PR19 CCG Research Methodology Sub Group

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Paper No:	3
Agenda No:	3
Title:	Engagement dashboard
Author:	Jane Gould
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What is this paper about:	Following the issue of the "CCG Report: Our journey towards a customer-centric business" we gave some early thought to how best to capture and report to the CCG our ongoing learnings from transactions and conversations with customers and stakeholders. The `engagement dashboard' concept captures regular updates across many of the activities outlined in the document, and would provide a continual audit trail of the customer and stakeholder insight that is influencing our 2020 to 2025 business plan and the strategic direction of our business.
What is the context of this paper:	The CCG has challenged us to demonstrate and evidence how we have arrived at some of our thinking as we begin preparations for our next five year business plan. The CCG wants to see the evidence of what we are continually learning about our customers' priorities from our day-to-day interactions with them; and from our engagement with wider communities and stakeholders about their priorities for water.
What is the relevance of this paper:	The dashboard is a key element of how we will provide an ongoing audit of how we arrive at the decisions we make operationally, and as we develop our current and future strategic plans.
Action needed from the CCG:	We would welcome the views of the ESG/CCG on: • the construct of the engagement dashboard - see initial concept on following pages - which is based around the themes of transactions, conversations and sentiment

	• whether the group considers we have captured all the relevant activities • whether the group this provides an appropriate mechanism by which to capture the findings from ongoing engagement. Based on the feedback received we can then further develop the dashboard so it can be used to update future CCG meetings.

Engagement dashboard - Transactions

Method	Data/evidence	Change (+/-) since last survey/quarter	What is it telling us?	What do we need to know?	Timescale
SIM score (billing)	4.65	(+) 0.25	Improved processes and performance are having positive impact on SIM score.	Continue to monitor	Ongoing
SIM score (operations)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer complaints	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Escalated complaints	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
My Account sign ups	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
My Water use sign ups	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
WaterSure (No.)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Social tariff (No.)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Priority services register (No.)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing

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Engagement dashboard - Conversations

Method	Data/evidence	Change (+/-) since last survey/quarter	What is it telling us?	What do we need to know?	Timescale
Customer satisfaction surveys (direct interaction)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer satisfaction surveys (appearance)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer satisfaction surveys (taste and smell)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer satisfaction surveys (water pressure)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer satisfaction surveys (leakage)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer satisfaction surveys (interuptions)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer satisfaction surveys (restrictions)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
5 out of 5 surveys (billing)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
5 out of 5 surveys (operations)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing

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Engagement dashboard - Conversations

Method	Data/evidence	Change (+/-) since last survey/quarter	What is it telling us?	What do we need to know?	Timescale
Live web chat	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Campaign surveys	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Customer research	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Stakeholder perceptions audit	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing

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Engagement dashboard - Sentiment

Method	Data/evidence	Change (+/-) since last survey/quarter	What is it telling us?	What do we need to know?	Timescale
Twitter (daily interactions)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Twitter (sentiment expressed)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Facebook (daily interactions)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Facebook (sentiment expressed)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing
Media coverage (sentiment expressed)	0.00	(+) 0.00	Lorem ipsum dolor sit amet, consec tetuer adipis cing elit nullam ornare dictum ligula.	Continue to monitor	Ongoing

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