

Appendix 1.1.U - Customer magazine and Facebook chatbot surveys

Wessex Water

September 2018

Business plan section	Supporting document
Board vision and executive summary	
1 Engaging customers	1.1 Summary of research findings
	1.2 Communications strategy
	1.3 Customer participation and behavioural engagement strategy
2 Addressing affordability and vulnerability	
3 Delivering outcomes for customers	
4 Securing long term resilience	
5 Markets & innovation: wholesale	
6 Markets & innovation: open systems & DPC	
7 Markets & innovation: retail	
8 Securing cost efficiency	
9 Aligning risk and return	
10 Financeability	
11 Accounting for past delivery	
12 Securing trust, confidence and assurance	
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1) Introduction

In order to achieve the widest possible reach for our engagement, we include questionnaires in our Wessex Water magazine, for customers to post back (using freepost) or complete online. The magazine is distributed to almost all households in the Wessex Water region. This document outlines the questionnaires used and the responses given.

We developed a Facebook chatbot as an innovative and emotionally engaging way to present our acceptability testing questionnaire to an online audience. The results of this are included in this document.

2) Wessex Water magazine surveys

2.1 Summer 2016

Your chance to WIN an iPad Air 2

your say your future

Customers are at the heart of everything we do, which is why your views are important to us so we can make plans for the future. We would like you to take part in our latest survey so we know what matters most to you and what you think about the services we provide. Once you've given us your view you'll be entered into a competition to win an iPad Air 2. Complete the survey online at www.wessexwater.co.uk/survey2016 or return the form below to us.

Q1 What's most important to you?

From the list opposite, which three things are most important to you and which three are least important to you?

For example, if your top three are **A, B and C** they should be put in the 'Most important' boxes, then fill in the 'Least important' box with your least three, for example **D, E and F**.

Most important	Least important

- A** Improving the taste and appearance of water
- B** Helping you to save water and money
- C** Reducing the chance of your water supply being interrupted
- D** Reducing the amount of water that leaks from pipes
- E** Reducing Wessex Water's carbon footprint
- F** Ensuring the sea is cleaner
- G** Improving river habitats
- H** Providing more help and financial assistance for customers that need it most
- I** Reducing the chance of sewage flooding into properties and on to land
- J** Wessex Water taking on a greater role in flood prevention
- K** Ensuring Wessex Water's services are reliable even when extreme weather events occur

Q2 How much do you agree with the following statements? *(Please tick)*

Wessex Water...	Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know/no opinion
is an expert at what it does						
cares about its customers						
delivers on its promises						
plays an active role in the community						
plays a key role in protecting the environment						

Q3 Tell us if you are a Wessex Water: *(Please tick)*

Household customer

Business customer

Employee

None of the above

Name:

Address:

Email:

Telephone number:

✂ Complete this survey and return to us at Wessex Water Services Limited FREEPOST BS8433 Bath BA2 7BF. Don't forget to include your contact details so we can get in touch if you win the iPad Air 2. To enter online visit www.wessexwater.co.uk/survey2016 Competition closing date is 31 August 2016. Please read our competition rules on page 31.

Results: Total sample 3213 (1,471 online, 1,742 postal)

These results were incorporated into the SDS research findings.

	most important	least important	difference
B Helping you to save water and money	46%	18%	28%
D Reducing the amount of water that leaks from pipes	45%	11%	34%
I Reducing the chance of sewage flooding into properties and on to land	34%	11%	23%
A Improving the taste and appearance of water	33%	36%	-2%
F Ensuring the sea is cleaner	31%	23%	8%
G Improving river habitats	28%	18%	9%
C Reducing the chance of your water supply being interrupted	23%	28%	-5%
K Ensuring Wessex Water's services are reliable even when extreme weather events occur	20%	33%	-13%
J Wessex Water taking on a greater role in flood prevention	17%	32%	-15%
H Providing more help and financial assistance for customers that need it most	13%	40%	-27%
E Reducing Wessex Water's carbon footprint	9%	44%	-34%

Household customer	3137
Business customer	17
Employee	4
none of these	5

	Q12_1 - is an expert at what it does	Q12_2 - cares about its customers	Q12_3 - delivers on its promises	Q12_4 - plays an active role in the community	Q12_5 - plays a key role in protecting the environment
Strongly agree	44%	34%	24%	23%	32%
Tend to agree	44%	48%	44%	41%	45%
Neither/nor	7%	13%	19%	21%	13%
Tend to disagree	0%	1%	1%	4%	2%
Strongly disagree	0%	1%	0%	1%	0%
Don't know/no opinion	4%	3%	11%	11%	8%

2.2 Winter 2017

your say your future

Have your say and you could win £200 worth of shopping vouchers

Take part in our survey

We would like to hear your thoughts on what would work best for you when it comes to future water bill changes.

