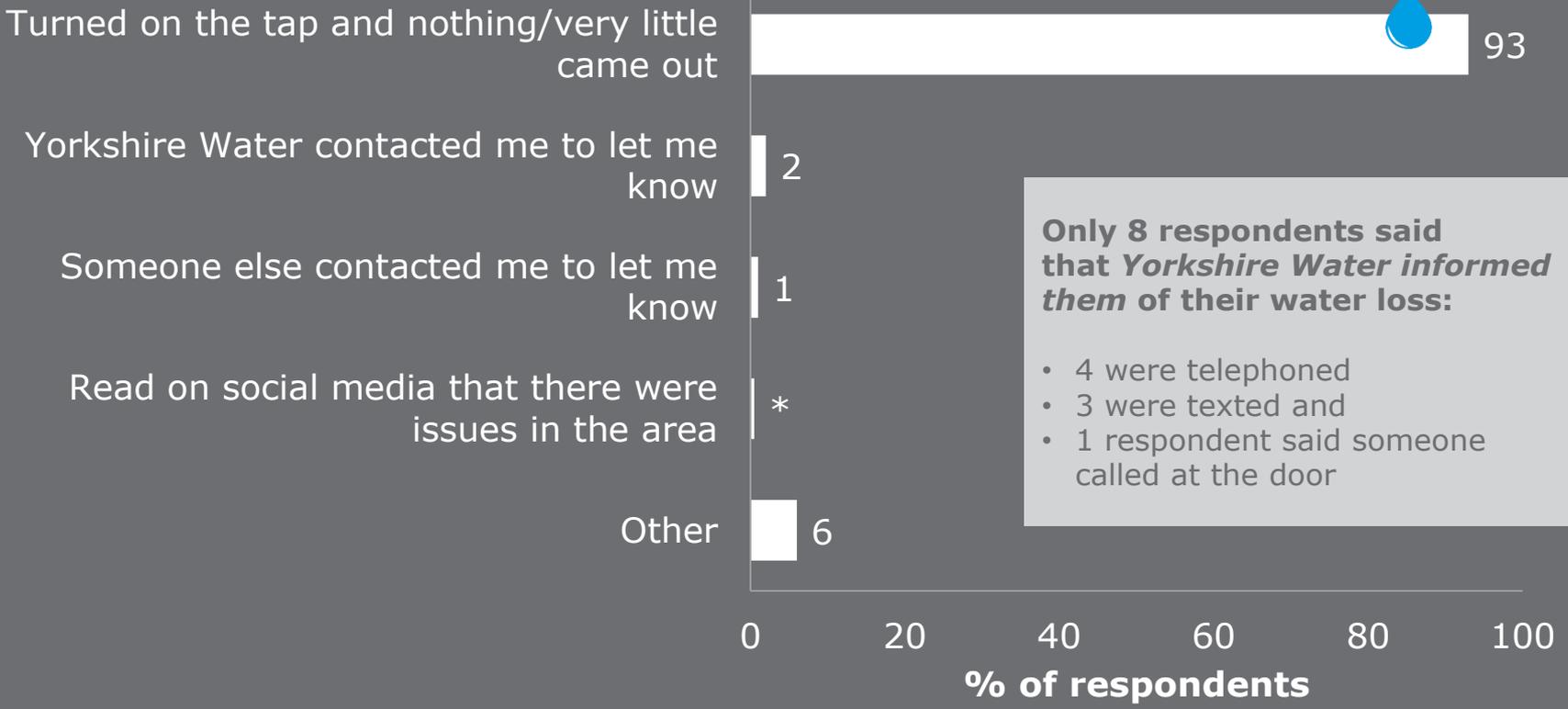
## Age



5% Prefer not to say

# How respondents first became aware of their water loss

The majority of respondents became aware that had lost their water supply simply by turning on the tap

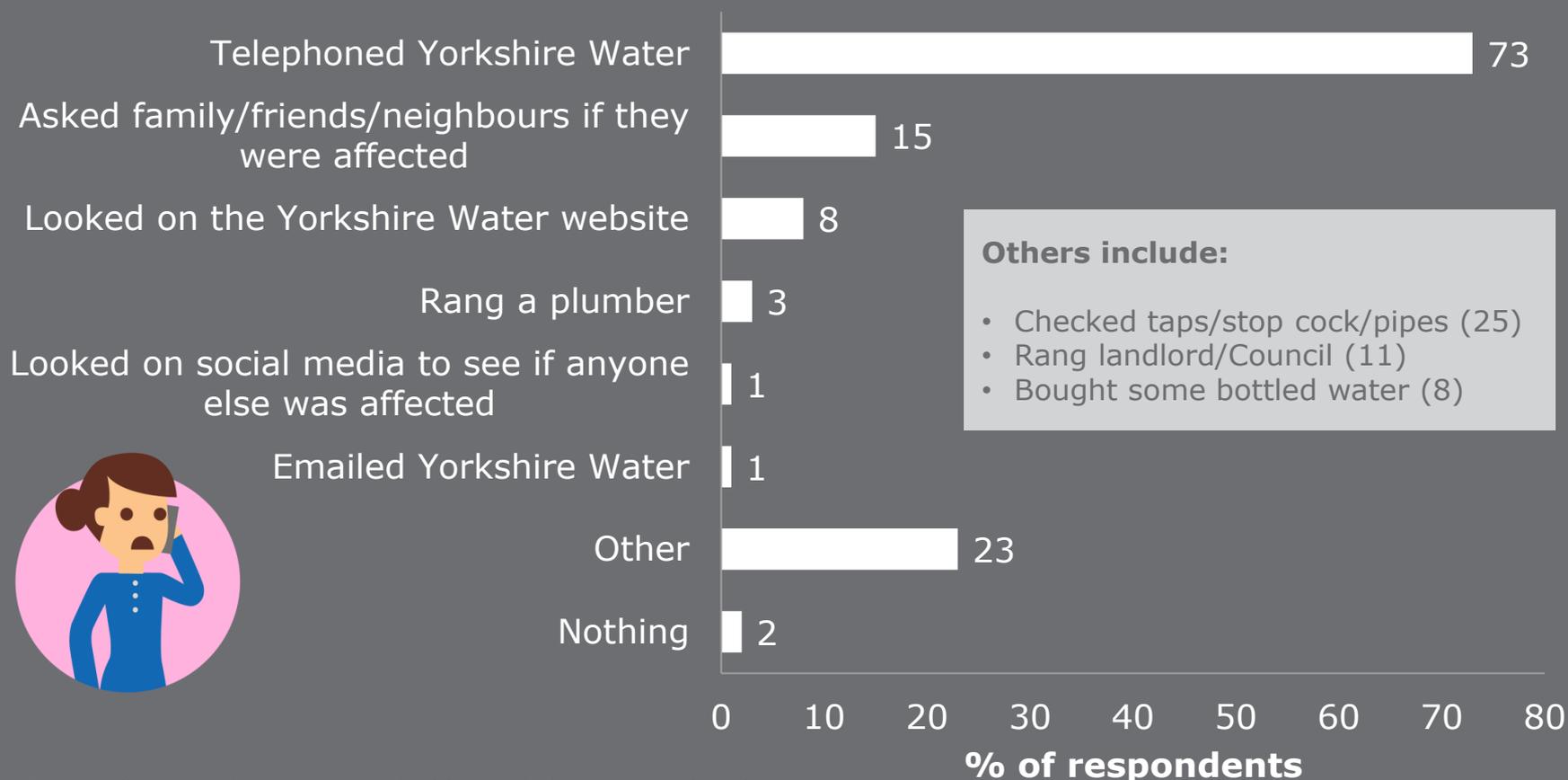


4 Base: All respondents (400)



# What respondents did when they first became aware of their water loss

Nearly three-quarters of respondents telephoned Yorkshire Water in the first instance when they realised their water was off

