

AffinityWater

Additional services:

Customers in vulnerable circumstances survey.



Surveys conducted with customers in vulnerable circumstances.

We are committed to delivering an exceptional experience to all of our customers, ensuring our services are available and inclusive to all. We offer a range of services, both for financial support (those receiving our Low Income Fixed Tariff) and for those registered on our Priority Service Register designed for those customers that may require extra help with communication, access, physical or other needs.

It is important we keep track of what matters to our customers and to ensure we are delivering the levels of service they expect.

We ask our customers to tell us about their experiences with us and to score us from 0 (very dissatisfied) to 10 (very satisfied). We also ask our customers to tell us how easy we are to do business with, again scoring us using the same scale where 0 is not easy and 10 very easy.

The survey results shown provide the responses to the following questions;

- How satisfied are you with the service you receive from us?
- How easy are we to do business with?

We are delighted that we continue to meet our target of 90% satisfaction, ensuring our services and the experience we are providing our customers is meeting their needs and expectations. Just because we are meeting our target it doesn't mean we are slowing down. We acknowledge that surveys scores have reduced year on year in some categories, and we are working hard each day to constantly review the service we deliver to ensure we remain relevant, open and accessible for all of customers.

Responses received

During 23-24 we received 44,000 survey responses following customer interactions with us, of which 15% were recorded as customers in 'Financially Vulnerable' circumstances and 24% as customers on the Priority Service Register (PSR). Overall >90% of customers scored us between 7-10 (0-10 scale) for "Customer service" and "Making it Easy", meeting our 90% commitment.

We survey customers through a variety of contact channels following an interaction with us, through SMS, web, email and end of telephone call. We also proactively contact customers who have not had contact with us for over 12 months. We aim to reach as many customers as we can to ensure the survey results provide a realistic reflection of our customer base and a robust sample size for reporting. The survey was sent to 9,954 non-contacting Financial Vulnerable customers and 9,859 non-contacting customers on the Priority Services Register.

