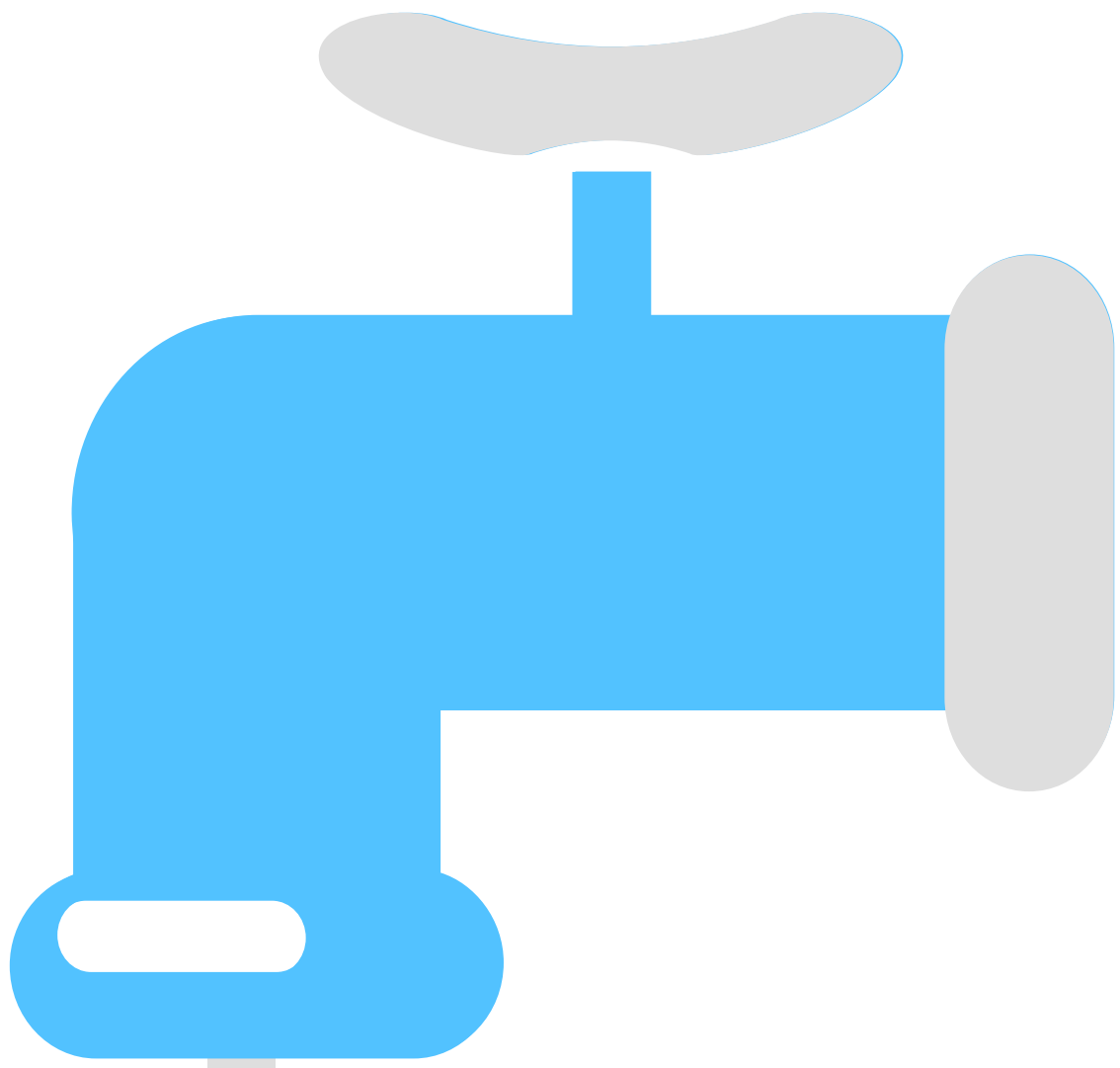


# Water | Clear Thinking



Future Thinking has been tracking customer experience KPIs for our clients for many years. With the correct diagnostics, we can really help to make a difference.