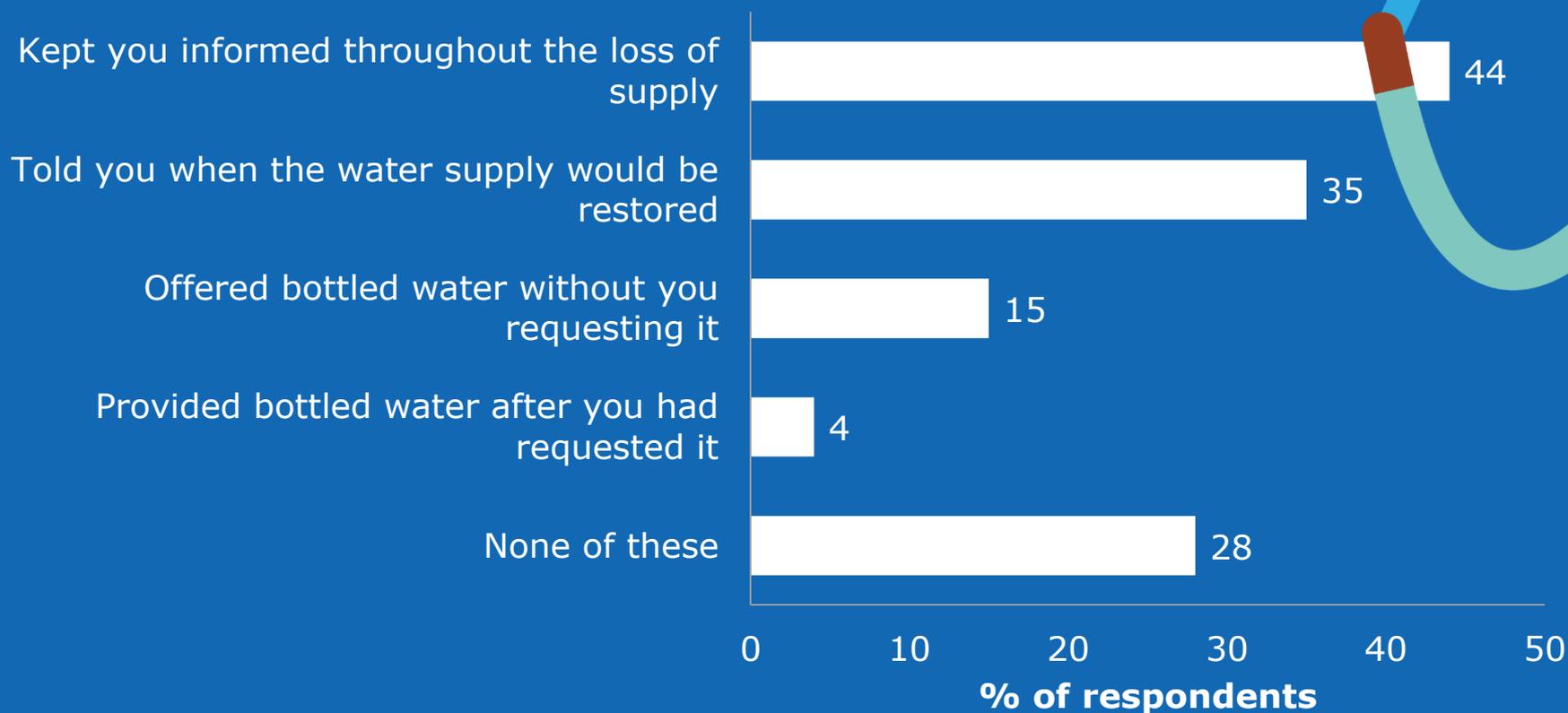


5 Base: All respondents not notified by Yorkshire Water (392)



# What Yorkshire Water did when contacted – Operational loss

Yorkshire Water kept customers informed throughout the loss of supply and told customers when the water supply would be restored

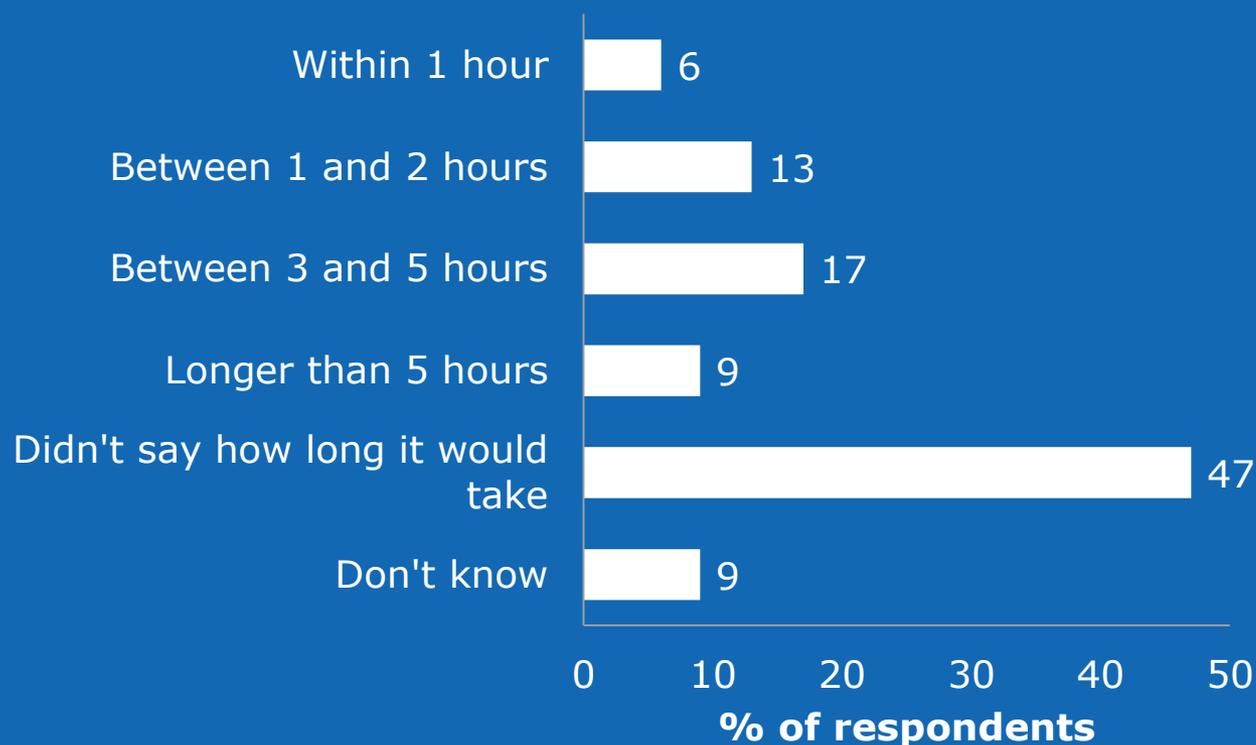




# Length of time Yorkshire Water said it would take for the water to be restored – Operational loss



In nearly half the instances of operational losses, Yorkshire Water didn't provide a timescale as to when the supply would be restored





