

# WaterVoice Window 1

## Summary Report

March 2020

**CCW**

The voice for water consumers  
Y corff sy'n rhoi llais i ddefnyddwyr dŵr

**'More About You'**

**'Exploring CCW Online'**

**'Your Right to Complain'**

# Introducing WaterVoice

This report presents findings generated via WaterVoice, CCW's online community of more than 600 water bill payers aged 18+ across England and Wales, recruited and managed by Ipsos MORI. The activities included in this report were conducted over a period of around one month.

Members of the community were recruited from existing online panels, aiming for representation across all water companies, targeting a balance by gender, age groups and tenure. It is important to note that the profile of community members participating in each individual activity **may not be reflective** of the overall community composition, or the population of bill payers.

WaterVoice has been designed to provide a flexible forum for ongoing conversations with a large group of consumers, allowing for basic surveys, qualitative and deliberative inquiry, meeting the need for fast feedback and a sounding board to pre-test ideas and initiatives. As such, it will complement rather than substitute for slower turn-around, more rigorous ad hoc research projects commissioned by CCW.

Because WaterVoice's consumers are not representative in a statistical way, the findings presented here are **descriptive** and **illustrative**, and **cannot be extrapolated** to all consumers. It is also important to recognise that not all WaterVoice members have taken part in each activity, and that throughout the course of the programme of research activities they will likely have become **more informed**, potentially affecting their views.

We recommend any sharing of findings generated by exercises run via WaterVoice is accompanied by a similar note, aiding interpretation and use.



# Window 1 activities

1

**'More About You'**

*20 Feb – 12 Mar\**

2

**'Exploring CCW  
Online'**

*20 Feb – 6 Mar*

3

**'Your Right to  
Complain'**

*26 Feb – 19 Mar*

\*The survey remains open for members to complete – data in this report were exported 12 March 2020

# Window 1: Activity types and functionality

## More About You: survey

- **Longer survey** (22 questions).
- **'Hidden visibility'** – participants could not see others' responses.
- **Closed questions** – response codes provided.
- **Use of routing** – to control which questions participants see, based on responses given to previous questions.

## Exploring CCW Online & Your Right to Complain: sequential board

- **Questions grouped into topics** and posed to participants in a sequential manner – each topic appears after completing the previous.
- **'Hidden visibility'** – participants could not see others' responses (to avoid influencing each other).
- **Closed questions** (response codes provided) and **open-ended questions** (participants invited to type their response).
- **'Markerboard'** function used in Your Right to Complain, allowing participants to annotate a leaflet excerpt by dropping pins with comments for 'likes', 'dislikes' and 'suggested improvements'.

# More About You



# Activity aims and responses to date

This activity gathered key demographic, customer and attitudinal information about *WaterVoice* members through a survey. It builds on questions asked in the screener survey which members completed prior to joining the community.

The findings from More About You are presented in this summary report, with screener information for these responses. This information will be used throughout the life of the community to understand more about the profile of the community itself, and the participants taking part in individual activities. The More About You survey collected the following:

- **Demographic information:** household composition including children in the household, living near and visiting water outdoors, household income, long-term condition (LTC) or disability in the household, receipt of social security in the household, ethnicity, and Welsh language (using more granular response codes than possible in the screener survey – this version of the question is used in this report).
- **Customer information:** water meter in the property, business water bill/account, problems paying water bills, contacting a water company with a query or complaint, and satisfaction with water and sewerage services.
- **Water use:** water features and devices used in the household, whether or not the home has a garden, water consumption, and water-based hobbies and activities.
- **Attitudes and opinions:** on water consumption and the environment, and concern about climate change.

The screener survey collected information on water company, age, gender, tenure (to be used very broadly as a proxy for social economic class) and Welsh language. It also screened to only include water bill payers in England and Wales.



# Summary of More About You responses

## Key demographics

- **Invited to take part:** all registered community members.
- **Activity dates:** 20 February onwards.
- **Responses:** 240 members participated, representing 38% of *WaterVoice* members in Window One†.
- **Incentive:** prize draw entry for ten £20 Amazon vouchers.
- More About You also collects information on how many household members are aged under seventeen and under four, household income, and whether any household member receives state benefits.

	Quotas	% Population Incidence*	Number of participants	% participants**
<b>Age</b>	18-29	4%	12	5%
	30-44	19%	52	22%
	45-59	36%	86	36%
	60-74	27%	83	35%
	75+	14%	7	3%
<b>Gender</b>	Male	47%	97	40%
	Female	53%	143	60%
	In another way	-	0	0%
<b>Tenure</b>	Owner occupier	65%	171	71%
	Renter	35%	69	29%
<b>Disability or LTC in household</b>	Yes		92	38%
	No		144	60%
<b>Ethnicity</b>	White		205	85%
	Non-white		33	14%
<b>Welsh language</b>	Welsh speaker		15	6%
	No Welsh spoken		225	94%
<b>Total number of people living in household</b>	1		49	20%
	2		103	43%
	3+		87	36%

\*Based on bill payers in England and Wales

\*\*Based on number of participants as a percentage of all those taking part in this activity

† Recruitment was ongoing while the activity was open

# Summary of More About You responses

## Customer information

Below (and throughout this report), here results do not sum to 100%, due to computer rounding and/or other response codes being available.

