THE WATER INDUSTRY QUALITY OF TELEPHONE CALL HANDLING ANNUAL REPORT 2008/2009 February 2009



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#### 1 BACKGROUND AND OBJECTIVES

#### 1.1 <u>Background</u>

Since the Water Industry in England and Wales was privatised in 1989, the 23 individual water companies have been regulated by the Water Services Regulation Authority (Ofwat). Water UK represents UK water and waste water service suppliers at a national and European level.

In order to allow a consistent and relative comparison between the companies' performances, the Water Services Regulation Authority introduced a number of key measures of customer service. One of these measures, DG9, concerns the level of service received by customers when telephoning their water company. A customer satisfaction survey (Quality of Call Handling) is used to establish performance against this measure.

The Quality of Call Handling research undertaken in 2008/09 was conducted on a quarterly basis. This report represents the annual report of survey findings covering the last four waves of research.

#### Wave 1

Sampling period: Monday 12<sup>th</sup> May 2008 to Sunday 18<sup>th</sup> May 2008 (inclusive) Interview period: Monday 19<sup>th</sup> May 2008 to Wednesday 28<sup>th</sup> May 2008 (inclusive)

#### Wave 2

Sampling period: Monday 7<sup>th</sup> July 2008 to Sunday 13<sup>th</sup> July 2008 (inclusive) Interview period: Monday 14<sup>th</sup> July 2008 to Friday 18<sup>th</sup> July 2008 (inclusive)

#### Wave 3

Sampling period: Monday 13<sup>th</sup> October 2008 to Sunday 19<sup>th</sup> October 2008 (inclusive) Interview period: Monday 20<sup>th</sup> October 2008 to Monday 27<sup>th</sup> October 2008 (inclusive)

#### Wave 4

Sampling period: Monday 5<sup>th</sup> January 2009 to Sunday 11<sup>th</sup> January 2009 (inclusive) Interview period: Monday 12<sup>th</sup> January 2009 to Thursday 15<sup>th</sup> January 2009 (inclusive)

*Please note, Scottish Water joined the DG9 customer service programme in Wave 2 2008 and is included in the reported results.* 

#### 1.2 <u>Objectives</u>

The primary objective is to provide a measurement of customer satisfaction in terms of telephone call handling, by water industry companies.

The resultant data is required to be statistically robust based on the sample received from the water companies, to allow comparison both between companies each year, and for each company on a year on year basis.

#### 2 METHOD AND SAMPLE

#### 2.1 <u>Methodology</u>

For each water company taking part, a target was set of 100 telephone interviews with customers who had contacted the water company in the previous week, for each wave of the survey, equating to 400 per water company per year.

However, a slightly different approach was required for Bristol & Wessex, who share call handling for billing, but have separate call handling for operations. In this case, 100 interviews were conducted with customers who had contacted the joint billing call centre, whilst the number of operations interviews varies from wave to wave, depending on the sample provided (see Table 1).

All surveys were administered using our in-house Computer Aided Telephone Interviewing (CATI) unit.

Each individual water company's survey was undertaken by multiple interviewers to prevent any possibility of interviewer bias.

The total number of interviews actually achieved in the May 2008, July 2008, October 2008 and January 2009 surveys was 9,738. This was split by company as shown below in Table 1.

	1	Table 1: Inte	erviews Achi	eved		
	TARGET (per wave)	Achieved Q1 08/09	Achieved Q2 08/09	Achieved Q3 08/09	Achieved Q4 08/09	Achieved Total
Anglian & Hartlepool	100	101	101	103	103	408
Bournemouth	100	100	100	100	100	400
Bristol Operations	Varies	11	15	19	49	94
Bristol & Wessex Billing	Varies	103	101	101	100	405
Cambridge	100	103	112	100	103	418
Dee Valley	100	103	105	100	109	417
Essex & Suffolk	100	104	102	100	104	410
Folkestone & Dover	100	103	101	100	104	408
Mid Kent	100	101	101	100	101	403
Northumbrian	100	109	101	100	100	410
Northern Ireland	100	100	100	101	104	405
Portsmouth	100	100	102	100	100	402
Severn Trent	100	101	101	100	100	402
South East	100	102	101	100	100	403
South Staffs	100	101	101	101	101	404
South West	100	104	103	100	100	407
Southern	100	101	100	100	101	402
Sutton & East Surrey	100	101	103	101	100	405
Tendring Hundred	100	102	100	100	100	402
Thames	100	108	101	100	100	409
Three Valleys	100	101	102	100	100	403
United Utilities	100	101	101	100	100	402
Welsh Water	100	105	101	101	100	407
Wessex Ops	Varies	23	23	24	33	103
Yorkshire	100	101	100	100	101	402
Scottish	100	-	104	-	103	207
Overall	Varies	2389	2482	2351	2516	9738

#### 2.2 <u>Sample Provision</u>

Individual water companies are advised of the week in which call data will be collected for survey purposes two weeks in advance.

Each company is required to record **all** incoming calls to their call centre for the seven days in question, irrespective of how the call was handled (eg, IVR, automated message, agent etc), which is then supplied to McCallum Layton password protected for data protection purposes.

For supply of sample, each water company was provided with an Excel template containing the following fields:

- **Contact Name** (customer or business name)
- O Business or Domestic (to indicate if a business or domestic customer)
- O **Telephone number** (to include area dialling code and with no spaces)
- Date of contact (date call made to the water company, recorded as DD/MM/YY or DD/MM/YYYY)
- **Customer reference number** (to trace any responses back through the system if necessary)
- O Operational and Billing flag (to indicate the nature of the call)

The provision of the telephone number and date of the call were essential, with the remaining information being highly desirable.

In addition to the sample, each company also completed an Audit sheet which detailed the total number of calls received, number of records excluded from the sample and any factors the company feels may have affected their performance during the sampling period. Table 2 shows the actual number of useable records received from each water company in each wave.

#### 2.3 <u>Sample Management</u>

Upon receipt of the sample, McCallum Layton then applied the following sample management procedures for each water company:

**Removal of non-useable records** – eg overseas telephone numbers, records with no telephone number/s, visually identifiable incorrect telephone numbers (not enough digits/too many digits etc).

**De-duplication** – removal of any customer record which appears in the supplied sample more than once and of customers which have been included in any previous waves that year to ensure no customer is approached to participate in the survey more than once per annum.

Table 2: Useable Records Received (After Sample Management)								
Water Company	Q1 08/09	Q2 08/09	Q3 08/09	Q4 08/09	Total			
Anglian	17985	20459	20899	22083	81426			
Bournemouth	2003	1484	1523	2334	7344			
Bristol Operations	709	702	696	1630	3737			
Bristol & Wessex Billing	10379	10241	8443	8810	37873			
Cambridge	1604	1256	1601	1144	5605			
Dee Valley	1591	1640	1217	1974	6422			
Essex & Suffolk	6807	6404	8297	7533	29041			
Folkestone & Dover	944	857	877	880	3558			
Hartlepool	468	676	661	614	2419			
Mid Kent	2763	2327	3287	5251	13628			
Northumbrian	10918	11748	12577	12433	47676			
Northern Ireland	4269	2980	3859	4901	16009			
Portsmouth	2974	3977	3175	3644	13770			
Severn Trent	41477	35344	42565	44067	163453			
South East	7059	3960	6635	4953	22607			
South Staffs	7927	7178	6347	6581	28033			
South West	13606	12278	10448	15580	51912			
Southern	31838	27015	27822	28490	115165			
Sutton & East Surrey	1748	1839	1911	1588	7086			
Tendring Hundred	1612	1214	1296	910	5032			
Thames	32615	40789	46242	43229	162875			
Three Valleys	13933	14825	12008	10467	51233			
United Utilities	44036	37487	39600	40615	161738			
Welsh Water	17127	15588	14372	13911	60998			
Wessex Ops	1708	1720	1765	2788	7981			
Yorkshire	25716	25001	22970	27487	101174			
Scottish	-	2294	-	2071	4365			
Total	303,816	291,283	301,093	315,968	1,212,160			

Table 2 shows the total number of useable records for each individual water company

**NB** The number of useable records listed here is after McCallum Layton's sample management procedures which excludes records with no numbers, numbers with missing digits or too many digits, and also duplicate numbers (ie multiple calls from the same number). It also excludes those who have been interviewed in one of the previous three surveys. The audit sheet figures include duplicate records and therefore are likely to differ from the figures above.

#### 2.4 <u>Quotas</u>

Once sample management had been completed, McCallum Layton then established the proportion of calls received by day and by query type for each individual water company (where such information was provided). This allowed McCallum Layton to ascertain the quotas needed to ensure a representational spread of interviews was achieved.

Whilst the definition of contact type used to set the quotas comes from the sample provided by the water companies, the actual type of contact recorded for each respondent was based on the customer's definition of the nature of the call; hence there is a discrepancy between the quotas set and the breakdown of billing and operational calls actually achieved.

Table 3 shows the sample splits by billing and operations used to set the quotas for each water company

	Та	ble 3: Sar	nple Provi	ded By C	ontact Typ	e				
	% Billing % Ops									
Water Company	Q1 08/09	Q2 08/09	Q3 08/09	Q4 08/09	Q1 08/09	Q2 08/09	Q3 08/09	Q4 08/09		
Anglian	90	91	92	93	10	9	8	7		
Bournemouth	94	93	93	83	6	7	7	17		
Bristol Operations	-	-	-	-	100	100	100	100		
Bristol & Wessex Billing	100	100	100	100	-	-	-	-		
Cambridge	92	92	93	89	8	8	7	11		
Dee Valley	95	94	93	91	5	6	7	9		
Essex & Suffolk	89	89	92	75	11	11	8	25		
Folkestone & Dover	99	98	97	91	1	2	3	9		
Hartlepool	69	83	84	85	31	17	16	15		
Mid Kent	88	92	79	72	12	8	21	28		
Northumbrian	77	77	80	80	23	23	20	20		
Northern Ireland	66	67	28	27	34	33	72	73		
Portsmouth	25	41	33	27	75	59	67	73		
Severn Trent	85	85	87	71	15	15	13	29		
South East	84	80	70	52	16	20	30	48		
South Staffs	90	74	91	83	10	26	9	17		
South West	75	75	76	72	25	25	24	28		
Southern	87	86	86	78	13	14	14	22		
Sutton & East Surrey	91	86	93	85	9	14	7	15		
Tendring Hundred	97	98	85	94	3	2	15	6		
Thames	70	85	84	65	30	15	16	35		
Three Valleys	78	82	80	68	22	18	20	32		
United Utilities	88	91	88	88	12	9	12	12		
Welsh Water	85	84	81	61	15	16	19	39		
Wessex Ops	-	-	-	-	100	100	100	100		
Yorkshire	75	72	79	33	25	28	21	67		
Scottish	-	-	-	-	-	100	-	100		
Overall	82	84	84	71	18	16	16	29		

#### 2.5 <u>Sampling Procedure</u>

McCallum Layton then applied a 1 in n sampling procedure to ensure a random selection of contactors was selected for interviewing.

#### 3 <u>FINDINGS</u>

#### 3.1 <u>Customer Type</u>

	Table 4: Domestic / Business Split									
Q1 08/09				Q2 08/09		8/09	Q4 08/09		То	tal
Water Company	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus	% Dom	% Bus
Anglian & Hartlepool	98	2	93	6	92	8	98	2	95	4
Bournemouth	99	1	91	9	99	1	93	7	96	5
Bristol	96	4	96	4	91	9	94	6	94	6
Cambridge	96	4	93	7	96	4	94	6	95	5
Dee Valley	89	11	95	5	87	13	90	10	90	10
Essex & Suffolk	93	7	95	5	98	2	94	6	95	5
Folkestone & Dover	97	3	92	8	95	5	99	1	96	4
Mid Kent	98	2	98	2	93	7	94	6	96	4
Northumbrian	90	10	96	4	98	2	90	10	93	7
Northern Ireland	27	73	51	49	80	20	88	12	62	38
Portsmouth	90	10	85	13	83	16	71	28	82	17
Severn Trent	99	1	93	7	94	5	89	11	94	6
South East	97	3	97	3	95	5	97	3	97	3
South Staffs	95	4	97	2	91	10	95	5	94	5
South West	95	5	96	4	98	2	92	8	95	5
Southern	97	2	98	2	91	9	95	4	95	4
Sutton & East Surrey	98	2	96	3	99	1	98	2	98	2
Tendring Hundred	99	1	98	2	98	2	96	4	98	2
Thames	98	2	95	4	93	6	86	13	93	6
Three Valleys	95	5	98	2	91	8	98	2	96	4
United Utilities	95	5	96	4	90	10	89	11	93	7
Welsh Water	93	6	96	4	94	6	93	7	94	6
Wessex	99	1	94	6	90	10	91	9	93	7
Yorkshire	79	21	97	3	92	8	93	6	90	9
Scottish	-	-	100	-	-	-	84	15	92	7
Overall	92	8	93	6	93	7	92	8	93	7

Overall 93% of respondents were domestic customers and 7% business customers. For each water company the majority of respondents were domestic customers.

**NB** Some figures do not total 100% due to respondents refusing to say whether they were domestic or business.

Table 5: Reason For Contact															
	(	Q1 08/	09		Q2 08/	09	9 Q3 08/09			Q4 08/09			Total		
Water Company	% Bill	% Ops	% Other	% Bill	% Ops	% Other	% Bill	% Ops	% Other	% Bill	% Ops	% Other	% Bill	% Ops	% Other
Anglian & Hartlepool	83	16	0	84	15	0	84	14	2	89	8	1	85	13	1
Bournemouth	80	14	0	82	18	0	81	18	0	70	30	0	78	20	0
Bristol	81	18	0	81	17	1	78	22	0	64	34	1	75	23	1
Cambridge	89	10	0	88	11	1	84	11	2	81	19	0	85	13	1
Dee Valley	85	15	0	90	10	0	84	16	0	86	13	0	87	13	0
Essex & Suffolk	82	18	0	75	24	1	83	13	0	69	29	1	77	21	1
Folkestone & Dover	86	13	1	91	9	0	79	14	4	87	10	2	86	11	2
Mid Kent	86	12	0	82	16	1	79	21	0	69	29	2	79	19	1
Northumbrian	71	26	1	74	26	0	78	20	1	82	16	1	76	22	1
Northern Ireland	57	43	0	50	49	0	27	72	0	26	73	1	40	60	0
Portsmouth	62	35	1	67	30	0	60	39	0	53	46	1	60	38	1
Severn Trent	80	19	1	80	20	0	79	18	2	67	31	2	77	22	1
South East	77	22	1	80	19	1	74	23	1	52	47	1	71	28	1
South Staffs	84	13	1	62	36	2	81	18	0	76	23	1	76	22	1
South West	71	28	0	69	28	3	92*	7*	1*	63	29	5	74	23	2
Southern	88	11	1	86	11	1	78	20	1	78	19	2	83	15	1
Sutton & East Surrey	84	11	1	81	19	0	92	8	0	86	13	0	86	13	0
Tendring Hundred	92	8	0	87	10	0	77	20	1	87	13	0	86	13	0
Thames	70	23	1	79	19	2	81	19	0	56	40	1	72	25	1
Three Valleys	79	21	0	76	23	0	82	17	1	67	30	1	76	23	0
United Utilities	81	17	0	84	12	3	82	17	0	81	19	0	82	16	1
Welsh Water	77	21	0	78	19	2	68	29	1	60	39	0	71	27	1
Wessex	70	29	0	80	19	1	79	21	0	73	25	1	75	23	1
Yorkshire	76	24	0	71	26	3	69	28	3	77	23	0	73	25	1
Scottish				0	100	0				0	100	0	0	100	0
Overall	79	20	0	75	24	1	77	22	1	67	31	1	74	24	1

#### 3.2 <u>Reason For Contact – Customer Definition</u>

\* An error occurred in calculating the quotas for billing and operations in Q3 (figures for the sample received can be seen in Table 3)

Respondents were asked why they had contacted their water company. Overall, 74% of calls were with regards to billing and 24% were operational in nature.