Simply go online and fill out our survey www.wessexwater.co.uk/yoursay
Alternatively fill in and return the form opposite.


You will be entered into a prize draw to win £200 worth of LOVE2SHOP vouchers that can be used in a variety of high street stores.

Play our game

Our new, interactive Your Say, Your Future game is a fun way to decide where you think your money should be spent and even allows you to make a call on how much you should pay.

You get to meet six characters who have skills to improve services for a particular area. All you have to do is prioritise what's most important and decide how much you're willing to spend.

You can play the game on your mobile phone, tablet or desktop computer - simply follow the link from our website www.wessexwater.co.uk/yoursay



We'd all like our bills to be as low as possible while getting a great service, but please answer the questions below to help us understand a bit more about your preferences for bills in future.

1. Making improvements to the services we provide can increase our costs and your bills. Service improvements could include quicker response times, minimising the likelihood of pipes bursting or reducing flooding risk. Which one of these options would you prefer in the future?


A Your bill stays the same and services improve a small amount.

B Your bill reduces by £2 a month and services stay the same.


C Your bill increases by £2 a month and services improve a lot.

D Your bill falls by £5 a month, but services get worse.


2. If you could choose how bills vary over a seven-year period we'd like to know what option you would prefer. Whichever you choose, you'll still be paying the same overall amount.



A our prices change every year according to how much work we have to do. So bills might go up one year and down the next.



B prices go down in the first year, but then go up above inflation in the following years.



C prices change in line with inflation, so that changes aren't as big from one year to the next.

FACT FILE: Inflation is the rate of increase in prices for goods and services. The most common measure of this is called CPI which measures inflation based on the things households buy. Inflation can vary. In January 2017 CPI was 1.8%. In August 2017 CPI was 2.9%.

3. If you'd like to see services improve, what should Wessex Water be focusing most on?

Name: _____

Address: _____

Email: _____

Telephone: _____

By ticking this box you are agreeing to your details being used for us to contact you if you are the winner of the competition. Your personal details will not be used for any other purpose. To find out more about how we use personal data in general visit www.wessexwater.co.uk/privacy-policy

Complete this survey and return to us at **Wessex Water Services Limited FREEPOST B5B433 Bath BA2 7BF**. Don't forget to include your contact details so we can get in touch if you win. Competition closing date is 31 December 2017. For rules and terms see page 31.

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PR19 Business Plan September 2018

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Results (1505 responses, 1,204 paper and 301 online)

Which of these bill options would you prefer in the future?

A bill stays the same, services improve a small amount	583	39%
B bill reduces by £2 a month, services stay the same	265	18%
C bill increases by £2 a month, services improve a lot	626	42%
D bill falls by £5 a month but services get worse	13	1%
TOTAL	1487	100%

How should your bills vary over a seven year period?

A prices change based on how much work we have to do, so bills might go up one year and down the next	244	17%
B prices go down in the first year, but then go up above inflation in the following years	29	2%
C prices change in line with inflation so that changes aren't as big from one year to the next	1191	81%
TOTAL	1464	100%

Open-ended question responses:

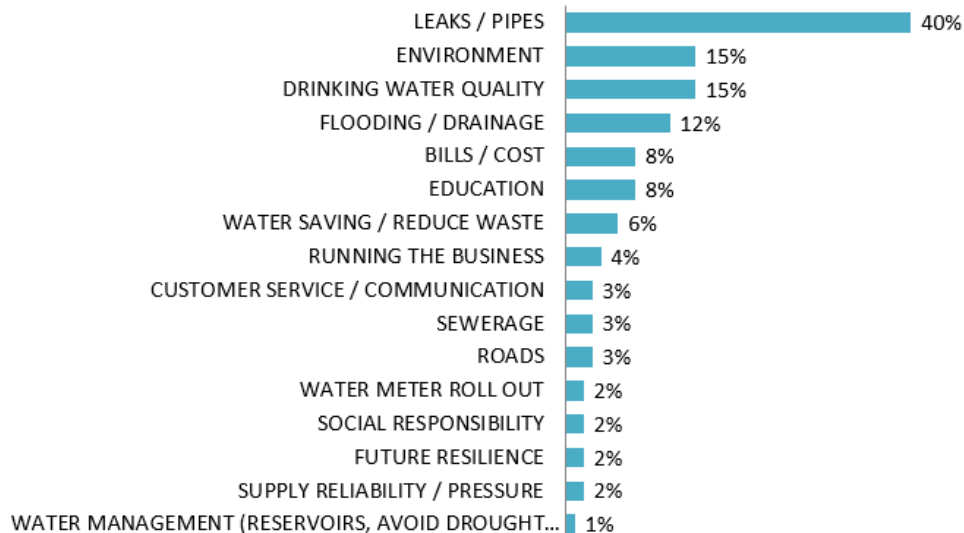
Priorities for service improvements - NETS