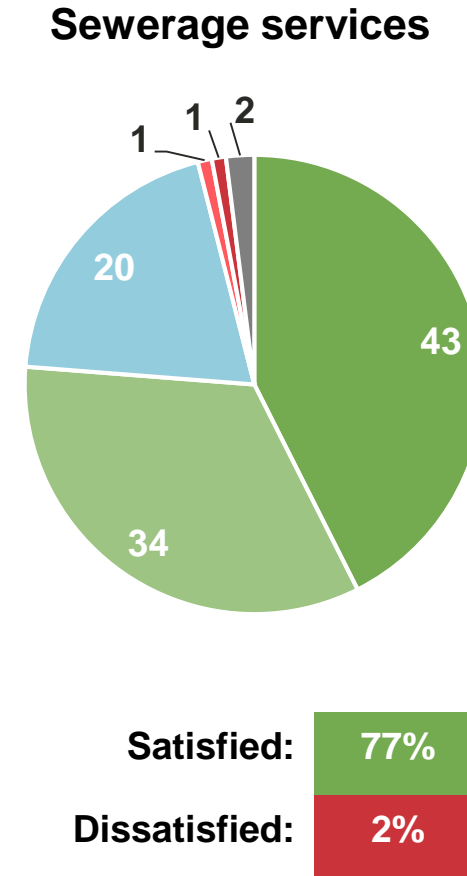
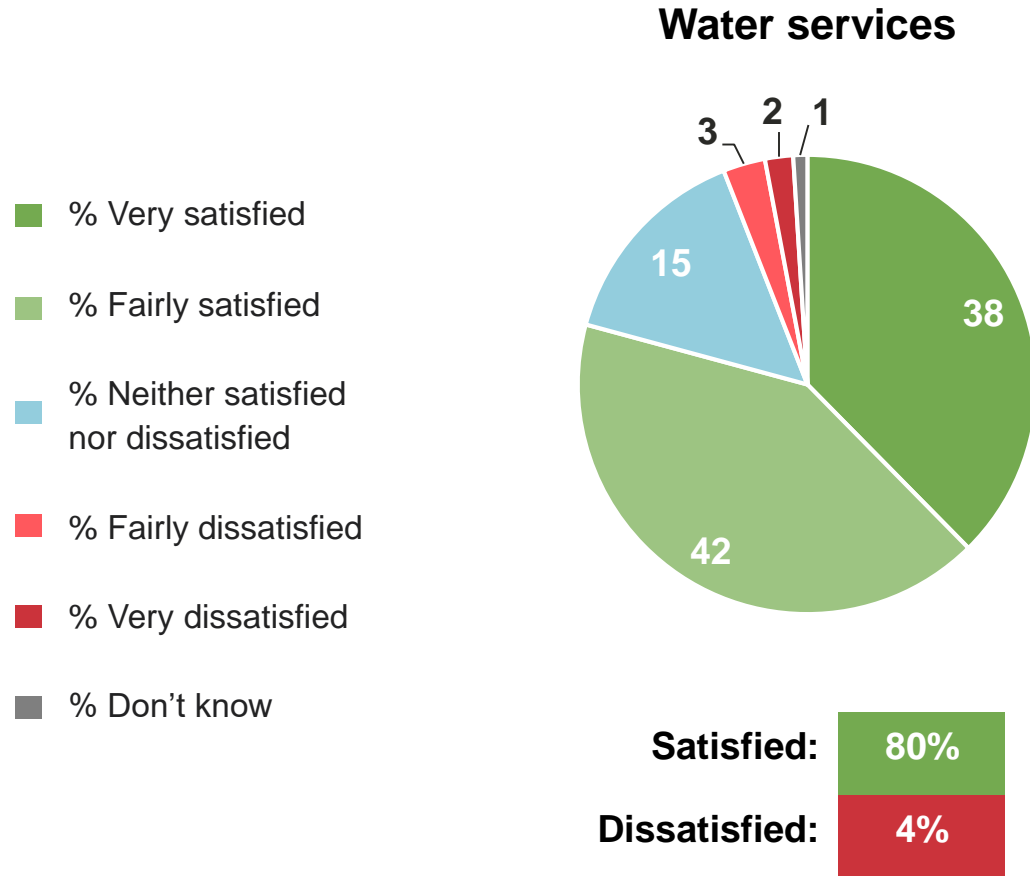
Water Company	Number of participants	% participants
Affinity Water Central	5	2%
Affinity Water East	7	3%
Affinity Water South East	13	5%
Anglian Water Services Ltd	12	5%
Bournemouth Water Plc	4	2%
Bristol Water Plc	8	3%
Cambridge Water Company Plc	1	0%
Dŵr Cymru (Welsh Water)	23	10%
Essex & Suffolk Water	10	4%
Hafren Dyfrdwy	1	0%
Hartlepool Water Plc	0	0%
Northumbrian Water Ltd	14	6%
Portsmouth Water Plc	4	2%
SES Water Plc	2	1%
Severn Trent Water Ltd	18	8%
South East Water Plc	16	7%
South Staffs Water Plc	8	3%
South West Water Ltd	16	7%
Southern Water Services Ltd	19	8%
Thames Water Utilities Ltd	12	5%
United Utilities Water Plc	19	8%
Wessex Water Services Ltd	12	5%
Yorkshire Water Services Ltd	16	7%