# Length of time Yorkshire Water said it would take for the water to be restored – Operational loss



Respondents who weren't provided with a timescale were less likely to be satisfied with the amount of time it took for the supply to be restored than those who were given a timescale

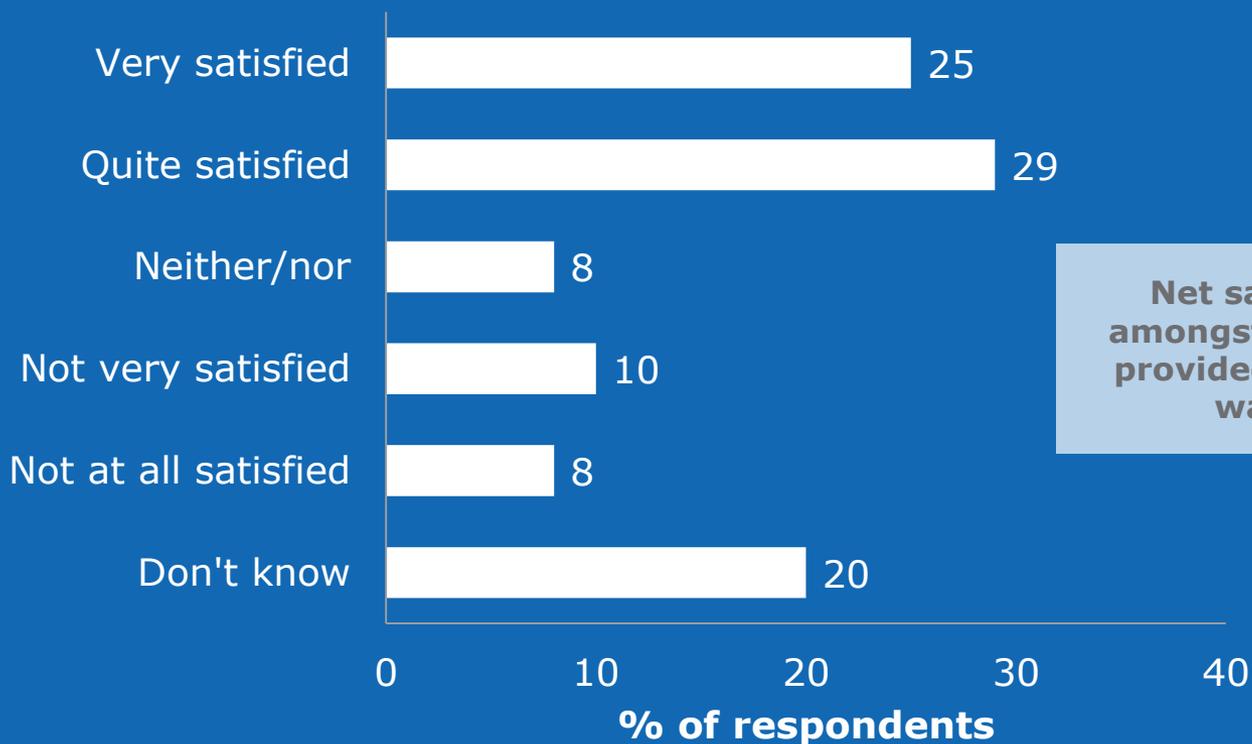
	Within 1 hour	Between 1-2 hours	Between 3-5 hours	Longer than 5 hours	No timescale
Very satisfied	56%	43%	48%	21%	21%
Quite satisfied	22%	43%	33%	64%	27%
Neither/nor	-	5%	11%	-	17%
Not very satisfied	11%	5%	4%	7%	9%
Not at all satisfied	-	-	-	7%	17%
<b>Net satisfied</b>	<b>78%</b>	<b>86%</b>	<b>81%</b>	<b>86%</b>	<b>48%</b>
<b>Net dissatisfied</b>	<b>11%</b>	<b>5%</b>	<b>4%</b>	<b>14%</b>	<b>26%</b>



# Satisfaction with length of time told it would take for the water to be restored – Operational loss



Just over half were satisfied with the length of time they were told it would take for the water supply to be restored

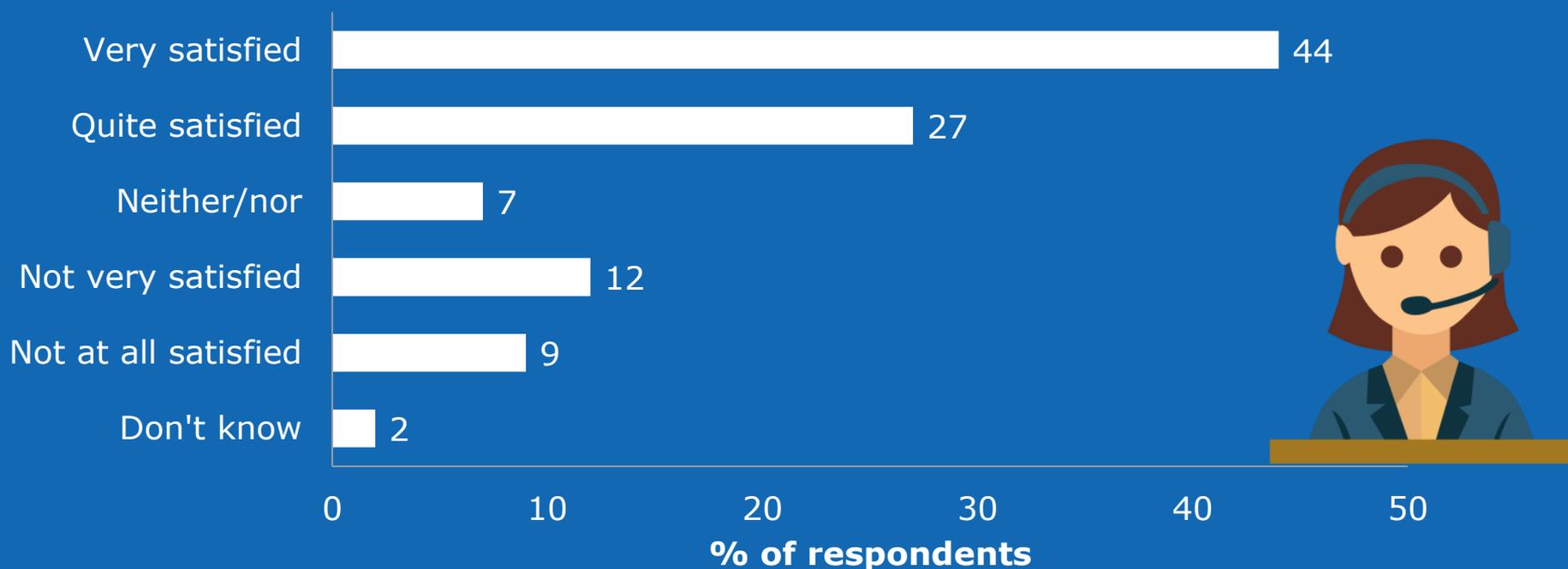


**Net satisfaction rises to 82% amongst those who were actually provided with a timescale for the water coming back on**



# Satisfaction with communication from Yorkshire Water – Operational loss

Seven out of ten respondents who experienced an operational loss were satisfied with the level of communication received from Yorkshire Water throughout their loss of supply

