Acceptability Testing: PCs/ODIs

Final Results

Contents

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Context

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Acceptability Testing: ODIs/PCs
Quantitative Methodology

- **ODIs/PCs tested with customers**
  - **995 interviews with HH customers**
    - 495 telephone – average length 31 mins 25 seconds
    - 500 online via commercial panel – average length 16 mins 3 seconds

    - 945 interviews in AW region
    - 50 interviews in HW region

  - **500 interviews with NHH customers**
    - Average interview length = 26 mins 12 seconds

- **Quotas were set to ensure that the overall dataset was representative of AW/HW customers in terms of age, SEG and gender**
  - Age, SEG and gender quotas were set on the basis of Census data for the Government region, using Household Reference Person (HHRP) as the proxy for bill payer

- **Data was weighted to latest Census data for age, SEG and gender for the supply areas.**

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Acceptability Testing: ODIs/PCs
Qualitative Methodology

Follow-up depth interviews with 16 participants to explore how descriptions of certain ODIs/PCs could be made easier to understand and why customers think they should be in period/end of period

Subjects covered: bathing waters, unplanned outages, treatment works compliance, retailer satisfaction

- 11 household interviews
  - 6 female
  - 5 male participants

- 5 non-household interviews
  - 3 with 0 to 4 employees
  - 2 with 5 to 25 employees

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Key Findings

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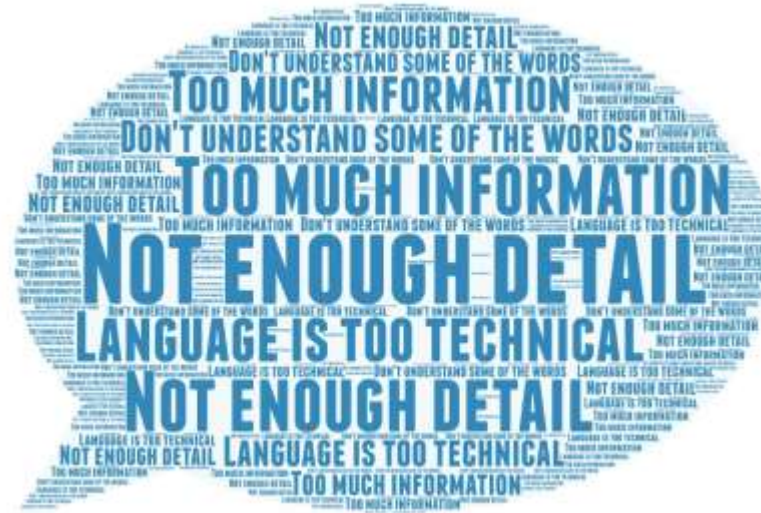# 1 Compulsory Performance Commitments

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Compulsory Performance Commitments

Compulsory Performance Commitments	
Water supply interruptions	Per capita consumption
Internal sewer flooding	Reducing leakage
Household customer satisfaction	Pollution incidents
Developer satisfaction	Asset health – mains bursts
Compliance risk index	Asset health – unplanned outages
Drought resilience	Asset health – sewer collapses
Rainfall resilience	Asset health – treatment work compliance

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Three quarters found all PCs clear and understood what they mean
For those who didn't understand all there was general concern about the clarity of language or a desire for more information rather than a specific issue with a particular PC

Stacked bar chart (% participants):
- Don't know: 3
- No: 3
- Yes - some: 20
- Yes - all: 74

% participants
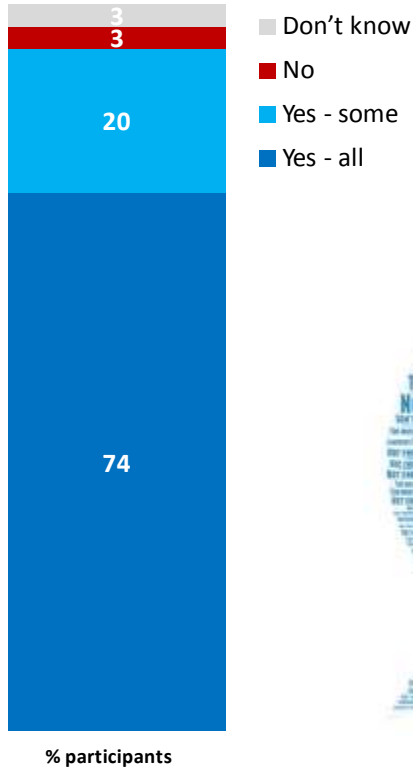
Some/All = Clear	
94%	**Yes**
3%	**No**
Family First	97%
Eco Economisers	97%
Comfortable & Caring	96%
Protective Provincials	94%
Careful Budgeters	93%
Tech-Savvies	92%
NHH	99%