		Number of participants	% participants
<b>Water Meter</b>	Yes	148	62%
	No	88	37%
<b>Business water bill account</b>	Yes	6	3%
	No	233	97%
<b>Contacted water company with query or complaint in the last 12 months</b>	Yes	32	13%
	No	203	85%
<b>Satisfaction with water services</b>	Fairly/very satisfied	191	80%
	Fairly/very dissatisfied	10	4%
<b>Satisfaction with sewerage services</b>	Fairly/very satisfied	184	77%
	Fairly/very dissatisfied	5	2%

More About You also collected information on whether customers chose to have their water meter fitted.



# Satisfaction with water and sewerage services



Base: All participants (240) responding 20 February – 12 March 2020.

Where % figures do not sum to 100% to this may be due to computer rounding.

# Summary of More About You responses

## Water use

More About You also collects information on water-based hobbies and activities, and whether or not the home has a garden.

Which, if any, of the following devices and features do you use in your home or garden?	Number of participants	% participants	
Washing machine	222	93%	
Bathtub	154	64%	
Garden hosepipe	145	60%	
Dishwasher	110	46%	
Indoor electric shower	101	42%	
Water butt	80	33%	
Water efficient taps or showerheads	63	26%	
Indoor power shower	48	20%	
Pond or water feature	38	16%	
A brick/similar device	37	15%	
Hot tub/Jacuzzi	8	3%	
Swimming pool	3	1%	
Fire sprinkler (indoors)	3	1%	
Outdoor shower	2	1%	
Outdoor spinkler	2	1%	
<b>When you are using water, how often, if at all, do you consider the amount you are personally using?</b>	Always	108	45%
	Sometimes	106	44%
	Hardly ever	20	8%
	Never	5	2%

# Summary of More About You responses

## Attitudes towards water and the environment

More About You also collects information on whether participants live near a river, canal, lake, estuary or coast, and how often participants visit these.

To what extent do you agree or disagree with each of the following statements?		Number of participants	% participants
<b>The local environment is important to me</b>	Strongly/tend to agree	218	91%
	Strongly/tend to disagree	5	2%
<b>As a country, we need to reduce our water consumption</b>	Strongly/tend to agree	198	83%
	Strongly/tend to disagree	9	4%
<b>My household needs to reduce its water consumption</b>	Strongly/tend to agree	66	28%
	Strongly/tend to disagree	78	33%
<b>I do not have any problems paying my water bill</b>	Strongly/tend to agree	187	78%
	Strongly/tend to disagree	21	9%
<b>How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'?</b>	Very/fairly concerned	199	83%
	Not very/at all concerned	38	16%

# Concern about climate change and views on reducing water consumption

■ % Very concerned ■ % Fairly concerned ■ % Not very concerned ■ % Not at all concerned ■ % Don't know

**% concerned**

**How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'?**



**83%**

■ % Strongly agree ■ % Tend to agree ■ % Neither agree nor disagree  
 ■ % Tend to disagree ■ % Strongly disagree ■ % Don't know/Prefer not to say

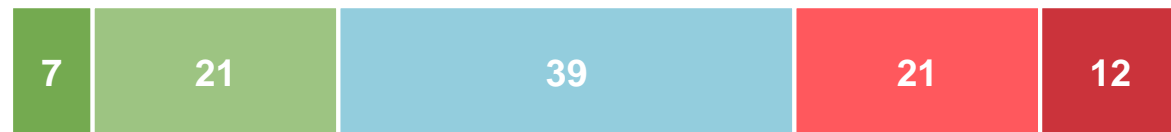
**% agree**

**As a country, we need to reduce our water consumption**



**83%**

**My household needs to reduce its water consumption**



**28%**

Base: All participants (240) responding 20 February – 12 March 2020. Where % figures do not sum to 100% to this may be due to computer rounding.