2

Amongst customers who returned the magazine survey, the *perception* that leaks is an issue that Wessex Water needs to attend to is particularly widespread. Beyond this, focusing on the environment, quality of drinking water and reducing flooding are all similarly important to people.

If you'd like to see services improve, what should Wessex Water be focussing on most? NETS

Base: All recording an answer (1217)

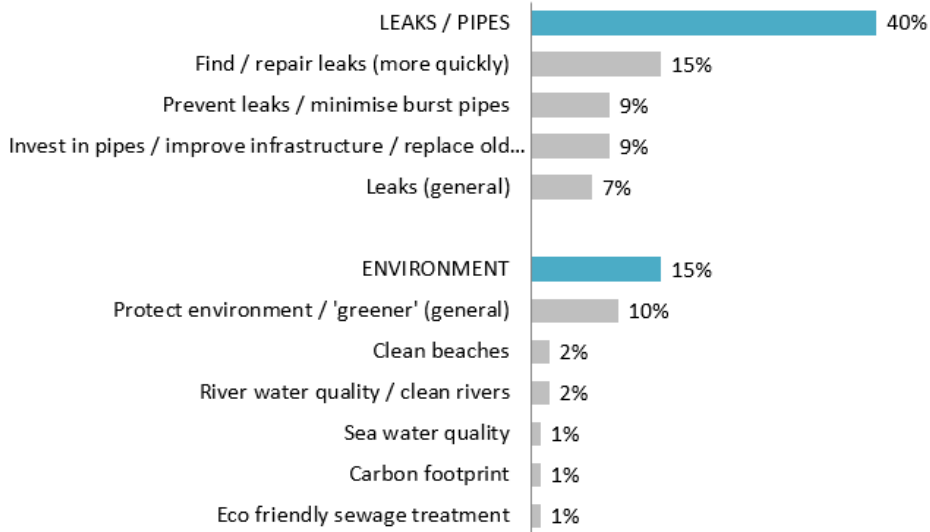


Priorities for service improvements – detail (1) 3

Of those who want Wessex Water to focus on leaks or pipes, there’s a reasonably even split between those wanting Wessex to be more responsive in finding and repairing leaks, and those who want Wessex to be more proactive in prevention of leaks. Within references to the environment, most talk in broad terms.

If you'd like to see services improve, what should Wessex Water be focussing on most?

Base: All recording an answer (1217)

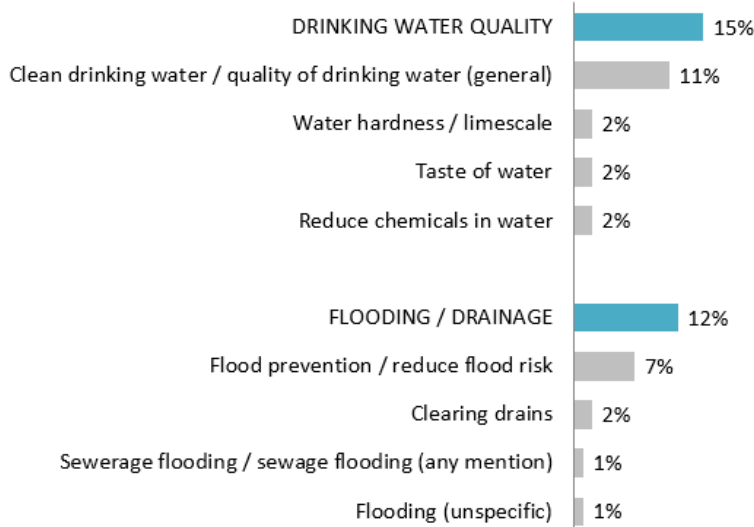


Priorities for service improvements – detail (2) 4

Those wanting Wessex Water to focus on drinking water quality tended to talk about it in broad terms, although some explicitly mention water hardness, taste or chemicals in the water. Flooding tends to be talked about in the broad sense of prevention / reducing risk.

