

LEAKAGE CUSTOMER INSIGHTS

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CUSTOMER CONTACTS

- **Reporting of suspected leaks is our second highest category of customer contact**
- **7% of SIM related contact**

CUSTOMER INSIGHT HEADLINES

- **Most customers dislike waste and see leakage as waste**
- **Most informed customers see SELL as reasonable**
- **The length we take to fix visible leaks indicates the value of water**
- **Fast responses encourage water efficient behaviour in customers**
- **Customers link water wasted to higher bills**
- **... and ESW customers dislike it even more when they learn their bill are the highest**

SATISFACTION

- **Impacts on scores for value for money**
- **Lowest satisfaction with contact centre response (field response)**

EXPERIENCE

- **86% not aware of customer responsibility for supply pipe**
- **Less than 1 in 5 have insurance**
- **Perception that leakage is too high and we aren't doing enough to reduce it**

EXPECTATIONS OF RESPONSE

- **Fast response indicates value of water**
- **Our response should be quicker**

CONSEQUENCES OF FAILURE

- **See main cause as lack of maintenance**
- **Recognise wider benefits to reducing leakage**

INVEST IN IMPROVEMENT

- **High priority, and higher when aware of our performance**
- **3rd highest water priority for improvement**
- **Once informed of volumes and investment, most want leakage reduced**

THANK YOU

The background features a gradient from dark blue on the left to light green on the right. A large, curved, teal-colored shape overlaps the bottom left. In the bottom right, there are several thin, parallel, curved lines in a lighter green shade, creating a sense of motion or depth.