

# Yorkshire Water BR-MeX Replica

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Accent



# Executive Summary

## Research Objectives

- Test questionnaire and methodologies for Direct and Bilateral elements of BR-MeX
- Assess factors YW can build on to secure high scores should the measure be implemented by Ofwat
- Test some water efficiency questions YW are considering may be of future use

## Methodological Findings

- Both bilateral and direct measures were subject to some operational and strategic issues. All are worth mentioning but none show-stoppers.
  - Ineligible contacts creeping into the sample (suppressing sample conversion statistics)
  - Contact description/bilateral types (phrased as supplied), are not relatable to participants (reducing participant willingness/ability to participate)
  - The retailer – wholesaler marketplace is not well understood by participants (leading to difficulties identifying appropriate contacts/scoring the correct company)
  - Uncertainty of “date of contact” on the sample, led to confusion over when the contact took place (leading to difficulties identifying appropriate contacts/scoring the correct company)
- Both measures had some minor teething issues with the script (recommendations around which follow in this report).
- Generally response rate was very good (c40% of records for whom we obtained a resolution), refusal rate very low (c10% of exhausted sample records), “Not In scope” fairly low (c15%)
- Sample volumes for Direct are sufficient to survey at least 100 interviews per month.
- Bilateral sample is much more sparse – estimate maximum annual survey volumes of just c100 interviews possible.

## Fieldwork Results

- “Issue Resolution” is the main driver of satisfaction
  - For Direct contacts: mean satisfaction amongst customers with unresolved issues was 4.79, with resolved issues 7.86
  - For Bilateral contacts: mean satisfaction amongst customers with unresolved issues was 4.11, with resolved issues 9.06
  - Roughly 2/3 of queries coming to Accent were considered by the participant to be resolved at point of survey
  - Very little difference in satisfaction between “Water” and “Waste” contacts
- Top things YW did well (from satisfied participants)
  - Being responsive
  - Resolving the issue
  - Giving updates
  - Helpful staff
- Top things YW can improve upon (from dissatisfied participants)
  - Better communication
  - Better customer service
  - Take more responsibility
  - Resolve the issue

# Executive Summary

## Water Efficiency Questions

- No Major issues with the questions reported (phrasing, acceptance, understanding)
- Just over 50% of participants said their business have taken action to be more efficient with water. Top measures included:
  - Trying to reduce water use
  - Using water saving devices
    - Less so, training/awareness, recycling/harvesting water, leak monitoring
- But almost 50% had not/didn't know. Top reasons why not included:
  - Don't use much in the first place
  - Nature of the business dictates use
  - Can't be any more efficient
    - Less so, it's outside their control, it's not a priority
- 7 out of 10 businesses monitored leaks and took corrective action
  - Top response was to contact Yorkshire Water
  - Others included repairing themselves, calling an engineer
- Among those who didn't, top responses were:
  - Never had an issue
  - Don't know how to
- 65% of participants did not believe a smart water meter would help reduce unnecessary water usage. Top explanations were:
  - Wouldn't affect their water use
  - Nature/size/type of business/premises dictates water use
  - Don't use a lot of water/already efficient
- Of those who did believe one would help reduce unnecessary water use, 80% cited the ability to track usage on a regular basis as being the reason.
  - Others included accurate bills & leak monitoring/detection.



# Fieldwork summary

## B-MeX at a glance

B-MeX (Business Customer Measure of Experience) is a measurement solution to capture the business customers' experience with their wholesaler



### Why the measure exists

As the water market in England opened for competition and non-households are no longer restricted to buying water services from their regional monopoly, Ofwat found that data quality, wholesaler-retailer interactions and wholesaler performance need to improve in order to allow the retail market (or any other market) to work effectively.

Therefore, the aim of BR-Mex is measure and therefore improve company performance in relation to the wholesale services water companies provide to retailers and business customers rather than just retailers, which is sole focus of R-Mex (Retailer Measure of Experience).



### B-MeX incentives

The B-MeX incentive is intended to encourage wholesalers to better meet customers' expectations and experiences of aspects of services provided by wholesalers.

Incentives will be set depending on relative performance for C-MeX, D-MeX and BR-Mex with outperformance payments for companies that score above the median score and underperformance payments, or penalties below this.



### Who B-MeX researches

B-Mex will survey two types of contact:

**Direct contact:** Businesses who contact water companies directly with service queries/issues

**Bilateral contact:** Those who have contacted their retailer needing a wholesale service from water companies



## Research objectives

Given the risk and reward detailed in the BR-MeX methodology, in advance of the release of the B-MeX measure (to run alongside C-MeX and D-MeX), it is important that Yorkshire Water:

- Understand their performance in this area and provide a baseline read of performance to help Yorkshire Water get ahead of the game
- Identify areas of strengths and weaknesses

Moreover, through this research, Yorkshire also aims to learn more about business customers' behaviours toward water efficiency.



## Research method

- All interviews were conducted via CATI (Computer Assisted Telephone Interviewing).
- The questionnaire was mainly based on the original script supplied by MOSL & Ofwat. However, during the interview process, some minor tweaks to the script were proposed in order to achieve in-scope samples more efficiently. This will be examined in the next section.



## Research samples

The sample is to include both water and wastewater customers/contacts, no quotas for those types.

- **Direct contact:** Business customers who have contacted Yorkshire Water
- **Bilateral contact:** Business customers who have needed a wholesale service from Yorkshire Water but contacted their retailer to arrange this.

	Target	Achieved
Direct	120 interviews. Divided into 2 waves of 60 interviews, based on all contacts received in the previous week (similarly to C-MeX CSS)	Increased target to 180 interviews due to low bilateral samples. Achieved 180/180
Bilateral	Around 60 interviews	Achieved only 25/60 interviews due to insufficient sample and difficulties in getting in-scope contacts (examined in the next session)

## Challenges when achieving interviews

- **Non-eligible contacts:** A business ringing up about a non-appointed activity, or a commercial landlord ringing about a domestic address, etc - Many of these records are businesses, however the contact is not in regard to YW supply them as a business customer.
- **Unmatched contact reason:** Unfriendly language used to describe contact reasons, and CONTACTREASON does not always accurately reflect what the contact was really about.
  - ⇒ As we have found participants can be put off if the reason we have does not exactly match their expectations. As a result, we have had to be more general when describing the contact reason. E.g. we can start by mentioning it was contact regarding the meter, then narrow down with more specifics if we need to.
- **The role of the retailer vs the wholesaler is unclear to customers:**
  - ⇒ We have found it is really a case of explaining the difference between retailer and wholesaler, and that this often helps the participant understand for themselves what has happened (and they are then more willing and able to take part).
- **Unsure about the resolution date:** Difficulty in getting the participant to identify even whether a contact happened, let alone which one it was and how to score it.
  - ⇒ Not having a date of contact is clearly an issue.

*"I find that on the Direct sample we get a lot of contacts that are business but the contact does not relate to their business premises, like a property management company's domestic property or a highway inspector reporting a problem - just loads of variations of that. Many of the addresses even say something like 'FLAT 3'. Records like that really shouldn't be in the sample if we can't speak to them."*

*"The CONTACTREASON is often not exactly how the participant would describe their experience, for example if it was to replace or repair a meter the participant might be of the opinion that their contact was to locate their meter, but the water company have subsequently had to do work on the meter so it has been recorded as repair or replacement, hence the reason does not always match the participant experience."*

*"People are not clear who they contacted when, and confusion is common (which slows down the process and loses interviews), and there is a crossover of responsibility between the retailer and wholesaler the participants are quite often unaware that they have had contact with the wholesaler. For both Direct and Bilateral I often clarify these things before even starting to save time because there are so many of them."*

*"Some cannot remember the contact, especially energy brokers, property management companies and landlords due to either the amount of contact they have with utility companies in general or because they don't know which property we are referring to."*