If you'd like to see services improve, what should Wessex Water be focussing on most?

Base: All recording an answer (1217)



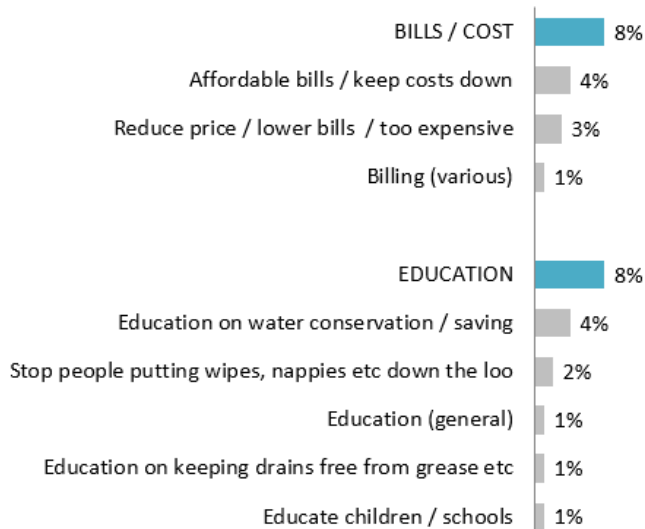
Priorities for service improvements – detail (3)

5

Bill affordability, rather than format or clarity of bills, was the main aspect of bills that customers wanted Wessex Water to address; 3% overall were calling for their bill to be reduced. Within the area of 'education', number one was educating about water conservation, followed by 'what not to flush'.

If you'd like to see services improve, what should Wessex Water be focussing on most?

Base: All recording an answer (1217)



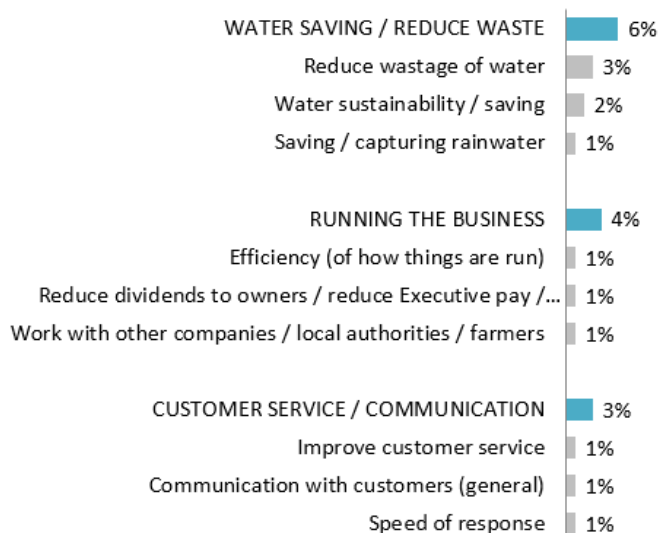
Priorities for service improvements – detail (4)

6

Within 'Running the business' we include comments around improving efficiency, keeping control of Executive pay and dividends paid out, and working with other companies / farmers / local authorities in effective water management.

If you'd like to see services improve, what should Wessex Water be focussing on most?

Base: All recording an answer (1217)



2.3 Summer 2018: Acceptability of the business plan:

Our plans for the future

your say your future

Thousands of you have helped shape our investment plans for 2020-2025.

Our biggest ever consultation has involved speaking to customers in person at community events, collating your views from our last magazine survey, carrying out independent surveys and taking on board your comments from our Have Your Say panel.

We have combined all of the feedback to understand what customers views are on bills and services.


We'd now like to share with you what we're proposing to do over coming years and would love you to tell us what you think before they are finalised.

Independent scrutiny
It's the role of the Wessex Water Partnership to ensure that customer views are properly reflected when it comes to deciding on bill prices and services.

Independent chairman Dan Rogerson (pictured) explained: "The partnership is made up of people from a range of different backgrounds, including environmental organisations and money advice experts.

"As well as providing advice, our role is to challenge Wessex Water on any plan and ensure it delivers against its commitments to offer affordable bills, provide excellent customer service, reduce leakage, supply the highest quality drinking water and maintain resilient services."

Find out more at wessexwaterpartnership.co.uk



HERE'S WHAT WE'RE PLANNING FOR 2020-2025

Efficient use of water

- Cut the amount of water that leaks by 15%.
- Help 100,000 customers use less water.
- But we won't stop you using a hosepipe.