# Activity insights

- **Satisfaction with water and sewerage services is high**, with only a small proportion of members dissatisfied. Insights from *WaterVoice* will help uncover what might strengthen customer satisfaction across a range of topics. Upcoming activities will also generate qualitative insights on what is *important* to customers.
- Over **four in five** participants say they are **concerned about climate change (83%)**. The **same proportion** think that **as a country, we need to reduce our water consumption (83%)**, but only **28% think their household** needs to reduce its water consumption.
- The profile of responses to More About You in terms of age, gender and tenure is **broadly reflective of the profile of bill payers** in England and Wales. Responses to this activity are from customers of nearly every water company (water company information is also held on all customers from the screener survey data).
- For other demographic criteria where the population incidence is not known (e.g. household composition), the More About You findings indicate that the community includes members with a **mix of these demographic characteristics**. The same is the case for customer information, such as metered and unmetered customers (62% and 37% of members completing More About You, respectively). A good mix of characteristics among community members provides the opportunity to invite certain subgroups to complete specific activities. It should be noted that not all members completed More About You, so the numbers in this report should be considered minimum numbers on the community e.g. there are *at least* fifteen Welsh speakers, possibly more.

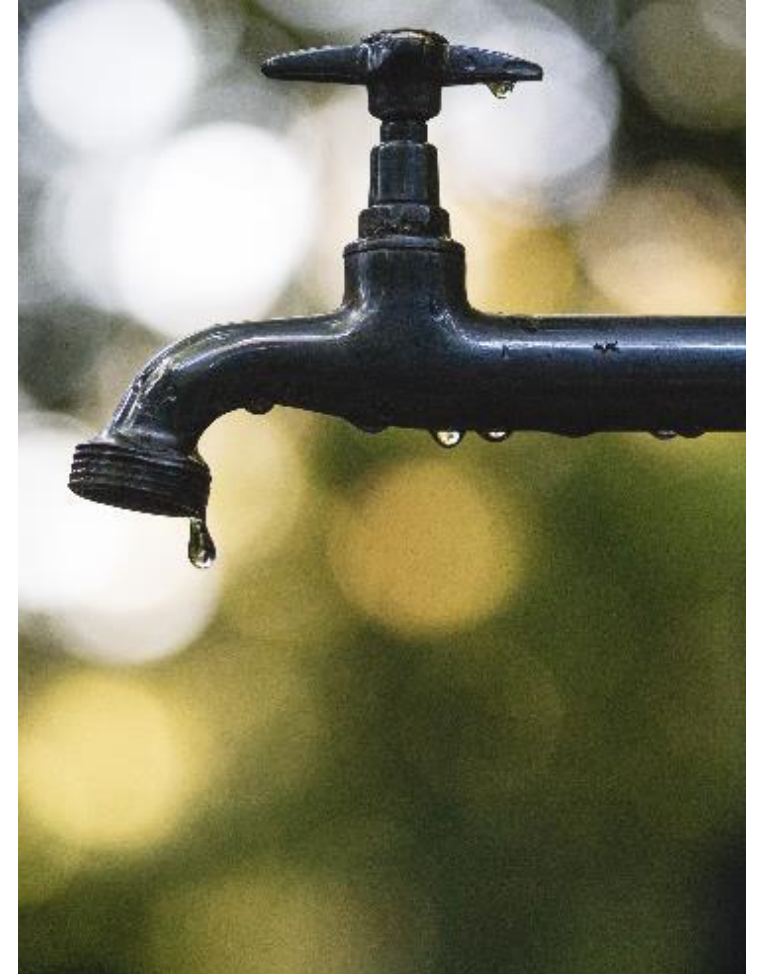


# Exploring CCW Online

# Activity aims & questions asked

This activity used a sequential board to explore members' views of CCW's website, the information it provides and their experiences of using it for specific functions. Questions were structured in four sequential blocks as follows:

- **What should a website tell you?** Expectations of the CCW website and what it should provide, before visiting it.
- **First impressions of the CCW website: home page & about us page** – views on how helpful and clear the information is on these pages, the layout and design, impressions of CCW based on the website and suggested improvements to the look, feel and functionality.
- **Using the CCW website** – experiences of navigating the website to find information on four topics:
  - how to complain to your water company about the water or sewerage service you receive,
  - finding out if an unexpectedly high water bill is due to a leak,
  - how to save money and save water, and
  - help paying bills.
- **Final thoughts:** any further suggested improvements related to the website's functionality, look and feel, information content and ease of navigation.



# Top of mind views before visiting the website: expectations & most important information to find (top mentions)

1. Contact information for water companies by area and who to contact if there are problems with water or sewage supply [16 mentions].
2. Details of what CCW is and does for consumers [14 mentions].
3. Contact details for CCW [13 mentions].
4. Information on who to complain to about water service [9 mentions].
5. Information about water and sewerage costs/billing and tips on reducing water bills [8 mentions].
6. Information about saving water [8 mentions].
7. Information about the quality of water in different areas [7 mentions].
8. Information on planned interruptions to water supply or hosepipe bans [6 mentions].
9. Comparisons between water companies based on criteria such as costs, leak statistics, and water quality [6 mentions].
10. Information on water meters (e.g. how to get one, if this is optional or compulsory, pros and cons of having one). [5 mentions].