**NB** Some figures do not total 100%, due to respondents refusing to provide the reason for contact.

#### 3.3 Overall Performance Assessment

Table 6 below shows the annual scores for each water company over the last three years, and the confidence grade accuracy band for each. Four hundred interviews provide a 95% confidence level that the results are +/-0.1 (for means) and +/-5% (for percentages). This falls into the Ofwat confidence grade accuracy band of '2', assuming companies are providing full data sets. As in previous years, in 2008/09 all companies provided adequate data to allow enough interviews to take place to achieve this confidence level<sup>1</sup>.

	Table 6:	Annual Scores		
Water Company	Annual satisfaction score 2006-07	Annual satisfaction score 2007-08	Annual satisfaction score 2008-09	Confidence grade accuracy band
Tendring Hundred	4.54	4.73	4.82	2
Bristol	4.62	4.70	4.79	2
Wessex	4.59	4.72	4.75	2
Dee Valley	4.69	4.81	4.73	2
Cambridge	4.54	4.75	4.72	2
Yorkshire Water	4.50	4.66	4.68	2
Northumbrian	4.50	4.64	4.68	2
South Staffs	4.48	4.58	4.68	2
Folkestone & Dover	4.62	4.71	4.67	2
Portsmouth	4.59	4.64	4.66	2
Essex & Suffolk	4.50	4.66	4.65	2
Welsh Water	4.57	4.61	4.65	2
Bournemouth	4.52	4.60	4.65	2
Three Valleys	4.43	4.51	4.64	2
Mid Kent	4.54	4.52	4.57	2
Sutton & East Surrey	4.37	4.45	4.55	2
Scottish *	-	-	4.51	2
South West	4.36	4.53	4.50	2
Anglian/Hartlepool	4.47	4.59	4.49	2
South East	4.44	4.40	4.48	2
Severn Trent	4.08	4.39	4.42	2
Thames	4.32	4.42	4.41	2
N Ireland	n/a	4.23	4.40	2
Southern	4.27	4.31	4.33	2
United Utilities	4.29	4.41	4.32	2

\* Score based on only two waves of data

<sup>&</sup>lt;sup>1</sup> Assuming the water companies are providing the full data set of contacts in the sampling week

In order to assess which individual aspects of a customer call are most important in driving overall satisfaction with the handling of that call, we have conducted some correlation analysis on the data at an overall (national) level.

A correlation measures both the strength and direction of the linear relationship between two variables. The Kendall tau correlation coefficient has been used, as we are interested in the degree of correspondence between two ratings.

Correlation coefficients lie between -1 and 1, with a score of 0 indicating no correlation whatsoever, and a score of 1 or -1 indicating a perfect correlation (either positively or negatively).

Table 7: Co Overall Satisfacti		vidual Service Fa y In Which The C		
Company Service Indicators	Correlation Coefficient yr 08/09	Ranking of importance yr 08/09	Correlation Coefficient yr 07/08	Ranking of importance yr 07/08
Q16 Satisfaction with company willingness to help	0.710	1	0.707	2
Q17 Satisfaction with the politeness of the person spoken to during the call	0.681	2	0.711	1
Q15 Satisfaction that the person spoken to in the company understood the reason for calling	0.633	3	0.642	3
Q10 Satisfaction with having the call answered by an automated message rather than a person	0.580	4	0.560	5
Q21 Satisfaction with the final resolution of the call	0.567	5	0.561	4
Q14 Satisfaction with the number of people that were spoken to	0.561	6	0.533	6
Q11 Ease of using the automated system (where applicable)	0.521	7	0.521	7
Q8 Satisfaction with the time taken to answer the call	0.400	8	0.438	8

The correlation results <u>suggest</u> that staff politeness and willingness to help are of greatest importance in influencing overall satisfaction with the way in which the call was handled, followed by staff understanding of the reason for the call.

The time taken to answer the call had only a moderate correlation with overall satisfaction, indicating that it is more important for staff to be able to deal with the call efficiently than to answer the phone quickly.

That is not to say that if the speed of water companies answering the call fell significantly, that satisfaction would not be affected; if this did happen it is likely that the correlation of speed of answering the call with overall satisfaction, and hence its relative importance, would increase.

The correlation coefficients for the individual aspects in the 2008/2009 survey differ only marginally to those obtained in 2007/2008.

#### 3.5 <u>Survey Results</u>

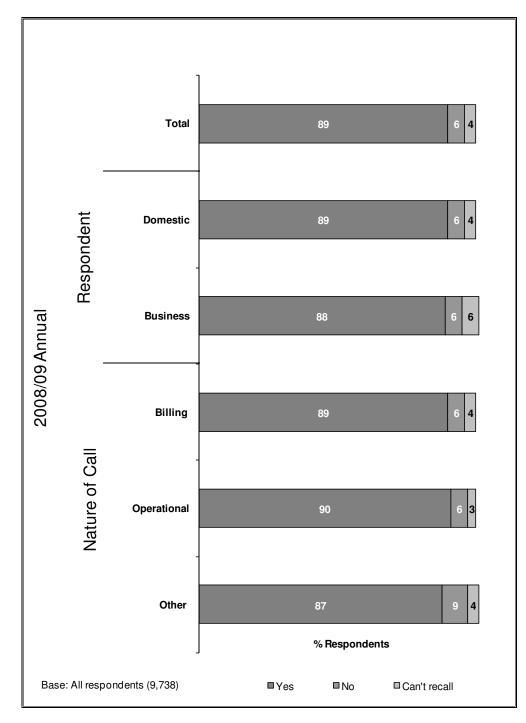
The following charts show results at each of the following levels:

- O Industry average for the year
- O Water company average for the year
- O Water company score per wave

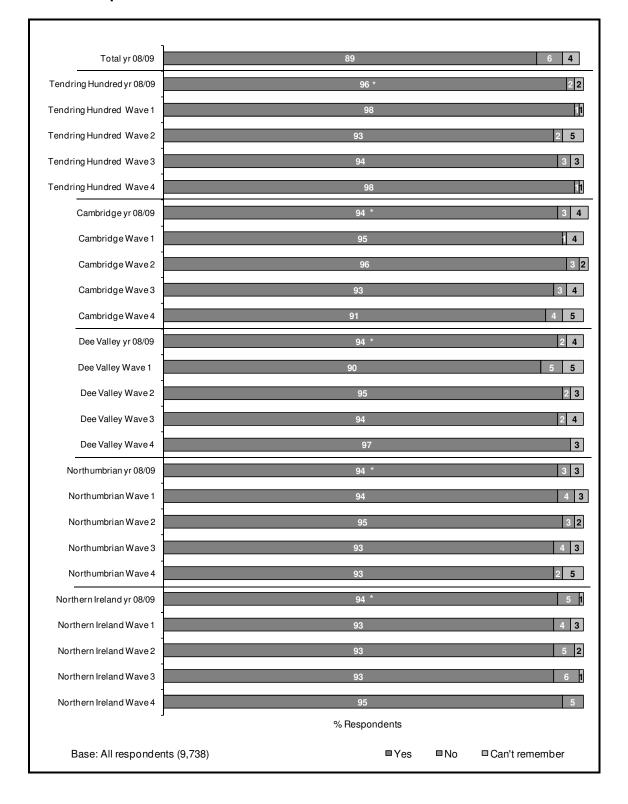
The results are ranked in order from  $1^{st} - 25^{th}$  based upon the annual average score for each water company.

Where the water company average for the year is significantly different (at the 95% level) to that of the industry average, this has been denoted by an asterisk (\*) eg on page 12, 96% of Tendring Hundred customers got through to the company on the first attempt, a result which was significantly better than that for the water industry as a whole.

Please note Q6 is excluded from this report as it is based on only a low number of respondents. Q19 is omitted as it is an open ended question. Results for both questions can be found in the quarterly tabulations.



Q5 Did you get through to the company on your first attempt, whether to an automated message or a person?



Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

,	
Total yr 08/09	89 6 4
Scottish yr 08/09	93 4 3
Scottish Wave 1	
Scottish Wave 2	95 4 1
Scottish Wave 3	
Scottish Wave 4	90 4 6
Yorkshire yr 08/09	92 4 4
Yorkshire Wave 1	93 3 4
Yorkshire Wave 2	89 7 4
Yorkshire Wave 3	91 3 6
Yorkshire Wave 4	95 4 <mark>1</mark>
Folkestone & Dover 08/09	91 5 4
Folkestone & Dover Wave 1	91 5 4
Folkestone & Dover Wave 2	93 3 4
Folkestone & Dover Wave 3	89 6 5
Folkestone & Dover Wave 4	91 6 3
Three Valleys yr 08/09	91 6 2
Three Valleys Wave 1	95 4 1
Three Valleys Wave 2	91 5 4
Three Valleys Wave 3	88 10 2
Three Valleys Wave 4	90 7 3
Welsh Water yr 08/09	91 5 4
- Welsh Water Wave 1	89 7 <b>5</b>
- Welsh Water Wave 2	92 5 3
- Welsh Water Wave 3	93 4 3
- Welsh Water Wave 4	89 6 4
1	% Respondents
Base: All respondents	s (9,738) Yes No Can't remember

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

Total yr 08/09	89 6 4
Portsmouth yr 08/09	90 6 4
Portsmouth Wave 1	87 7 6
Portsmouth Wave 2	88 8 4
Portsmouth Wave 3	91 4 5
Portsmouth Wave 4	92 7
Severn Trent yr 08/09	90 7 2
Severn Trent Wave 1	88 8 4
Severn Trent Wave 2	95 3 2
Severn Trent Wave 3	92 7 1
Severn Trent Wave 4	86 11 3
Wessex yr 08/09	90 3 6
Wessex Wave 1	92 3 5
Wessex Wave 2	81 5 13
Wessex Wave 3	93 3 4
Wessex Wave 4	94 2 5
Sutton & East Surrey yr 08/09	89 8 4
Sutton & East Surrey Wave 1	87 10 3
Sutton & East Surrey Wave 2	86 9 5
Sutton & East Surrey Wave 3	91 5 4
Sutton & East Surrey Wave 4	90 7 3
Bristol yr 08/09	89 4 6
Bristol Wave 1	92 3 5
Bristol Wave 2	81 5 13
Bristol Wave 3	90 6 4
Bristol Wave 4	93 3 4
	% Respondents
Base: All respon	dents (9,738) ■ Yes ■ No ■ Can't remember

Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

_	
Total yr 08/09	89 6 4
Bournemouth yr 08/09	88 7 5
Bournemouth Wave 1	81 14 5
Bournemouth Wave 2	86 4 10
Bournemouth Wave 3	91 8 1
- Bournemouth Wave 4	93 2 5
Essex & Suffolk yr 08/09	88 6 6
- Essex & Suffolk Wave 1	88 9 4
- Essex & Suffolk Wave 2	86 3 11
- Essex & Suffolk Wave 3	91 5 4
- Essex & Suffolk Wave 4	88 6 6
Mid Kent yr 08/09	88 7 5
Mid Kent Wave 1	87 7 6
Mid Kent Wave 2	89 6 5
- Mid Kent Wave 3	86 7 7
- Mid Kent Wave 4	89 7 4
South Staffs yr 08/09	87 7 5
South Staffs Wave 1	85 9 6
- South Staffs Wave 2	88 8 4
South Staffs Wave 3	84 6 10
South Staffs Wave 4	92 6 2
South West yr 08/09	87 10 4
South West Wave 1	84 13 3
- South West Wave 2	84 11 5
South West Wave 3	90 6 4
South West Wave 4	89 8 3
-	% Respondents
Base: All resp	oondents (9,738) Yes No Can't remember

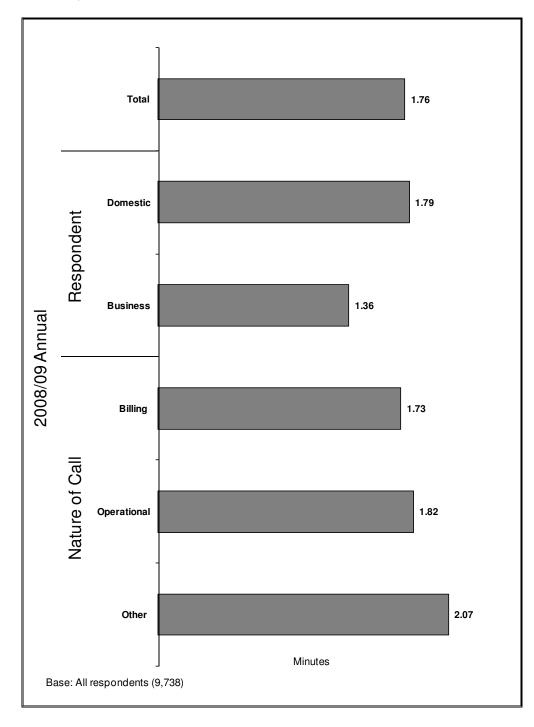
Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Total yr 08/09	89 6 4
United Utilities yr 08/09	86 * 7 <b>7</b>
United Utilities Wave 1	90 4 6
United Utilities Wave 2	89 8 3
United Utilities Wave 3	83 8 9
United Utilities Wave 4	81 10 9
South East yr 08/09	84 * 12 3
South East Wave 1	86 11 3
South East Wave 2	75 17 8
South East Wave 3	88 12
South East Wave 4	88 9 3
Southern yr 08/09	84 * 11 <b>5</b>
Southern Wave 1	86 11 3
Southern Wave 2	82 12 6
Southern Wave 3	86 9 5
Southern Wave 4	81 12 7
Anglian/Hartlepool yr 08/09	83 * 13 <b>5</b>
Anglian/Hartlepool Wave 1	74 19 7
Anglian/Hartlepool Wave 2	83 10 7
Anglian/Hartlepool Wave 3	88 9 3
Anglian/Hartlepool Wave 4	85 13 2
Thames yr 08/09	83 * 12 <b>5</b>
Thames Wave 1	80 13 7
Thames Wave 2	86 8 6
Thames Wave 3	87 10 <b>3</b>
Thames Wave 4	80 16 4
	% Respondents
Base: All res	oondents (9,738) Yes No Can't remember

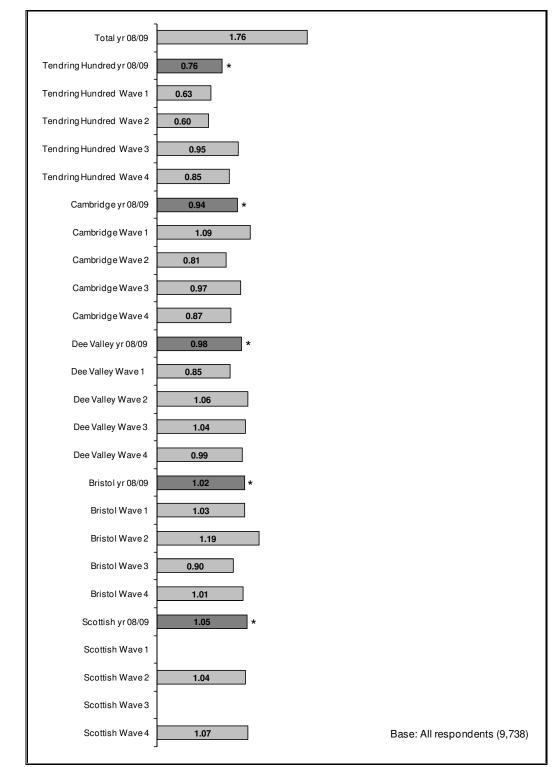
Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>

16

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).