## KPI's

How does the water industry stack up against other services in terms of key metrics? We rated services on a number of key metrics, including those shown here and Customer Effort Score (below)

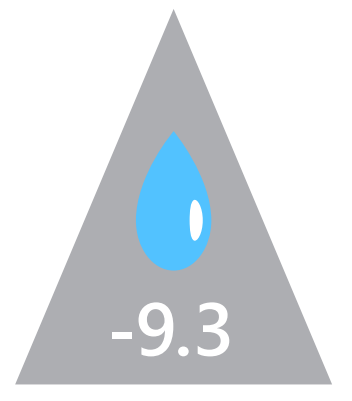
OVERALL SATISFACTION  
0 - 10 rating



TRUST  
0 - 10 rating

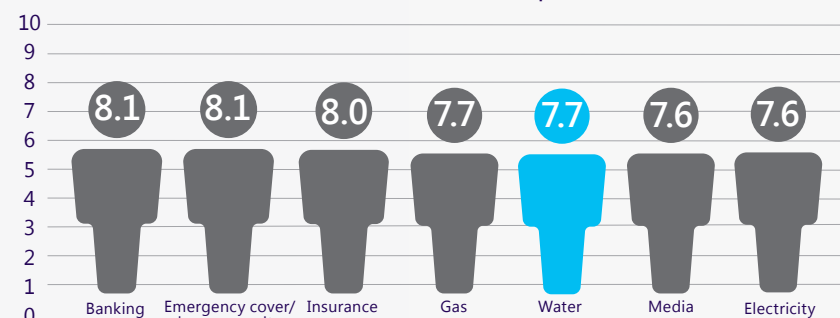


NET PROMOTER SCORE

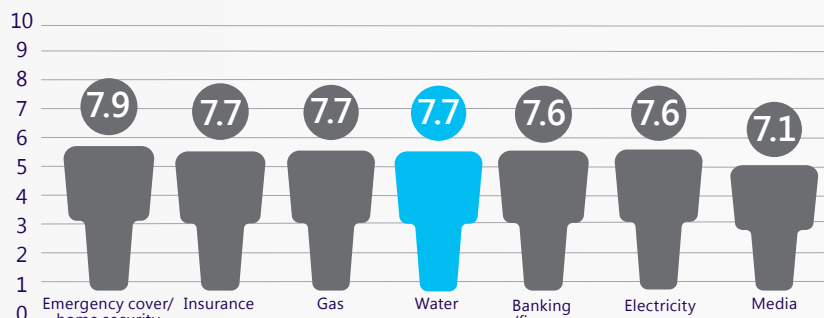


## HOW WATER COMPARES TO THE MARKET

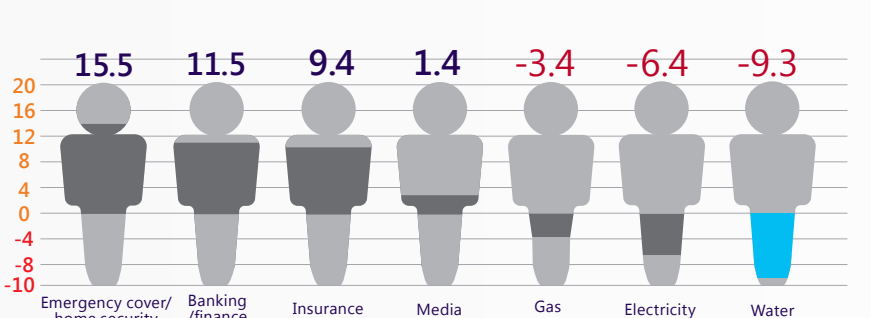
OVERALL SATISFACTION | 0-10 RATING



TRUST | 0-10 RATING

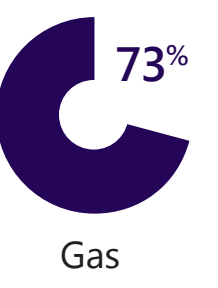
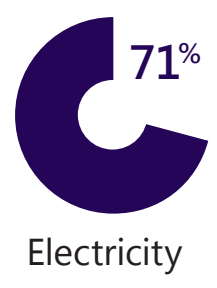
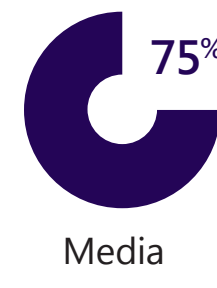
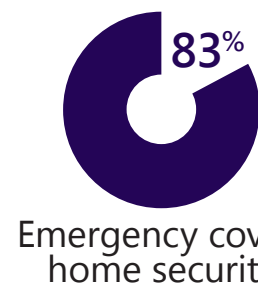