## “Direct” Sample Outcomes

	Overall		Clean		Waste	
	All	%	All	%	All	%
Unused sample	110	10.83%	91	14.56%	19	4.86%
<b>01. Interview Achieved</b>	<b>180</b>	<b>17.72%</b>	<b>107</b>	<b>17.12%</b>	<b>73</b>	<b>18.67%</b>
02. Appointment	1	0.10%	1	0.16%	0	0.00%
03. Firm call back	10	0.98%	2	0.32%	8	2.05%
04. Call again	104	10.24%	61	9.76%	43	11.00%
05. Engaged	7	0.69%	5	0.80%	2	0.51%
06. No Reply/Answerphone	419	41.24%	231	36.96%	188	48.08%
<b>07. Refusal</b>	<b>57</b>	<b>5.61%</b>	<b>38</b>	<b>6.08%</b>	<b>19</b>	<b>4.86%</b>
08. Not Available During Survey	13	1.28%	10	1.60%	3	0.77%
09. No Incoming Calls	2	0.20%	2	0.32%	0	0.00%
11. Number Not Recognised	7	0.69%	4	0.64%	3	0.77%
12. Wrong Number	15	1.48%	7	1.12%	8	2.05%
<b>14. Not In Scope</b>	<b>62</b>	<b>6.10%</b>	<b>48</b>	<b>7.68%</b>	<b>14</b>	<b>3.58%</b>
16. Specify	1	0.10%	1	0.16%	0	0.00%
17. Business on Consumer/ vice versa	12	1.18%	7	1.12%	5	1.28%
18. Language	1	0.10%	0	0.00%	1	0.26%
20. Duplicate	1	0.10%	1	0.16%	0	0.00%
22. Do not recontact (Accent)	2	0.20%	1	0.16%	1	0.26%
28. Not In Scope (from questionnaire)	12	1.18%	8	1.28%	4	1.02%
All Sample	1016	100.00%	625	100.00%	391	100.00%

**180** interviews were successfully achieved, 107 related to clean water (Clean) provision and 73 related to waste water (Waste) customers.

**Sample conversion rate:** 40%

(Clean = 38%, Waste = 44%).

The Waste sample seems to have had slightly better conversion, though they are within 1% of each other.

**Interview duration:** 8:15 mins average (budgeted for 5)

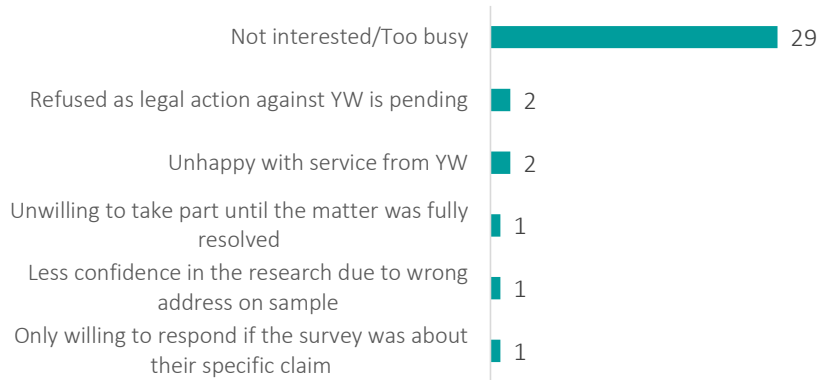
There is slightly higher incidence of Refusal in the Clean sample. More than double the number of records going Not-in-scope at introduction and also a higher incidence of Not-in-scope through the questionnaire.



# Direct Sample Outcomes – Refusal and Not-in-scope reasons

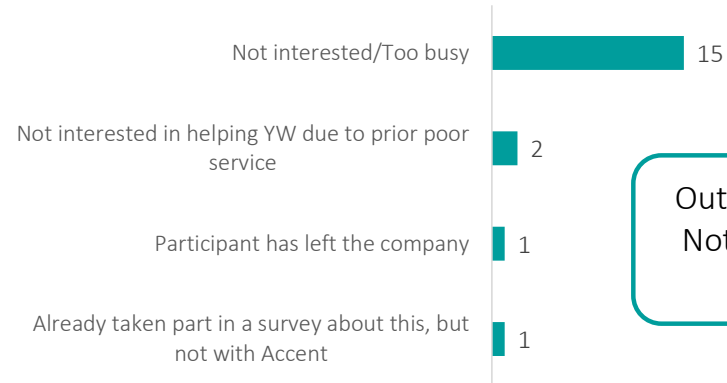
## Refusal Reasons (Water customers)

Total: 38 refusals



## Refusal Reasons (Waste water customers)

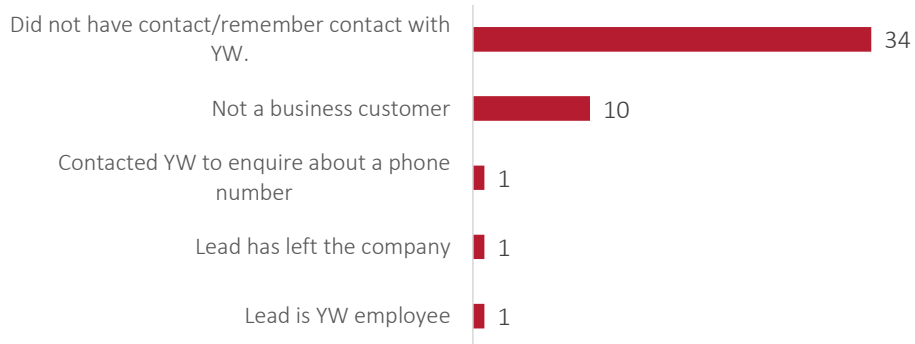
Total: 19 refusals



Out of those refused to take part, Not interested/Too busy was the main reason

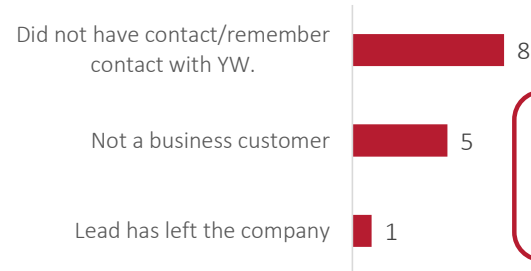
## Not-in-scope Reasons (Water customers)

Total: 48 Not-in-scope



## Not-in-scope Reasons (Waste water customers)

Total: 14 Not-in-scope



Out of those that were scoped out, Did not have contact/remember contact with YW was the main the reason

## Bilateral Sample Outcomes

	Wave 1		Wave 2		Overall	
	All	%	All	%	All	%
<b>01. Continue</b>	<b>10</b>	<b>15.63%</b>	<b>15</b>	<b>29.41%</b>	<b>25</b>	<b>21.74%</b>
04. Call again	17	26.56%	5	9.80%	22	19.13%
06. No Reply/Answerphone	19	29.69%	16	31.37%	35	30.43%
<b>07. Refusal</b>	<b>3</b>	<b>4.69%</b>	<b>4</b>	<b>7.84%</b>	<b>7</b>	<b>6.09%</b>
08. Not Available During Survey	3	4.69%	4	7.84%	7	6.09%
11. Number Not Recognised	3	4.69%	0	0.00%	3	2.61%
12. Wrong Number	1	1.56%	0	0.00%	1	0.87%
<b>14. Not In Scope</b>	<b>7</b>	<b>10.94%</b>	<b>6</b>	<b>11.76%</b>	<b>13</b>	<b>11.30%</b>
17. Business on Consumer/ vice versa	0	0.00%	1	1.96%	1	0.87%
20. Duplicate	1	1.56%	0	0.00%	1	0.87%
		100.00		100.00		100.00
All Sample	64	%	51	%	115	%

Only 25 out of 60 interviews were achieved (shortfall primarily due to insufficient sample volumes)

**Sample conversion rate:** 27%

(Wave 1 = 18%, Wave 2 = 44%)

Wave 1 was run using standard protocols (number of calls etc) to investigate expected conversion rate. Covered period 06/10/22-18/11/22.

Wave 2 the sample really was pushed to exhaustion, to investigate drop-dead maximum possible conversion rates. Covered period 22/11/22-03/01/23.