Affordable bills

- Bills won't rise more than inflation.
- 85,000 low income customers get reduced bill.

Excellent drinking water

- We're a leading company for water quality but we want to be the best.
- Replace three times as many lead pipes.
- Work with farmers to protect our sources of water.

Future proofing our services

- Minimise any breaks in your supply.
- Keep investing to protect against flood and drought.
- Keep investing in cyber security.

Environment

- Improve 400 miles of local rivers.
- Stay at the top for environmental performance.
- Improve habitats for plants and wildlife.

Excellent service

- Expand our online services to make life easier for you.
- Answer the phone with a real person.
- Increase support for people in vulnerable circumstances.
- Be in the top 50 companies for service in the UK.

Partnering with you

- We want you to help us achieve these things.
- We'll make that as easy as possible for you eg, by giving you free water saving devices.
- We'll also teach 150,000 school children about the water environment.

CHANCE TO WIN £500 SHOPPING VOUCHERS

Tell us what you think of our proposed plan and you could be in with a chance of winning £500 worth of shopping vouchers. It's easy to give your view:

- Simply fill in our online form at wessexwater.co.uk/youresay or
- Complete the survey questions below and send them back to us in a sealed envelope to: Wessex Water Services Limited, FREEPOST BS8433, Bath, BA2 7BF.

- 1. What do you think about our proposed plan?**
 - I like it
 - It's ok
 - It's not for me
- 2. Is the plan affordable or unaffordable?**
 - It's affordable for me
 - It's unaffordable for me
 - I'm unsure
- 3. Do you think our plan offers value for money?**
 - Yes
 - No
 - I'm unsure

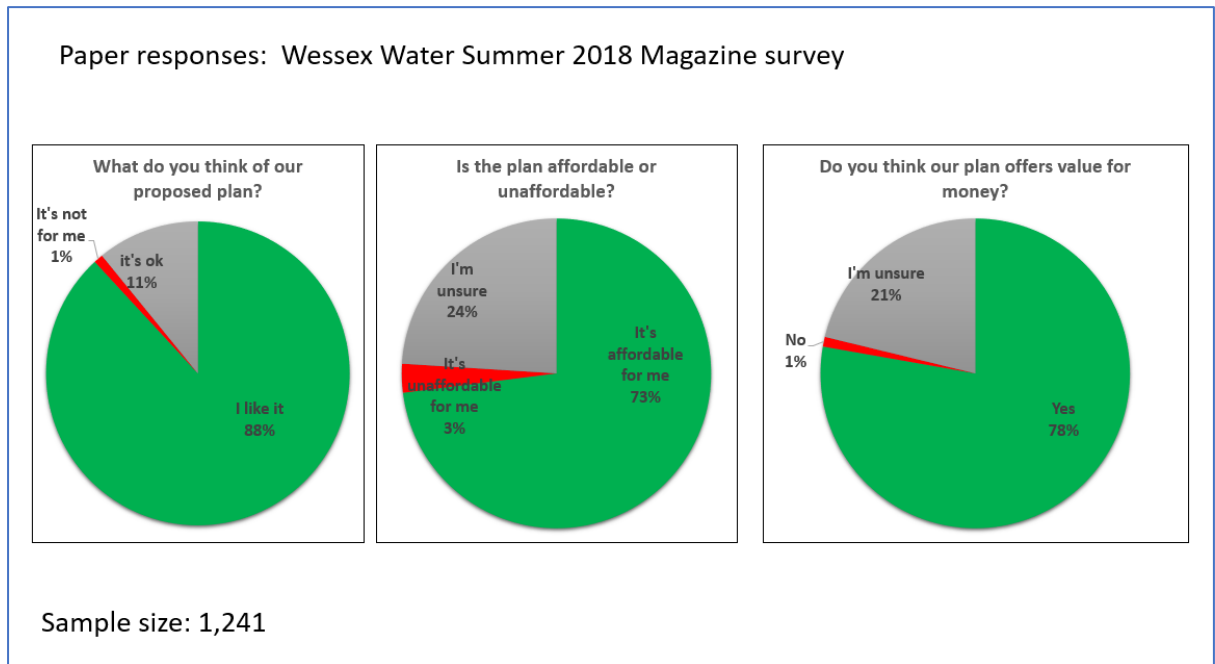
Name: _____
Address: _____
Email: _____
Telephone: _____