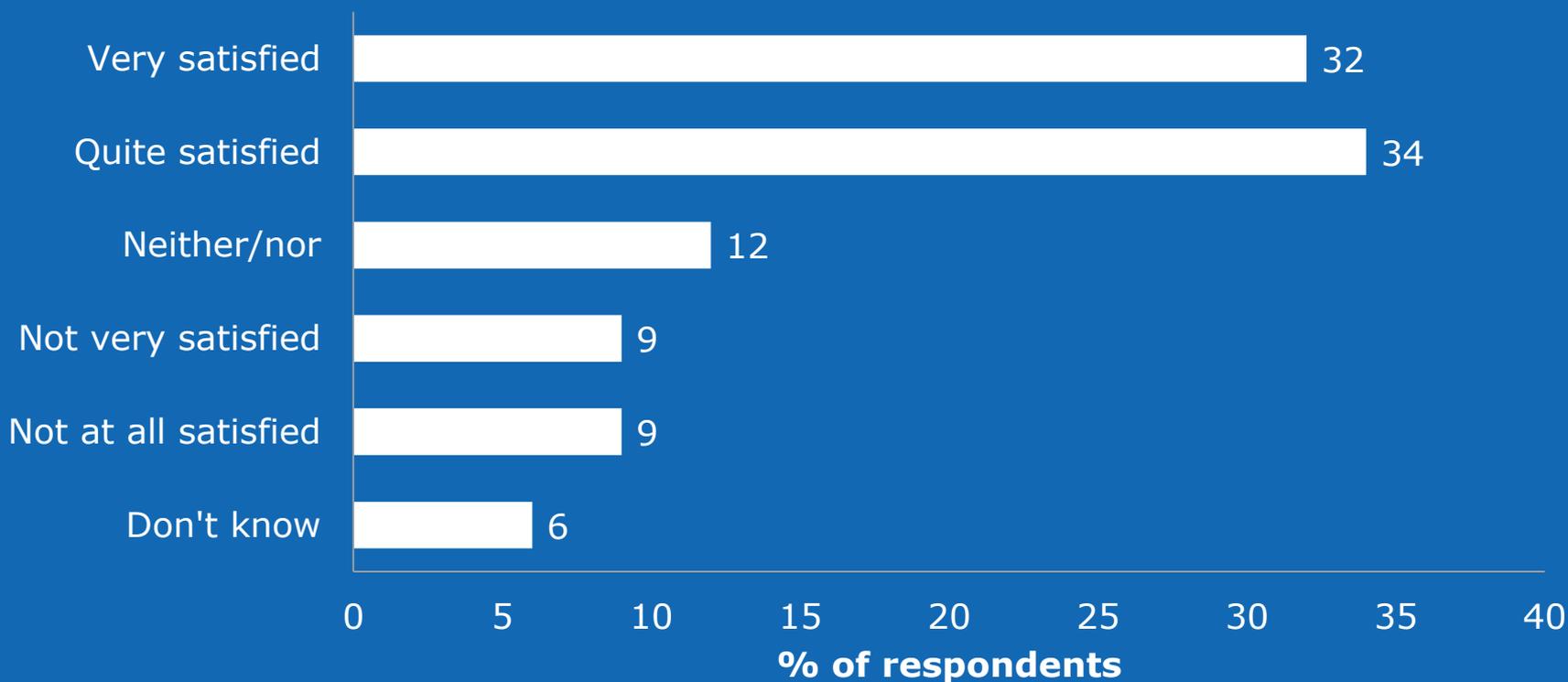




# Satisfaction with length of time it took for water to be restored – Operational loss



Two thirds of respondents who experienced an operational loss were satisfied with the length of time it took for their water supply to be restored



# Reason for satisfaction/ dissatisfaction with Yorkshire Water



Specific comments provided by respondents as to their satisfaction with the length of time it took for the water to be restored...

It's a difficult job and involves digging up substructures so I have sympathy for them, I only wish there was more communication as they must have known who's houses would be affected.

**Quite satisfied**

The first day no one was bothered but in second stage they took it on board but it took sometime and quite a few phone calls before it got sorted.

**Neither/nor**

Because it took them a long time and was a few workman and it went into the evening and you couldn't even make a drink or do any cooking.

**Not at all satisfied**

Because it was somebody down the street turning it off the water that affected 4 other properties.

**Not very satisfied**

Because it was only a short time from me saying to the water company what is happening and it was back on within the hour.

**Very satisfied**

Well because they had to do the job and if they have to cut the water off it's got to be done hasn't it.