NET PROMOTER SCORE

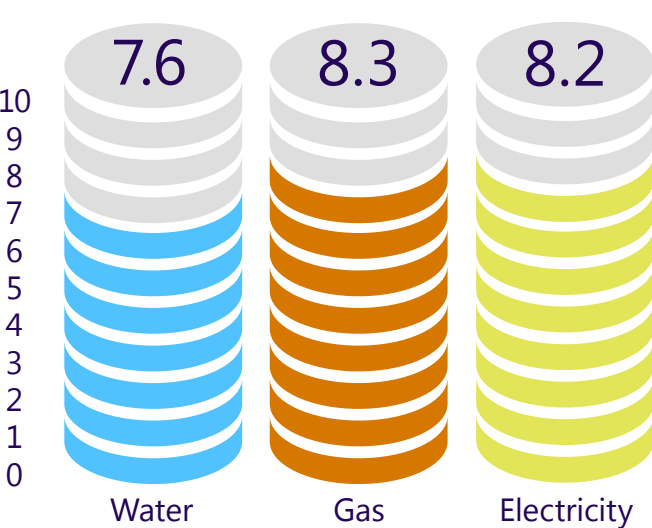
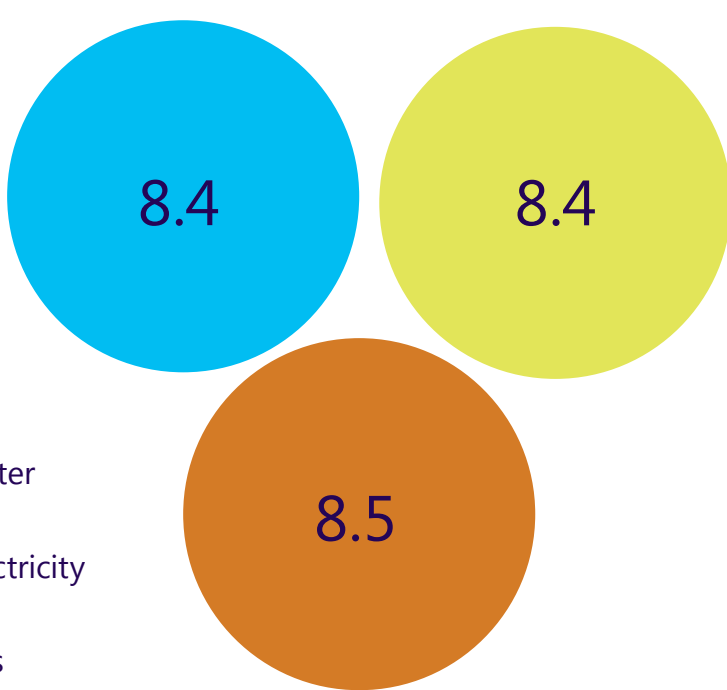