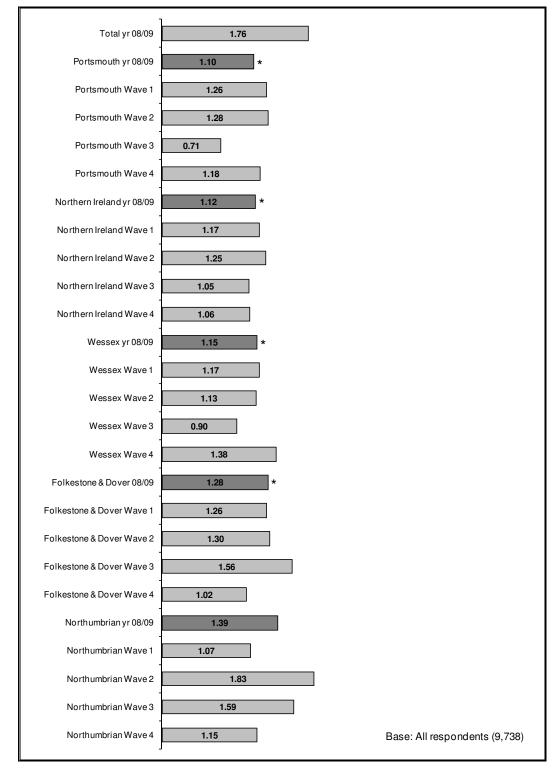


(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).



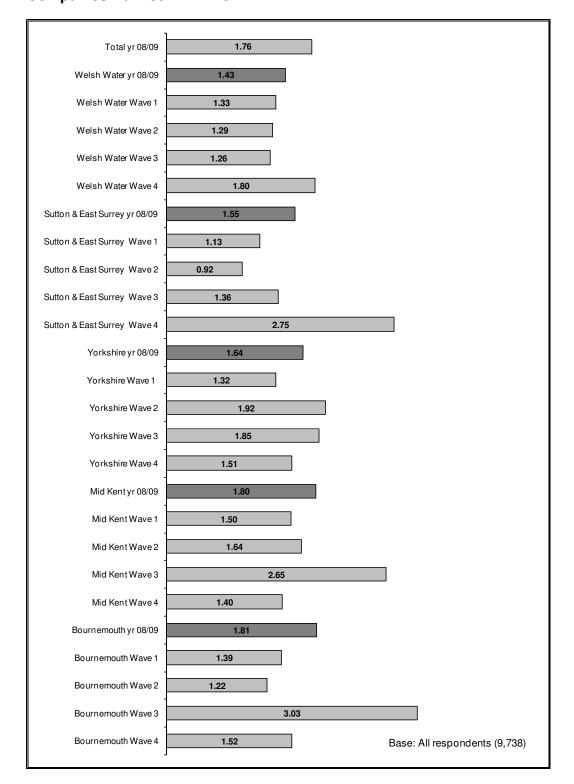
### Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).



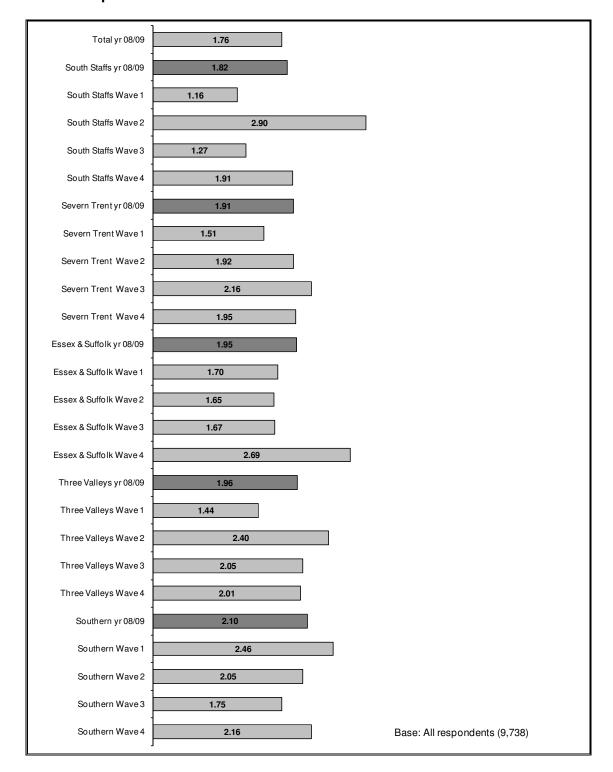
Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).



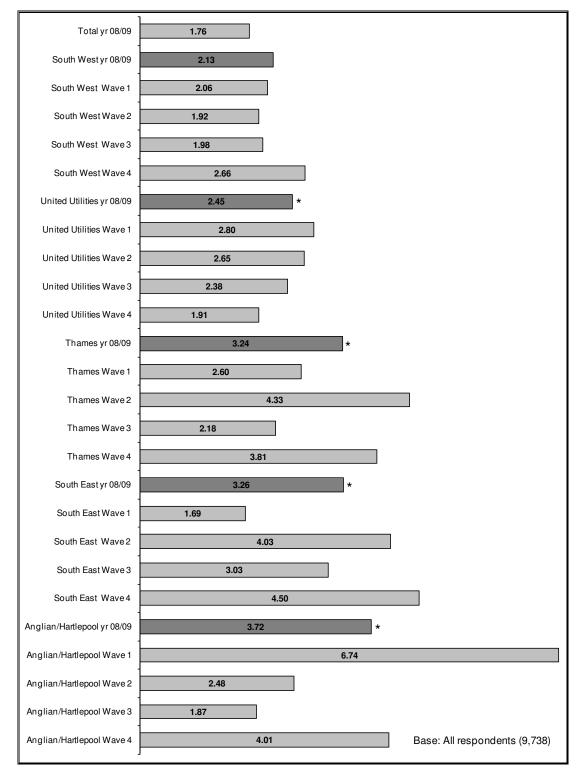
Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).

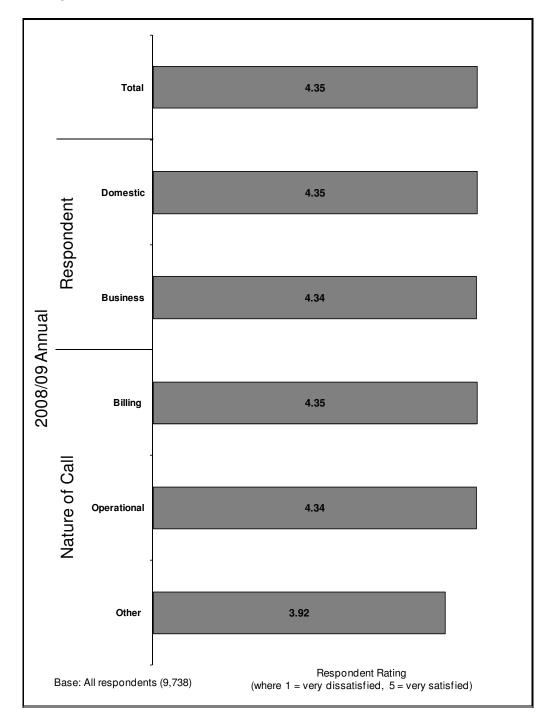


Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

(Note: length of time is shown as whole minutes and fractions of minutes, for example a score of 1.50 would mean one and half minutes not 1 minute and 50 seconds).



Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>



Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

How satisfied were you with the length of time that you had to wait before your call was answered? **Q**8

24

Total yr 08/09	4.35
Tendring Hundred yr 08/09	4.74 *
Tendring Hundred Wave 1	4.80
Tendring Hundred Wave 2	4.73
Tendring Hundred Wave 3	4.70
Tendring Hundred Wave 4	4.73
Cambridge yr 08/09	4.58 *
Cambridge Wave 1	4.60
Cambridge Wave 2	4.61
Cambridge Wave 3	4.51
Cambridge Wave 4	4.61
Bristol yr 08/09	4.56 *
Bristol Wave 1	4.55
Bristol Wave 2	4.33
Bristol Wave 3	4.70
Bristol Wave 4	4.62
Dee Valley yr 08/09	4.55 *
Dee Valley Wave 1	4.47
Dee Valley Wave 2	4.47
Dee Valley Wave 3	4.59
Dee Valley Wave 4	4.68
Portsmouth yr 08/09	4.55 *
Portsmouth Wave 1	4.47
Portsmouth Wave 2	4.48
Portsmouth Wave 3	4.60
Portsmouth Wave 4	4.63
Respondent RatingBase: All respondents (9,738)(where 1 = Very dissatisfied, 5 = Very satisfied)	

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

How satisfied were you with the length of time that you had to wait before your call was answered? Q8

Total yr 08/09	4.35
Wessex yr 08/09	4.54 ×
Wessex Wave 1	4.53
Wessex Wave 2	4.34
Wessex Wave 3	4.69
Wessex Wave 4	4.59
Northumbrian yr 08/09	- 4.54 *
Northumbrian Wave 1	4.57
Northumbrian Wave 2	4.47
Northumbrian Wave 3	4.49
Northumbrian Wave 4	4.61
Welsh Water yr 08/09	4.53 *
Welsh Water Wave 1	4.60
Welsh Water Wave 2	4.62
Welsh Water Wave 3	4.53
Welsh Water Wave 4	4.36
Sutton & East Surrey yr 08/09	4.48 *
Sutton & East Surrey Wave 1	4.52
Sutton & East Surrey Wave 2	4.49
Sutton & East Surrey Wave 3	4.38
Sutton & East Surrey Wave 4	4.54
South Staffs yr 08/09	4.44
South Staffs Wave 1	4.45
South Staffs Wave 2	4.39
South Staffs Wave 3	4.49
South Staffs Wave 4	4.42
Respondent RatingBase: All respondents (9,738)(where 1 = Very dissatisfied, 5 = Very satisfied)	

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

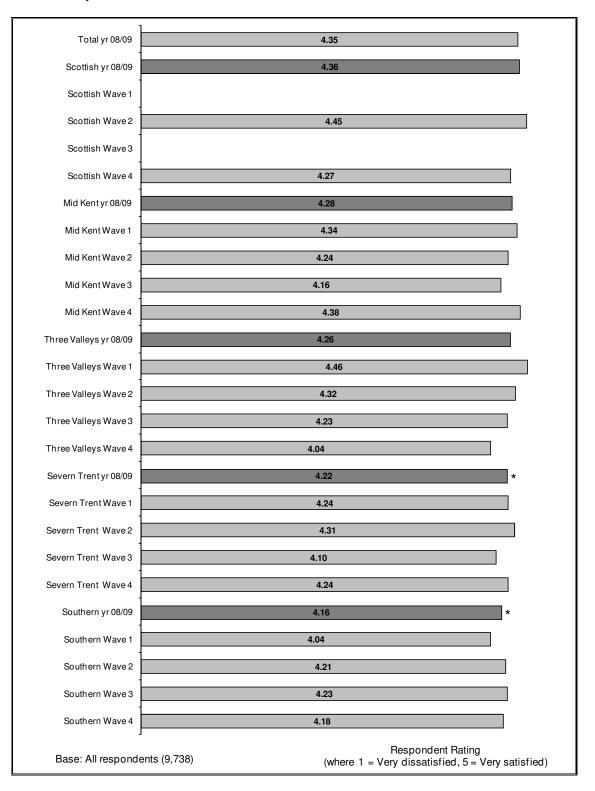
**Q**8

8 How satisfied were you with the length of time that you had to wait before your call was answered?

Total yr 08/09 4.35 Folkestone & Dover 08/09 4.43 4.39 Folkestone & Dover Wave 1 4.45 Folkestone & Dover Wave 2 4.35 Folkestone & Dover Wave 3 Folkestone & Dover Wave 4 4.51 Northern Ireland yr 08/09 4.43 Northern Ireland Wave 1 4.33 4.19 Northern Ireland Wave 2 Northern Ireland Wave 3 4.54 Northern Ireland Wave 4 4.62 Yorkshire yr 08/09 4.42 Yorkshire Wave 1 4.47 Yorkshire Wave 2 4.28 4.35 Yorkshire Wave 3 Yorkshire Wave 4 4.55 Bournemouth yr 08/09 4.39 Bournemouth Wave 1 4.33 Bournemouth Wave 2 4.38 4.42 Bournemouth Wave 3 4.43 Bournemouth Wave 4 Essex & Suffolk yr 08/09 4.38 4.33 Essex & Suffolk Wave 1 4.31 Essex & Suffolk Wave 2 4.33 Essex & Suffolk Wave 3 Essex & Suffolk Wave 4 4.54 **Respondent Rating** Base: All respondents (9,738) (where 1 = Very dissatisfied, 5 = Very satisfied)

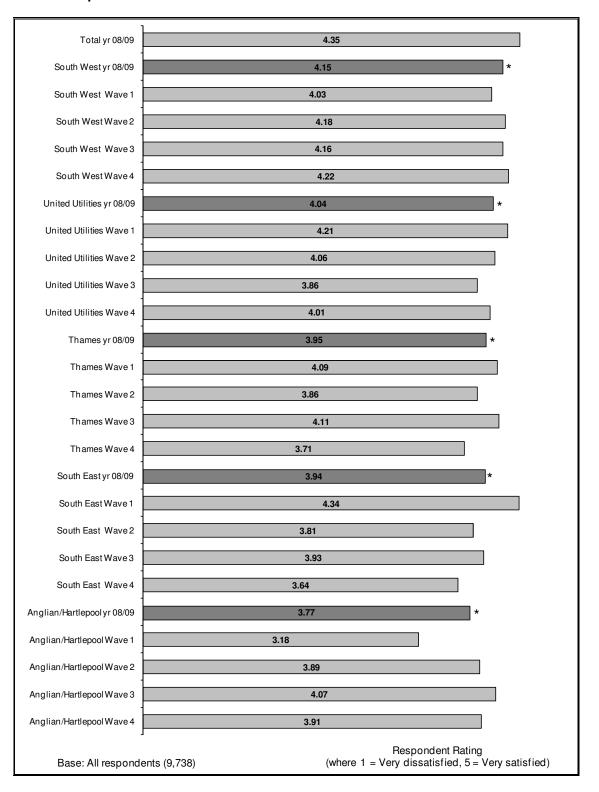
Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Q8 How satisfied were you with the length of time that you had to wait before your call was answered?