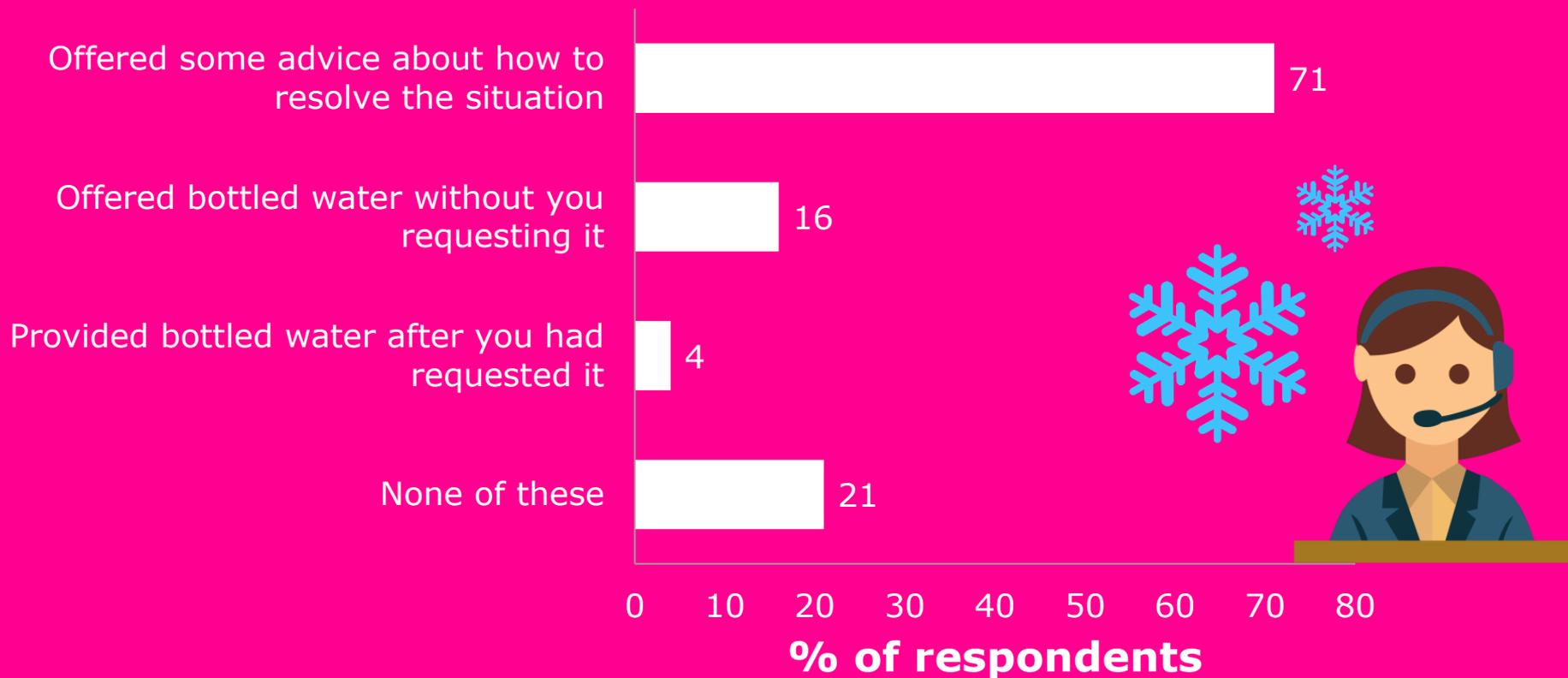
**Very satisfied**





# What Yorkshire Water did when contacted – Customer loss

Yorkshire Water offered some advice about how to resolve the situation of frozen pipes in seven out of ten instances



# What advice Yorkshire Water provided – Customer loss

Two-thirds of respondents who suffered frozen pipes were advised to use a hairdryer to defrost their pipes



Use a hairdryer to defrost frozen pipes

64

Turn off water at the mains

6

Call a local plumber

6

Other

39

Don't know

5

0 10 20 30 40 50 60 70

**% of respondents**

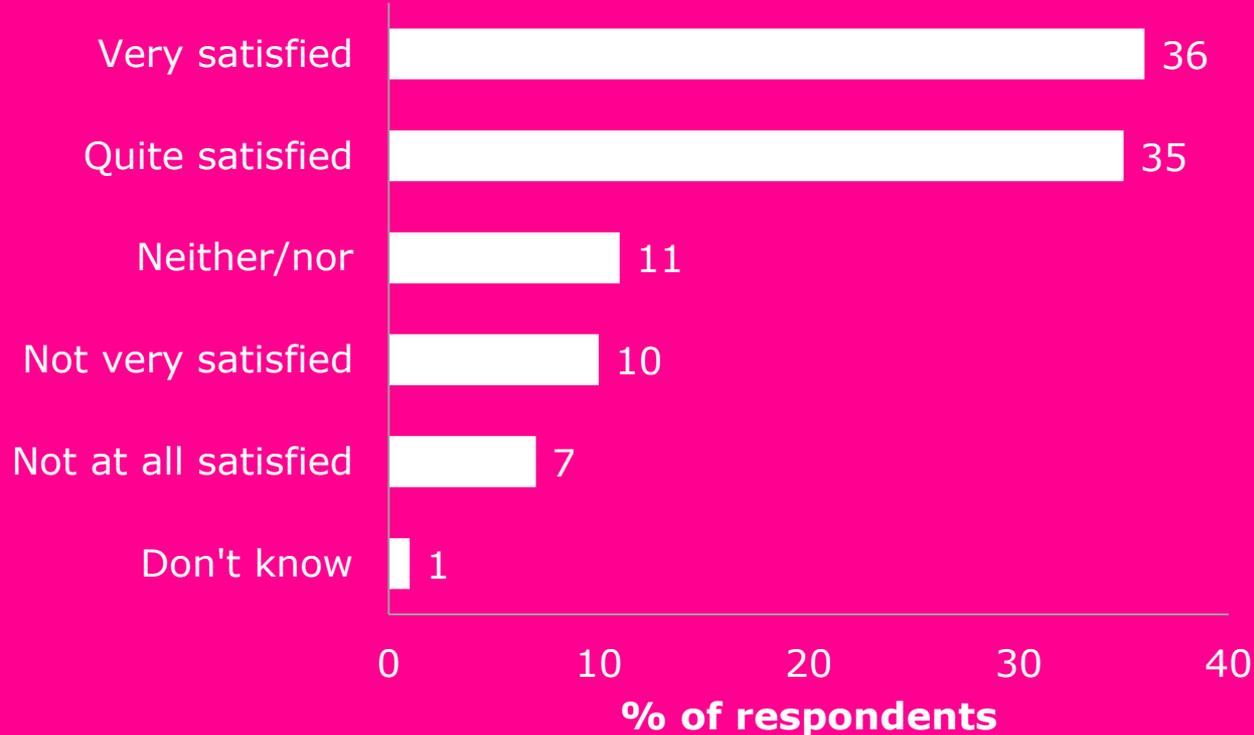
**Others were, in the main, variations on heating up the pipes:**