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Asset Health: Mains Bursts

A quarter of all HH customers thought the description could be improved. Improvements focused on clarity/simplification of language. Minority also struggle with the term "asset health"

Legend:
- Don't know
- No
- Yes

Stacked bar (% participants):
- Don't know: 17
- No: 59
- Yes: 24

% participants
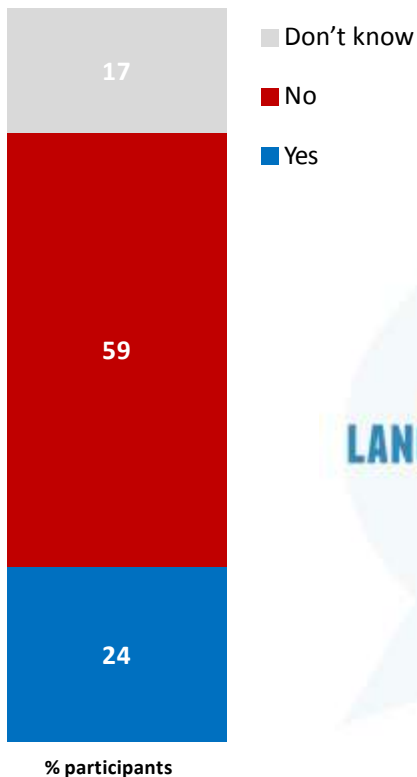
Word cloud:
- PROVIDE BENCHMARK/TARGET/STANDARD
- STATE FREQUENCY
- MORE CLARITY REQUIRED
- MORE DESCRIPTION/INFORMATION/DETAIL
- LANGUAGE SHOULD BE EASIER TO UNDERSTAND
- PROBLEMS UNDERSTANDING 'ASSET HEALTH'
- STATE WHAT IT MEANS
- USE IMPERIAL MEASUREMENT
- RELATE TO AREA COVERED/% OF TOTAL AW AREA

Mains bursts = could be improved

24%	Yes
59%	No

Family First	73%
Comfortable & Caring	69%
Eco Economisers	66%
Careful Budgeters	55%
Tech-Savvies	51%
Protective Provincials	47%
NHH	76%

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Asset Health: Unplanned Outages
One in five HH customers thought the description could be improved. Again improvements focused on clarity/simplification of language

15 — Don't know
65 — No
20 — Yes

% participants
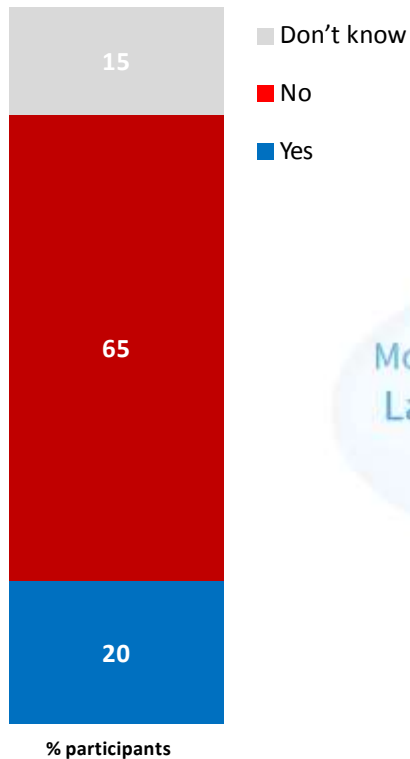
Problems understanding 'asset health'
More description/information/detail
Language should be easier to understand
Problems understanding 'unplanned outage'

More clarity required
Explain what it means

Unplanned outages = could be improved	
20%	**Yes**
65%	**No**

Comfortable & Caring	75%
Family First	69%
Eco Economisers	69%
Careful Budgeters	69%
Tech-Savvies	58%
Protective Provincials	57%
NHH	83%

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Unplanned Outages
Description actually works well with customers. However, more detail needed regarding "asset health"