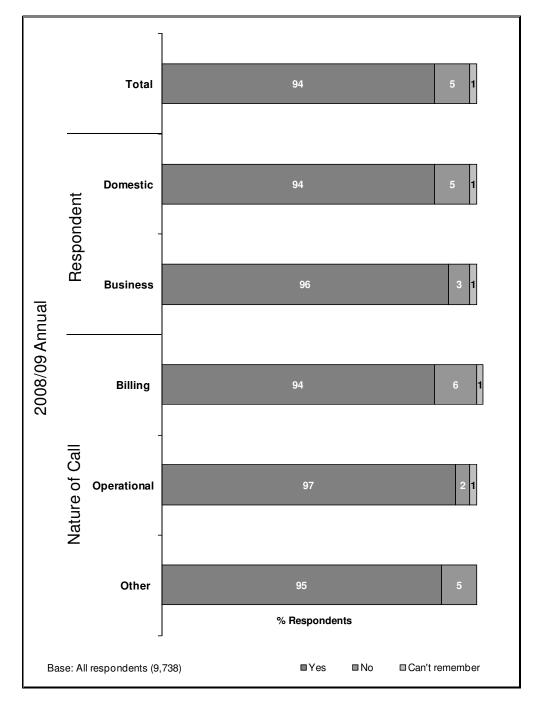
Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

### Q8 How satisfied were you with the length of time that you had to wait before your call was answered?

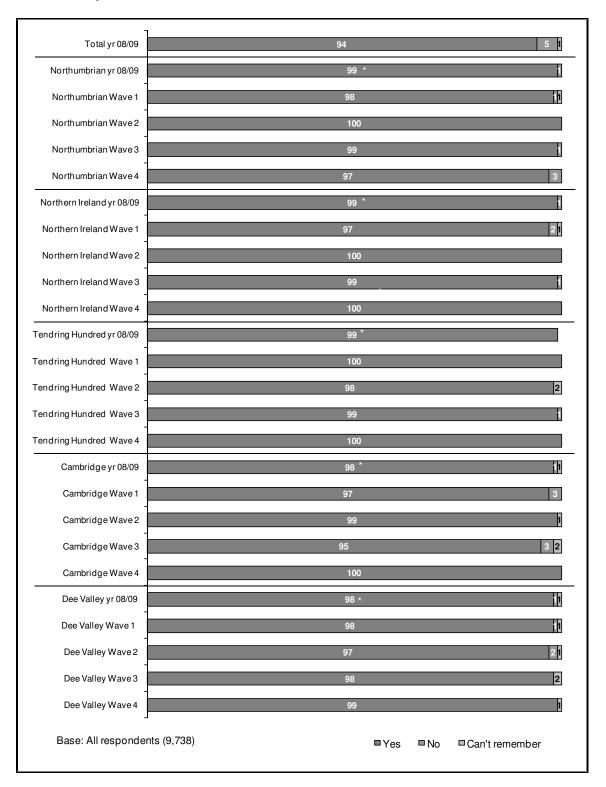


Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>

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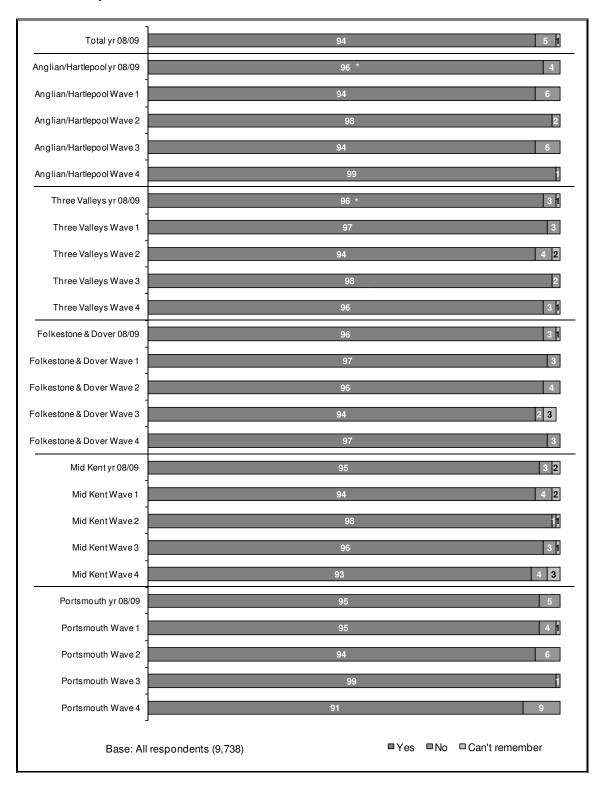
Q9 Did you speak with a person at any time during your call?



Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

Total yr 08/09	94 5
Welsh Water yr 08/09	98 *
Welsh Water Wave 1	96 2 2
Welsh Water Wave 2	98 2
Welsh Water Wave 3	99 1
Welsh Water Wave 4	98 2
Scottish yr 08/09	98 * 2
Scottish Wave 1	
Scottish Wave 2	99 1
Scottish Wave 3	
Scottish Wave 4	96 3 <b>1</b>
Essex & Suffolk yr 08/09	97 * 3
Essex & Suffolk Wave 1	94 6
Essex & Suffolk Wave 2	98 2
Essex & Suffolk Wave 3	97 3
Essex & Suffolk Wave 4	98 2
Bristol yr 08/09	97 * 12
Bristol Wave 1	94 2 4
Bristol Wave 2	97 3
Bristol Wave 3	98
Bristol Wave 4	99 <b>1</b> 1
Wessex yr 08/09	97 * 12
Wessex Wave 1	94 2 4
Wessex Wave 2	97 12
Wessex Wave 3	98 2
Wessex Wave 4	98
Base: All respond	ents (9,738) Yes No Can't remember

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>



Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Total yr 08/09	94 5
South West yr 08/09	95 4
South West Wave 1	98 2
South West Wave 2	91 8
South West Wave 3	99
South West Wave 4	93 4 3
Severn Trentyr 08/09	94 6
Severn Trent Wave 1	93 7
Severn Trent Wave 2	94 4 2
Severn Trent Wave 3	92 8
Severn Trent Wave 4	96 4
Bournemouth yr 08/09	93 6 2
Bournemouth Wave 1	87 10 3
Bournemouth Wave 2	93 5 <mark>2</mark>
Bournemouth Wave 3	95 4 1
Bournemouth Wave 4	96 4
South East yr 08/09	93 6 1
South East Wave 1	
South East Wave 2	92 6 2
South East Wave 3	98 2
South East Wave 4	94 6
South Staffs yr 08/09	93 6
South Staffs Wave 1	93 7
South Staffs Wave 2	95 5
South Staffs Wave 3	
South Staffs Wave 4	97 2 <b>1</b>
Base: All responde	ents (9,738) Yes No Can't remember

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

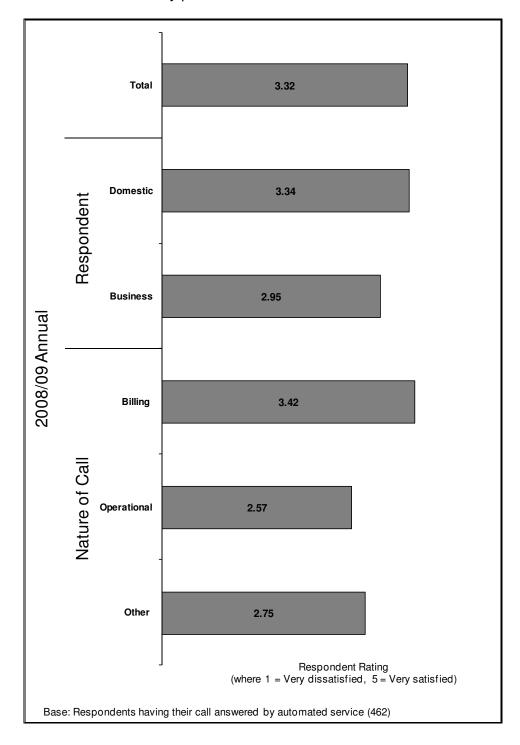
Total yr 08/09	94 5 <b>1</b>
Yorkshire yr 08/09	93 5
Yorkshire Wave 1	95 3 2
Yorkshire Wave 2	90 8 2
Yorkshire Wave 3	93 7
Yorkshire Wave 4	95 4 <b>t</b>
United Utilities yr 08/09	90 * 8
United Utilities Wave 1	92 7
United Utilities Wave 2	93 7
United Utilities Wave 3	91 5 4
United Utilities Wave 4	
Southern yr 08/09	89 * 9 <b>2</b>
Southern Wave 1	84 13 <b>3</b>
Southern Wave 2	90 8 2
Southern Wave 3	93 7
Southern Wave 4	88 7 <b>5</b>
Thames yr 08/09	87* 12 1
Thames Wave 1	84 12 4
Thames Wave 2	89 10 <b>1</b>
Thames Wave 3	
Thames Wave 4	91 8 <b>1</b>
Sutton & East Surrey yr 08/09	76 * 23 <b>I</b>
Sutton & East Surrey Wave 1	81 19
Sutton & East Surrey Wave 2	78 21 0
Sutton & East Surrey Wave 3	64 35 <b>0</b>
Sutton & East Surrey Wave 4	80 18 <b>2</b>
Base: All responde	ents (9,738) ■Yes ■No ■Can't remember

Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>

Q9

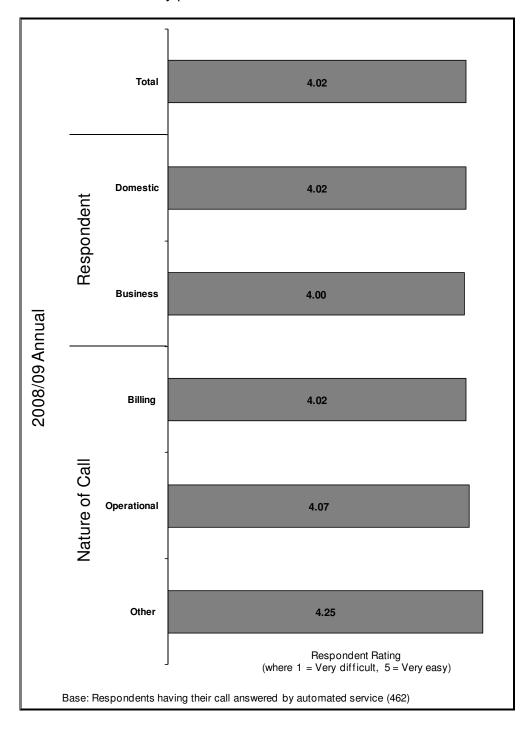
#### Q10 How satisfied were you with having your call answered by an automated message rather than a person?

Note: Question 10 was asked only of those having their call answered by an automated service, resulting in a small base size (462). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.



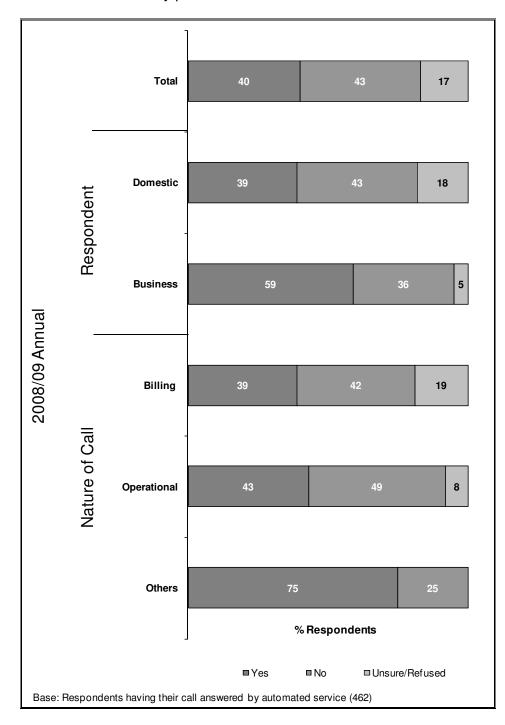
#### Q11 How easy was the automated system to use? Was it easy, difficult or neither easy nor difficult

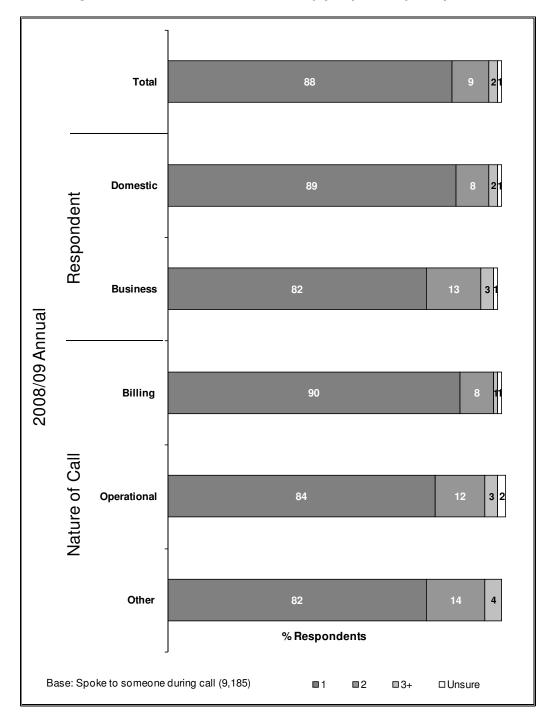
Note: Question 11 was asked only of those having their call answered by an automated service, resulting in a small base size (462). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.



#### Q12 Were you offered the opportunity to speak to a person if you wanted to?

Note: Question 12 was asked only of those having their call answered by an automated service, resulting in a small base size (462). As a result, the sample sizes at an individual water company level are extremely low, therefore we have only presented the results at an overall level.





Q13 During the course of the call how many people did you speak to?

- Total yr 08/09		88	9 2
Bristol yr 08/09		94 *	5 1
Bristol Wave 1		93	5 21
Bristol Wave 2		95	5
- Bristol Wave 3		95	5
- Bristol Wave 4		94	5 1
Cambridge yr 08/09		93 *	5 1
Cambridge Wave 1		97	21
- Cambridge Wave 2		90	7 1 2
- Cambridge Wave 3		94	5 1
Cambridge Wave 4		90	7 1 2
Tendring Hundred yr 08/09		93 *	7 1
Tendring Hundred Wave 1		97	3
Tendring Hundred Wave 2		88	9 1 2
Tendring Hundred Wave 3		93	7
Tendring Hundred Wave 4		93	7
Bournemouth yr 08/09		92 *	6 2
Bournemouth Wave 1		91	8 1
Bournemouth Wave 2		91	4 1 3
Bournemouth Wave 3		91	8 1
Bournemouth Wave 4		94	5 1
Wessex yr 08/09		92 *	6 1
Wessex Wave 1		90	7 3 1
Wessex Wave 2		92	8
Wessex Wave 3		93	5 21
Wessex Wave 4		94	5 1
Base: Spoke to son	neone during call (9,185)		■1 ■2 ■3+ □Don'tknow

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

Total yr 08/09	88 9 2 1
Mid Kent yr 08/09	91 6 <mark>2</mark> 1
Mid Kent Wave 1	94 5
Mid Kent Wave 2	93 3 <mark>2</mark> 2
Mid Kent Wave 3	84 11 3 1
Mid Kent Wave 4	93 3 3
South East yr 08/09	91 6 2 2
South East Wave 1	94 3 <mark>2</mark>
South East Wave 2	89 5 <b>3</b> <mark>2</mark>
South East Wave 3	94 3 3
South East Wave 4	85 11 2 2
Anglian/Hartlepool yr 08/09	90 7 2
Anglian/Hartlepool Wave 1	92 5 21
Anglian/Hartlepool Wave 2	95 3 11
Anglian/Hartlepool Wave 3	88 8 4
Anglian/Hartlepool Wave 4	84 12 13
Dee Valley yr 08/09	90 8 1
Dee Valley Wave 1	90 10
Dee Valley Wave 2	89 8 3
Dee Valley Wave 3	87 11 1
Dee Valley Wave 4	95 5
Essex & Suffolk yr 08/09	90 7 12
Essex & Suffolk Wave 1	84 11 2 3
Essex & Suffolk Wave 2	92 7 1
Essex & Suffolk Wave 3	89 7 4
Essex & Suffolk Wave 4	95 4
Base: Spok	e to someone during call (9,185)

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

Total yr 08/09	88	9 2
Southern yr 08/09	90	7 21
Southern Wave 1	89	6 2 <mark>2</mark>
Southern Wave 2	90	8 2
Southern Wave 3	90	8 11
- Southern Wave 4	89	8 12
Folkestone & Dover 08/09	89	8 12
- Folkestone & Dover Wave 1	88	8 2 2
- Folkestone & Dover Wave 2	87	11 2
- Folkestone & Dover Wave 3	89	7 3
- Folkestone & Dover Wave 4	91	7 2
Severn Trent yr 08/09	89	8 31
- Severn Trent Wave 1	89	6 3 1
- Sevem Trent Wave 2	87	8 2 2
- Severn Trent Wave 3	85	9 5 1
Sevem Trent Wave 4	93	7
- Northumbrian yr 08/09	88	8 21
- Northumbrian Wave 1	86	10 3 1
- Northumbrian Wave 2	92	6 2
- Northumbrian Wave 3	88	9 12
- Northumbrian Wave 4	88	8 2 2
- South Staffs yr 08/09	88	9 12
- South Staffs Wave 1	88	7 31
- South Staffs Wave 2	88	9 3
- South Staffs Wave 3	93	7
- South Staffs Wave 4	85	12 12
- Base: Spok	I e to someone during call (9,185)	■1 ■2 ■3+ □Don't know

Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Total yr 08/09	88	9 21
South West yr 08/09	87	8 3 2
South West Wave 1	79	13 4 4
South West Wave 2	85	5 7 2
South West Wave 3	92	7 1
South West Wave 4	91	8 1
Three Valleys yr 08/09	86	11 12
Three Valleys Wave 1	82	14 3 1
Three Valleys Wave 2	- 88	10 11
Three Valleys Wave 3	93	6 1
Three Valleys Wave 4	83	13 4
United Utilities yr 08/09	86	10 3 2
United Utilities Wave 1	90	5 4
United Utilities Wave 2	89	7 21
United Utilities Wave 3	81	13 4 1
United Utilities Wave 4	. 81	14 5
Welsh Water yr 08/09	86	10 2 2
Welsh Water Wave 1	84	11 2 3
Welsh Water Wave 2	87	8 3 2
Welsh Water Wave 3	- 88	11 1
Welsh Water Wave 4	87	10 21
Yorkshire yr 08/09	86	10 3 2
Yorkshire Wave 1	- 88	6 <b>4</b> 2
Yorkshire Wave 2	82	8 6 4
Yorkshire Wave 3	87	11 11
Yorkshire Wave 4	86	14
Base: Spoke t	o someone during call (9,185)	■1 ■2 ■3+ □Don't know

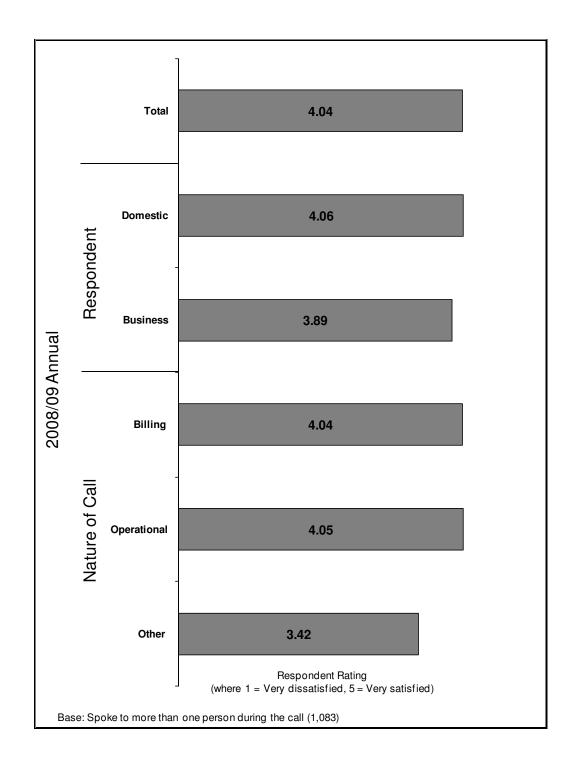
Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Total yr 08/09	88	9 21
Scottish yr 08/09	86	9 3 1
Scottish Wave 1		
Scottish Wave 2	88	9 3
Scottish Wave 3		
Scottish Wave 4	84	9 4 3
Northern Ireland yr 08/09	85	11 21
Northern Ireland Wave 1	74	16 6 3
Northern Ireland Wave 2	83	14 12
Northern Ireland Wave 3	94	4 2
Northern Ireland Wave 4	89	9 11
Thames yr 08/09	85	9 4 2
Thames Wave 1	81	9 5 4
Thames Wave 2	82	12 3 2
Thames Wave 3	89	7 12
Thames Wave 4	89	7 4
Portsmouth yr 08/09	80 *	19 11
Portsmouth Wave 1	74	23 21
Portsmouth Wave 2	78	21 1
Portsmo⊔th Wave 3	76	22 2
Portsmouth Wave 4	91	9
Sutton & East Surrey yr 08/09	80 *	17 2 2
Sutton & East Surrey Wave 1	80	17 2
Sutton & East Surrey Wave 2	81	18 1
Sutton & East Surrey Wave 3	77	17 2 5
Sutton & East Surrey Wave 4	80	16 3 1
Base: Spoke to	someone during call (9,185)	12 □3+ □Don't know

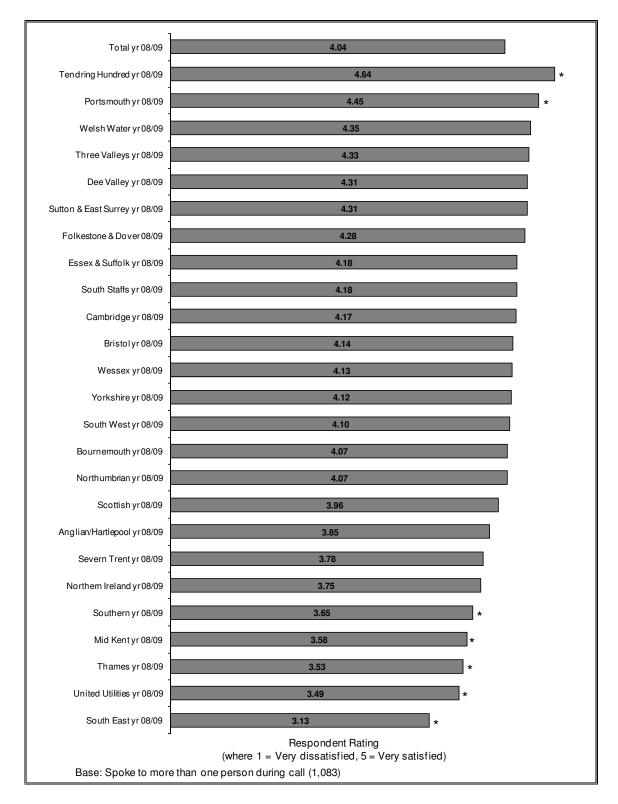
Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>

#### Q14 How satisfied were you with the number of people that you had to speak to?

Note: This question was asked only of those speaking to more than one person (1,083 respondents).

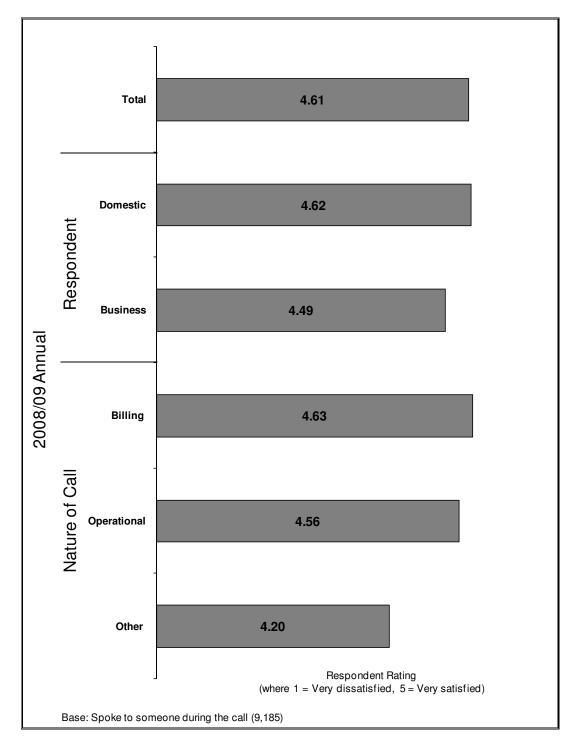


#### Q14 How satisfied were you with the number of people that you had to speak to?



Note: This question was asked only of those speaking to more than one person (1,083 respondents).

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Total yr 08/09	4.61
Tendring Hundred yr 08/09	4.81 *
Tendring Hundred Wave 1	4.79
Tendring Hundred Wave 2	4.80
TendringHundred Wave3	4.80
Tendring Hundred Wave 4	4.87
Bristol yr 08/09	4.79 *
Bristol Wave 1	4.87
Bristol Wave 2	4.62
Bristol Wave 3	4.84
Bristol Wave 4	4.83
Wessex yr 08/09	4.76 *
Wessex Wave 1	4.82
Wessex Wave 2	4.59
Wessex Wave 3	4.87
Wessex Wave 4	4.77
Bournemouthyr 08/09	4.73 *
Bournemouth Wave 1	4.72
Bournemouth Wave 2	4.72
Bournemouth Wave 3	4.67
Bournemouth Wave 4	4.80
Cambridge yr 08/09	4.71 *
Cambridge Wave 1	4.74
Cambridge Wave 2	4.60
Cambridge Wave 3	4.72
Cambridge Wave 4	4.78
Base: Spoke to someor	Respondent Rating ne during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

Total yr 08/09	4.61
Dee Valley yr 08/09	4.71 *
Dee Valley Wave 1	4.60
Dee Valley Wave 2	4.72
Dee Valley Wave 3	4.74
Dee Valley Wave 4	4.76
Sutton & East Surrey yr 08/09	4.71 *
Sutton & East Surrey Wave 1	4.73
Sutton & East Surrey Wave 2	4.74
Sutton & East Surrey Wave 3	4.57
Sutton & East Surrey Wave 4	4.76
Portsmouth yr 08/09	4.70 *
Portsmouth Wave 1	4.72
Portsmouth Wave 2	4.65
Portsmouth Wave 3	4.67
Portsmouth Wave 4	4.79
South Staffs yr 08/09	4.67
South Staffs Wave 1	4.69
South Staffs Wave 2	4.61
South Staffs Wave 3	4.70
South Staffs Wave 4	4.66
Welsh Water yr 08/09	4.67
Welsh Water Wave 1	4.78
Welsh Water Wave 2	4.66
Welsh Water Wave 3	4.63
Welsh Water Wave 4	4.61
Base: Spoke to so	Respondent Rating meone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

- Total yr 08/09	4.61
- Essex & Suffolk yr 08/09	4.66
- Essex & Suffolk Wave 1	4.54
- Essex & Suffolk Wave 2	4.59
- Essex & Suffolk Wave 3	4.75
- Essex & Suffolk Wave 4	4.77
- Folkestone & Dover 08/09	4.66
- Folkestone & Dover Wave 1	4.61
- Folkestone & Dover Wave 2	4.80
- Folkestone & Dover Wave 3	4.63
- Folkestone & Dover Wave 4	4.61
- Yorkshire yr 08/09	4.64
۔ Yorkshire Wave 1	4.58
۔ Yorkshire Wave 2	4.63
۔ Yorkshire Wave 3	4.62
Yorkshire Wave 4	4.74
Three Valleys yr 08/09	4.62
Three Valleys Wave 1	4.59
Three Valleys Wave 2	4.75
Three Valleys Wave 3	4.58
Three Valleys Wave 4	4.57
North umbrian yr 08/09	4.61
Northumbrian Wave 1	4.68
Northumbrian Wave 2	4.52
Northumbrian Wave 3	4.55
Northumbrian Wave 4	4.69
Base: Spoke to sor	Respondent Rating neone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

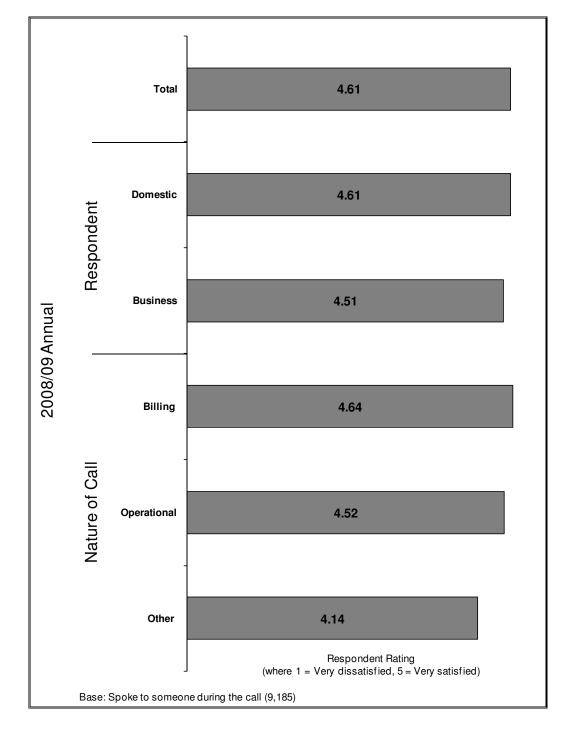
Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

-	
Total yr 08/09	4.61
Mid Kentyr 08/09	4.60
Mid Kent Wave 1	4.68
Mid Kent Wave 2	4.53
Mid Kent Wave 3	4.59
Mid Kent Wave 4	4.62
South East yr 08/09	4.58
South East Wave 1	4.64
South East Wave 2	4.57
South East Wave 3	4.67
South East Wave 4	4.42
Anglian/Hartlepool yr 08/09	4.54
Anglian/Hartlepool Wave 1	4.43
Anglian/Hartlepool Wave 2	4.55
Anglian/Hartlepool Wave 3	4.65
Anglian/Hartlepool Wave 4	4.54
Severn Trent yr 08/09	4.49 *
Severn Trent Wave 1	4.55
Severn Trent Wave 2	4.44
Severn Trent Wave 3	4.42
Severn Trent Wave 4	4.53
South West yr 08/09	4.49 *
South West Wave 1	4.45
South West Wave 2	4.48
South West Wave 3	4.59
South West Wave 4	4.45
Base: Spoke to so	Respondent Rating meone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Total yr 08/09 4.61 Scottish yr 08/09 4.48 Scottish Wave 1 Scottish Wave 2 4.47 Scottish Wave 3 Scottish Wave 4 4.49 Northern Ireland yr 08/09 4.43 Northern Ireland Wave 1 4.09 Northern Ireland Wave 2 4.37 Northern Ireland Wave 3 4.59 Northern Ireland Wave 4 4.63 Southern yr 08/09 4.42 Southern Wave 1 4.33 Southern Wave 2 4.48 Southern Wave 3 4.35 Southern Wave 4 4.50 Thames yr 08/09 4.41 Thames Wave 1 4.47 Thames Wave 2 4.21 Thames Wave 3 4.52 Thames Wave 4 4.46 United Utilities yr 08/09 4.40 United Utilities Wave 1 4.56 United Utilities Wave 2 4.57 United Utilities Wave 3 4.03 United Utilities Wave 4 4.44 **Respondent Rating** Base: Spoke to someone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>



Q16 How satisfied were you with the company's willingness to help?