- Keep pipes warm
- Wrap pipes
- Warm towel
- Hot water bottle

# Satisfaction with advice Yorkshire Water provided – Customer loss

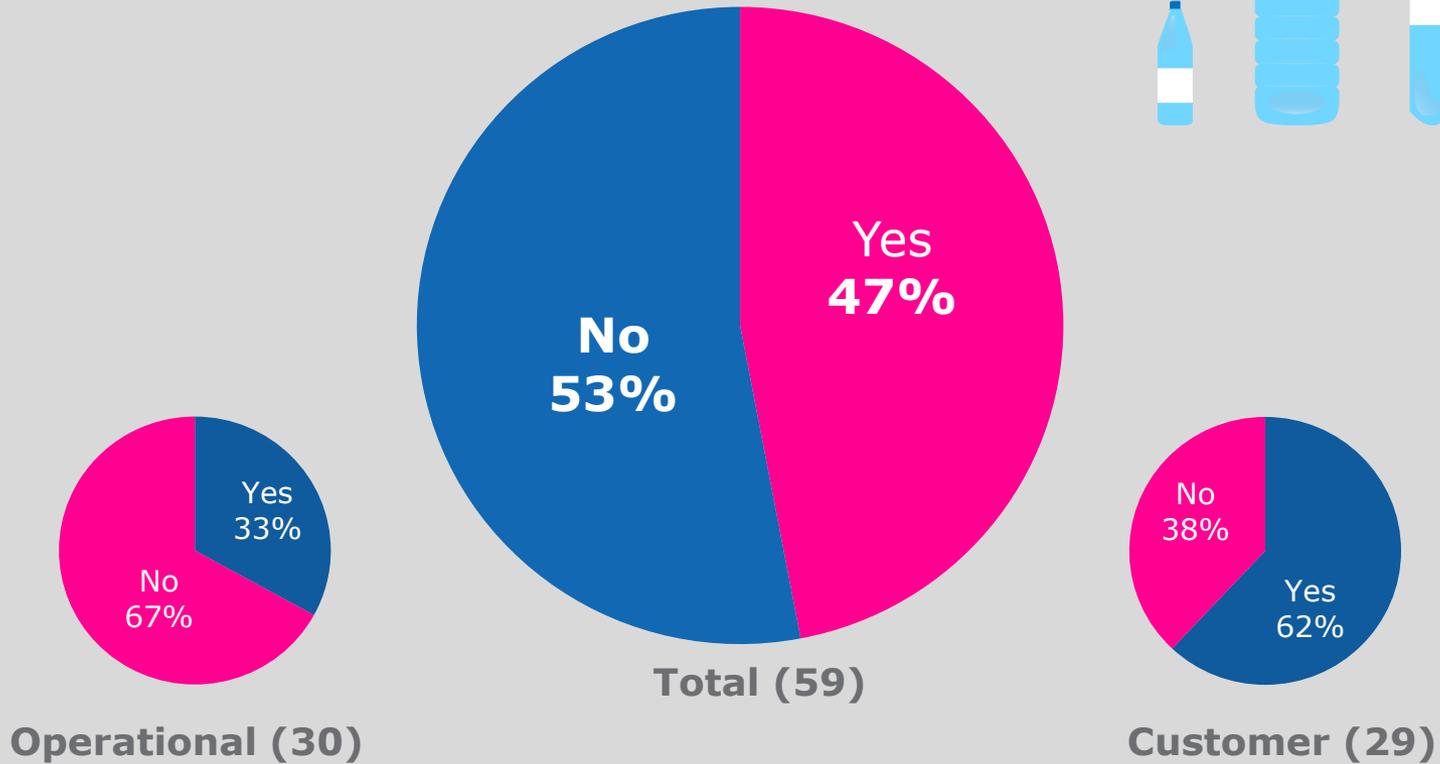


Satisfaction was high when Yorkshire Water offered advice to respondents with frozen pipes, with 71% net satisfaction



# Bottled water

Fewer than half of respondents who were offered bottled water actually received it – however, a notable difference between the two loss types (three-fifths for customer losses compared with one third for operational losses)

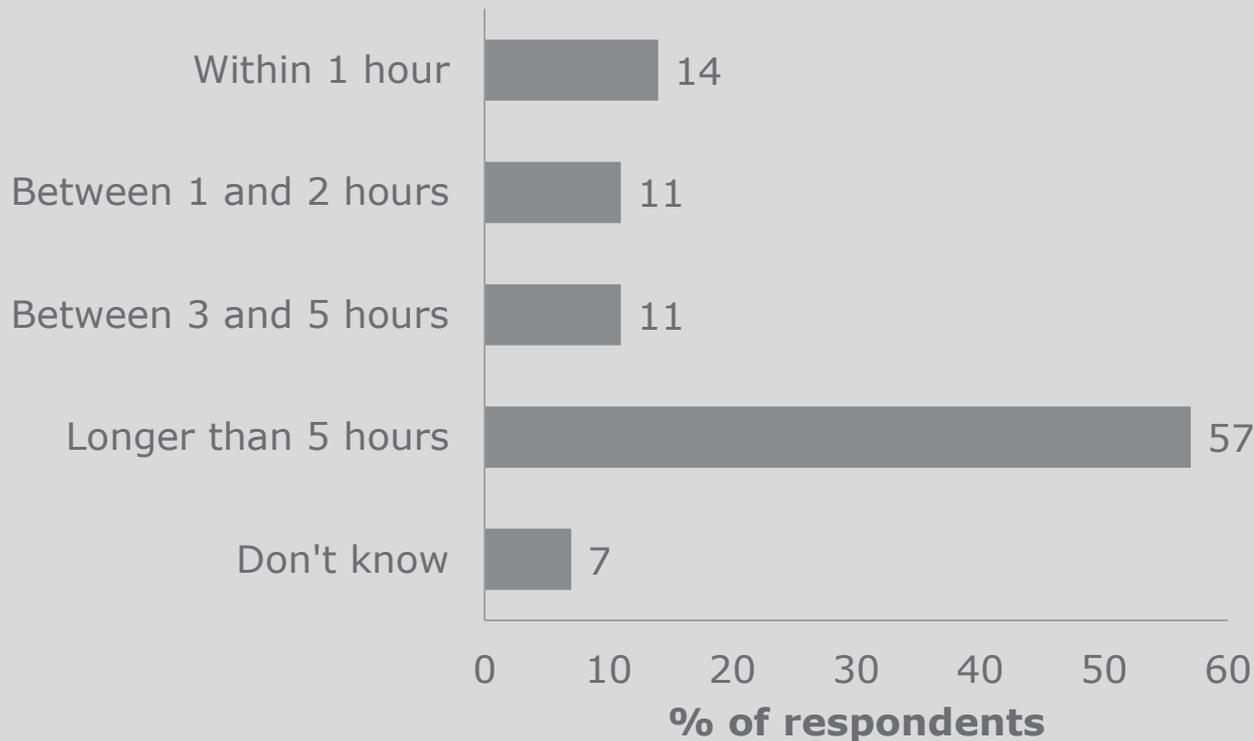




# Length of time bottled water took to be delivered



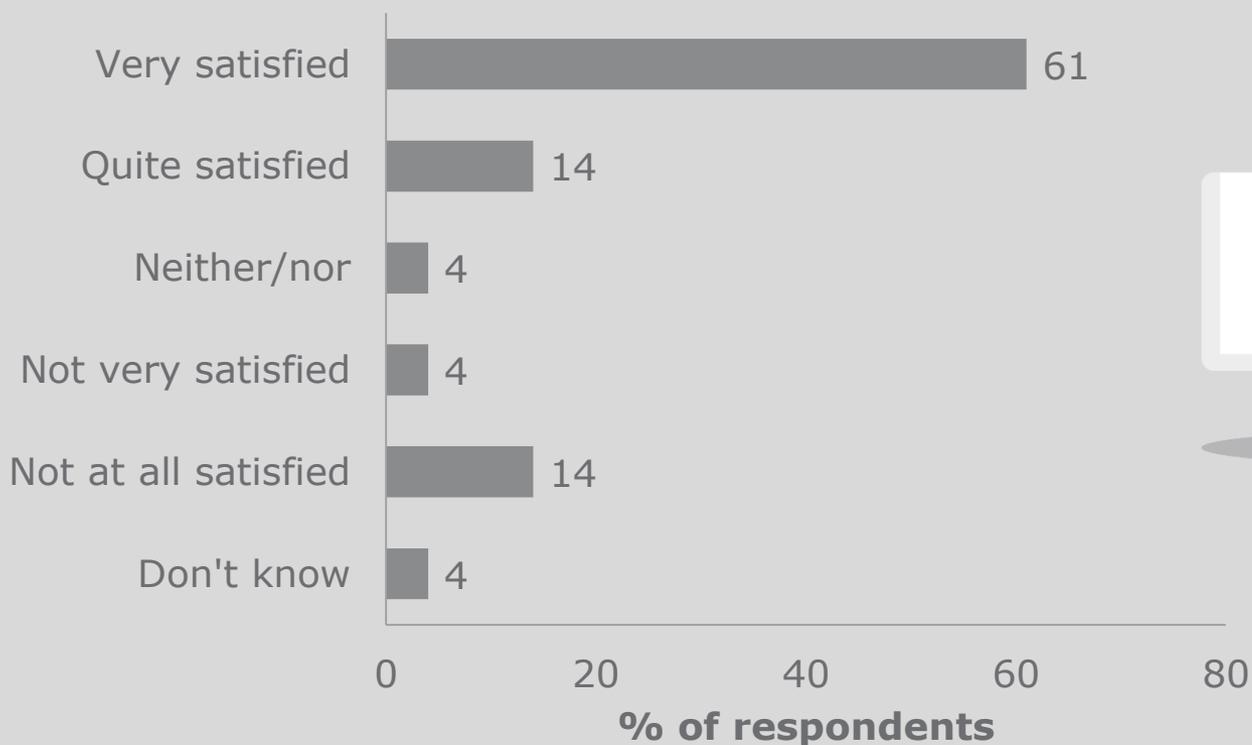
Over half of respondents said it took 5 or more hours for the bottled water to be delivered