> "Sometimes water treatment works are not able to perform at the capacity for which they were designed. In most instances customers are not affected by this reduction in capacity. However, they are measured against these instances to provide a picture of the long term resilience of water treatment works"

- On reflection the key issue was understanding the term "asset heath" rather than specific problems with the unplanned outages PC

- Customers asked for a more explicit explanation on "assets" and then "asset health" before asking specifically about each of the PCs that sit under the "asset health" area. They suggested something like the following would be useful:

> Anglian Water provides customers with clean water and water recycling (sewerage) services across a large area in the East of England. To do this they have an extensive network of pipes (thousands of miles of water pipes and sewers) and a great many water treatment works, pumps, water towers, sewerage treatment works, etc. These are known as assets.
>
> Asset health is a way of describing how well these assets are operating/working.

- This added introduction would help customers understand where treatment works sit in the overall context of Anglian Water's operations.

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Asset Health: Sewer Collapses
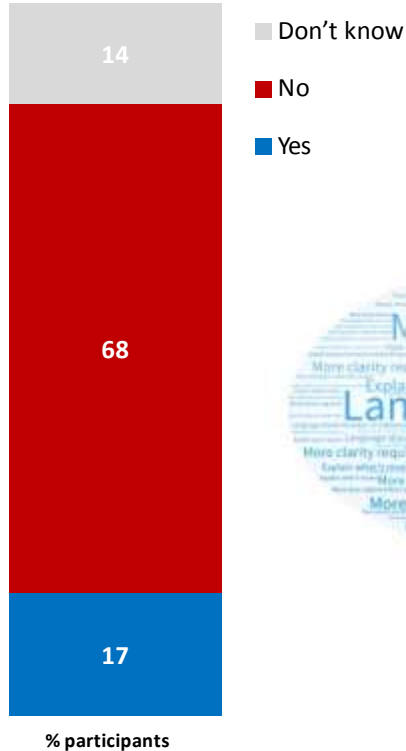## Majority happy with this description with around 15% suggested some improvements

% participants

Legend:
- Don't know
- No
- Yes

Stacked bar values: 13, 72, 16
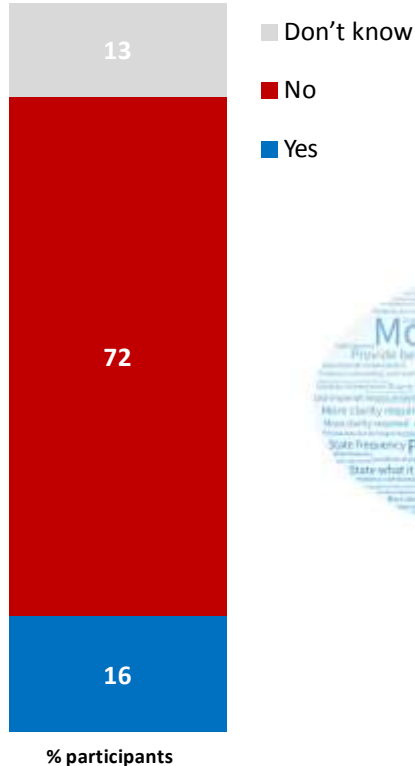
Sewer collapses = could be improved	
16%	**Yes**
72%	**No**

Family First	85%
Eco Economisers	77%
Protective Provincials	76%
Comfortable & Caring	76%
Careful Budgeters	72%
Tech-Savvies	61%
NHH	78%

Word cloud text: State frequency, Provide benchmark/target/standard, Language should be easier to understand / simpler, More description/information/detail, Condition of pipes/sewer / age etc, State frequency, More clarity required, Problems understanding '1,000 km of pipes', State what it means, Use imperial measurement, Problems understanding 'asset health', Relate to area covered/% of total AW area, State what it means, More clarity required

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Asset Health: Treatment Works Compliance
Again, majority happy with this description. 17% suggested some improvements which were consistent with feedback on other asset health PCs

% participants

Legend:
- Don't know
- No
- Yes

Bar chart values: 14, 68, 17

Word cloud contents include: "Language should be easier to understand", "More description/information/detail", "More clarity required", "Too wordy should be more concise", "Explain what it means", "Need measurement/number/frequency", "Problems understanding 'treatment works compliance'", "Problems understanding 'comply with consents'", "How non compliance is prevented/dealt with"