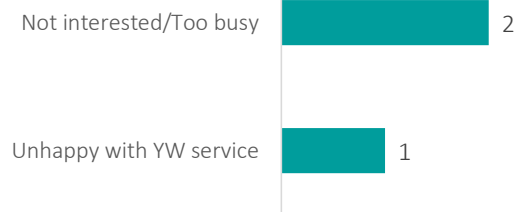
**Interview duration:** 8:13 mins average (budgeted for 5)

**Estimated total annual feasibility:** 100 interviews.

# Bilateral Sample Outcomes – Refusal and Not-in-scope reasons

## Refusal Reasons (Wave 1)

Total: 3 refusals



## Refusal Reasons (Wave 2)

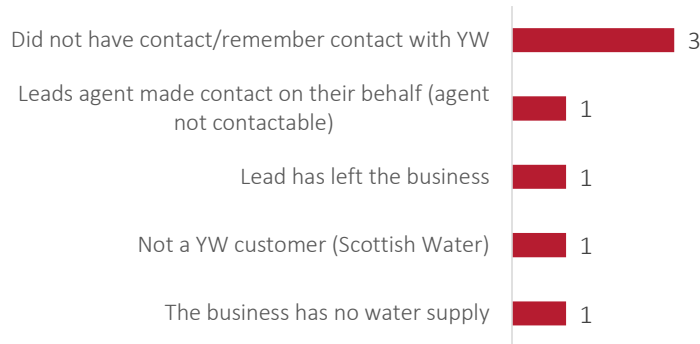
Total: 4 refusals



Out of those refused to take part,  
Not interested/Too busy was the  
main reason

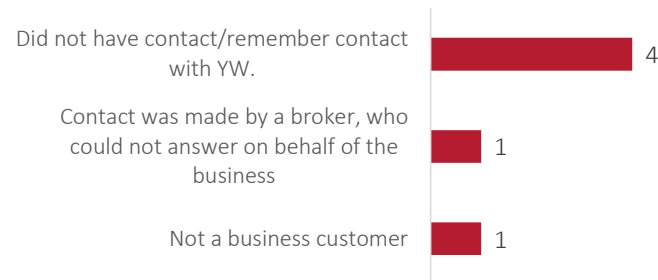
## Not-in-scope Reasons (Wave 1)

Total: 7 Not-in-scope



## Not-in-scope Reasons (Wave 2)

Total: 6 Not-in-scope



Out of those that were scoped out,  
Did not have contact/remember  
contact with YW was the main the  
reason

# Amendment to questionnaires – Both Direct and Bilateral

## Original script by MOSL (2022)

1. We recommend a short opening text explaining the difference between wholesalers and retailers and adding a question to confirm understanding of the situation

Q1: Firstly, can I confirm that you were the person who was in contact with [Water Company] on [insert date]?

Q2: Can I speak to the person who was in contact with [Water Company] please?

Q3: Could I just check, was this contact in regard to [Water Company] supplying you as a business customer?

Q4: IF NO REASON FOR CONTACT AVAILABLE ON SAMPLE, GO TO Q5. ASK OTHERS: Can I confirm that you contacted [Water Company] about [CONTACT TYPE]?

Q5: IF NO AT Q4 OR NO REASON ON SAMPLE ASK: What was the main reason for making contact with [Water Company] on that occasion?

Q6: Thank you, I can confirm you are in scope for the survey. The questionnaire will take about five minutes to complete.

**Q7: Is the matter you wanted to be dealt with now fully resolved?**

**Q8: Taking everything into account how satisfied are you with your recent experience with [Water Company]? Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied.**

**Q9: IF Q8=9 OR 10 ASK: What did they do well? THEN GO TO Q12**

**Q10: IF Q8=7 OR 8 ASK: What could they have done to improve this score? THEN GO TO Q12**

**Q11: IF Q8=0 TO 6 ASK: What could they have done better? THEN GO TO Q12**

Q12: Whilst this survey is being carried out on behalf of Ofwat or MOSL (tbc), we can share your feedback, including your name, contact details, and survey responses, and a recording of this phone call, with [Water Company] for it to improve its customer service and to make sure that we have accurately recorded your survey feedback. Please let us know if you object to us sharing your feedback for this purpose. If you would like more information about how [Water Company] processes your personal data, please refer to its privacy policy.

Q13: In some cases, [Water Company] may contact you to discuss any issues included in your feedback to improve its customer service. Do you object to being contacted by [Water Company] for this purpose?

Q14: IF Q13 = NO SAY: In that case your responses will only be passed on to [Water Company] in anonymised form and will not be linked to you personally.

SURVEY CLOSE: Thank you for your time and co-operation in this survey. On behalf of Ofwat or MOSL (tbc) I would like to thank you for your time and feedback, and I hope you enjoy the rest of your day/evening.

# Amendment to questionnaires - Both Direct and Bilateral

## Explanation before Q1

On 1st April 2017 the water market in England opened for competition. Similar to the Gas & Electricity market, this created new entities known as wholesalers and retailers.

As a **wholesaler**, Yorkshire Water is still responsible for:

Maintaining the water and wastewater pipe networks across Yorkshire.

Managing the supply of water to your business and maintaining your water meter

Collecting, treating and returning your wastewater to the environment

**Retailers** are responsible for:

Your bills and payments

Reading your meter

Customer service and water saving advice

The questions you are about to be asked relate specifically to **your wholesaler, Yorkshire Water**.  
Is that OK?

Yes **GO TO Q1** Q1: Firstly, can I confirm that you were the person who was in contact with [Water Company] on [insert date]?

No RE-EXPLAIN AND RE-ASK OTHERWISE **THANK AND CLOSE**

### Note:

To save reading out the whole explanation to participants that may already be aware of the wholesaler/retailer, the question could begin with:

*'Are you aware of the difference between the wholesaler, who are YW, and the retailer, who are a separate company responsible for things like billing?'*

If the participant is aware of this follow with:

*'The questions you are about to be asked relate specifically to your wholesaler, Yorkshire Water. Is that OK?'*

If they are not aware we read out the explanation.

# Amendment to questionnaires - Both Direct and Bilateral

## Original script by MOSL (2022)

2. A lot of records are scoped out on Q3. The sample has a lot of property management companies referring to domestic properties, local council highway departments reporting issues they see on the street, plumbers reporting problems on behalf of a custom, pedestrians reporting problems they see in public spaces etc. Many of these records are businesses, however the contact is not is regard to YW supply them as a business customer. Because of the number of records like this in the sample a lot of time is spent clarifying this and scoping them out

Q1: Firstly, can I confirm that you were the person who was in contact with [Water Company] on [insert date]?

Q2: Can I speak to the person who was in contact with [Water Company] please?

Q3: Could I just check, was this contact in regard to [Water Company] supplying you as a business customer?

Q4: IF NO REASON FOR CONTACT AVAILABLE ON SAMPLE, GO TO Q5. ASK OTHERS: Can I confirm that you contacted [Water Company] about [CONTACT TYPE]?

Q5: IF NO AT Q4 OR NO REASON ON SAMPLE ASK: What was the main reason for making contact with [Water Company] on that occasion?

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**Q8: Taking everything into account how satisfied are you with your recent experience with [Water Company]? Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied.**

**Q9: IF Q8=9 OR 10 ASK: What did they do well? THEN GO TO Q12**

**Q10: IF Q8=7 OR 8 ASK: What could they have done to improve this score? THEN GO TO Q12**

**Q11: IF Q8=0 TO 6 ASK: What could they have done better? THEN GO TO Q12**

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SURVEY CLOSE: Thank you for your time and co-operation in this survey. On behalf of Ofwat or MOSL (tbc) I would like to thank you for your time and feedback, and I hope you enjoy the rest of your day/evening.

# Amendment to questionnaires - Both Direct and Bilateral

## Suggestions to Q3 wording

### Note:

An option to consider would be to change the wording of the questions. It would be helpful if the question could be scripted in such a way so that organisations (like property management companies referring to domestic properties and plumbers contacting YW on behalf of customers) could provide feedback in their capacity as a business contacting YW.

We could also add a question to identify if the business contacted YW about their own business premises or if the contact was in regard to another property to allow for businesses like plumbers etc. to take part.

### Q3 Original version:

*'Could I just check, was this contact in regard to [Water Company] supplying you as a business customer?'*

### Recommendation:

*'Can I confirm that you are a business/organisation that contacted YW?'*

Or

*'Could I just check, was this contact in regards to a business premises/on behalf of a business/organisation you were working at the time?'*



# Amendment to questionnaires - Both Direct and Bilateral

## Original script by MOSL (2022)

Q1: Firstly, can I confirm that you were the person who was in contact with [Water Company] on [insert date]?

Q2: Can I speak to the person who was in contact with [Water Company] please?

Q3: Could I just check, was this contact in regard to [Water Company] supplying you as a business customer?

Q4: IF NO REASON FOR CONTACT AVAILABLE ON SAMPLE, GO TO Q5. ASK OTHERS: Can I confirm that you contacted [Water Company] about [CONTACT TYPE]?

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Q8: Taking everything into account how satisfied are you with your recent experience with [Water Company]? Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied.

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SURVEY CLOSE: Thank you for your time and co-operation in this survey. On behalf of Ofwat or MOSL (tbc) I would like to thank you for your time and feedback, and I hope you enjoy the rest of your day/evening.

3. We recommend adding an 'Unsure' option to the set of answer choices because sometimes the participant has not been notified by YW.



# Amendment to questionnaires - Both Direct and Bilateral

## Suggestions to Q7 answer choices

### Q7 Original version:

Is the matter you wanted to be dealt with now fully resolved?