## VALUE PROVIDED

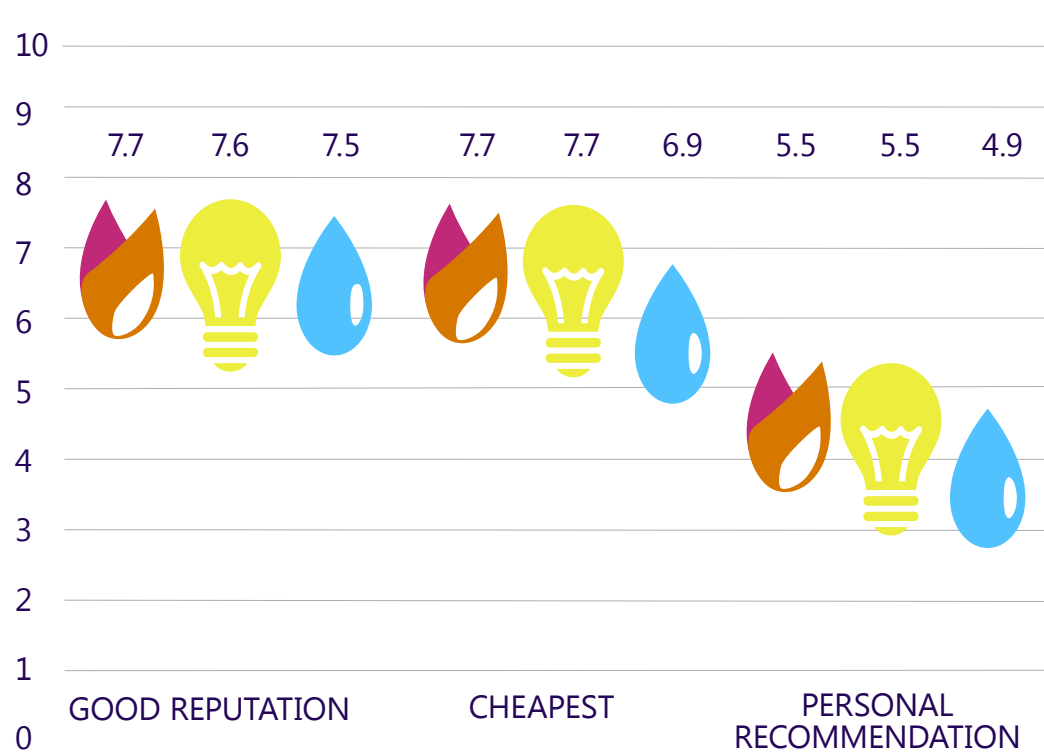
% who agree with "satisfied with the value provided"