# Satisfaction with length of time it took for bottled water to be delivered

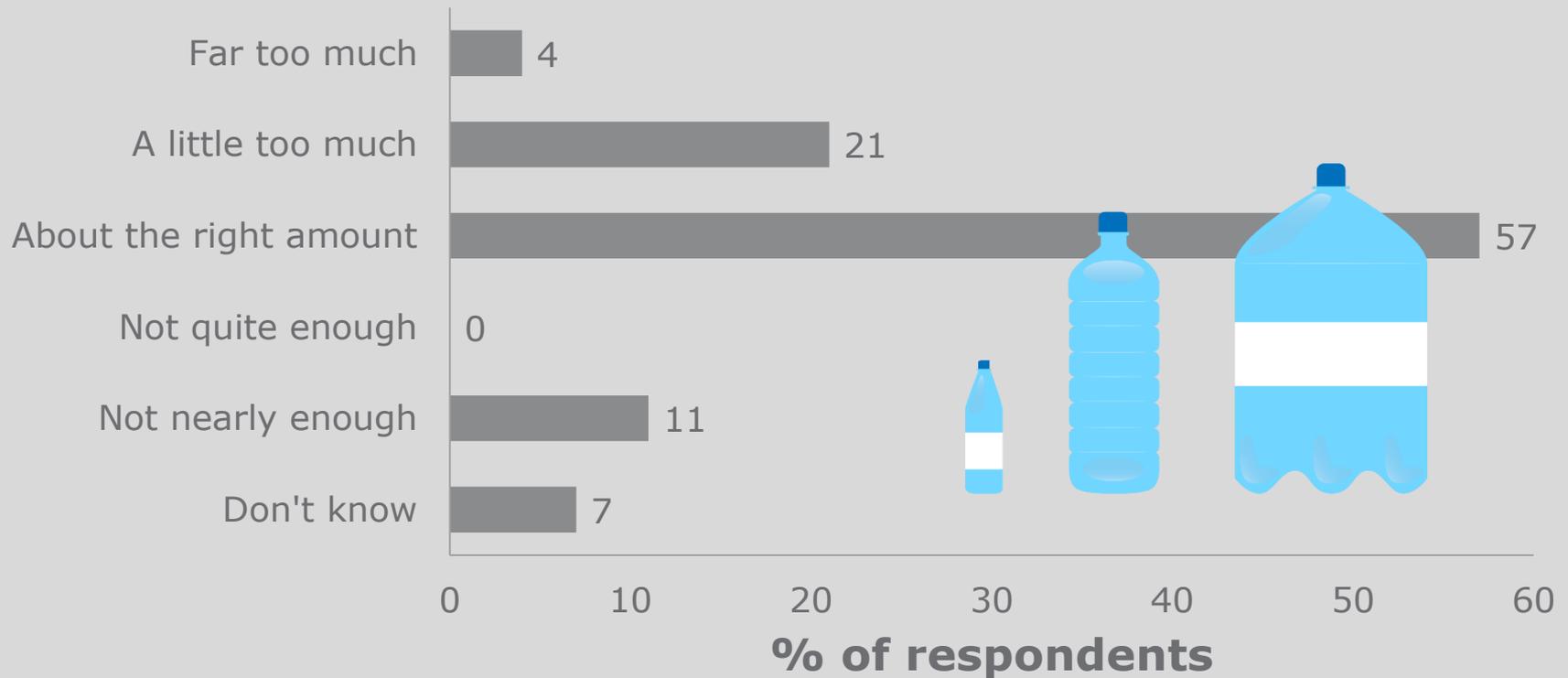
Three quarters of respondents who received bottled water were satisfied with the time it took to be delivered





# Whether received enough bottled water

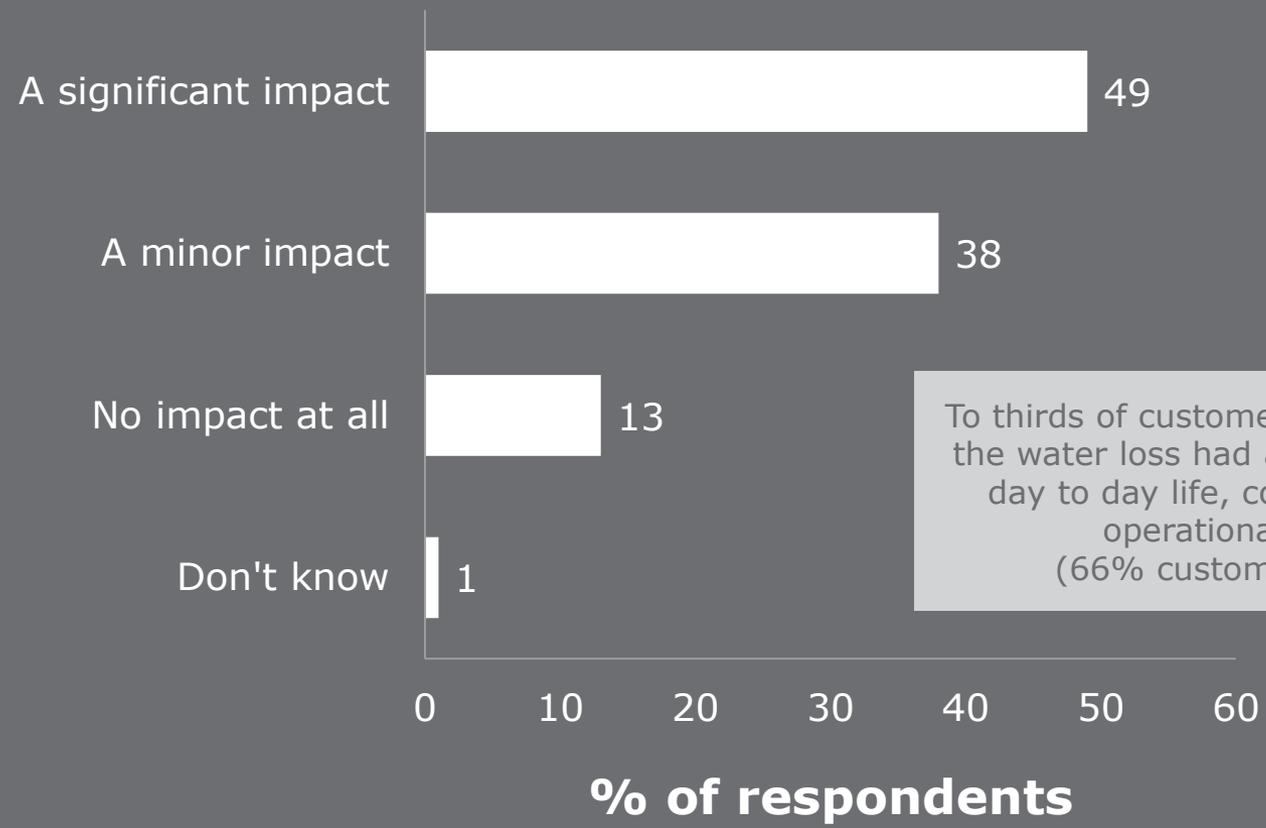
Over half of respondents said they received about the right amount of bottled water, however one quarter said they received too much