## “ Information on complaints

*“The things I would look for in a site would be consumer advice on who to complain to and how to do it if the customer is not happy with the water company's response.”*

## “ Water company contact information

*“To me it is important to find information on who I need to contact if I have issues with my water and sewerage.”*

## “ CCW details and contact information

*“Most important things I would say are a clear statement of who they are, what they do and all contact details.”*

\*Quotes are illustrative and not necessarily typical/representative

# Impressions of the CCW website: home page

## Home page

Most think it is **clear what CCW does**, with more than half of this group considering this to be **very clear** (35/40 very/mostly clear, 24 very clear).

Nearly all participants find the information **helpful**; most think it is **very helpful** (39/40 very/mostly helpful, 26 very helpful).

Most described the layout and design as **clear and easy to use**. (28/39 open ended responses).

The **colours and large font size** were mostly mentioned as positive features (5 mentions each).

The most common impressions of CCW were **“professional”**, **“trustworthy”**, and **“for consumers”**.

Few participants said they **would change anything about the home page** (4/39 suggested changes).

### Suggested improvements:

One participant suggested user-testing the website for people with learning disabilities; two requested more information and alternative contact details for CCW and other companies/services.



... Very easy to read and scroll around. It [has] nice big fonts... Language translations and contact information [are] very easy to find. I feel at ease using the site, it's not complicated or confusing. I feel comforted that they are a professional organisation and reliable.”



# Impressions of the CCW website: About Us page

## About Us page

All participants think it is **clear what CCW do** and a large group think it is **very clear** (36/36 very/mostly helpful, 27 very helpful).

Nearly all find the information **helpful** and a more than half think it is **very helpful** (35/36 very/mostly helpful, 23 very helpful).

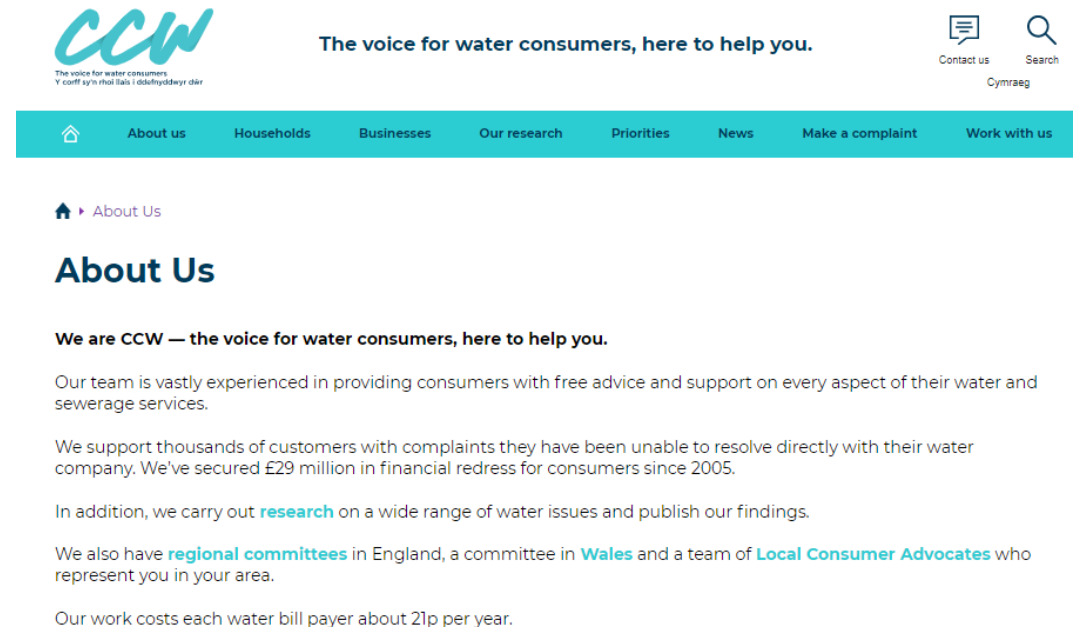
Participants described the layout and design as **easy to use** with **the right amount of text**.

Impressions of CCW from this page focused on **CCW supporting consumers** and appearing **professional**.

### Suggested improvements:

Two participants wanted to know what CCW's relationship with the government is.

Another participant suggested adding testimonies from people helped by CCW.



*Very comprehensive, yet written in plain English with no jargon. Certainly something of an eye opener for me as I had no clue about [CCW's] overall operations. It is very clear that CCW is there to support consumers, particularly helping with complaints, debt etc."*



# Navigating the CCW website to find information on four topics



## How to complain

**28/31 found it easy to find**

Most users found the page using the 'how to complain' tab on the navigation panel.