Yes

No

### Recommended version:

Is the matter you wanted to be dealt with now fully resolved?

Yes

No

Unsure

# Amendment to questionnaires - Both Direct and Bilateral

## Original script by MOSL (2022)

Q1: Firstly, can I confirm that you were the person who was in contact with [Water Company] on [insert date]?

Q2: Can I speak to the person who was in contact with [Water Company] please?

Q3: Could I just check, was this contact in regard to [Water Company] supplying you as a business customer?

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Q13: In some cases, [Water Company] may contact you to discuss any issues included in your feedback to improve its customer service. Do you object to being contacted by [Water Company] for this purpose?

Q14: IF Q13 = NO SAY: In that case your responses will only be passed on to [Water Company] in anonymised form and will not be linked to you personally.

SURVEY CLOSE: Thank you for your time and co-operation in this survey. On behalf of Ofwat or MOSL (tbc) I would like to thank you for your time and feedback, and I hope you enjoy the rest of your day/evening.

4. Sometimes the participant will answer with a 9 or 10 but also has comments about what YW could do better

# Amendment to questionnaires - Both Direct and Bilateral

## Suggestions to Q9, Q10, Q11

**Note:**

It might be worth changing Q9, Q10 and Q11 into two similar questions that we ask participants in D-MeX

**Q9, Q10, Q11 Original version**

*Q9: What did they do well?*

*Q10: What could they have done to improve this score?*

*Q11: What could they have done better?*

**Recommendation**

*'What did YW do well on this occasion, if anything?'*

*And 'What do you feel YW could have done better on this occasion, if anything?'*

# Amendment to questionnaires - Bilateral

## BILATERAL WHOLESALER CONTACT TELEPHONE SURVEY SCRIPT

Original script by MOSL (2022)

5. There were a lot of participants on the sample that said they have NOT been in contact with YW, they have only been in contact with the retailer

Q1: Firstly, can I confirm that you were the person who had recent contact with your Wholesaler [Water Company] on [insert date]? IF YES GO TO Q3

Q2: Can I speak to the person who was had contact with [Water Company] please? IF NO (END) GO TO CLOSE

Q3: Could I just check, was this contact in regard to [Water Company] supplying you as a business customer?

Q4: Can I confirm that you have had direct contact with your wholesaler [Water Company] about [Bilateral Type]?

Q5: IF NO AT Q4 (END) GO TO CLOSE

Q6: Thank you, I can confirm you are in scope for the survey. The questionnaire will take about five minutes to complete.

**Q7: Is the matter you wanted to be dealt with now fully resolved?**

**Q8: Taking everything into account how satisfied are you with your recent experience with [Water Company]? Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied.**

**Q9: IF Q8=9 OR 10 ASK: What did they do well? THEN GO TO Q12**

**Q10: IF Q8=7 OR 8 ASK: What could they have done to improve this score? THEN GO TO Q12**

**Q11: IF Q8=0 TO 6 ASK: What could they have done better? THEN GO TO Q12**

Q12: Whilst this survey is being carried out on behalf of Ofwat or MOSL (tbc), we can share your feedback, including your name, contact details, and survey responses, and a recording of this phone call, with your wholesaler [Water Company] for it to improve its customer service and to make sure that we have accurately recorded your survey feedback. Please let us know if you object to us sharing your feedback for this purpose. If you would like more information about how [Water Company] processes your personal data, please refer to its privacy policy.

Q13: In some cases your wholesaler, [Water Company] may contact you to discuss any issues included in your feedback to improve its customer service. Do you object to being contacted by [Water Company] for this purpose?

Q14: IF Q13 = NO SAY: In that case your responses will only be passed on to [Water Company] in anonymised form and will not be linked to you personally.

SURVEY CLOSE: Thank you for your time and co-operation in this survey. On behalf of Ofwat or MOSL (tbc) I would like to thank you for your time and feedback, and I hope you enjoy the rest of your day/evening.

# Amendment to questionnaires - Bilateral

## Suggestions to Q4 (Bilateral) wording

**Note:**

In fact, the bilateral sample is customers that have contacted the retailer (or possibly other companies) needing wholesale service from YW. So they might not be aware of YW's involvement in this case.

**Q4 (Bilateral) Original version**

*'Can I confirm that you were the person who had recent contact with your wholesaler Yorkshire Water about [Bilateral type]?''*

**Recommendation:**

It could be helpful to add a statement before the question:

*'We understand that you contacted your water retailer and as a result you have been in contact with Yorkshire Water.'*

Then continue with Q4 (Bilateral)

*'Can I confirm that you were the person who had recent contact with your wholesaler Yorkshire Water about [Bilateral type]?''*

## Summary

Challenges	Recommended Solutions
The role of the retailer vs the wholesaler is unclear to customers	A short opening text explaining the difference between wholesalers and retailers and adding a question to confirm understanding of the situation
Many of these records are businesses, however the contact is not in regard to YW supply them as a business customer.	Suggest to change Q3 wording: <i>'Can I confirm that you are a business/organisation that contacted YW?'</i>
Unfriendly language to describe contact reasons and CONTACTREASON does not always accurately reflect what the contact was really about.	Be more general when describing the contact reason. We can start by mentioning it was contact regarding the meter, then narrow down with more specifics if we need to.
Difficulty in getting the participant to identify even whether a contact happened	Having both date of contact and resolution date
The participant has not been notified by YW so could not say if the issue is fully resolved	Adding 'Unsure' option Is the matter you wanted to be dealt with now fully resolved? Yes No <b>Unsure</b>
Sometimes the participant will give a satisfaction score of 9 or 10 but also has comments about what YW could do better	Adapting two similar questions that we ask participants in D-MeX: <i>'What did YW do well on this occasion, if anything?'</i> And <i>'What do you feel YW could have done better on this occasion, if anything?'</i>
(Bilateral only) There were a lot of participants on the sample that said they have NOT been in contact with YW, they have only been in contact with the retailer	Adding a statement before Q4 (Bilateral): <i>'I believe you contacted your retailer and as a result you have been in contact with YW.'</i>
(Bilateral only) Contact volumes insufficient to achieve significant volumes of interviews, potentially impacting on the statistical reliability of results	No obvious mitigations available

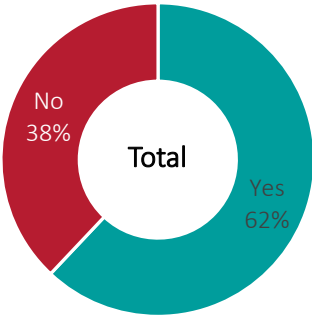


# Fieldwork results

# Direct Contact - Resolution and Satisfaction

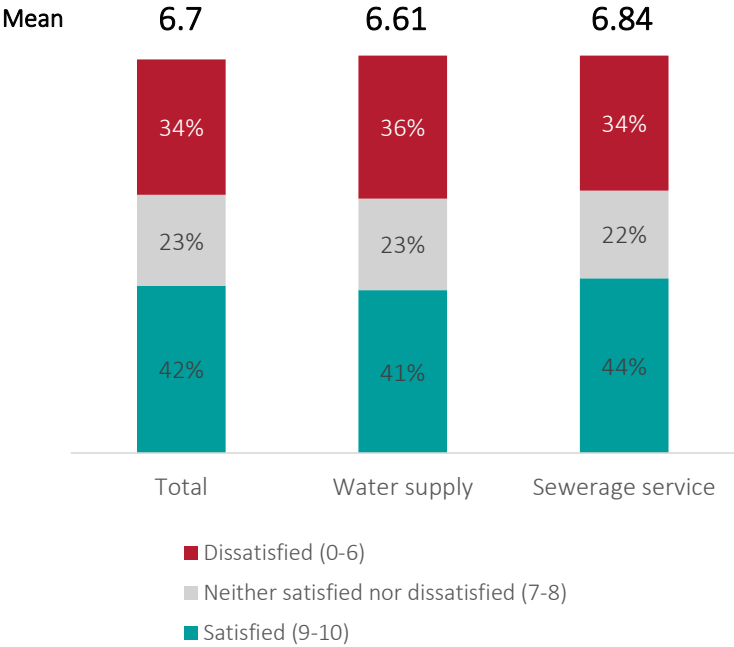
Resolution has a great influence on direct customers' satisfaction with YW. Almost half of customers gave a satisfaction score of 9 or 10 overall, but this was significantly lower for those whose matters were unresolved (16%) vs. those whose issues had been resolved (58%). There was no significant difference in satisfaction score or resolution proportion between customers contacted for water supply and sewerage service.

Is the matter you wanted to be dealt with now fully resolved?