By ticking this box I agree for my details to be used by Wessex Water to contact me if I am the winner. Your personal details will not be used for any other purpose. To find out more about how we use personal data in general visit wessexwater.co.uk/privacy-policy

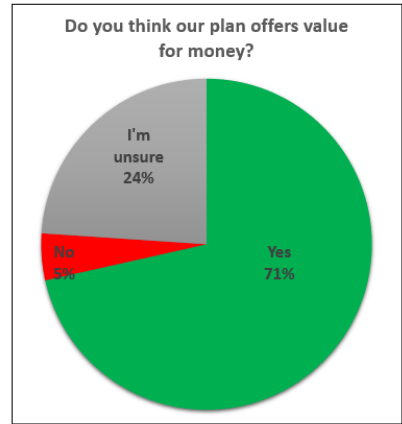
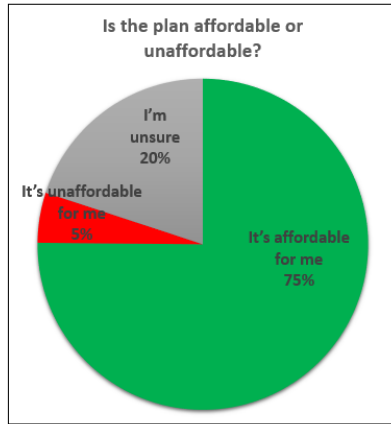
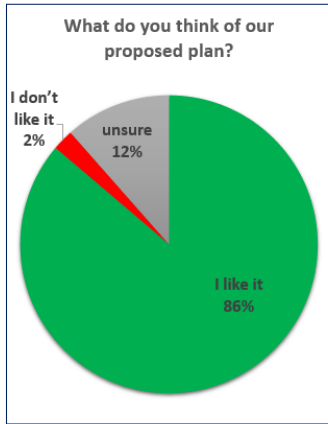
Complete this survey and return to us at **Wessex Water Services Limited, FREEPOST BS8433, Bath, BA2 7BF**. Don't forget to include your contact details so we can get in touch if you win. Competition closing date is 31 July 2018. For rules and terms see page 30.

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Wessex Water Magazine 17

Results:



Online responses: Wessex Water Summer 2018 Magazine survey



Sample size: 887


Acceptability of our vision:

Our record

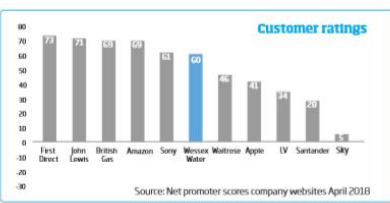
It's one of life's essentials that many of us take for granted. So why is it that when we turn on the tap to pour a glass of water or flush the loo, we don't think of the service provider that makes it all happen?

When we like to think it's because our water services are reliable, hassle free and for around the price of a loaf of bread a day, provide excellent value for money.

Take a look at now, through investment, we've improved our services to you and protected the environment.



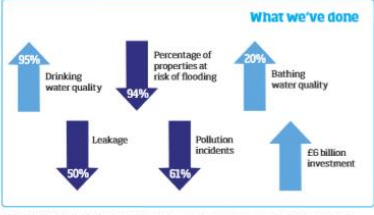
HOW WE COMPARE WITH OTHER BUSINESSES



Customer ratings

Source: Net promoter scores company websites April 2018

THE DIFFERENCE WE'VE MADE



What we've done

If you'd like to see how our performance compares to other water companies, visit www.discoverwater.co.uk

Our vision

Andy Pymmer, managing director of Wessex Water, explains how the company will continue to deliver the best services for customers and the local environment.

While Wessex Water may be out of mind and arguably a 'silent provider', we want to ensure we're transparent and you have a say in what we do.

We want to share with you our vision - put simply to be the best service provider continuing to ensure customers remain at the heart of everything we do.

We believe a new approach should be taken that recognises water as a natural resource in which everyone has a stake - especially when it comes to protecting the environment.

Any risk, or penalties if we don't get things right, should be borne by our owner YTL - not by our customers - and where we outperform, savings should be shared with you and the communities we serve.

YTL is different to other water company owners. The family-run business is here for the long term and is investing in the UK, such as building thousands of homes in Bristol and creating more sustainable communities. YTL's ethos has meant there has always been a sensible level of borrowing. It has paid its fair share of tax, with more than £20m going to the Government last year alone.

We retain a strong sense of public service across our organisation, which is run by local employees who are customers themselves and members of the communities we serve. And when it comes to carrying out investment, we boost the local economy by providing engineering and construction jobs as well as opportunities for apprentices.