## High water bills due to a leak

**14/30 found it easy to find, but 5/30 found it very difficult**

The most common difficulty was that leaks are not explicitly mentioned in the navigation bar drop down or in the 'help with my bills page'. Those who found the relevant pages tended to use the search function.



## How to save money and water

**28/29 found it easy to find**

Most users found this information using the 'household' section of the navigation pane, and then visiting the 'using water wisely' and 'save money' pages.



## Help paying bills

**28/29 found it easy to find**

Most users found the 'help with bills' page using the 'household' section of the front page or navigation pane.

# Suggested improvements

Participants suggested few improvements, with most saying the website works well:

## “ Accessibility

*The only suggestions I would have regard accessibility options such as maybe having options at the top of the page to increase or decrease font sizes for people who can't see very well.”*

## “ Section on leaks

*The only issue I had was in looking for a section on leaks and if this has caused a rise in water usage bills.”*

## “ Complaints

*[Use case studies on successful and unsuccessful complaints to] give confidence that it is worthwhile raising issues.”*

## “ Information on water quality

*I would like to find and see information about the quality of water I received in my home. That would be helpful for me because I doubt water companies [provide] the complete and true information about quality of water.”*

## “ Functionality

*I think it needs web chat.”*

## “ Problem shooting

*I would visit the site if I had a problem with my water or wanted info about pollution incidents - those should be prioritised.”*

## “ Information on water costs

*... What billing is based on... regulated and every 5 years costs increase. What about what companies are doing to keep overheads down.”*

# Activity insights

- Participants expected the CCW website to provide **information about CCW and how to complain**, as well as **contact information** for their water company, and **water saving and bill saving tips**, among other topics.
- Responses to this activity suggest participants' **expectations are largely met** – this information was easy to find and understand, and useful to participants. They tended to say that they would **use the CCW website *reactively*** to seek help in response to **problems with water service** or for information on making a **complaint**.
- Proposed improvements to the website were low in number and varied, suggesting it has **no obvious, clear gaps or problems**. If there was one improvement CCW could consider making it would be to **make information about high water bills due to a leak easier to find**. A suggested improvement around complaints was to include **case studies on successful and unsuccessful complaints**, to give “confidence that it is worthwhile raising issues” which may be something CCW could consider to bring its activities to life.
- Participants left the website with the impression that CCW is a **professional and consumer-focused** organisation.

# Exploring CCW Online: Responses and key demographics

- **Invited to take part:** all registered community members.
- **Activity dates:** 20 February – 6 March 2020.
- **Responses:** 62 members participated (29 responded to every question), representing 10% of *WaterVoice* members in Window One<sup>†</sup>.
- **Incentive:** prize draw entry for ten £20 Amazon vouchers.
- Only one participant had visited the CCW website before taking part in the activity.

	Quotas	% Population Incidence*	Number of participants	% participants**
<b>Age</b>	18-29	4%	4	6%
	30-44	19%	13	21%
	45-59	36%	25	40%
	60-74	27%	19	31%
	75+	14%	1	2%
<b>Gender</b>	Male	47%	21	34%
	Female	53%	40	65%
	In another way	-	1	2%
<b>Tenure</b>	Owner occupier	65%	45	73%
	Renter	35%	17	27%

\*Based on bill payers in England and Wales

\*\*Based on number of participants as a percentage of all those taking part in this activity

† Recruitment was ongoing while the activity was open

# Exploring CCW Online: Responses by water company

Water Company	Number of participants	% participants
Affinity Water Central	1	2%
Affinity Water East	2	3%
Affinity Water South East	3	5%
Anglian Water Services Ltd	3	5%
Bournemouth Water Plc	0	0%
Bristol Water Plc	1	2%
Cambridge Water Company Plc	1	2%
Dŵr Cymru (Welsh Water)	6	10%
Essex & Suffolk Water	2	3%
Hafren Dyfrdwy	0	0%
Hartlepool Water Plc	0	0%
Northumbrian Water Ltd	4	6%
Portsmouth Water Plc	2	3%
SES Water Plc	0	0%
Severn Trent Water Ltd	9	15%
South East Water Plc	6	10%
South Staffs Water Plc	1	2%
South West Water Ltd	3	5%
Southern Water Services Ltd	2	3%
Thames Water Utilities Ltd	4	6%
United Utilities Water Plc	5	8%
Wessex Water Services Ltd	4	6%
Yorkshire Water Services Ltd	3	5%



# Your Right to Complain

# Activity aims & questions asked

This activity used a sequential board with a markerboard function to gather members' feedback on CCW's 'Your right to complain' information leaflet. The activity aimed to gather members' views of the leaflet, including its content and how clear the information is, its layout, writing style and language.