Treatment works compliance = could be improved	
17%	**Yes**
68%	**No**

Comfortable & Caring	78%
Family First	76%
Eco Economisers	75%
Careful Budgeters	67%
Protective Provincials	62%
Tech-Savvies	60%
NHH	91%

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Treatment Work Compliance
Customers would like to understand why the EA monitors Anglian's performance

> "The Environment Agency (EA) monitors Anglian Water's performance at its water treatment works. Anglian Water needs to comply with the consents given by the EA. There are rare occasions where they might fail to comply – this could be due to a failure on-site or a trader accidentally putting something into the water supply"

- Customers would like to understand more about why and what the EA monitor

- They would also like to understand what consents are given

- Another suggestion was to talk about "sewerage treatment works" rather than "water treatment works"

> The Environment Agency (EA) monitors Anglian Water's performance at its sewerage treatment works. They specifically monitor xxxxx and give Anglian Water consents to xxxxx which they must comply with.
> Anglian Water's performance is monitored to ensure there are no leaks into the environment (rivers, streams, land etc). However, there are rare occasions where Anglian Water might fail to comply – this could be due to a failure with on site equipment or one of Anglian Water's traders/suppliers accidentally putting something into the water supply"

If I read this two or three times I get what they're saying but it just takes a bit of reading. It would be goo do know a bit more – you know some "whys" and "whats" need adding
HH customer