Total yr 08/09	4.61
Tendring Hundred yr 08/09	4.80 *
Tendring Hundred Wave 1	4.75
Tendring Hundred Wave 2	4.83
Tendring Hundred Wave 3	4.76
Tendring Hundred Wave 4	4.88
Bristol yr 08/09	4.78 *
Bristol Wave 1	4.85
Bristol Wave 2	4.68
Bristol Wave 3	4.80
Bristol Wave 4	4.81
Wessex yr 08/09	4.76 *
Wessex Wave 1	4.81
Wessex Wave 2	4.65
Wessex Wave 3	4.79
Wessex Wave 4	4.78
Cambridgeyr 08/09	4.74 *
Cambridge Wave 1	4.76
Cambridge Wave 2	4.65
Cambridge Wave 3	4.76
Cambridge Wave 4	4.82
Bourn emouth yr 08/09	4.73 *
Bournemouth Wave 1	4.71
Bournemouth Wave 2	4.78
Bournemouth Wave 3	4.65
Bournemouth Wave 4	4.79
	Respondent Rating one during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

Total yr 08/09	4.61
Yorkshire yr 08/09	4.71 *
Yorkshire Wave 1	4.75
Yorkshire Wave 2	4.61
Yorkshire Wave 3	4.69
Yorkshire Wave 4	4.80
Dee Valley yr 08/09	4.70 *
- Dee Valley Wave 1	4.63
Dee Valley Wave 2	4.74
- Dee Valley Wave 3	4.68
Dee Valley Wave 4	4.76
- Welsh Water yr 08/09	4.68
Welsh Water Wave 1	4.83
- Welsh Water Wave 2	4.66
Welsh Water Wave 3	4.71
Welsh Water Wave 4	4.52
- Portsmouth yr 08/09	4.67
Portsmouth Wave 1	4.71
Portsmouth Wave 2	4.66
Portsmouth Wave 3	4.63
- Portsmouth Wave 4	4.69
- Sutton & East Surrey yr 08/09	4.67
- Sutton & East Surrey Wave 1	4.62
- Sutton & East Surrey Wave 2	4.67
- Sutton & East Surrey Wave 3	4.65
- Sutton & East Surrey Wave 4	4.73
Base: Spoke to someor	Respondent Rating ne during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

Total yr 08/09 4.61 Essex & Suffolk yr 08/09 4.66 Essex & Suffolk Wave 1 4.57 Essex & Suffolk Wave 2 4.65 Essex & Suffolk Wave 3 4.67 Essex & Suffolk Wave 4 4.76 South Staffs yr 08/09 4.65 South Staffs Wave 1 4.73 South Staffs Wave 2 4.60 South Staffs Wave 3 4.66 South Staffs Wave 4 4.61 Folkestone & Dover 08/09 4.63 Folkestone & Dover Wave 1 4.54 Folkestone & Dover Wave 2 4.72 Folkestone & Dover Wave 3 4.59 Folkestone & Dover Wave 4 4.65 Three Valleys yr 08/09 4.63 Three Valleys Wave 1 4.63 Three Valleys Wave 2 4.70 Three Valleys Wave 3 4.57 Three Valleys Wave 4 4.62 Northumbrian yr 08/09 4.61 Northumbrian Wave 1 4.61 Northumbrian Wave 2 4.51 Northumbrian Wave 3 4.59 Northumbrian Wave 4 4.72 Respondent Rating Base: Spoke to someone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Total yr 08/09 4.61 Mid Kent yr 08/09 4.58 Mid Kent Wave 1 4.59 Mid Kent Wave 2 4.62 Mid Kent Wave 3 4.55 Mid Kent Wave 4 4.59 South East yr 08/09 4.57 South East Wave 1 4.62 South East Wave 2 4.48 South East Wave 3 4.68 South East Wave 4 4.51 Anglian/Hartlepool yr 08/09 4.54 4.34 Anglian/Hartlepool Wave 1 Anglian/Hartlepool Wave 2 4.51 Anglian/Hartlepool Wave 3 4.67 Anglian/Hartlepool Wave 4 4.63 Scottish yr 08/09 4.52 Scottish Wave 1 4.53 Scottish Wave 2 Scottish Wave 3 4.49 Scottish Wave 4 Severn Trent yr 08/09 4.44 Severn Trent Wave 1 4.38 Severn Trent Wave 2 4.50 Severn Trent Wave 3 4.33 4.55 Severn Trent Wave 4 **Respondent Rating** Base: Spoke to someone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Total yr 08/09 4.61 Northern Ireland yr 08/09 4.43 Northern Ireland Wave 1 4.21 Northern Ireland Wave 2 4.41 Northern Ireland Wave 3 4.53 Northern Ireland Wave 4 4.57 South West yr 08/09 4.43 South West Wave 1 4.35 South West Wave 2 4.46 South West Wave 3 4.57 South West Wave 4 4.35 Southern yr 08/09 4.43 4.40 Southern Wave 1 Southern Wave 2 4.46 Southern Wave 3 4.42 Southern Wave 4 4.44 United Utilities yr 08/09 4.42 United Utilities Wave 1 4.59 4.55 United Utilities Wave 2 United Utilities Wave 3 4.13 United Utilities Wave 4 4.39 Thames yr 08/09 4.41 Thames Wave 1 4.43 Thames Wave 2 4.26 Thames Wave 3 4.50 Thames Wave 4 4.45 Respondent Rating Base: Spoke to someone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>

- Total 4.76 Domestic 4.76 Respondent Business 4.71 2008/09 Annual Billing 4.76 Nature of Call Operational 4.75 Other 4.44 Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied) Base: Spoke to someone during the call (9,185)
- Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

-11

-		
Total yr 08/09	4.76	
Tendring Hundred yr 08/09	4.88	*
Tendring Hundred Wave 1	4.87	
Tendring Hundred Wave 2	4.89	
Tendring Hundred Wave 3	4.84	
- Tendring Hundred Wave 4	4.94	
Bournemouth yr 08/09	4.86	*
Bournemouth Wave 1	4.85	
Bournemouth Wave 2	4.89	
Bournemouth Wave 3	4.81	
Bournemouth Wave 4	4.87	
Bristol yr 08/09	4.85	*
Bristol Wave 1	4.87	
Bristol Wave 2	4.72	
Bristol Wave 3	4.92	
Bristol Wave 4	4.88	
Cambridge yr 08/09	4.83	*
Cambridge Wave 1	4.84	
Cambridge Wave 2	4.79	
Cambridge Wave 3	4.85	
Cambridge Wave 4	4.85	
Wessex yr 08/09	4.83	*
Wessex Wave 1	4.85	
Wessex Wave 2	4.68	
Wessex Wave 3	4.92	
Wessex Wave 4	4.86	
Base: Spoke to some	Respondent Rating cone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)	

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

## Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Total yr 08/09	4.76
Yorkshire yr 08/09	4.82 *
Yorkshire Wave 1	4.77
Yorkshire Wave 2	4.86
Yorkshire Wave 3	4.80
Yorkshire Wave 4	4.85
Welsh Water yr 08/09	4.80
Welsh Water Wave 1	4.90
Welsh Water Wave 2	4.73
Welsh Water Wave 3	4.79
Welsh Water Wave 4	4.78
Essex & Suffolk yr 08/09	4.79
Essex & Suffolk Wave 1	4.76
Essex & Suffolk Wave 2	4.70
Essex & Suffolk Wave 3	4.85
Essex & Suffolk Wave 4	4.85
Portsmouth yr 08/09	4.79
Portsmouth Wave 1	4.82
Portsmouth Wave 2	4.78
Portsmouth Wave 3	4.71
Portsmouth Wave 4	4.85
Northumbrian yr 08/09	4.77
Northumbrian Wave 1	4.87
Northumbrian Wave 2	4.76
Northumbrian Wave 3	4.72
Northumbrian Wave 4	4.73
Base: Spoke to some	Respondent Rating eone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

Total yr 08/09	4.76
Three Valleys yr 08/09	4.77
Three Valleys Wave 1	4.80
Three Valleys Wave 2	4.85
Three Valleys Wave 3	4.66
Three Valleys Wave 4	4.75
Dee Valley yr 08/09	4.76
Dee Valley Wave 1	4.68
Dee Valley Wave 2	4.74
Dee Valley Wave 3	4.78
Dee Valley Wave 4	4.85
South East yr 08/09	4.76
South East Wave 1	4.83
South East Wave 2	4.70
South East Wave 3	4.84
South East Wave 4	4.69
South Staffs yr 08/09	4.76
South Staffs Wave 1	4.82
South Staffs Wave 2	4.74
South Staffs Wave 3	4.80
South Staffs Wave 4	4.69
Sutton & East Surrey yr 08/09	4.76
Sutton & East Surrey Wave 1	4.80
Sutton & East Surrey Wave 2	4.74
Sutton & East Surrey Wave 3	4.69
Sutton & East Surrey Wave 4	4.80
Respondent Rating Base: Spoke to someone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)	

Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

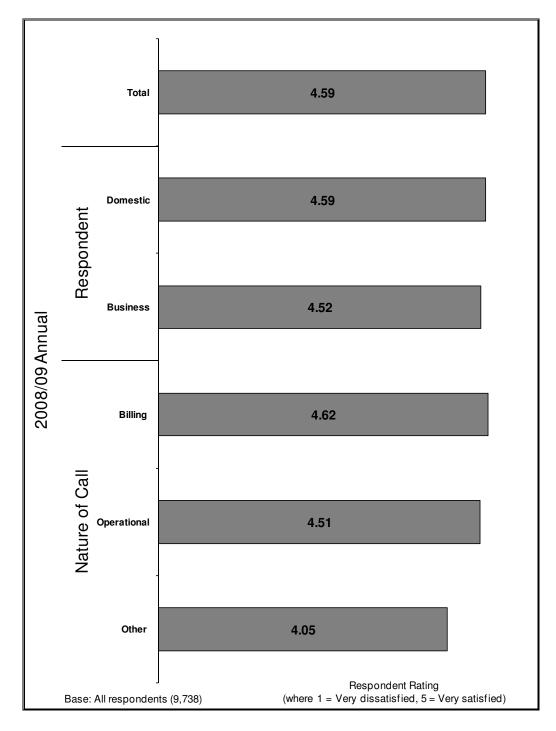
	-
Total yr 08/09	4.76
Scottish yr 08/09	4.76
Scottish Wave 1	
Scottish Wave 2	4.75
Scottish Wave 3	
Scottish Wave 4	4.77
Mid Kentyr 08/09	4.74
Mid Kent Wave 1	4.80
Mid Kent Wave 2	4.75
Mid Kent Wave 3	4.67
Mid Kent Wave 4	4.74
Folkestone & Dover 08/09	4.73
Folkestone & Dover Wave 1	4.70
Folkestone & Dover Wave 2	4.76
Folkestone & Dover Wave 3	4.69
Folkestone & Dover Wave 4	4.76
South West yr 08/09	4.71
South West Wave 1	4.70
South West Wave 2	4.78
South West Wave 3	4.77
South West Wave 4	4.58
Thames yr 08/09	- 
Thames Wave 1	4.80
Thames Wave 2	4.53
Thames Wave 3	4.67
Thames Wave 4	4.74
Base: Spoke to sor	Respondent Rating meone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Q17 Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during the call?

- Total yr 08/09	4.76
- Northern Ireland yr 08/09	4.67 *
- Northern Ireland Wave 1	4.45
- Northern Ireland Wave 2	4.59
- Northern Ireland Wave 3	4.74
Northern Ireland Wave 4	4.88
Severn Trentyr 08/09	4.67 *
Severn Trent Wave 1	4.62
Severn Trent Wave 2	4.75
Severn Trent Wave 3	4.58
Severn Trent Wave 4	4.72
Southern yr 08/09	4.67 *
Southern Wave 1	4.68
Southern Wave 2	4.65
Southern Wave 3	4.66
Southern Wave 4	4.68
Anglian/Hartlepool yr 08/09	4.65 *
Anglian/Hartlepool Wave 1	4.46
Anglian/Hartlepool Wave 2	4.76
Anglian/Hartlepool Wave 3	4.67
Anglian/Hartlepool Wave 4	4.69
United Utilities yr 08/09	4.62 *
United Utilities Wave 1	4.68
United Utilities Wave 2	4.69
United Utilities Wave 3	4.42
- United Utilities Wave 4	4.68
Base: Spoke to so	Respondent Rating meone during the call (9,185) (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>



- Total yr 08/09	4.59
- Tendring Hundred yr 08/09	4.82 *
- Tendring Hundred Wave 1	4.85
- Tendring Hundred Wave 2	4.77
- Tendring Hundred Wave 3	4.77
- Tendring Hundred Wave 4	4.88
Bristol yr 08/09	4.79 *
Bristol Wave 1	4.83
Bristol Wave 2	4.70
Bristol Wave 3	4.82
Bristol Wave 4	4.81
Wessex yr 08/09	4.75 *
Wessex Wave 1	4.78
Wessex Wave 2	4.68
Wessex Wave 3	4.81
Wessex Wave 4	4.75
Dee Valley yr 08/09	4.73 *
Dee Valley Wave 1	4.65
Dee Valley Wave 2	4.71
Dee Valley Wave 3	4.75
Dee Valley Wave 4	4.80
Cambridge yr 08/09	4.72
Cambridge Wave 1	4.74
Cambridge Wave 2	4.72
Cambridge Wave 3	4.68
Cambridge Wave 4	4.75 Perpendent Pating
Base: All responder	Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

Total yr 08/09	4.59
North umbrian yr 08/09	4.68 *
Northumbrian Wave 1	4.72
Northumbrian Wave 2	4.53
Northumbrian Wave 3	4.74
North umbrian Wave 4	4.75
South Staffs yr 08/09	4.68 *
South Staffs Wave 1	4.72
South Staffs Wave 2	4.66
South Staffs Wave 3	4.73
South Staffs Wave 4	4.59
Yorkshire yr 08/09	4.68 *
Yorkshire Wave 1	4.72
Yorkshire Wave 2	4.59
Yorkshire Wave 3	4.65
Yorkshire Wave 4	4.77
Folkestone & Dover 08/09	4.67 *
Folkestone & Dover Wave 1	4.62
Folkestone & Dover Wave 2	4.70
Folkestone & Dover Wave 3	4.62
Folkestone & Dover Wave 4	4.74
Portsmouth yr 08/09	4.66
Portsmouth Wave 1	4.67
Portsmouth Wave 2	4.69
Portsmouth Wave 3	4.60
Portsmouth Wave 4	4.68
Base: All responder	Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

-	
Total yr 08/09	4.59
Bournemouth yr 08/09	4.65
Bournemouth Wave 1	4.57
Bournemouth Wave 2	4.66
Bournemouth Wave 3	4.64
Bournemouth Wave 4	4.73
Essex & Suffolk yr 08/09	4.65
Essex & Suffolk Wave 1	4.52
Essex & Suffolk Wave 2	4.55
Essex & Suffolk Wave 3	4.71
Essex & Suffolk Wave 4	4.83
Welsh Water yr 08/09	4.65
Welsh Water Wave 1	4.77
Welsh Water Wave 2	4.64
Welsh Water Wave 3	4.75
Welsh Water Wave 4	4.43
Three Valleys yr 08/09	4.64
Three Valleys Wave 1	4.70
Three Valleys Wave 2	4.76
Three Valleys Wave 3	4.50
Three Valleys Wave 4	4.60
Mid Kentyr 08/09	4.57
Mid Kent Wave 1	4.60
Mid Kent Wave 2	4.58
Mid Kent Wave 3	4.56
Mid Kent Wave 4	4.54
Base: All respor	Respondent Rating dents (9,738) (where 1 = Very dissatisfied, 5 = Very satisfied)

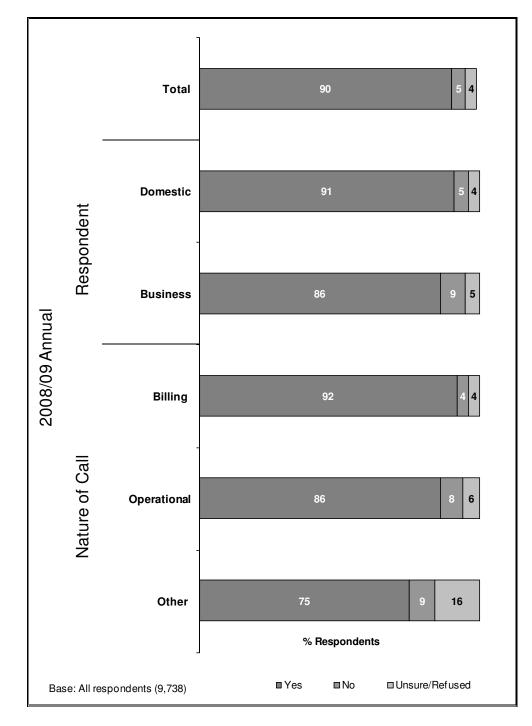
Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Total yr 08/09	4.59
Sutton & East Surrey yr 08/09	4.55
Sutton & East Surrey Wave 1	4.59
Sutton & East Surrey Wave 2	4.58
Sutton & East Surrey Wave 3	4.45
Sutton & East Surrey Wave 4	4.58
Scottish yr 08/09	4.51
Scottish Wave 1	
Scottish Wave 2	4.47
Scottish Wave 3	
Scottish Wave 4	4.56
South West yr 08/09	4.50 *
South West Wave 1	4.45
South West Wave 2	4.45
South West Wave 3	4.59
South West Wave 4	4.50
Anglian/Hartlepool yr 08/09	
Anglian/Hartlepool Wave 1	4.25
Anglian/Hartlepool Wave 2	4.52
Anglian/HartlepoolWave3	4.59
Anglian/HartlepoolWave4	4.59
South East yr 08/09	4.48 *
South East Wave 1	4.41
South East Wave 2	4.49
South East Wave 3	4.53
South East Wave 4	4.50
Base: All responder	Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Total yr 08/09	4.59
Severn Trentyr 08/09	4.42 *
Severn Trent Wave 1	4.36
Severn Trent Wave 2	4.52
- Severn Trent Wave 3	4.23
Severn Trent Wave 4	4.58
- Th ames yr 08/09	4.41 *
- Thames Wave 1	4.43
- Thames Wave 2	4.28
- Thames Wave 3	4.51
Thames Wave 4	4.42
Northern Ireland yr 08/09	4.40 *
- Northern Ireland Wave 1	4.14
- Northern Ireland Wave 2	4.26
- Northern Ireland Wave 3	4.55
Northern Ireland Wave 4	4.64
Southern yr 08/09	4.33 *
Southern Wave 1	4.29
Southern Wave 2	4.45
Southern Wave 3	4.27
Southern Wave 4	4.32
- United Utilities yr 08/09	4.32 *
- United Utilities Wave 1	4.51
United Utilities Wave 2	4.40
United Utilities Wave 3	4.09
United Utilities Wave 4	4.28
Base: All respond	Respondent Ratingents (9,738)(where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>



Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?