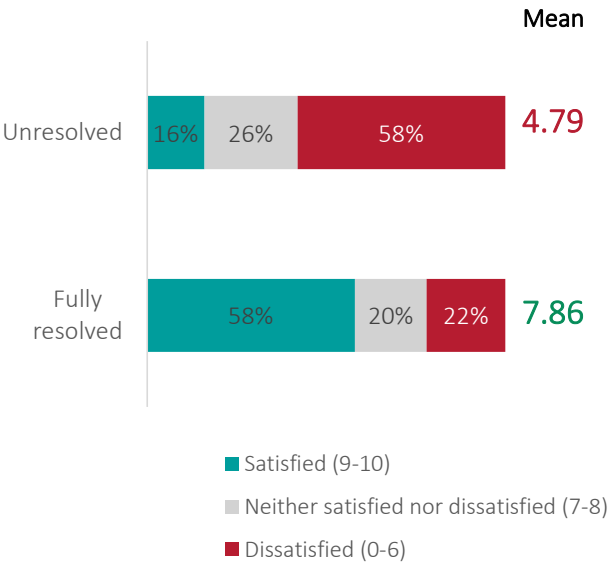


	Water supply	Sewerage service
Yes	64%	60%
No	36%	40%

Taking everything into account how satisfied are you with your recent experience with Yorkshire Water?



Satisfaction vs Resolution



- Satisfied (9-10)
- Neither satisfied nor dissatisfied (7-8)
- Dissatisfied (0-6)

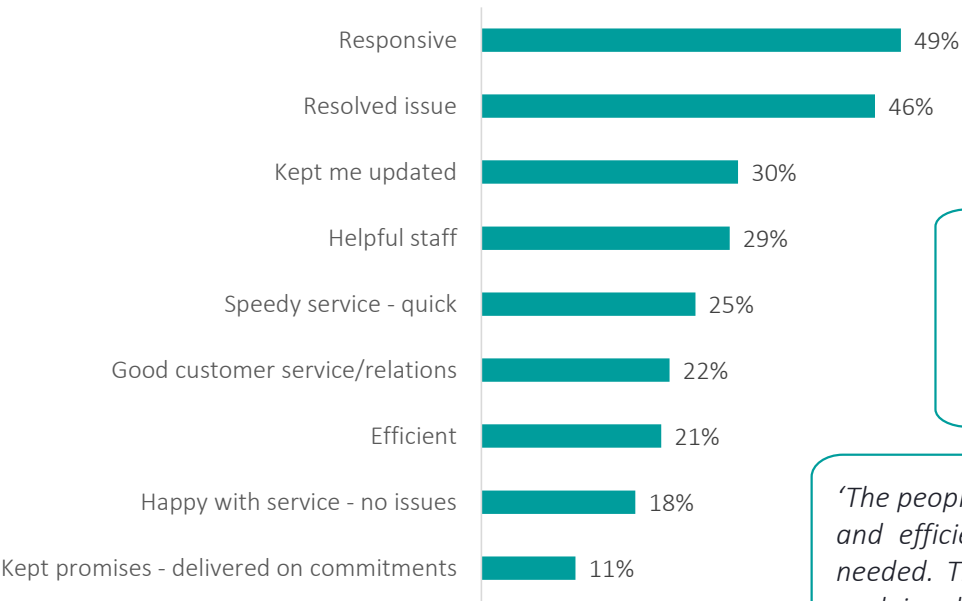
Q7. Is the matter you wanted to be dealt with now fully resolved? Q8. Taking everything into account how satisfied are you with your recent experience with Yorkshire Water? All participant: 180, Water Supply: 107, Sewerage Service=73, Fully resolved: 112, Unresolved: 68



# Direct- What did they do well?

There were a lot of positive comments in terms of YW's responsiveness and helpful staff. Out of 76 participants who scored 9-10, nearly half said they were satisfied because YW's service was responsive and their issues were resolved. Helpful staff is also one of the strengths of YW, which is highly appreciated by customers, especially among wastewater service customers.

What did they do well?



Top 2 boxes by service			
Water		Waste Water	
Resolved issue	52%	Responsive	50%
Responsive	48%	Helpful staff	41%

“They were very active. I phoned the number I found on the local council website. Then the operations team completely arranged it and explained everything. They got on it immediately and quickly. The guys were professional. They took loads of samples. Overall, it was very efficient.”

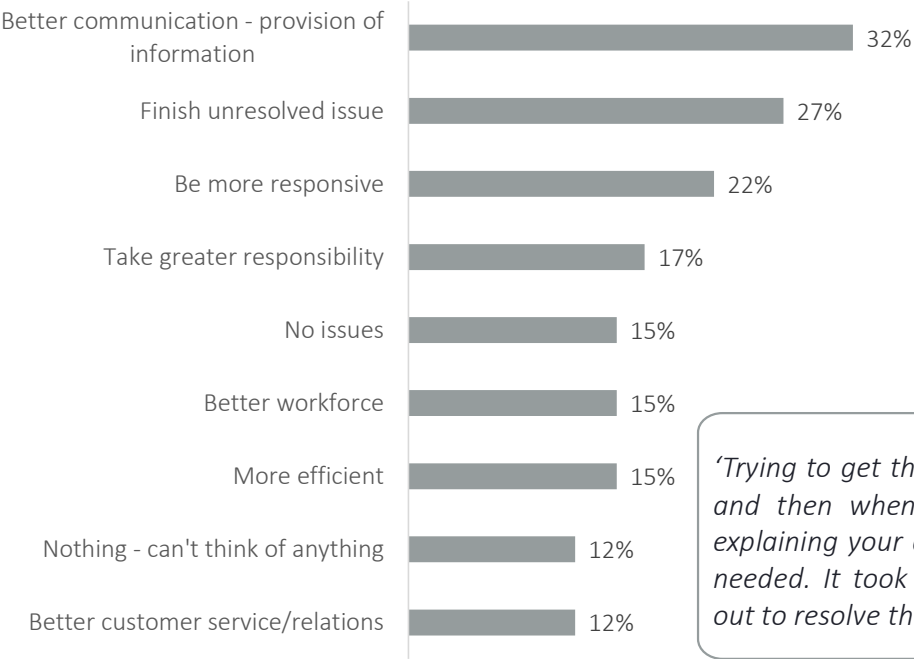
‘The people on the phone were brilliant. They were quick and efficient. They knew exactly what I wanted and needed. The technician called me up and was able to explain what was going on which was appreciated. The only reason I knocked a point off was because I wasn't kept informed.’

‘They came out straight away and resolved the issue swiftly.’

# Direct- What could they have done to improve this score?

More than one-third of those who rated 7-8 believed YW could service by better communication and provision of information, such as providing constant updates on the issues status, thorough guidance on how to sort the problem out, etc. Finishing unresolved issues was also a main area for YW to increase business customers' satisfaction to 9-10, especially with wastewater service.

What could they have done to improve this score?



Top 2 boxes by service			
Water		Waste Water	
Better communication - provision of information	32%	Finish unresolved issue	50%
Be more responsive	20%	Better communication - provision of information	31%

‘Trying to get through to someone is tough and then when you do it takes a while explaining your query. Better phone service needed. It took too long for them coming out to resolve the issue (24 hours)’

‘I had the same problem about 4-5 months before and someone turned up and said they would fix it, but they didn't. This time they said it would take a few days but they were out the same day so I don't know what went wrong the first time. They could have fixed it the first time.’

‘Communicated better. They never came back and now I don't know if the issue is resolved or what was even the cause of the issue.’

Q10. What could they have done to improve this score? Participants who scored from 7-8: 63

# Direct- What could YW have done better?

Communication; provision of information and customer service/relation are clearly key points for YW to reduce dissatisfaction. Nearly a half of customers who were dissatisfied with YW’s service wanted to be provided with more thorough and up-to-date information regarding their issues. More than one-third gave YW a low score as a result of the level of customer service provided.

What could have done better?



Top 2 boxes by service			
Water		Waste Water	
Better communication - provision of information	45%	Better communication - provision of information	52%
Better customer service/relations	37%	Take greater responsibility	32%

‘Clarity, customer services - and their attitude. They haven't explained anything. No ownership has been taken over the situation. They have told me one thing then another between the two (retailer and wholesaler). Yorkshire water booked me in for 4 hours for a meeting and nobody showed up or informed me. No management, no authority, no water. This is terrible.’

‘They could have resolved it or at least have got back to me about it. The guy said he couldn't do anything and they would callback within 24 hours, but I never got a callback. I had to go through three different people. I need a proper technician to come out and speak to me or to tell me why they won't fix the problem.’