The first sequential block asked questions about the wording, layout and content of the leaflet:

- First impressions of the leaflet; what do you like/dislike about it?
- How clear is the information, and how easy is it to follow the layout?
- How customer friendly is the 'tone of voice' of the leaflet?
- Does the leaflet contain too much, too little or about the right amount of information?  
What is the most and least important piece of information in the leaflet?

The second sequential block was a markerboard activity. Participants used this tool to annotate the leaflet, marking what they liked and disliked, with suggestions for improvement.



# What do you think of the CCW leaflet?

## First impressions

Most first impressions of the leaflet were **very positive**. Participants thought it was well written, clear and easy to understand, comprehensive and attractive. Some expressed **interest in receiving such a leaflet** through their door, and one said this would have been helpful for them in a previous dispute with their supplier.

The small number of negative first impressions were mainly around the leaflet containing too much text (though not everyone held this view).

“ ...not corporate at all, rather gives the impression of a **friendly and open organisation** - one that is there to help.👍 .”

“ I like the look of the leaflet from the **design** point of view. I also think this leaflet **gives all important details** regarding how to make a complaint and how CCW can help. The **information is organised, clear and uncluttered.**”

### Likes

- **Clearly written**, without jargon.
- **Informative** and **reassuring**.
- Simple step by step guide with timescales
- The design is ‘refreshing’ and ‘modern’, and the branding ‘professional’ and ‘striking’.
- The layout and use of colour make it easy to read and navigate.
- Very comprehensive and factual.
- The right length, and not overwhelming.
- Clear contact details available.

### Dislikes

- Most common response was ‘nothing’!
- A few thought too much to read.
- A couple said the statistics do not feel important, or are even ‘unimpressive’. They were suspicious that the statistics said complaints had been ‘closed’ rather than ‘resolved’.
- No older people represented in the images.
- Could be more accessible, possibly using pictures or a bigger font.

# What do you think of the CCW leaflet?

## How clear is the information?

- All participants said it is **clear about customers' right to complain**, and most think it is **very clear** (37/42 very clear).
- The clarity is due to the **easy step by step guide** and use of **plain language**.

“It is very clear - you could almost tick off each step as you go through the process.”

“It is straight to the point, which is great when you would like to establish how to raise a complaint.”

## How easy to follow is the layout?

- All participants agreed that **the layout is easy to follow**, with most saying **'very easy'** (35/42 very easy).
- They explained the layout **'flows logically'**, and in particular the use of alternating colours to indicate different sections make the layout very easy to read.

“Great layout with subtitles which are clear and not cluttered.”

“Boxes, colours and fonts used to split all the text up making it easier and nicer to read through.”

## How customer friendly is the 'tone of voice'?

- Most participants said it is **customer friendly** (30/41 said very customer friendly, 10/41 said mostly customer friendly).
- The plain English, lack of jargon and straightforward wording is seen to be customer friendly.
- Only one participant responded negatively, explaining they found it 'ponderous and patronizing'.

“The whole tone is 'we're here to help and if we can't help, we'll tell you what to do next'. [It's] aimed more at 'how can we help' (putting the onus onto CCW) rather than 'you need to do this or you need to do that' (putting the onus on the customer).”



# What do you think of the CCW leaflet?

## Feedback on the information within the leaflet

- Most participants thought the leaflet contains **about the right amount of information** (37/41), although a small group thought there is too much information (4/41).
- The **most important information** was considered to be the **step-by-step guide** to complain and the **contact details**.
- Other information seen as particularly important includes the service being free, CCW being independent of water companies, the ability to escalate a complaint if unhappy with the supplier's response, and reasons why you may complain and your rights.
- When asked what the least important information was, **most participants said it is all important**. However, others felt the statistics on complaints closed were not important, and even unconvincing. A few said that the 'improving our service' section was least important.

## What other information do participants want?

- Most said nothing is missing.
- Some suggested additions to the website that could be signposted from the leaflet, such as an example complaint letter and a way to connect with other customers with similar complaints.
- One participant wanted to see clarification of the distinction between Ofwat's role and CCW's role.
- Some wanted other contact details included, such as a dedicated phone number for anyone with learning disabilities with a trained person on the other end of phone to help, Ofwat's contact information and water company contact information.
- Information about how updates on a complaint would be communicated to the customer.

# What do you think of the CCW leaflet?

## Annotating an excerpt from the leaflet

### Suggestions

- Using a larger font for accessibility.
- Placing less emphasis on the statistics.
- Putting the 'How can CCW help me?' section first (although other's praise the current order).

- Helpful, descriptive information
- Clear and concise, good use of bullet points.
- Useful info about customer rights.
- Detailed reasons for complaining:

*"Good to know what you should not be accepting"*

- The font should be larger for accessibility.

- Easy website link to find out more.

The image shows an excerpt from a CCW leaflet with several sections and statistics. Annotations are placed around it with arrows pointing to specific parts.