## CONSISTENT AND RELIABLE

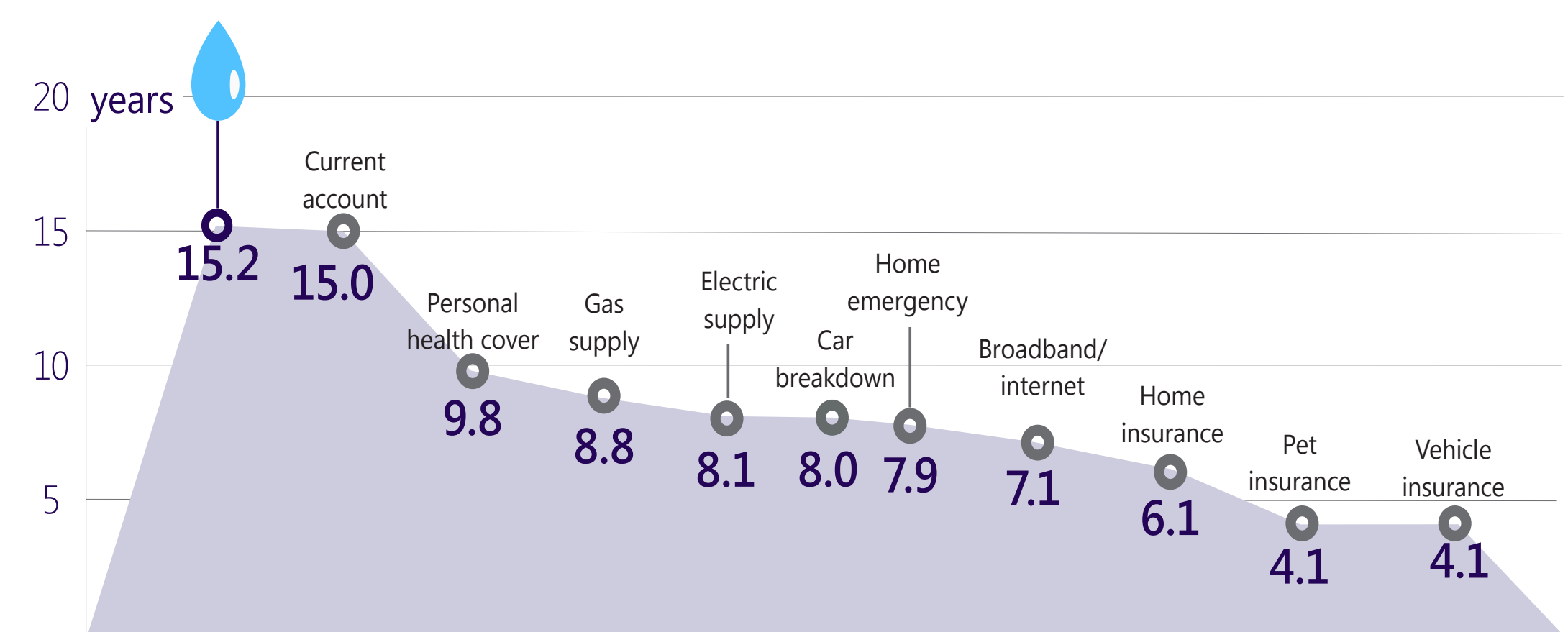


## VALUE FOR MONEY



## Tenure

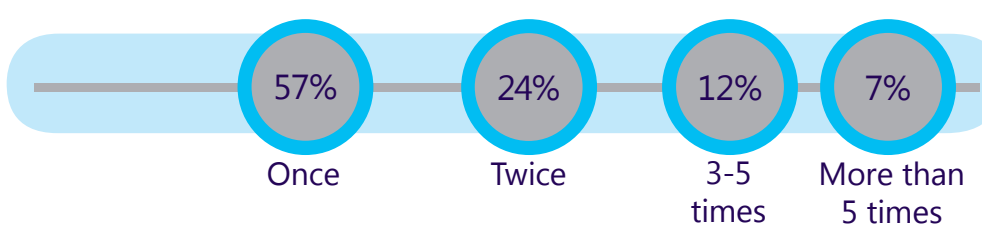
Average tenure is long for water supply, reflecting that at present domestic customers are unable to change their water supplier.



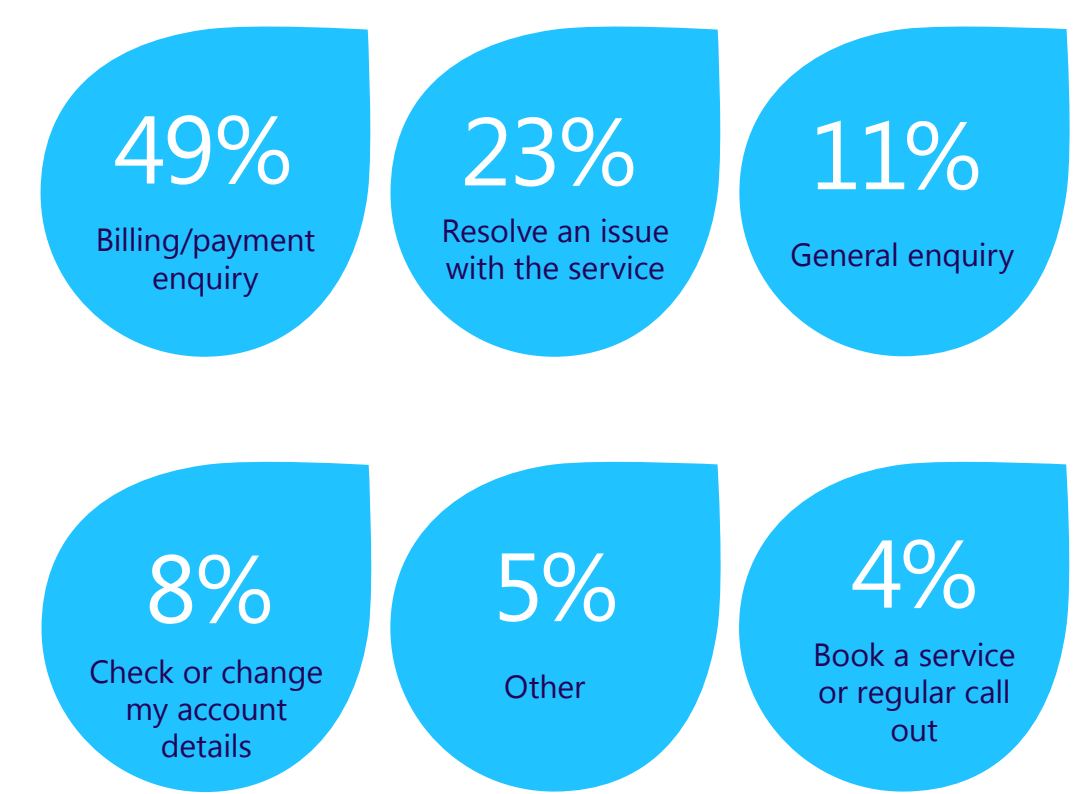
## Call Centre Contact

The majority didn't contact their providers, for those that did, how and why did they get in touch and what's important?

