

# Customer priorities – now and in the future



## Essential/expected service

- Consistently excellent water quality
- Continual water supply and pressure
- Minimising leakage through repair and investment
- Affordable bills for clean water
- Accurate and informative bills
- Efficient customer service
- Good communications during incidents – eg, when the water goes off as a result of a mains burst
- **Support for customers in vulnerable situations**
- **Addressing the impact of climate change, including planning long term to meet future demands – to make sure water always comes out of customers' taps**



## Enhanced service

- Ongoing innovation in improving and maintaining infrastructure – pipes, pumping stations, reservoirs
- Running a sustainable business – eg, carbon neutral ambitions and removing single-use plastics from our operations
- Ability to have a water meter installed at any time
- Good responsive website and mobile phone app
- **Greater focus on environmental responsibility**
- **Investing in rainwater harvesting technologies**
- **More information and comparison to help customers control how much water they use**
- **More on how to save water in the home/garden**
- **Teaching school children about the value of water**
- **Addressing the impact of limescale caused by hard water**



## Going above and beyond

- Exploring smart meters to give regular readings
- Offering financial incentives and tools to help customers save water
- Investing in projects that help to protect the environment
- **Offering volunteering opportunities, sponsorship/grants for community organisations**
- **Running community initiatives**



## Looking to the future – essential/expected service

- Full smart meter roll-out programme, so customers can receive regular information about their water usage
- Competitive market – freedom for household customers to choose their water supplier
- **Smarter, dynamic pricing of water – such as a lower rate for using water during off-peak times**
- **Providing customers with information on the health of water sources, including how full reservoirs and underground sources are**



**Engagement and COVID-19:** We initially sought customers' views on their priorities during the COVID-19 outbreak. While these responses reflected the impact of the pandemic on society and themselves, customers were also able to look past these impacts into the future to provide a balanced view.

**Note:** The insights summarise feedback from ten in-depth focus groups with 44 household customers from all walks

of life and five one-to-one interviews with customers in vulnerable situations in October 2020. Customers from different-sized businesses also took part. Over the past year, a representative set of 1,000 household customers have completed an in-depth survey to validate the results. When reviewing these insights, please bear in mind that some customers will put greater priority on specific areas compared with others. So this is a combined view of the areas on where customers place the most priority.



The bold text represents those priorities that have become more important to customers since 2017.