

South West Water Customer Leakage Journey

Objectives

To gain insights into customer’s views on the leakage journey process and to seek feedback on design and clarity of leakage web pages across SWW, BW and BRL.

Format	Quantitative online surveys
Households (number)	2(n243)
Non households (number)	
Vulnerable customers	✓
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	✓

Impact on our plan and ways of working

We made minor changes to our leakage webpages across SWW, BW and BRL, as per customer feedback, to make the site more user-friendly.

The research was driven in part by CCW who reviewed all water companies’ leakage journey and asked for a review of website best practice.

Topics

Storm overflow	Drinking water quality
Water resources ✓	Net zero/ climate change
Nature	Affordability

Key messages – what matters most

What we did

- Two research were undertaken where customers were asked questions on user-friendliness of website, ease of reporting leaks, live Incident map use, among others.
- The 2022 research was conducted online.
- Majority of respondents were in the 60+ age group.

What matters most

- The webpages were deemed clear and were well received by customers who were generally happy with the level of information provided.
- When asked for verbatim feedback, keeping it simple with not too much text came through as a key point
- Majority said that our web page would be the first place they would look if they wanted information about leaks
- Nearly all customers are clear on how to report a leak, and over half said they would report it online
- Majority of customers have never used our live incident map before. Those who have said it was very or fairly easy to use.
- The majority felt they understood more about what happens after reporting a leak with the new diagrams
- Some thought more obvious contact details would have been useful and that the live map could be better.
- Feedback on the size of the text and the ability to zoom into a diagram while using a mobile device was addressed and updated.

Are there differing views?

Of the customers choosing to report a leak on the phone rather than online, the older the group, the higher the proportion who chose this contact channel.

Next steps

- We used the feedback to improve our customer journey online, we updated the image of how a leak is reported and fixed.
- The feedback was passed to CCW as part of their review on how we provide easy and clear information on the reporting and fixing of leaks.

August 2022 &
 Date April 2023 Supplier In-house

**Reference: Online Panel- Leakage Journey, March 2023
 and Leakage Journey Survey, June 2023**