What do they have to comply with? And what happens if they don't?
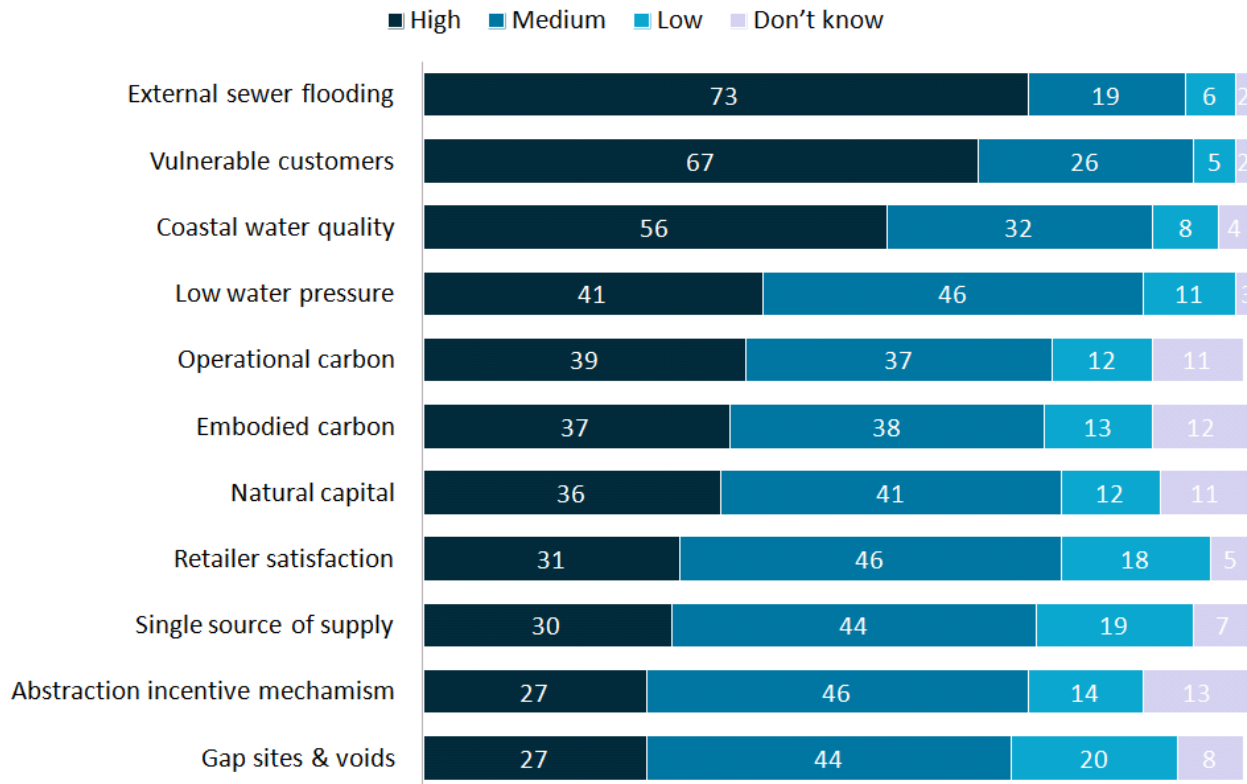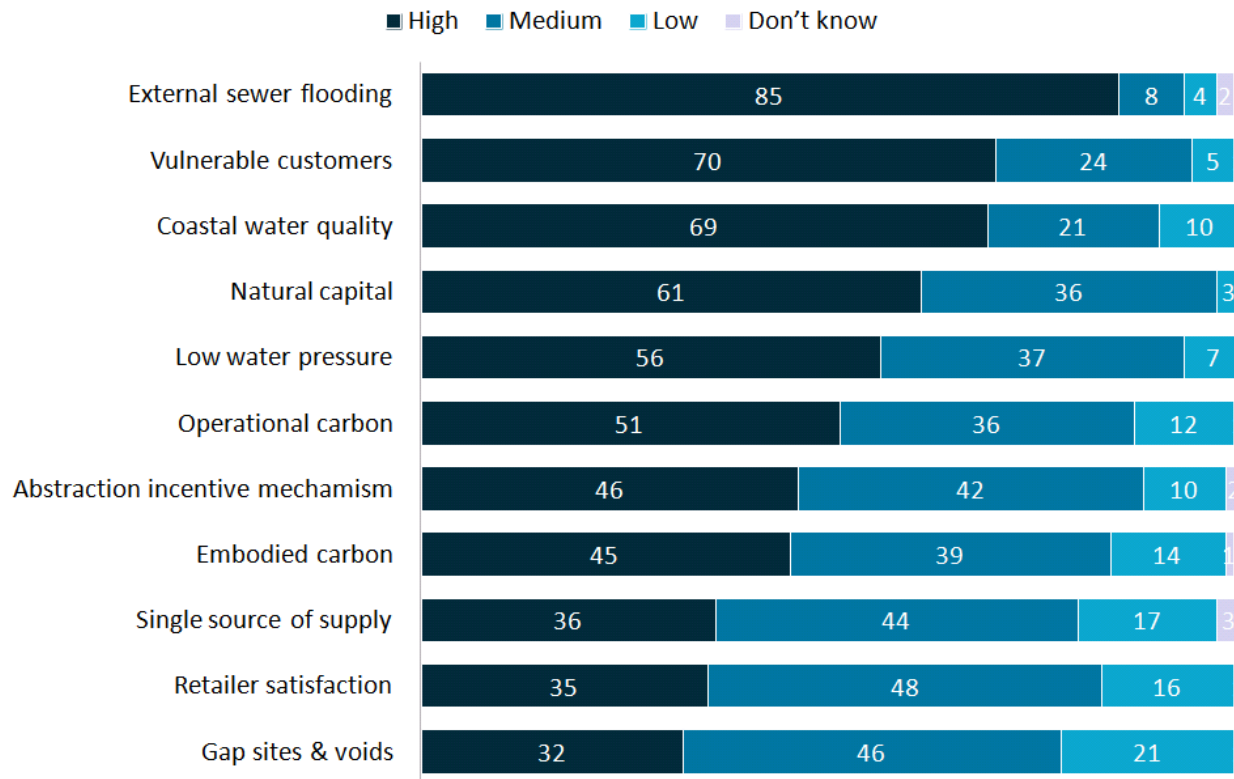HH customer

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2 Bespoke Performance Commitments

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Bespoke Performance Commitments

Bespoke Performance Commitments	
Low water pressure	Coast water quality
External sewer flooding	Abstraction incentive mechanism
Retailer satisfaction	Natural capital
Vulnerable customers	Operational carbon
Gap sites and voids	Embodied carbon
Customers supplied by a single source	

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Household customers place the highest importance on external sewer flooding followed by vulnerable customers
Lowest importance PCs are gap sites & voids and single source of supply