Total yr 08/09	90 5 4
Dee Valley yr 08/09	97 * 2
Dee Valley Wave 1	97 12
Dee Valley Wave 2	97 3
Dee Valley Wave 3	97 12
Dee Valley Wave 4	97 3
Sutton & East Surrey yr 08/09	96 * 2 2
Sutton & East Surrey Wave 1	93 5 2
Sutton & East Surrey Wave 2	95 3 2
Sutton & East Surrey Wave 3	97 3
Sutton & East Surrey Wave 4	97 12
Tendring Hundred yr 08/09	96 * 2 2
Tendring Hundred Wave 1	93 3 4
Tendring Hundred Wave 2	96 3 <mark>1</mark>
Tendring Hundred Wave 3	98
Tendring Hundred Wave 4	98 2
Bristol yr 08/09	95 * 3 2
Bristol Wave 1	97
Bristol Wave 2	93 2 5
Bristol Wave 3	96 3 <mark>1</mark>
Bristol Wave 4	94 4 2
Cambridge yr 08/09	94 * 3 <b>3</b>
Cambridge Wave 1	95 2 3
Cambridge Wave 2	90 4 5
Cambridge Wave 3	96 3
Cambridge Wave 4	96 3 1
Base: All respond	ents (9,738)

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

Q20 Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?

Total yr 08/09	90 5 4
Folkestone & Dover 08/09	94 * 3 3
Folkestone & Dover Wave 1	93 3 4
Folkestone & Dover Wave 2	96 2 2
Folkestone & Dover Wave 3	95 2 2
Folkestone & Dover Wave 4	92 5 3
Wessex yr 08/09	94 * 3 3
Wessex Wave 1	95 2 3
Wessex Wave 2	93 4 3
Wessex Wave 3	96 2 2
Wessex Wave 4	93 4 3
Three Valleys yr 08/09	93 * 2 4
Three Valleys Wave 1	94 2 4
Three Valleys Wave 2	94 4 2
Three Valleys Wave 3	92 3 5
Three Valleys Wave 4	92 1 7
Yorkshire yr 08/09	93 * 3 <b>4</b>
Yorkshire Wave 1	95 2 3
Yorkshire Wave 2	89 5 6
Yorkshire Wave 3	92 3 5
Yorkshire Wave 4	96 2 2
Essex & Suffolk yr 08/09	92 4 4
Essex & Suffolk Wave 1	90 6 4
Essex & Suffolk Wave 2	88 9 3
Essex & Suffolk Wave 3	93 2 5
Essex & Suffolk Wave 4	95 4
Base: All respon	dents (9,738) ■Yes ■No □Unsure/refused

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

Total yr 08/09	90 5 4
Northumbrian yr 08/09	92 4 4
Northumbrian Wave 1	95 4
Northumbrian Wave 2	92 5 3
Northumbrian Wave 3	89 3 8
Northumbrian Wave 4	92 3 5
South Staffs yr 08/09	92 5 3
South Staffs Wave 1	92 5 3
South Staffs Wave 2	90 6 4
South Staffs Wave 3	96 3 1
South Staffs Wave 4	91 5 4
Anglian/Hartlepoolyr 08/09	91 4 5
Anglian/Hartlepool Wave 1	89 6 5
Anglian/Hartlepool Wave 2	87 6 7
Anglian/Hartlepool Wave 3	94 3 3
Anglian/Hartlepool Wave 4	94 5
Mid Kent yr 08/09	91 6 3
Mid Kent Wave 1	96 3
Mid Kent Wave 2	93 5 2
Mid Kent Wave 3	87 6 7
Mid Kent Wave 4	89 11
Welsh Water yr 08/09	91 5 3
Welsh Water Wave 1	91 5 4
Welsh Water Wave 2	92 5 <b>3</b>
Welsh Water Wave 3	90 8 2
Welsh Water Wave 4	91 4 5
Base: All responder	nts (9,738) Yes No Unsure/refused

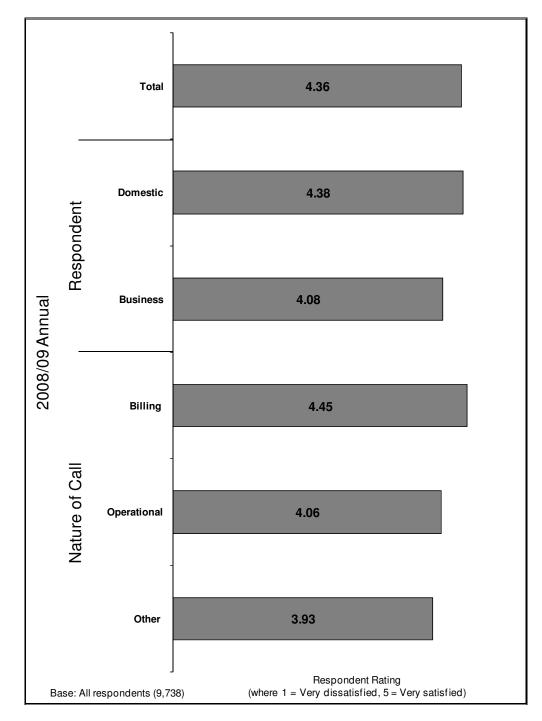
Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Total yr 08/09	90 5 4
Bournemouth yr 08/09	90 5 5
Bournemouth Wave 1	
Bournemouth Wave 2	88 6 5
Bournemouth Wave 3	89 8 3
Bournemouth Wave 4	92 2 6
Portsmouth yr 08/09	90 6 4
Portsmouth Wave 1	88 7 5
Portsmouth Wave 2	90 8 2
Portsmouth Wave 3	92 5 3
Portsmouth Wave 4	89 6 <b>5</b>
South East yr 08/09	88 8 4
South East Wave 1	87 9 <b>4</b>
South East Wave 2	91 8 <b>1</b>
South East Wave 3	85 9 6
South East Wave 4	87 7 6
Severn Trentyr 08/09	87 5 7
Severn Trent Wave 1	91 4 5
Severn Trent Wave 2	90 5 5
Severn Trent Wave 3	82 9 9
Severn Trent Wave 4	85 4 11
Scottish yr 08/09	87 7 5
Scottish Wave 1	
Scottish Wave 2	88 8 5
Scottish Wave 3	
Scottish Wave 4	87 7 6
Base: All resp	oondents (9,738) ■Yes ■No ■Unsure/refused

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Total yr 08/09	90 5 4
South West yr 08/09	85 * 9 <b>6</b>
South West Wave 1	85 12 4
South West Wave 2	84 8 <b>8</b>
South West Wave 3	86 7 <b>7</b>
- South West Wave 4	85 10 5
Thames yr 08/09	84 * 8 <b>7</b>
- Thames Wave 1	81 9 9
- Thames Wave 2	84 7 9
- Thames Wave 3	86 6 8
- Thames Wave 4	86 9 5
Northern Ireland yr 08/09	83 * 11 6
Northern Ireland Wave 1	79 13 8
Northern Ireland Wave 2	82 13 <b>5</b>
- Northern Ireland Wave 3	86 10 4
Northern Ireland Wave 4	86 7 8
Southern yr 08/09	82 * 11 7
Southern Wave 1	76 13 11
Southern Wave 2	82 10 8
Southern Wave 3	85 11 4
Southern Wave 4	84 10 6
United Utilities yr 08/09	82 * 11 <b>7</b>
United Utilities Wave 1	77 12 11
- United Utilities Wave 2	88 6 6
- United Utilities Wave 3	79 13 8
- United Utilities Wave 4	83 13 4
Base: All resp	ondents (9,738) Yes No Unsure/refused

Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>



Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Total yr 08/09	4.36
Ten dring Hun dred yr 08/09	4.66 *
Tendring Hundred Wave 1	4.68
Tendring Hundred Wave 2	4.65
Tendring Hundred Wave 3	4.51
Tendring Hundred Wave 4	4.80
Dee Valley yr 08/09	4.62 *
Dee Valley Wave 1	4.59
Dee Valley Wave 2	4.62
Dee Valley Wave 3	4.49
Dee Valley Wave 4	4.76
Bristol yr 08/09	4.57 *
Bristol Wave 1	4.61
Bristol Wave 2	4.46
Bristol Wave 3	4.64
Bristol Wave 4	4.56
Folkestone & Dover 08/09	4.57 *
Folkestone & Dover Wave 1	4.41
Folkestone & Dover Wave 2	4.73
Folkestone & Dover Wave 3	4.52
Folkestone & Dover Wave 4	4.61
Yorkshire yr 08/09	4.57 *
Yorkshire Wave 1	4.59
Yorkshire Wave 2	4.50
Yorkshire Wave 3	4.48
Yorkshire Wave 4	4.73
Base: All respondent	(where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 1<sup>st</sup> – 5<sup>th</sup>

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# Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Total yr 08/09	4.36
Cambridge yr 08/09	4.54 *
Cambridge Wave 1	4.58
Cambridge Wave 2	4.41
Cambridge Wave 3	4.56
Cambridge Wave 4	4.63
Wessex yr 08/09	4.51 *
Wessex Wave 1	4.47
Wessex Wave 2	4.46
Wessex Wave 3	4.53
Wessex Wave 4	4.58
Sutton & East Surrey yr 08/09	4.50 *
Sutton & East Surrey Wave 1	4.54
Sutton & East Surrey Wave 2	4.48
Sutton & East Surrey Wave 3	4.46
Sutton & East Surrey Wave 4	4.53
Welsh Water yr 08/09	4.50 *
Welsh Water Wave 1	4.64
Welsh Water Wave 2	4.57
Welsh Water Wave 3	4.37
Welsh Water Wave 4	4.42
Bournemouth yr 08/09	4.49 *
Bournemouth Wave 1	4.47
Bournemouth Wave 2	4.53
Bournemouth Wave 3	4.39
Bournemouth Wave 4	4.59
Base: All responde	Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 6<sup>th</sup> – 10<sup>th</sup>

Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

Total yr 08/09	4.36
Essex & Suffolk yr 08/09	4.46
Essex & Suffolk Wave 1	4.39
Essex & Suffolk Wave 2	4.40
Essex & Suffolk Wave 3	4.45
Essex & Suffolk Wave 4	4.60
Mid Kentyr 08/09	4.45
Mid Kent Wave 1	4.49
Mid Kent Wave 2	4.46
Mid Kent Wave 3	4.47
Mid Kent Wave 4	4.40
Northumbrian yr 08/09	4.43
Northumbrian Wave 1	4.39
Northumbrian Wave 2	4.29
Northumbrian Wave 3	4.55
Northumbrian Wave 4	4.50
South Staffs yr 08/09	4.43
South Staffs Wave 1	4.50
South Staffs Wave 2	4.29
South Staffs Wave 3	4.44
South Staffs Wave 4	4.49
Three Valleys yr 08/09	4.42
Three Valleys Wave 1	4.35
Three Valleys Wave 2	4.56
Three Valleys Wave 3	4.40
Three Valleys Wave 4	4.36
Base: All responder	Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied)

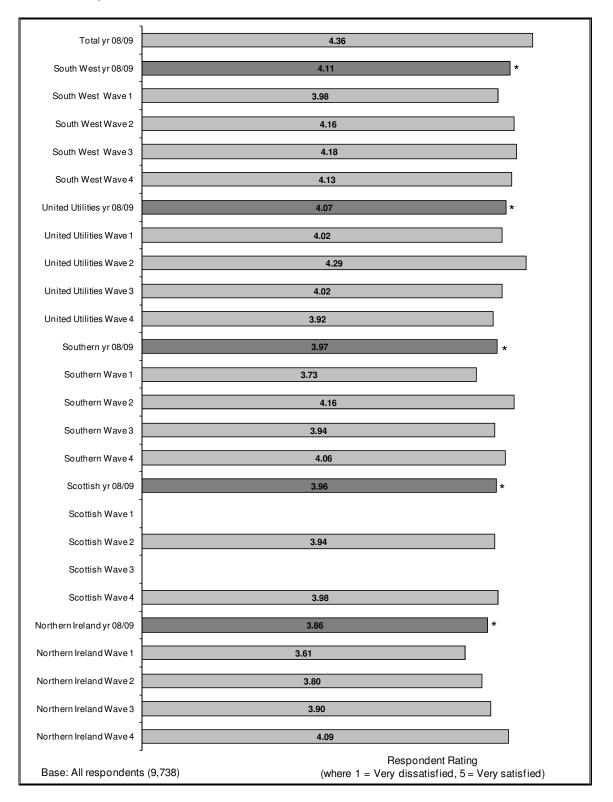
Companies Ranked 11<sup>th</sup> – 15<sup>th</sup>

Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?

1	
Total yr 08/09	4.36
Anglian/Hartlepool yr 08/09	4.35
Anglian/Hartlepool Wave 1	4.21
Anglian/Hartlepool Wave 2	4.28
Anglian/Hartlepool Wave 3	4.42
Anglian/Hartlepool Wave 4	4.45
Portsmouth yr 08/09	4.27
Portsmouth Wave 1	4.21
Portsmouth Wave 2	4.25
Portsmouth Wave 3	4.27
Portsmouth Wave 4	4.34
Severn Trent yr 08/09	4.20 *
Severn Trent Wave 1	4.24
Severn Trent Wave 2	4.32
Severn Trent Wave 3	4.00
Severn Trent Wave 4	4.24
South East yr 08/09	4.14 *
South East Wave 1	4.27
South East Wave 2	4.03
South East Wave 3	4.27
South East Wave 4	3.98
Thames yr 08/09	4.14 *
Thames Wave 1	4.29
Thames Wave 2	3.90
Thames Wave 3	4.25
Thames Wave 4	4.13
Base: All respondents	(9,738) Respondent Rating (where 1 = Very dissatisfied, 5 = Very satisfied)

Companies Ranked 16<sup>th</sup> – 20<sup>th</sup>

Q21 How satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call?



Companies Ranked 21<sup>st</sup> – 25<sup>th</sup>

### **Report Prepared By:**

McCallum Layton Bramley Grange Skeltons Lane Thorner, Leeds LS14 3DW

### **Report Prepared For:**

Water UK Queen Anne's Gate London SW1H 9BT

Contact: Matt Counsell Tel: 0113 237 5590 E-mail: MattCounsell@mccallum-layton.co.uk Contact: Andrea Deeming



#### CUSTOMER TRACKING STUDY

J1955 January 2009

Checked (initial):

Exec: \_\_\_\_\_

Field:

Good morning/afternoon, my name is \_\_\_\_\_\_ from McCallum, an independent market research agency, and I'm carrying out research amongst customers who have recently contacted [insert water company].