### How can I complain about my water or sewerage company?

Water and sewerage companies in England and Wales provide services to millions of homes and businesses every day. Sometimes things can go wrong with these services, leaving consumers disappointed or angry.

You have the right to complain if:

- You are dissatisfied with the service you have received.
- Your water company has not answered your questions properly.
- Your water company has failed to do something it should have done.
- Your water company has caused a problem with your water supply or sewerage service.

[ccwater.org.uk](http://ccwater.org.uk)

### How can CCW help me?

Since 2005, we have helped thousands of consumers resolve complaints against their water company, while providing free advice and support. All of our work is informed by extensive consumer research which we use to champion the interests of consumers and influence water companies, governments and regulators.

If you've received poor service, we may be able to get your water company to reconsider its actions or decisions or pay you compensation where appropriate.

We may formally investigate your complaint if your water company did not resolve it through its procedures. We may find that what your water company did was correct. It may have acted in line with regulatory requirements. We will explain this to you if that is the case.

**70%** of complaints are closed within 20 working days

**85%** of complaints are closed within 40 working days

We aim to resolve complaints as quickly as possible.

- Important to know how CCW can help.
- All information here is useful.
- Well laid out with clear headings that stand out.

- Well written and understandable.

- Slightly too wordy.

- **Mixed views about the statistics**  
*"I like the stats - but not everyone does! I see it as an indication of CCW keeping tally of their progress"*

- Good to see 'quick and simple' stats that show results and give an idea of the timescales to expect.
- The stats are reassuring that it's worthwhile making a complaint.

- **Others dislike the stats**
- They don't see the purpose, or think the figures aren't impressive.
- Vague wording ('closed' rather than 'resolved') makes them suspect complaints are disregarded after this time.
- Suggest that the stat's be in a smaller font or removed.

# Activity insights

- Participants like the design, colours and logo, describing it as ‘**modern**’, ‘**refreshing**’, ‘**professional**’ and more friendly than overly corporate. They like the layout and the way colour and clear headings are used to make the content easy to navigate through. Customers said the step-by-step guide is **logical, helpful** and **makes the process seem clear**.
- All participants found the information clear about customers’ right to complain, and the layout easy to follow. Almost everyone also said the tone of voice is customer friendly.
- **Accessibility is important** – participants appreciated the availability of braille, but suggested a larger font and ‘easy read’ review for customers with a learning disability. This may need to be developed in a **separate version** of the leaflet, and there was a suggestion for a **separate helpline** for customers with learning disabilities.
- The leaflet contained the right amount of information – it is informative without being overwhelming – but the **statistics on closed complaints** were valued the least and **could be removed** without reducing the leaflet’s value to customers (or the wording improved to clarify what is meant by ‘closed’).
- **Step-by-step information** about the complaints process, with examples and clearly presented contact details, is key. Customers value the ‘walk through’ of the process and asked for more detail here – e.g. an example complaints letter.



# Your Right to Complain: Responses and key demographics

- **Invited to take part:** all registered community members.
- **Activity dates:** 26 February – 19 March 2020.
- **Responses:** 73 members participated (40 responded to every question), representing 12% of *WaterVoice* members in Window One.
- **Incentive:** prize draw entry for ten £20 Amazon vouchers.

	Quotas	% Population Incidence*	Number of participants	% participants**
<b>Age</b>	18-29	4%	3	4%
	30-44	19%	17	23%
	45-59	36%	28	38%
	60-74	27%	22	30%
	75+	14%	3	4%
<b>Gender</b>	Male	47%	28	38%
	Female	53%	45	62%
	In another way	-		
<b>Tenure</b>	Owner occupier	65%	56	77%
	Renter	35%	17	23%

\*Based on bill payers in England and Wales

\*\*Based on number of participants as a percentage of all those taking part in this activity

† Recruitment was ongoing while the activity was open

# Your Right to Complain: Responses by water company

Water Company	Number of participants	% participants
Affinity Water Central	1	1%
Affinity Water East	3	4%
Affinity Water South East	7	10%
Anglian Water Services Ltd	4	5%
Bournemouth Water Plc	0	0%
Bristol Water Plc	1	1%
Cambridge Water Company Plc	1	1%
Dŵr Cymru (Welsh Water)	9	12%
Essex & Suffolk Water	2	3%
Hafren Dyfrdwy	0	0%
Hartlepool Water Plc	0	0%
Northumbrian Water Ltd	4	5%
Portsmouth Water Plc	1	1%
SES Water Plc	2	3%
Severn Trent Water Ltd	8	11%
South East Water Plc	4	5%
South Staffs Water Plc	1	1%
South West Water Ltd	3	4%
Southern Water Services Ltd	4	5%
Thames Water Utilities Ltd	3	4%
United Utilities Water Plc	2	3%
Wessex Water Services Ltd	5	7%
Yorkshire Water Services Ltd	8	11%

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