



4. You're highly satisfied with our service and find it easy to do business with us

What do customers want?

We are committed to providing the best possible service for customers.

We work to offer customers the services that they want and value. We promote support for customers in vulnerable circumstances and make sure that the support we provide is of an excellent standard by maintaining our accreditation to the ISO Kitemark international standard: Consumer Vulnerability – ISO22458. This standard shows our commitment to identifying and responding to customers' needs.

We have made five performance commitments about customer satisfaction and being easy to do business with. We have achieved four out of the five commitments in year four.

What have we done?

Our Priority Services scheme is for customers who need extra support or who are in vulnerable circumstances. It offers services such as providing bills in Braille or large print, our staff using passwords when visiting customers' homes, and extra support during supply interruptions. We continue to increase the number of customers on our priority register through a combination of training to raise employee awareness of the scheme and working in partnership with trusted organisations, charities, emergency services and the energy sector. We continue to work with other utility companies to provide the best level of service and use data-sharing agreements to register customers for appropriate services. A change in legal basis (the genuine lawful reason and interest needed to share personal information) means we automatically register customers who are aged over 81 for our Priority Services scheme. The number of customers registered for the scheme has gone up from 294,000 to over 400,000. This year, we achieved our performance commitment and successfully maintained accreditation to the ISO Kitemark international standard: Consumer Vulnerability.

C-MeX is the measure used across the water industry to assess customer service and experience. We expect to achieve sixth place out of 17 companies and be ranked fourth of the water and wastewater companies. We continue to focus on being easy to contact and responding to customers' needs as soon as possible, with helpful and friendly support from our contact centres (which are based in the North West) and teams who work out in the communities we serve. We have a wide range of affordability schemes. We want to make it as easy as possible for customers to be able to get in touch with us, and offer 10 ways for customers to contact us, including traditional contact methods, such as by phone or post, as well as email, social media and live chat. We track customer satisfaction levels daily and received over 17,000 complimentary messages from customers this year through the 'WOW' awards scheme, which asks customers for feedback after they have had contact with us.

D-MeX is the measure of service and experience provided to developers such as housebuilders. It measures the speed of the service we provide to developers for things such as providing quotations for connections, responding to enquiries before development work starts, and site inspections. It also measures customer satisfaction with those services. We expect to achieve sixth place out of 17 companies.

Improving street works is a measure of our performance in delivering high standards in the quality of roadwork sites and reinstatements (filling in excavations). Although we made significant improvement in year four, we failed our target in this area, with 11.1% of completed work failing to achieve the required standard. This was against a target of no more than 9.5%. We continue to work with our partners to improve our performance.