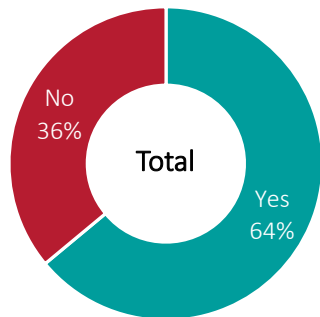
‘Offer support or guidance. Recommend who we can go to and how to deal with the situation. They could have given us some advice. We are new business and we have never dealt with anything like this before. The issue was regarding the drains and Yorkshire Water said it had nothing to do with them and didn't offer any support.’

Q11. What could have done better? Participants who scored from 0-6: 63.

## Bilateral Contact - Resolution and Satisfaction

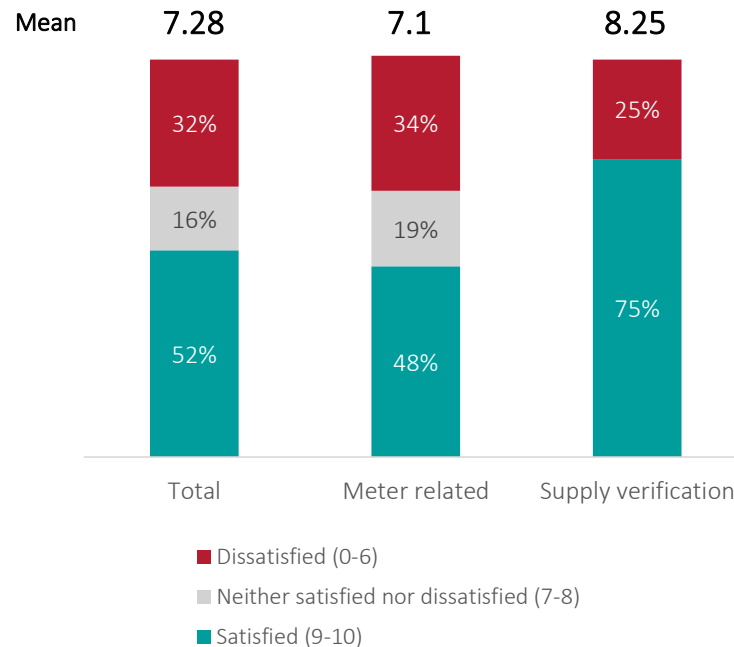
Similar to direct contact, resolution plays an influential role in bilateral customers' satisfaction with YW. Bilateral satisfaction mean score and resolution were higher than direct contact. Customers who contacted for supply verification gave more scores of 9 or 10 than meter-related matters, though this could be due to a low sample base. For those with unresolved matters, the satisfaction level was significantly lower.

Is the matter you wanted to be dealt with now fully resolved?

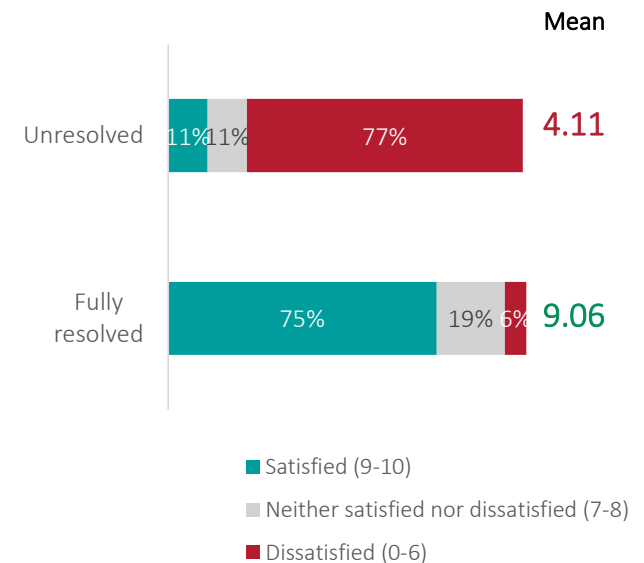


	Meter related	Supply verification
Yes	62%	75%
No	38%	25%

Taking everything into account how satisfied are you with your recent experience with Yorkshire Water?



Satisfaction vs Resolution



Q6. Is the matter you wanted to be dealt with now fully resolved? Q7. Taking everything into account how satisfied are you with your recent experience with Yorkshire Water? All participant: 25, Meter Related: 21, Supply Verification=4, Fully resolved: 16, Unresolved: 9

## Bilateral - What did they do well?

YW was highly rated by Bilateral customers for helpful staff, good customer service and efficient issue resolution.

### Helpful staff

*'Because they were very good and amenable and we got the job sorted'*

*'The person I dealt with was polite'*

*'He was very helpful. The guy was proactive with advice and helpful'*

*'The engineer was spot on and the call handlers were good'*

*'They just listened to me. It was only a short, two minute call'*

### Good customer service

*'Yorkshire Water were very thorough and worked hard to make sure everything was in the right account. They were speedy and efficient. They kept everybody up to date, even out tenant and they received a refund'*

*'They identified the issue, explained exactly what was going to happen. We asked for a risk assessment about coming to site and they were helpful about that. They came and did the job at a time convenient for us in next to no time'*

### Resolved issue

*'The issue was dealt with efficiently'*

*'They did what they were supposed to do. They turned up when they said they would and helped locate the meter'*

\*Sample size was too small for coding

Q8. What did they do well? Participants who scored from 9-10: 13.

## Bilateral - What could they have done to improve this score?

Customers who received YW's service via retailers said they could have been more satisfied if YW's service were more accurate in terms of meter reading issues.

Be more accurate

*'They came to read the meter but we are not metered and they should have known that.'*

*'It took a long time to convince them there was a problem. I would like them to believe me. They took a reading from the wrong meter which complicated things. Make sure you have the correct reading for the correct field.'*

\*Sample size was too small for coding

Q9. What could they have done to improve this score? Participants who scored from 7-8: 4.

## Bilateral - What could YW have done better?

Similar to direct customers, poor communication was the main reason for low satisfaction. Bilateral customers also demanded higher efficiency in resolving matters. Moreover, some customers believed it could have been better if they did not have to go through retailers to get to YW.

### Better communication

*'There need to be more regular updates on the admin side. I was told Yorkshire water would call us but no one called back. I stopped the water myself and they told me they would call in the morning but no one called.'*

*'Just to have been a bit more prompt and reply sooner. I just found they were too slow getting back to us. I had to ring them every time to find out what the next stage was.'*

### Be more efficient in resolving matters

*'If we report a leak someone needs to come out to sort it. We refurbished the building so that the top two levels are now residential and we were told we need a separate water supply that's not commercial so they can be billed separately. I paid £3,500 for a new supply to the building but it is a year and a half later and I still don't have that new supply. Yorkshire Water connected a new supply to the wrong property and told me I need to pay £500 to move it.'*

*'They expected me to know more than I did and were not forthcoming in helping me. I was told to go on the website and fill in a form but it was the wrong form and the other form I was told to fill in didn't make sense to me. Stop sending us to the website to fill in forms we don't understand. Send a surveyor out. Have someone take on the job and see it through to the end. Have a case worker help guide me to an end solution.'*

### Be able to work with YW directly without going through retailers

*'It's the structure between the wholesaler & retailer. I'm not sure that Yorkshire Water can do anything. I have to go through one company (the retailer) to get to YW.'*

*'To not have anything to do with Business Stream. I was happy to deal with Yorkshire Water and why anyone else has to be involved I don't know. Don't subcontract work to Business Stream.'*

\*Sample size was too small for coding

Q10. What could have done better? Participants who scored from 0-6: 13.