Legend: ■ High ■ Medium ■ Low ■ Don't know

Category	High	Medium	Low	Don't know
External sewer flooding	73	19	6	2
Vulnerable customers	67	26	5	2
Coastal water quality	56	32	8	4
Low water pressure	41	46	11	3
Operational carbon	39	37	12	11
Embodied carbon	37	38	13	12
Natural capital	36	41	12	11
Retailer satisfaction	31	46	18	5
Single source of supply	30	44	19	7
Abstraction incentive mechanism	27	46	14	13
Gap sites & voids	27	44	20	8

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NHH customers rating follows a similar pattern to household customers – with the exception of Natural Capital (61% NHH cf 36% HH) and AIM (46% NHH cf 27% HH). NHH more likely to rate all more highly than HH customers

Legend: ■ High ■ Medium ■ Low ■ Don't know

Category	High	Medium	Low	Don't know
External sewer flooding	85	8	4	2
Vulnerable customers	70	24	5	
Coastal water quality	69	21	10	
Natural capital	61	36		3
Low water pressure	56	37	7	
Operational carbon	51	36	12	
Abstraction incentive mechamism	46	42	10	2
Embodied carbon	45	39	14	
Single source of supply	36	44	17	3
Retailer satisfaction	35	48	16	
Gap sites & voids	32	46	21	

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NHH customers ranked retailer satisfaction" towards the bottom of the list of PCs covered – with only "gap sites & voids" ranked lower

> Customers struggled to understand why retailer satisfaction should be a priority for AW. They would prefer focus on the end customer satisfaction which is driven by delivering excellent service across the other PCs covered

- The Open Water situation is still "new news" to many customers – both household and non household

- Therefore the role of the retailer is not understood and customers struggle to understand why their satisfaction should take priority over that of the end customers or other areas of AW's work

- Even when greater information was provided customers still felt that the satisfaction of the "middle man" should not be a priority for Anglian Water

Why should their satisfaction be more important than mine? And all those other areas are just more important aren't they?
NHH customer

Okay, now that you've told me more about what the retailer does I still don't think that this should be a focus for the water company. I mean they're making money out of billing us
NHH customer

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Comfortable & Caring and Eco Economisers most likely to attribute higher importance to PCs than other segments

HIGH

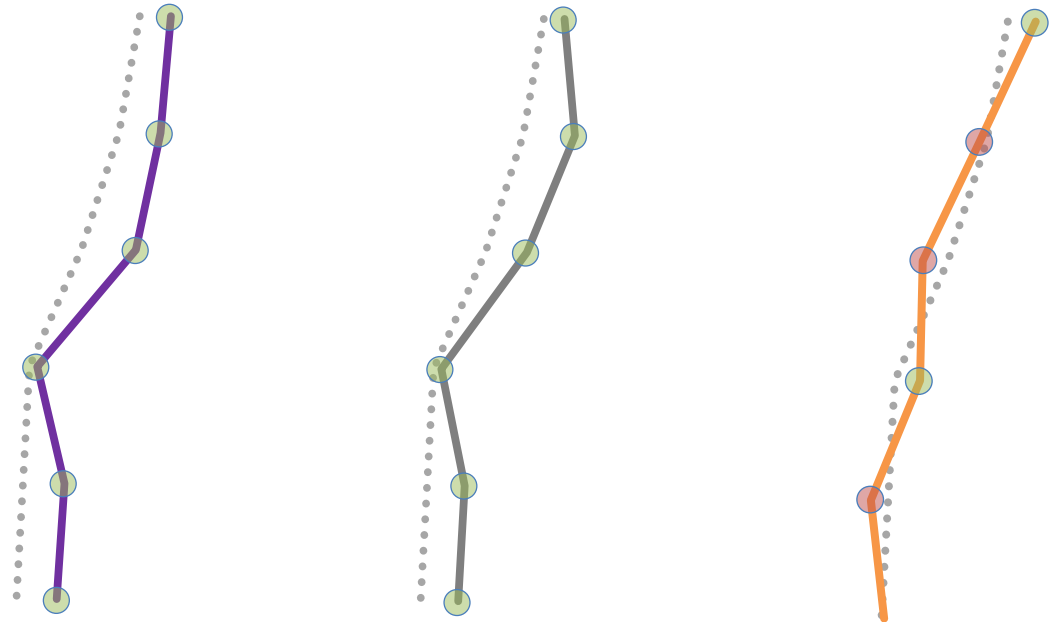| Comfortable & Caring | Eco Economisers | Protective Provincials |

