

Customer priorities – now and in the future



Essential/expected service

- Consistently excellent water quality
- Continual water supply and pressure
- **Affordable and stable bills for clean water**
- Minimising leakage through pipe repair and investment
- Accurate and informative bills
- Efficient, real time, customer service
- Good communications during incidents – e.g. when the water goes off as a result of a mains burst
- Support for customers in vulnerable situations who need financial support and/or extra help to access services
- Addressing the impact of climate change, including planning long term to meet future demands – to make sure water always comes out of customers' taps
- **Addressing the impact of limescale caused by hard water**



Enhanced service

- Ongoing innovation in improving and maintaining infrastructure – pipes, pumping stations, reservoirs
- Running a sustainable business – e.g. carbon neutral ambitions and removing single-use plastics from business operations
- Good-responsive website and mobile phone app
- Investing in projects that help to protect the environment
- **Full smart meter roll-out programme, so customers can receive regular information and comparisons about their water usage to help control how much water they use**
- **Investing in rainwater harvesting technologies**
- Offering financial incentives and initiatives to help customers save water in the home/garden
- Teaching school children about the value of water

Going above and beyond

- Volunteering scheme for staff to support community initiatives, sponsorship/grants for community organisations
- Running community initiatives – e.g. planting trees, working in partnership with local businesses to support community projects



Looking to the future 2050 – essential/expected service

- Use of innovative technology to predict problems and/or quickly fix pipes, treatment works and pumping stations, to reduce wastage of water – e.g. use of artificial intelligence
- Competitive market – freedom for household customers to choose their water supplier
- Community water recycling schemes to better share resources
- **Smarter, dynamic pricing of water – such as a lower rate for using water during off-peak times**
- New generation of low water use, smart products and services – e.g. no flush toilets, systems that can predict usage to help lower consumption
- Providing customers with more information on their water supply – e.g. the health of water sources, including how full reservoirs and underground sources are

Engagement and COVID-19: While these responses received during 2020 and 2021 reflect 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, with a further four focus

groups and five one-to-one interviews carried out in May 2022. Customers from different sized businesses also took part. Since December 2020 to March 2023, a representative set of more than 2,600 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 2020.