## Summary

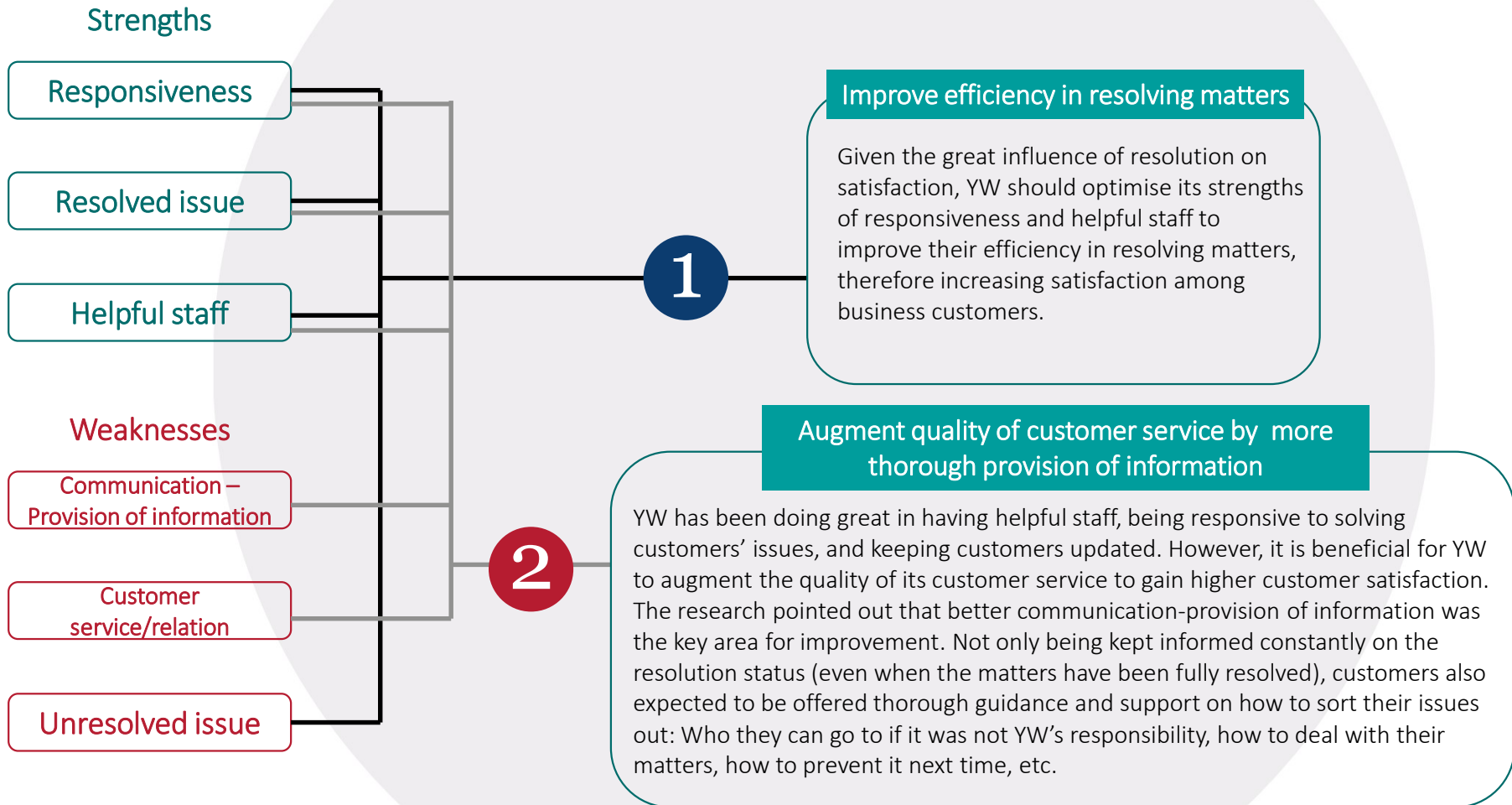
\*The summary and recommendations will be mainly based on direct contacts, as sample size of bilateral was small

- Resolution seems to have a great influence on direct customers' satisfaction with YW (Both direct and bilateral)
- Satisfaction mean score (6.7 vs 7.28) and resolution (62% vs 64%) were quite similar across two areas of the research, with bilateral being the higher in both measures. However, small bilateral sample sizes reduces the confidence in any conclusions drawn from that.
- Satisfaction score was significantly lower with those whose matters were unresolved (Direct: 4.79, Bilateral: 4.11)
- Out of those who scored 9-10, the main factors for their high satisfaction were because they have received responsive service and their issues were fully resolved.
- Helpful staff is also one of the strengths of YW, which received a lot of positive comments by customers, especially among wastewater service customers, and bilateral customers.
- YW could have improved their satisfaction score from 7-8 to 9-10 by enhancing communication and provision of information, such as providing constant updates on the issue's status, thorough guidance on how to sort the problem out, etc. Finishing unresolved issues was also a main area for YW to increase business customers' satisfaction to the highest score.
- Nearly a half of customers who dissatisfied with YW's service (scored 0-6) wanted to be provided with more thorough and up-to-date information regarding their issues. More than one-third of dissatisfied customers gave YW a low score as they felt that the customer service provided was not of the required standard.



# Recommendations

\*The summary and recommendations will be mainly based on direct contacts, as sample size of bilateral was small



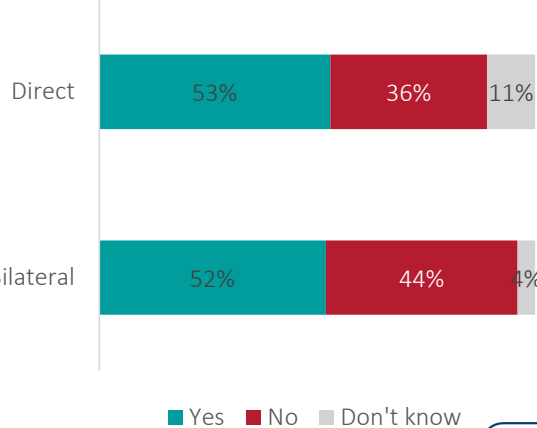


# Water Efficiency

## Action taken to be more efficient with water use

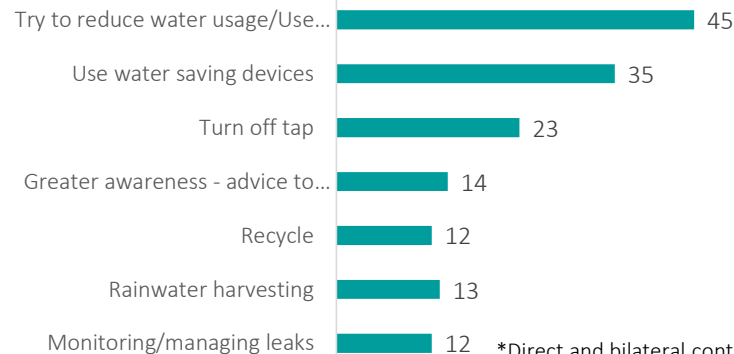
More than half of both direct and bilateral contacts said their businesses had taken action to be more efficient with water use. The two most popular methods were reducing water usage and using water-saving devices. Business customers have yet to take any action mainly because their water usage was minimal.

### Has your business taken any action to be more efficient with water use?



### What have they done?

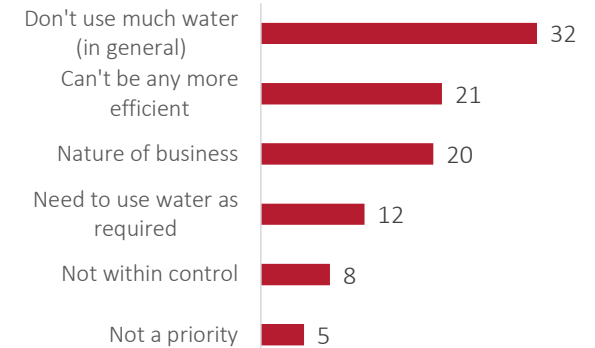
(Number of answers)



\*Direct and bilateral contacts combined

### Why you haven't taken any action?

(Number of answers)



'We have low flush toilets/cisterns and water efficient shower heads'

'As an office we do what we can to save water. We monitor usage and if there are any leaks we get them reported. We turn taps off and conserve as much as possible. We had issues before with a leaking pipe and had it reported and repaired'

'We have push taps that go off automatically. We put a water tank in to recycle rain water.'

'Because we don't use much water anyway. We just use it for washing hands and using the toilet.'

'There's no way of improving it from where I already am'

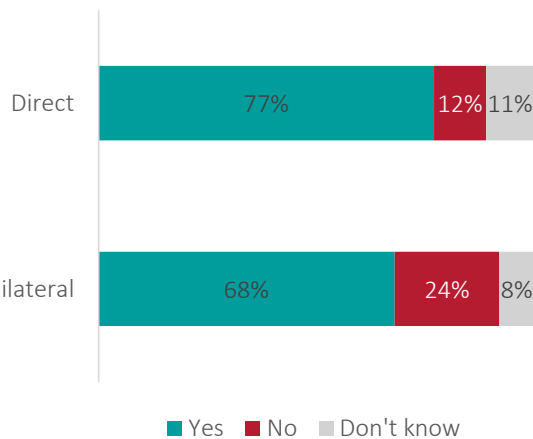
'I'm just the landlord. That would be the tenants decision.'