External sewer flooding

Vulnerable customers

Coastal water quality

Low water pressure

Operational carbon

Embodied carbon

And Tech Savvies least likely to attribute higher importance
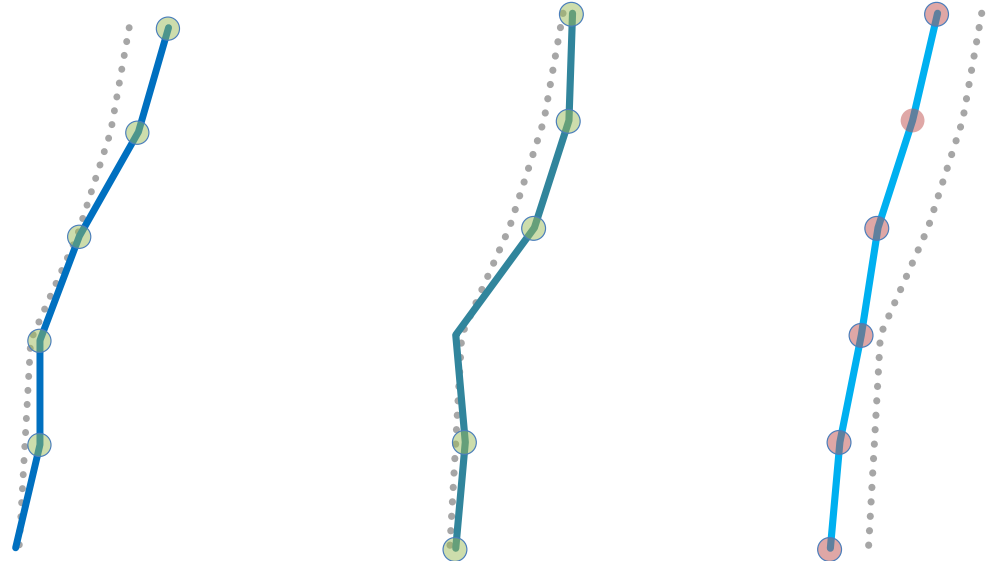
Three quarters found all bespoke PCs clear and easy to understand
And a similar proportion believe AW/HW should be measured against all of these
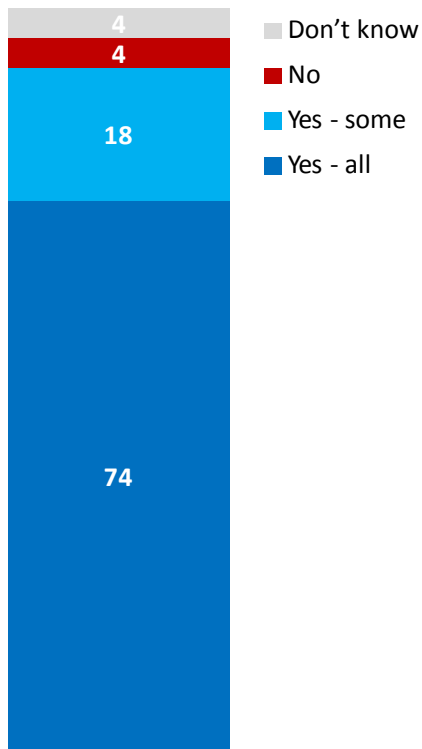
% participants

Don't know
No
Yes - some
Yes - all

Some/All = Clear	
92%	Yes
4%	No

Eco Economisers	98%
Family First	96%
Comfortable & Caring	93%
Careful Budgeters	91%
Protective Provincials	91%
Tech-Savvies	89%
NHH	94%

Measured against all	
77%	Yes
9%	No

Family First	86%
Comfortable & Caring	84%
Eco Economisers	81%
Careful Budgeters	76%
Protective Provincials	74%
Tech-Savvies	69%
NHH	90%

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3 Bill changes
Caps/collars
Buffer

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Overall two thirds of HH customers prefer in period bill changes (Careful Budgeters the highest). NHH customers more evenly split

In Period Reasons

More immediate/accurate
Better option fairer/more sensible
5 yrs is too long would mean large increase all at once
Better for bills budgeting etc
Can track/understand change better
Benefit sooner – savings etc

Bill preference	
61% In period	
39% End of period	
Careful Budgeters	69%
Tech-Savvies	66%
Eco Economisers	57%
Family First	57%
Comfortable & Caring	56%
Protective Provincials	52%
NHH	53%