S1	First of all, can I just check, do you or any of your close family work in any of the following industries?		
	Banking Nursing	1 2	Go To S2
	Water supply/sewerage Market Research Advertising PR	3 4 5 6	T&C
	Retail None of the above	7 8	Go To S2
S2	I understand that someone in your [household/organisation] contacted [insert water company] recently. Was this yourself?	4	
	Yes	1	Go To Q1
	No	2	Re-introduce
	No and don't know who did	3	T&C
	INTERVIEWER: If No, Ask To Be Transferred To Correct Person And Reintroduce. If Not Available Make An Appointment.		
	Would you be willing to spare about 7 minutes to answer a few questions about the quality of the telephone service you received when you called [insert water company], either now or at a more convenient time? You do not have to answer questions do you not wish to and you can terminate the interview at any point. Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society.		
Q1	<b>INTERVIEWER:</b> Record date call was made to water company (from sample):		
	Write In Date:		

and intervention of the company on your first attempt, whether to an automated message of a person?       And the company intervention of the company on your first attempt, whether to an automated message of a person?         Version of the company on your first attempt, whether to an automated message of a person?       Yes       1         Qair Telescent on the company on your first attempt, whether to an automated message of a person?       Yes       1	Q2	<b>INTERVIEWER:</b> Record water company (from sample):	I	
Bristol – Operational 03 Bristol & Wessex – Billing 04 Cambridge 05 Dec Valley 06 Essex & Sutfolk 07 Folkestone & Dover 08 Hartlepool Mid Kent 10 Northumbrian 11 Northumbrian 11 Northumbrian 11 Northumbrian 11 Northumbrian 11 Severn Trent 14 South 21 South 21 South 21 Tendring Hundred 20 Tanares 21 Three Valleys 22 United Utilities 23 Welsh Water 24 Wessex – Operational 25 Yorkshire 26 Q3 INTERVIEWER: Record whether business or domestic: Business 1 Yorkshire 26 Q4 Throughout the interview I would like you to think about the call that you made to your water company (insert water company from Q2) on (insert fast fast 01 Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BiLLING Moving home or property/change of details Leave a meter reading 03 PAYMENT Payment of bill 04 Setting up payment arrangements 05 Difficulty paying bill WATER SUPPLY Loss of pressure 06 Flood (non sever) 10 ORINKING WATER Water quality complaintenquiry (ig water smell, appearance or discolouration, bits, taste, softness/hardness) 11 Setting up payment arrangements 05 Difficulty paying bill 06 WATER SUPPLY Loss of pressure 08 Flood (non sever) 10 DRINKING WATER Water quality complaintenquiry (ig water smell, appearance or discolouration, bits, taste, softness/hardness) 11 Setting up payment arrangements 05 Difficulty paying bill 06 WATER SUPPLY Loss of supply 07 Loss of pressure 08 Flood (non sever) 10 DRINKING WATER Water quality complaintenquiry (ig water smell, appearance or discolouration, bits, taste, softness/hardness) 11 Setting appearance or discolouration, bits, taste, softness/hardness) 11 Setting appearance of discolouration, bits, taste, softness/hardness) 11 Setting appearance 11 Cother (please specify) 13	QL.		01	
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Mid Kent       10         Northumbrian       11         Northern Ireland       12         Portsmouth       13         Severn Trent       14         South East       15         South Staffs       16         South West       17         South West       17         South West       17         South R East Surrey       19         Thames       21         Three Valleys       22         United Utilities       23         Wessex - Operational       25         Q3       INTERVIEWER: Record whether business or domestic:       Business       1         Wessex - Operational       26         Q4       Throughout the interview I would like you to think about the call that you made to a power p				
Northumbrian 11 Northern Ireland 12 Portsmuth 13 Severn Trent 14 South East 15 South West 17 South West 17 South West 17 South West 17 Trendring Hundred 20 Tranes 21 Three Valleys 22 United Utilities 23 Welsh Water 24 Wessex – Operational 25 Yorkshire 26 <b>Q3</b> <u>INTERVIEWER</u> : Record whether business or domestic: Business 1 Construction 12 Construction 12 South 12 Three Valleys 22 United Utilities 23 Welsh Water 24 Wessex – Operational 25 Yorkshire 26 <b>Q4</b> Throughout the interview I would like you to think about the call that you made to your water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING Moving home or property/change of details Leave a meter reading 02 Disputing/querying bill/high meter bill/reading 03 PAYMENT Payment of bill Setting up payment arrangements 05 Difficulty paying bill 66 WATER SUPPLY Loss of supply 07 Leak 09 Flood (non sever) 10 PINKKING WATER Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness) 11 SEWERAGE SERVICES Blocked sever/sever flooding 12 Other (please specify) <u>Cother (please specify)</u> Yes 1. Go To Q7.				
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South West 17 Southern 18 Sutton & East Surrey 19 Tendring Hundred 20 Thranes 21 Three Valleys 22 United Utilities 23 Weslsh Water 24 Wessex – Operational 25 Yorkshire 26				
Soutton & East Surrey       18         Sutton & East Surrey       19         Thending Hundred       20         Three Valleys       22         United Utilities       23         Welsh Water       24         Wessex – Operational       25         Yorkshire       26         O3       INTERVIEWER: Record whether business or domestic:       1         Domestic       2         O4       Throughout the interview I would like you to think about the call that you made to your water company linesrt water company about on this occasion? Do NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING       01         Leave a meter reading       02       02         Disputing/querying bill/high meter bill/reading       03         WATER SUPPLY       Loss of supply       07         Leave       04       Setting up payment of bill       04         Setting up payment of supply       07       07         Loss of supply       07       1       1         Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness)       11         SEWERAGE SERVICES       Elocked sewer/sewer flooding       12         Other (please specify)       13       13				
Tendring Hundred       20 Thames         21       Three Valleys       22         United Utilities       23         Wesh Water       24         Wesh Water       24         Wesh Water       24         Wesh Water       26         O3       INTERVIEWER: Record whether business or domestic:       Business       1         Domestic       2       2         O4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company for OD]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE       01         BilLING       Moving home or property/change of details       01         Leave a meter reading       02       Disputing/querying bill/high meter bill/reading       03         PAYMENT       Payment of bill       04       Setting up payment arrangements       05         Difficulty paying bill       06       VATER SUPPLY       Loss of presaring       04         Water quality complaint/enquiry (eg water smell, appearance or discolouration, bils, taste, softness/hardness       11       SEWERAGE SERVICES         Blocked sewer/sewer flooding       12       04       13       04         Other (please specify)       13       13				
Three Valleys       22         United Utilities       23         Welsh Water       24         Wessex - Operational       25         O3       INTERVIEWER: Record whether business or domestic:       Business       1         Domestic       2       2         O4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING       01         Leave a meter reading       02       Disputing/querying bill/high meter bill/reading       03         PAYMENT       Payment of bill       04       Setting up payment arrangements       05         Difficulty paying bill       04       Setting up payment arrangements       05         Difficulty paying bill       04       Setting up payment arrangements       05         Difficulty paying bill       04       Setting up payment arrangements       05         Difficulty paying bill       04       Setting up payment arrangements       05         Difficulty paying bill       04       Setting up payment arrangements       05         Difficulty paying bill       06       Not on on sever)       10         Deaving ther qua		Sutton & East Surrey	19	
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United Utilities       23         Weish Water       24         Wessex - Operational       25         Q3       INTERVIEWER: Record whether business or domestic:       Business       1         Q4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE       01         BilLING       Moving home or property/change of details       01         Disputing/querying bill/high meter bill/reading       03         PAYMENT       Payment of bill       04         Setting up payment of bill       04       04         Setting up payment of bill       05       07         Loss of supply       07       08         Loss of supply       07       1         Bilcod (non sewer)       10       11         DRINKING WATER       Blocked sewer/sewer flooding       12         Other (please specify)       13       Go To Q7         C45       Did you get through to the company on your first attempt, whether to an automated message or a person?       Yes       1				
Welsh Water Wessex - Operational Yorkshire       24 25 26         Q3       INTERVIEWER: Record whether business or domestic: Business Domestic       1 2         Q4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING Moving home or property/change of details Leave a meter reading Disputing/querying bill/high meter bill/reading Disputing/querying bill/high meter bill/reading Disputing/querying bill/high meter bill/reading Difficulty paying bill 06       01 04 04 04 05 05 07 05 06 00 01 06         WATER SUPPLY       Loss of supply Loss of pressure Leak 09 Flood (non sewer)       07 00 01 01 01 01 01 01 01 01 01 01 01 01				
Yorkshire       26         Q3       INTERVIEWER:       Record whether business or domestic:       1 Domestic       2         Q4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING       01 Leave a meter reading 02 Disputing/querying bill/high meter bill/reading       03 03         PAYMENT       Payment of bill Setting up payment arrangements Difficulty paying bill       04 06         WATER SUPPLY       Loss of supply Loss of pressure or discolouration, bits, taste, softness/hardness)       07 Leak 09         DRINKING WATER       Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness)       11         Q5       Did you get through to the company on your first attempt, whether to an automated message or a person?       13				
Q3       INTERVIEWER: Record whether business or domestic:       Business Domestic       1         Q4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING       01         Moving home or property/change of details 01       01       02         Disputing/querying bill/high meter bill/reading 03       03         PAYMENT       Payment of bill Setting up payment arrangements Difficulty paying bill 06         WATER SUPPLY       Loss of supply 07         Loss of pressure 08       Leak 09         Flood (non sewer)       10         DRINKING WATER       11         SetwerAGE SERVICES       Blocked sewer/sewer flooding       12         Other (please specify)       13       60 To Q7         Yes       1       Go To Q7				
Q4       Throughout the interview I would like you to think about the call that you made to your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING       01         Moving home or property/change of details cleave a meter reading Disputing/querying bill/high meter bill/reading 03       01         PAYMENT       Payment of bill Setting up payment of bill Difficulty paying bill 06         WATER SUPPLY       Loss of supply 07         Loss of pressure 08       09         Flood (non sewer)       10         DRINKING WATER       11         Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness)       11         Other (please specify)       13         Q5       Did you get through to the company on your first attempt, whether to an automated message or a person?       Yes       1			20	
Q4       Throughout the interview I would like you to think about the call that you made to your water company (insert water company from Q2) on (insert date from Q1). Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING       01         Moving home or property/change of details 01       01         Leave a meter reading 02       03         PAYMENT       Payment of bill         WATER SUPPLY       Loss of supply         Leak       09         DRINKING WATER       01         Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness)       11         SEWERAGE SERVICES       Blocked sewer/sewer flooding       12         Other (please specify)       13       Go To Q7	Q3		1	
your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING Moving home or property/change of details Leave a meter reading Disputing/querying bill/high meter bill/reading 03 PAYMENT Payment of bill Setting up payment arrangements Difficulty paying bill WATER SUPPLY Loss of pressure BLeak 09 Flood (non sewer) 10 DRINKING WATER Water quality complaint/enquiry (eg water smell, appearance or discolouration, bits, taste, softness/hardness) SEWERAGE SERVICES Blocked sewer/sewer flooding 12 Other (please specify) Did you get through to the company on your first attempt, whether to an automated message or a person? Yes 1 Go To Q7 				
Blocked sewer/sewer flooding       12         Other (please specify)       13         Q5       Did you get through to the company on your first attempt, whether to an automated message or a person?       1         Yes       1       Go To Q7		your water company [insert water company from Q2] on [insert date from Q1]. Can I begin by asking you what you contacted the water company about on this occasion? DO NOT READ OUT LIST - SELECT MOST APPROPRIATE BILLING Moving home or property/change of details Leave a meter reading Disputing/querying bill/high meter bill/reading PAYMENT Payment of bill Setting up payment arrangements Difficulty paying bill WATER SUPPLY Loss of supply Loss of pressure Leak Flood (non sewer) DRINKING WATER Water quality complaint/enquiry (eg water smell, appearance	02 03 04 05 06 07 08 09 10	
Q5 Did you get through to the company on your first attempt, whether to an automated message or a person? Yes 1 Go To Q7		SEWERAGE SERVICES		
message or a person? Yes 1 Go To Q7	Othe	r (please specify)	13	
Yes 1 Go To Q7	Q5			
No 2 Go To Q6			1	Go To Q7
			_	

Q6	How many times in total did you try to get through?	1	
QO	How many times in total did you if y to get through?	1	
	2	2	
	3	3	
	4 E or moro	4	
	5 or more Can't remember	5 6	
		0	
Q7	On the call on which you did get through, how long did you have to wait before it was first answered (either by a person or an automated system)? <b>DO NOT PROMPT</b>		
	Please record in minutes and/or seconds		
	Can't remember	Х	
Q8	How satisfied were you with the length of time that you had to wait before your call was answered? Were you satisfied, dissatisfied or neither satisfied nor dissatisfied? <b>UNFOLD SCALE</b>		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied Quite dissatisfied	3 4	
	Very dissatisfied	5	
Q9	Did you speak with a person at <u>any time</u> during your call?		
30	Yes	1	Go To Q13
	No	2	Go To Q10
Q10	And how satisfied were you with having your call answered by an automated message service rather than a person? <b>UNFOLD SCALE</b>		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
Q11	And how easy was the automated system to use? Was it easy, difficult or neither easy nor difficult? <b>UNFOLD SCALE</b>		
	Very easy	1	
	Quite easy	2	
	Neither easy nor difficult Quite difficult	3 4	
	Very difficult	5	
010	Were you offered the opportunity to speak to a person if you wanted to?	•	
Q12	Yes	1	Go To
	No	2	Q18
Q13	During the course of this call how many people did you speak to?		
	Please record number of people		
011	Interviewer: If answers 2 or more to Q13, proceed to Q14, otherwise go to Q15		
Q14	How satisfied were you with the number of people that you had to speak to? UNFOLD SCALE		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
		l	

<b>.</b>		1	i
Q15	How satisfied were you that the person (or people) that you spoke to understood		
	your reason for calling? UNFOLD SCALE Very satisfied	1	
	Quite satisfied	1 2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
		Ũ	
Q16	Using the same scale, how satisfied were you with their willingness to help?		
	UNFOLD SCALE	4	
	Very satisfied Quite satisfied	1 2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
		-	
Q17	Overall, how satisfied were you with the politeness of the person (or people) that you spoke to during this call? <b>UNFOLD SCALE</b>		
	INTERVIEWER: If Satisfied With One/Some, But Not With Another/Others, Probe For Overall Satisfaction Across All Spoken To		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	
Q18	ASK ALL: Overall, how satisfied were you with the manner in which your call was handled? UNFOLD SCALE		
	Very satisfied	1	
	Quite satisfied	2	Go To Q20
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	Go To
	Very dissatisfied	5	Q19
Q19	Why were you [quite/very dissatisfied]? RECORD MAIN REPONSE ONLY		
	INTERVIEWER: IF MENTIONS OUTCOME INSTEAD OF MANNER WITH CALL HANDLING, GO BACK TO Q18		
Q20	Immediately on completion of the call, were you left feeling that your call had been/would be dealt with?		
	Yes	1	
	No	2	
	Unsure	3	
Q21	And how satisfied were you with the final resolution of the call, ie the action that was taken as a result of your call? <b>UNFOLD SCALE</b>		
	Very satisfied	1	
	Quite satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Quite dissatisfied	4	
	Very dissatisfied	5	

ų			January 2009
Q22	Are you willing for us to pass on your details and the answers you have given to your water company in order for them to improve the customer service they		
	provide? Yes	1	Go To Q23
	No	2	T & C
Q23	And would you be happy for your water company to contact you?		
	INTERVIEWER: Reassure Respondent – Would Only Be In Relation To This Issue, Not Selling		
	Yes No	1 2	
	Thank you for your help in this research		
INTER	VIEWER READ OUT:		
	This research was conducted under the terms of the MRS Code of Conduct and is completely confidential. If you would like to confirm my credentials or those of McCallum Layton please call the MRS free on 0500 396999.		
	Please may I take a note of your name and where we can contact you for quality control purposes?		
	Respondent's Name:		
	Telephone (home):         (code) (number)		
	Telephone (work):         (code) (number)		
INTER	VIEWER DECLARATION:		
	I declare that I have conducted this interview in accordance with instructions.		
	Interviewer Signature:		
	Print Name:		
	Date of interview:		