Q12. Has your business taken any action to be more efficient with water use? All participant: Direct: 180, Bilateral: 25. Q13 What have they done? Direct: 93, Bilateral: 13. Q14. Can I ask why your business hasn't taken any action to be more water efficient? Direct: 60, Bilateral: 11

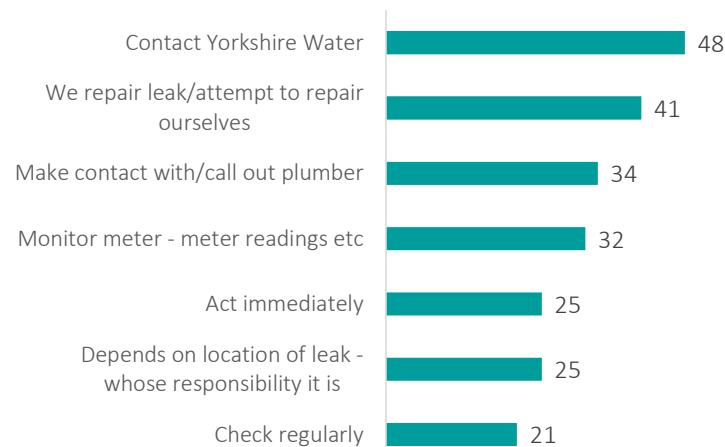
## Action taken to correct leaks after the meter

Around 7 out of 10 direct business customers monitored leaks and took corrective actions. Most of them said they would contact YW if there was a leak.

Does your business monitor if there are any leaks after the meter and take corrective actions?

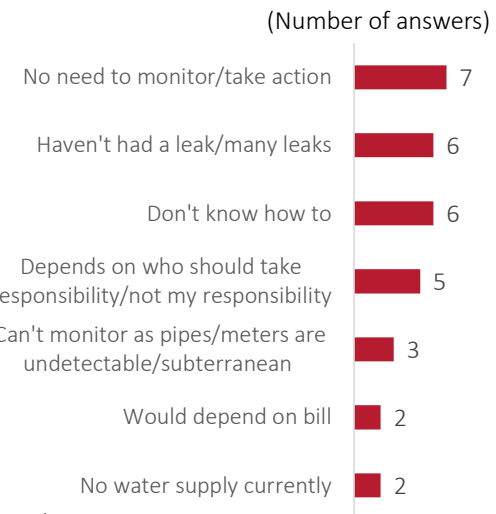


What are the actions?  
(Number of answers)



\*Direct and bilateral contacts combined

Why your business doesn't monitor for leaks and make corrective actions?



"Turns the mains off. Call out a plumber if it was our responsibility. Contact Yorkshire Water otherwise."

"We phone Yorkshire Water if we have their number. If not, we call our retailer to acquire it."

"I have monthly meter update readings and if it seems high I make sure there are no leak around the farm. If it is an easy fix I fix it myself and if not I speak to Yorkshire Water."

"Our meter was installed 14 years on the edge of our property. Yorkshire Water can locate it but we can't find it - even with a metal detector."

"If it was mine then yeah I'd sort it by finding the leak and getting a plumber but if its external then it's not my concern."

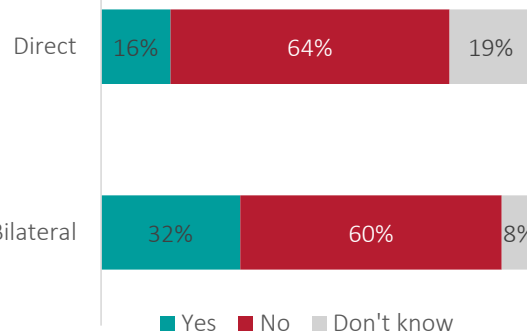
"I think we probably need a bit of education to how we could monitor it. I don't even know where the water meter is."

Q15. Does your business monitor if there are any leaks after the meter and take corrective actions? All participant: Direct:180, Bilateral: 25. Q16. What are the actions? Direct: 137, Bilateral: 17. Q17. Can I ask why your business doesn't monitor for leaks and make corrective actions? Direct: 21, Bilateral: 6

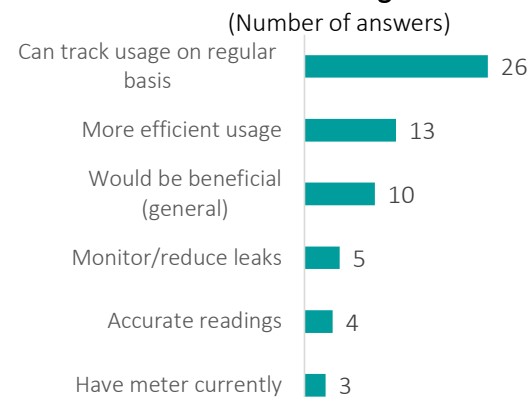
## Believe smart water meter would help reduce unnecessary water usage

More than 60% of business customers did not believe that smart water meters would help save water, mainly because they did not think it would make any difference. Out of those who believed, a majority said smart meters would help them use water more efficiently by enabling them to track water usage on a regular basis.

Do you believe having a smart water meter would help your business to reduce unnecessary water usage?

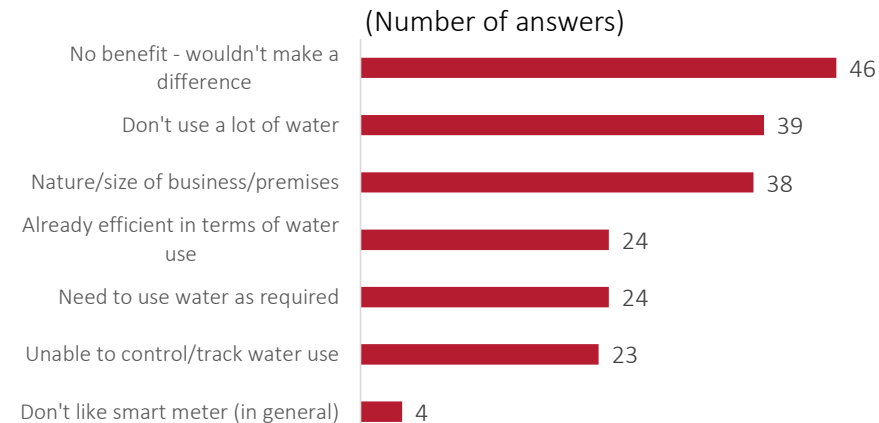


How smart meter would help reduce unnecessary water usage?



\*Direct and bilateral contacts combined

Why having a smart water meter would not help your business reduce unnecessary water use?



*'We'd be getting accurate bills instead of estimates. We'd be able to monitor the water use and take action and save water. We'd have more accurate readings of what is happening and could be more efficient.'*

*'We have a smart water meter. It shows that the usage doesn't match reality and Yorkshire Water and the retailer don't do anything about it.'*

*'We only use minimal amounts like hand washing, dishwasher, etc. So I don't think it would make that much of a difference.'*

*'I think if you can see it from you home or office you can monitor it very easily. We would be able to see how much water is going out and when and know when we can save water and detect leaks.'*

*'Because the majority of the water is used by the public. There could be 600 people using the toilet everyday and I have got no control over that. A smart meter would only help me to take readings, it wouldn't help us to reduce water usage.'*

Q18. Do you believe having a smart water meter would help your business to reduce unnecessary water usage? All participant: Direct: 180, Bilateral: 25. Q20. Why do you think having a smart water meter would not help your business reduce unnecessary water use? Direct: 118, Bilateral: 15. Q19. How do you think smart meter would help reduce unnecessary water usage? Direct: 29, Bilateral: 8.

## Summary

### Action taken to be more efficient with water use

More than half of both direct and bilateral contacts said their businesses had taken action to be more efficient with water use. The two most popular methods were reducing water usage and using water-saving devices. Business customers have yet to take any action mainly because their water usage was minimal.

### Action taken to correct leaks after the meter

More than 7 out of 10 direct business customers monitored leaks and took corrective actions. Most of them said they would contact YW if there was a leak.

Monitoring changes in meter readings and bills was the most popular action to manage leaks among bilateral business customers. Some said they would contact YW, either directly or contact retailers to get YW's contact.

### Believe smart water meter would help reduce unnecessary water usage

More than 60% of business customers did not believe that smart water meters would help save water, mainly because they did not think it would make any difference. Out of those who believed, a majority said smart meters would help them use water more efficiently by enabling them to track water usage on a regular basis.

In bilateral, to explain why they did not think smart meters would help, most participants said they did not like smart meters in general, or this device did not work correctly in their last experience.

# Thank you

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