End of Period Reasons

Better time frame - more time to improve etc
Better for planning/decision making
More consistent, stable, less fluctuation
Better for bills, budgeting etc
Better option, fairer/more sensible

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Bathing Waters
Preference for in period changed to end of period once customers were provided with more information on how the PC is measured

"The classifications of bathing waters are produced via the EU Bathing Water Directive. Each year bathing water classifications are calculated looking at 4 years worth of water quality samples. Any improvements in the numbers of bathing water in our region to an 'Excellent' standard will take time following investigations and investment.
There can be a natural fluctuation at some bathing waters in and out of 'Excellent' classification, due to the actions of other parties causing pollution. Anglian Water would therefore be vulnerable to penalty with issues out of their control such as third party sources causing decline.
Anglian Water could also be penalised when they are in fact doing the correct work its just that more time is required to allow for the bathing waters to improve in quality"

- During the follow up interviews customers who originally preferred in period changed their preference on learning more about how the measures is reported and measured

- The time period over which the data is gathered and analysed was instrumental in customers changing their preference from in to end of period

- Preferences also changed on understanding that there are some external factors that can impact on AW's performance and it was felt unfair to penalise AW immediately for this. It was felt that they should be provided with an opportunity to fix this. But they don't want AW to use external parties as an excuse for not hitting their targets on an on-going basis.

Oh, I hadn't realised that they looked at the data in such big chunks. I guess that makes sense. In that case they need more time to look at averages etc
HH customer

Yeah, I guess if something happens that's out of their control then they need time to put it right. But they need to work with whoever was responsible and make sure it doesn't happen again
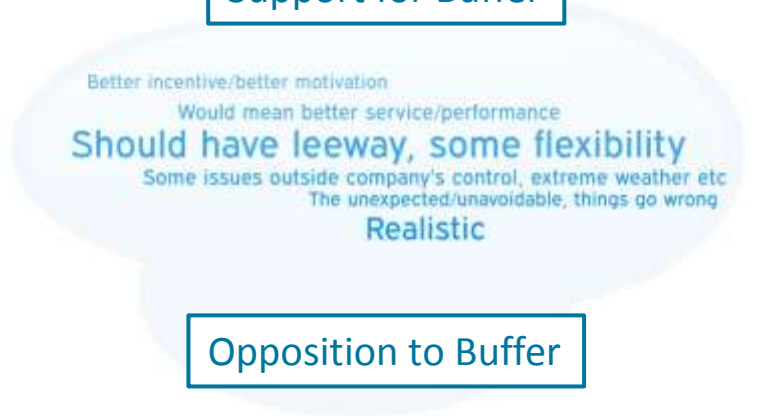NHH customer

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Majority in favour of a buffer zone and for potential rewards/penalties to be capped

Preference for buffer zone	
69% Yes	
29% No	
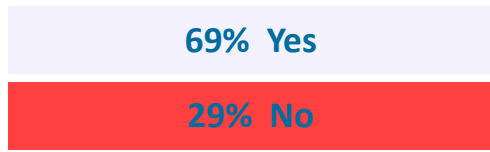
Family First	76%
Comfortable & Caring	73%
Careful Budgeters	71%
Tech-Savvies	68%
Eco Economisers	66%
Protective Provincials	61%
NHH	70%

Support for Buffer

Better incentive/better motivation

Would mean better service/performance

Should have leeway, some flexibility

Some issues outside company's control, extreme weather etc
The unexpected/unavoidable, things go wrong

Realistic

Opposition to Buffer

More responsible/accountable

Simple/straightforward

Should aim for/stick to target, it's fixed

Less wriggle room, stricter
More effective, target will be met

Upper limit on rewards and lower limit on penalty	
74% Prefer cap	
26% Prefer no cap	
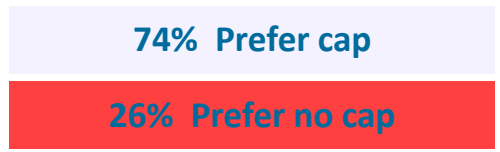
Eco Economisers	83%
Comfortable & Caring	80%
Protective Provincials	72%
Tech-Savvies	70%
Family First	68%
Careful Budgeters	65%
NHH	83%

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Any questions please contact us

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