I look forward to hearing your views.


Andy Pymmer

CHANCE TO WIN £500 SHOPPING VOUCHERS

HOW DO YOU FEEL ABOUT OUR VISION?


Please text us your view and we'll automatically enter you into a competition to win £500 worth of shopping vouchers! Good luck and thank you for your feedback.

I like it



Text **HAPPY** to 84600

Not for me



Text **UNHAPPY** to 84600

IT'S FREE TO TEXT US

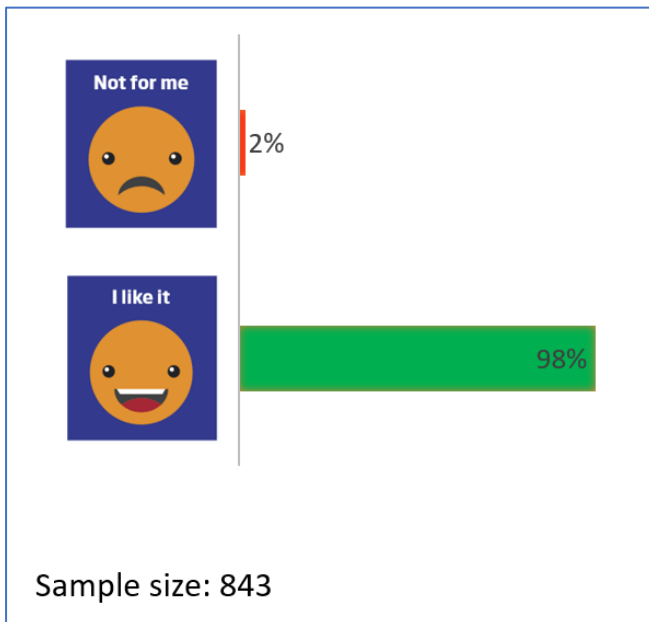
Just so you know, only one entry will be accepted into the competition from each mobile number. See page 30 for competition rules. Competition closing date 31 July 2018.

Alternatively, email what you think to: yoursay@wessexwater.co.uk or write to: Customer Policy Team, Wessex Water, Claverton Down, Bath BA2 7NW.

Data protection: Your mobile number will be held securely and not used for marketing purposes. We will only contact you if you're the lucky winner of the competition. You can find out more about how we look after your personal data by visiting wessexwater.co.uk/privacy-policy

Now you've told us what you think about us, turn over to see what our future investment plans look like and let us know your thoughts.

Results:

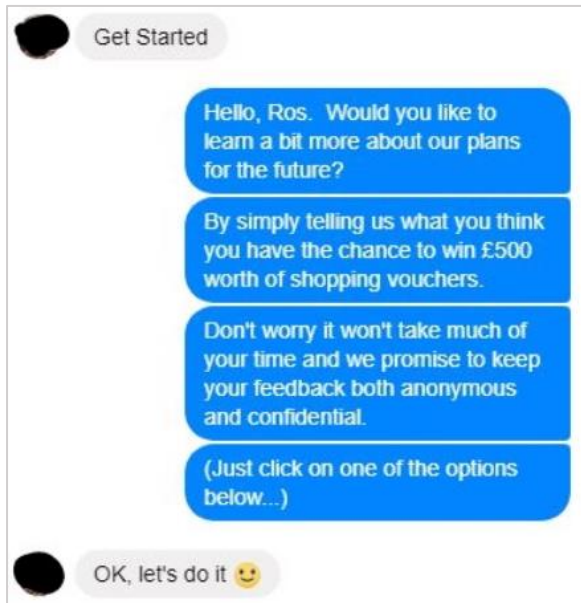


3. Facebook chatbot survey

We ran a Facebook chatbot for a week in July 2018 as an innovative and engaging way of testing our plan with our customers. 316 customers took part in the chatbot.

Through the chatbot we presented an overview of each area of the plan, and then asked the customer how they felt about our plans.