Contacted their provider...



Primary reason for contact...

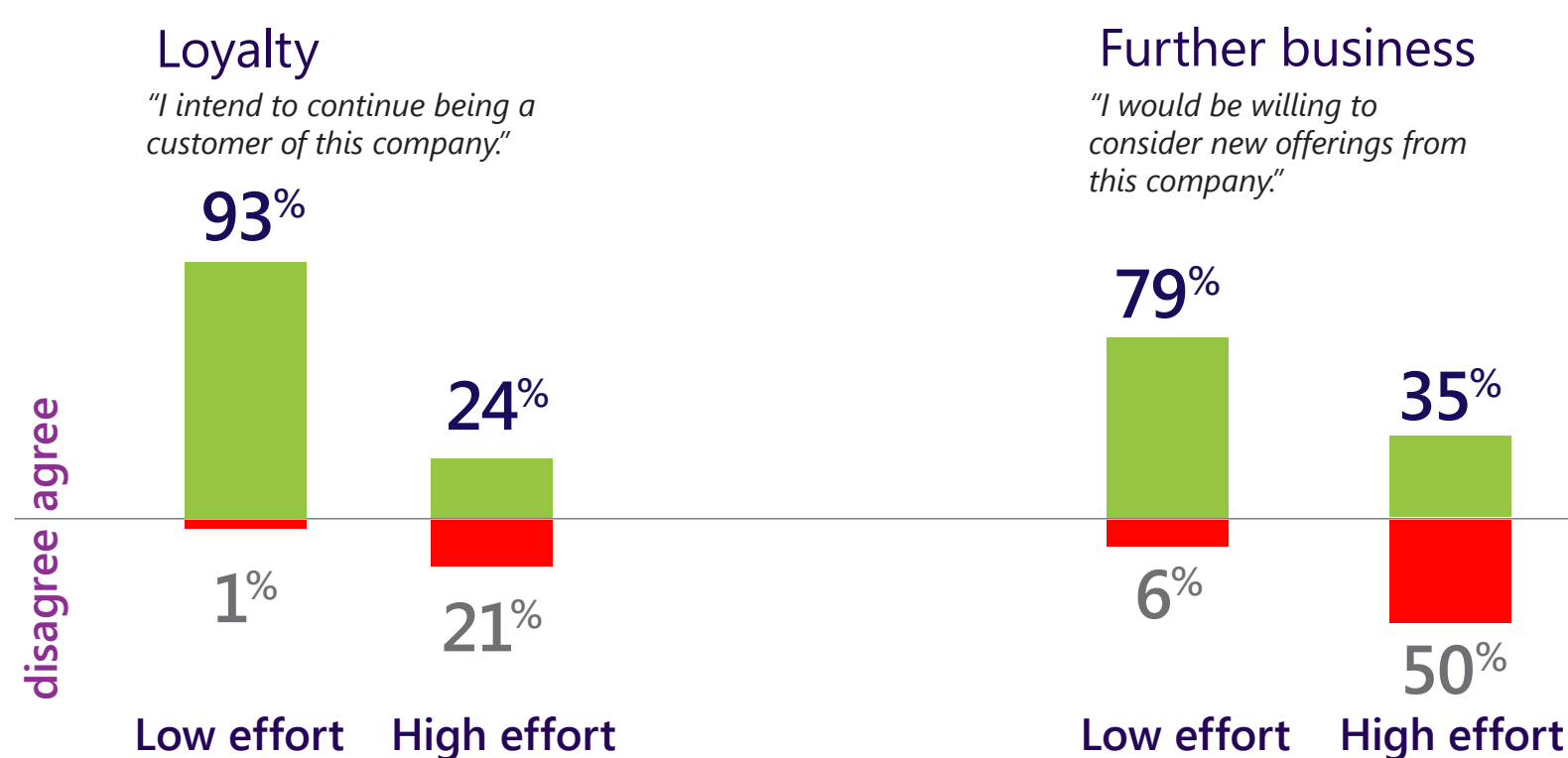


For those that contacted their providers - how did they make contact...



## Customer Effort Score

Customers mainly switch their utility provider for financial factors.



What was important when contacting their providers?