# Impact on day to day life

When asked to say what impact their recent water loss has had on their day to day life, half said "a significant impact"

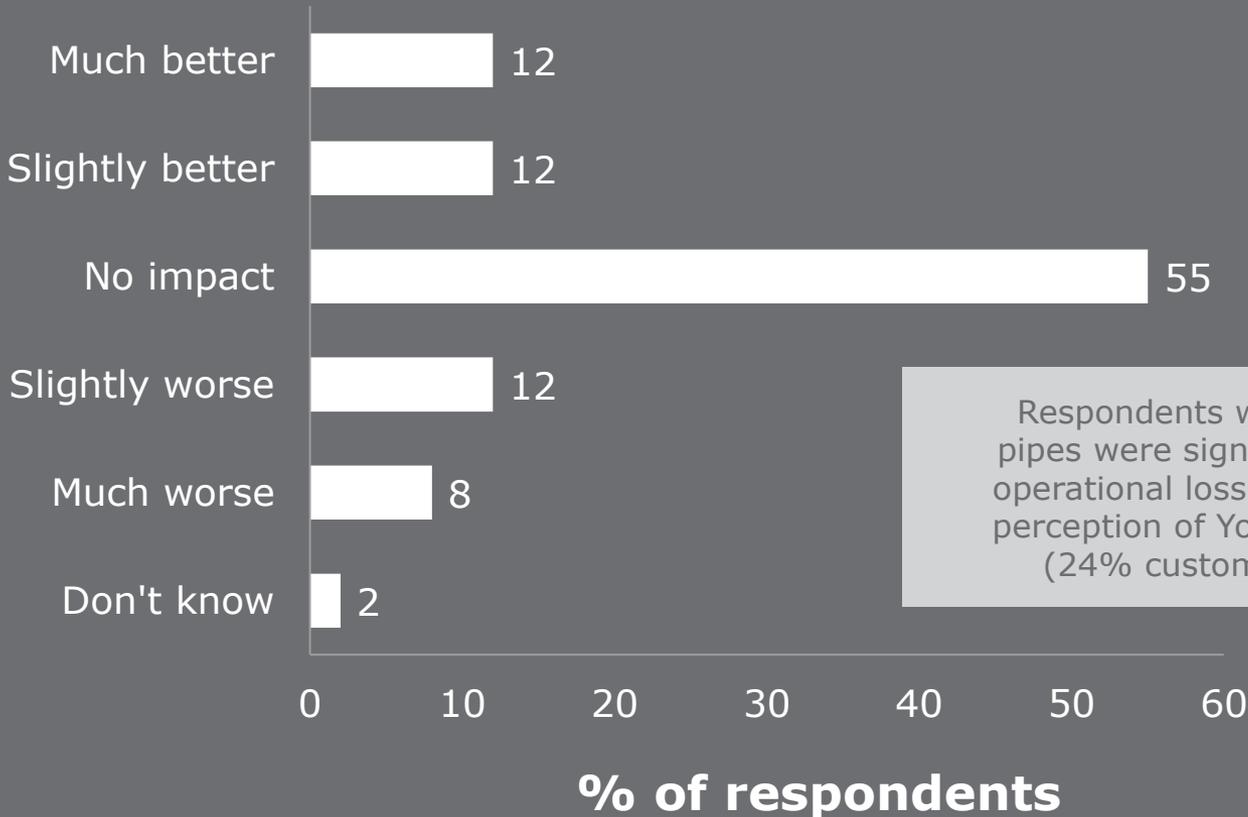


To thirds of customer loss respondents said that the water loss had a significant impact on their day to day life, compared with one third of operational loss respondents (66% customer; 33% operational)



# Overall perception of Yorkshire Water

When asked to say what impact their recent water loss has had on their overall perception of Yorkshire Water, over half said "No impact"



Respondents who had suffered frozen pipes were significantly more likely than operational loss respondents to say their perception of Yorkshire Water was worse (24% customer; 15% operational)



# Overall perception of Yorkshire Water

Specific comments provided by respondents on their overall perception of Yorkshire Water..

My partner is disabled and he needs constant care, so I stocked up on bottled water from the supermarket.

My husband was having to fill buckets with snow to flush the toilet. I didn't want to use the drinking water for doing it. We couldn't have a shower or anything. It was very difficult. They were very very good delivering. We don't know how it happened because nobody else on this drive lost water supply.

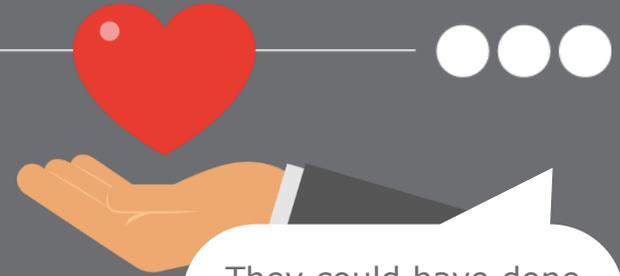
Because I couldn't have a bath or a shower and also couldn't take certain medications due to lack of water due to me being disabled.

Just because of my baby, we didn't have heating no water. Purely because no water, no shower couldn't cook anything some, couldn't clean nappies and we couldn't use toilet and couldn't pray as well.

I was travelling to London, had to come back because of the water issue. It was freezing, no boiler on that day. My wife wasn't keeping well, my little one is just 16 months old. Without the boiler on that freezing day it was really difficult.



# Could Yorkshire Water have done more to help?



Nearly three-fifths of respondents said there was nothing more that Yorkshire Water could have done to help during their recent loss of supply. However, specific comments provided included...

I rang several times for advice and I got told stupid things like go out to burst pipe which was in a meter deep hole in the snow and warm it up with a hairdryer.

Could have regular check ups on the online service; the website is very bad, as the choices the boxes give don't work, I'm not sure if this is due to incompetence or them not caring.

They could have listened to me and they are obliged to offer water and deliver it they kept on denying it was their problem.

They could have done something sooner, when they found out after I called them to tell them we had no water they tried calling everyday and think nothing useful they gave me throughout.

The communication. When you have somebody on the phone saying it's 9:26, somebody will ring you by 22:26. A simple message saying they are unable to contact, sill dealing with the problem. The lack of communication. I don't know if the representative was new. He said for me to switch off stop cock off ten times.

By the time I had done this ten times, I lost water pressure. He said, there could be a fire in your area. I am ringing you to know. The neighbour across the road had answers. My neighbours had said there was a burst main. It was back on before I went to bed. That phone call at 23:50, you don't ring someone at 23:50. Common sense.

# If you have any questions or would like to hear more, contact...

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