Here are some examples of parts of the conversation:

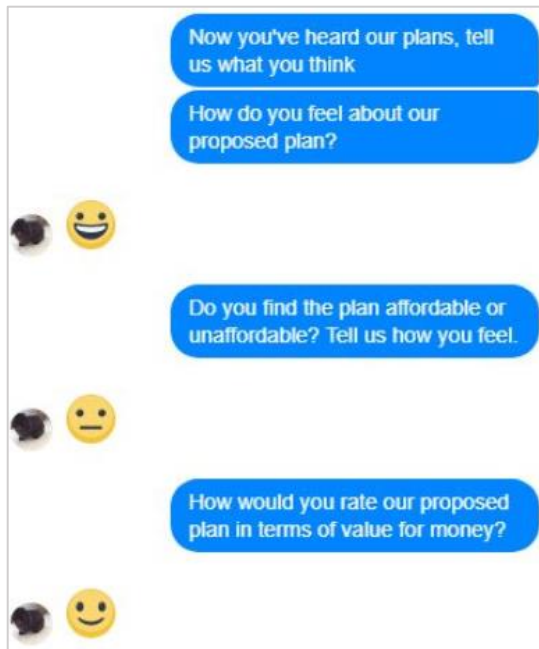




Here is how customers responded:

	Sewage flooding (309)	Drinking water quality (308)	Environment (310)	Partnering with you (308)	Future proofing (308)	Excellent service (314)	Efficient use of water (314)	Affordable bills (316)
Like 😊	97%	96%	96%	96%	95%	95%	92%	87%
Unsure 😐	3%	4%	3%	3%	45%	5%	6%	11%
Dislike 😞	0%	0%	1%	1%	0%	*%	2%	2%

We then asked 3 further questions and customers were asked to say how they felt about each on a 5-point emoji scale.



Here is how customers responded:

Response	How do you feel about our proposed plan? (287)	Do you find the plan affordable or unaffordable? Tell us how you feel. (272)	How would you rate our plan in terms of VFM? (268)
😄	72%	48%	42%
😊	21%	29%	36%
😐	5%	17%	19%
😞	2%	3%	1%
😡	1%	2%	3%

Appendix: Final chatbot questionnaire content

Hello, Tom. Would you like to learn a bit more about our plans for the future?

By simply telling us what you think you have the chance to win £500 worth of shopping vouchers.

Don't worry it won't take much of your time and we promise to keep your feedback both anonymous and confidential.

(Just click on one of the options below...)

Tom

OK, let's do it 😊



Thanks! 😊 Here's what we're planning to do...

Affordable bills

1/8

We'll make sure our bills won't rise more than inflation
and 85,000 low income customers will get a reduced bill

Tom

Unsure 😐



Efficient use of water

2/8

We'll cut the amount of water that leaks by 15%
help 100,000 customers use less water
but we won't stop you using a hosepipe

Tom

Unsure 😐



Excellent service

3/8

We'll be in the top 50 companies for service in the UK
expand our online services to make life easier for you
answer the phone with a real person
and increase support for people in vulnerable circumstances

Tom

Bad 😞



Environment

4/8

We'll stay at the top for environmental performance
improve 480 miles of local rivers
and improve habitats for plants and wildlife

Tom

Good 😊



Just a couple more to go

Sewage flooding

5/8

We'll keep being the best at stopping sewage flooding properties
invest in bigger sewers
and work with customers to raise awareness on what you can safely flush

Tom

Unsure 😞

**Excellent drinking water**

6/8

We're a leading company for water quality but we want to be the best
We'll replace three times as many lead pipes
and we'll work with farmers to protect our sources of water

Tom

Unsure 😞

**Future proofing our services**

7/8

We'll minimise any breaks in your supply
keep investing to protect against flood and drought
and keep investing in cyber security

Tom

Unsure 😞

**Partnering with you**

8/8

We want you to help us achieve the things above
We'll make that as easy as possible for you, for example, by giving you free water saving
devices
and we'll also teach tens of thousands of school children about the water environment

Tom

Unsure 😞



Now you've heard our plans, tell us what you think
How do you feel about our proposed plan?

Tom



Do you find the plan affordable or unaffordable? Tell us how you feel.

Tom



How would you rate Wessex Water's proposed plan in terms of value for money?

Tom



Thanks, Tom, for that feedback. It will really help us. Is there anything you want to tell us about our proposed plan? If there is, please just type it in below.

Tom

Test feedback or no thanks



We'd like to enter you into a competition for a chance to win £500 worth of shopping vouchers. Don't worry if you'd rather not enter the competition, we will still use the feedback you've provided.



If you want to enter simply provide us with your email address below so we can contact you if you are the lucky winner. Don't worry we won't be using your email address for any other purpose. By giving us your email address you are agreeing that we can contact you if you are the winner. Find out more on how we use personal data at the link below:

[Privacy Policy](#)

Tom

test@test.com or no thanks



Thanks again.

Would you like to restart the survey, or send a question or comment to our team?