**PR19 research programme - June 2017**

| | April to June | | June to September | | | | | September to November | | January | February to June | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Version 1 | Customer segmentation | Customer priorities<br>- by segment & average/overall customer<br>- customers now, future customers<br>- for average/overall customer | Satisfaction levels & service levels wanted (ie outcomes)<br>- by segment & average/overall customer<br>- customers now, future customers<br>- compared to industry levels | Bespoke service research | Investment options & service solutions (incl WRMP research) | Willingness to pay, willingness to accept, willingness to invest<br>- satisfaction and services levels<br>- by segment & average/overall customer<br>- customers now, future customers | | Bespoke financial support research | Setting performance levels & incentive ranges for satisfaction and service | Overall acceptability of the plan | Re-testing | Overall acceptability of the plan<br>- repeated post re-testing |
| Version 2 | Customer segmentation | Customer priorities, satisfaction and service levels - base service<br>- by segment & average/overall customer<br>- customers now, future customers<br>Customer priorities, satisfaction and service levels - service recovery<br>- by segment & average/overall customer<br>- customers now, future customers | | Bespoke service research | Investment options & service solutions (incl WRMP research) | Willingness to pay, willingness to accept, willingness to invest<br>- satisfaction and services levels<br>- by segment & average/overall customer<br>- customers now, future customers | | Bespoke financial support research | Setting performance levels & incentive ranges for satisfaction and service | Overall acceptability of the plan | Re-testing | Overall acceptability of the plan<br>- repeated post re-testing |
| *Status* | *Completed - results to be presented to CCG in July* | *Proposals received, research to be commenced* | | *Proposals received, research to be commenced* | *Proposals received, research to be commenced* | *Initial proposal received - to be reviewed with sub-group in August* | | *Not yet started* | *Not yet started* | *Not yet started* | *Not yet started* | *Not yet started* |
| | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: | | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: | Objectives / questions to be answered: |
| | - What customer groups are there - based on attitude/value? | - Understand customer priorities for base service level (they need to generate priority list)<br>Covering customer satisfaction, water quality, frequency of interruptions, pressure, level of water bills, water efficiency, carbon and environmental impact<br>(by segment, customers now) | - Understand satisfaction levels for base service<br>Covering direct interation, appearance, taste and odour, leakage, pressure, interruptions, restrictions<br>(by segment, customers now) | - Understand any bespoke services wanted from customers<br>Eg. Point of delivery solutions - boosters, softeners, emergency supplies etc<br>(by segment, customers now) | - Objectives to be taken from WRMP research objectives<br>To include: water efficiency, demand options, supply options, willingness to pay | - Understand customers preferred service levels (including satisfaction levels - this applies to all WTP) and willingess to pay for changes to current service levels (at individual service level and overall) - balanced against service levels in the future<br>(by segment, customers now) | | - Understand any bespoke financial support needed from customers<br>Eg. Social tariff - 'as is' or expansion<br>(by segment, customers now) | - Understand mix of reputational and financial ODIs wanted by customers<br>(by segment, customers now) | - Understand overall acceptability of plan and value for money<br>(by segment, customers now) | - Re-testing of any particular areas for refinement of plan / satisfaction or service levels etc | - Understand overall acceptability of plan and value for money<br>(by segment, customers now) |
| | - How do these different groups value water and the service? | - Understand customer priorities for base service level - as above<br>(by segment, future customers) | - Understand satisfaction levels for base service - as above<br>(by segment, future customers) | | - Investigate co-creation opportunites with customers and stakeholders<br>To include: water efficiency savings schemes, 'clubcard' style scheme, tariff options, water quality protection (e.g. farmers, SPZ) community investment (e.g. reservoirs/large schemes) | - Understand customers preferred service levels and willingess to pay for changes to current service levels (at individual service level and overall) - balanced against service levels in the future<br>(by segment, future customers) | | - Understand any bespoke financial support needed from customers<br>Eg. Social tariff - 'as is' or expansion<br>(by segment, future customers) | - Understand financial ODIs split between in-period and end of period<br>(by segment, customers now) | - Understand overall acceptability of plan and value for money<br>(by segment, future customers) | - Re-testing based on final methodology | - Understand overall acceptability of plan and value for money<br>(by segment, future customers) |
| | - What differentiates the groups - golden questions? | - Understand customer priorities for service recovery<br>Covering queries & complaints, interruptions, water quality incidents<br>(by segment, customers now) | - Understand services levels for base service<br>Covering leakage, low pressure, interruption mins, WQ compliance, WQ contacts, asset health, bursts, carbon emissions<br>(by segment, customers now) | | | - Understand customers preferred service levels and willingess to invest for changes to current service levels (at individual service level and overall) - balanced against service levels in the future<br>(by segment, customers now) | | Consider option for customers donating extra towards social scheme, donation match scheme etc | - Understand level of targets and incentive rates for now - ie next 5 years<br>(by segment, customers now) | | | |
| | - Do they have different priorities? | - Understand customer priorities for service recovery - as above<br>(by segment, future customers) | - Understand services levels for base service - as above<br>(by segment, future customers) | | | - Understand customers preferred service levels and willingess to invest for changes to current service levels (at individual service level and overall) - balanced against service levels in the future<br>(by segment, future customers) | | | - Understand level of targets for the future - ie 10 and 20 years<br>(by segment, customers now) | | | |
| | | - Understand change of priorties based on 'essential use' vs ' discretionary use<br>(by segment) | - Understand services levels for service recovery<br>Covering queries & complaints, interruptions, water quality incidents<br>(by segment, customers now) | | | - Understand customers preferred service levels and willingess to accept a reduction to current service levels (at individual service level and overall) - balanced against service levels in the future<br>(by segment, customers now) | | | - Understand level of targets and incentive rates for now - ie next 5 years<br>(by segment, future customers) | | | |
| | | | - Understand services levels for service recovery - as above<br>(by segment, future customers) | | | - Understand customers preferred service levels and willingess toto accept a reduction to current service levels (at individual service level and overall) - balanced against service levels in the future<br>(by segment, future customers) | | | - Understand level of targets for the future - ie 10 and 20 years<br>(by segment, future customers) | | | |
| | | | | | | - Triangulation of different research findings | | | - Understand variations and triangulation with Ofwat Common PC's | | | |

Accent

Brand Edge