



Tracking customer satisfaction

Understanding customers is crucial to any organisation, and Severn Trent Water is no exception. We've worked together for several years to measure customer expectations and examine current hot topics for the business, all with the successful outcome of increasing satisfaction

The Challenge

Severn Trent Water (STW) are one of the largest water companies in England and Wales, and constantly strive towards delivering a better quality of service and achieving high customer satisfaction.

In order to achieve this, STW were keen to commit to a regular satisfaction measurement with 3 key objectives in mind:

1. Understand drivers of overall satisfaction, measure and develop the most effective strategies for increasing favourability.



2. Understand and measure expectations of Severn Trent Water on various parameters.

3. Setting in context: Benchmarking results with nationwide water companies

Approach & Outcome

Initially, STW measured customer satisfaction using face-to-face data collection and then moved to telephone data collection. In 2011, Future Thinking helped STW transition from telephone to online data collection.

Customer research is undertaken each quarter, evaluating all aspects of the service that STW provide. Additionally, every other quarter, a nationwide sample of other water companies is obtained for benchmarking purposes.

The tracker has become embedded into STW's business and key results are presented in a creative infographic each quarter.

Research topics are led by STW business initiatives, and in the past we have explored the best way to persuade customers to move to paperless billing. STW make excellent use of the tracker to examine hot topics or areas of interest such as flooding, droughts or hosepipe bans on a quarterly ad-hoc basis.

At an overall level, the research has highlighted an increase in satisfaction over time and higher performance on other KPIs, such as value for money; great accolades for the business.

