

PR19 Customer Challenge Group

Meeting number: 11

Meeting Date: 4th July 2018

Paper No: 3

Agenda No: 6

Title: Engagement Dashboard

Author: Laura Rafferty

Printing: This document does contain graphs or pictures and therefore does require you to print in colour. [If you need a printout please let Nikki know.]

What is this paper about:	This paper shows the engagement dashboard detailing engagement activities with customers, employees and stakeholders in order to keep the CCG up to date on day to day engagement.
What is the context of this paper:	Following challenges to clearly show day to day engagement with customers and how this is being used in the business.
Action needed from the CCG:	This paper is for information. Comments are welcome.



Engagement dashboard

General Engagement

Purpose: To capture and report insight and learnings from engagement activity
Audience: For SEW internal use by the CCG, the Executive team and the Board

Summary of what's new

Source (External):

Social tariff and PSR customer research

Qualitative focus groups carried out by Accent designed to test the wording and concepts which will be used in the quantitative surveys.

Priority Services Register

Social Tariff

Key questions to answer / areas to cover:

- Willingness to pay for non-financial support for customers
- Cross-subsidy for social tariff

This research is designed to explore if our customers are willing to increase the cross-subsidy that they pay for social tariff and if they are willing to pay more to increase the numbers supported by our PSR.

Insight:

- Generally SEW seen as good VFM (low amount for clean water and all the things you get/surprisingly lower than other bills). Although lower levels of satisfaction around willingness to pay (WTP) displayed amongst lower socio-economic groups (SEG)/younger participants in Basingstoke

PSR

- Seen as important and most feel that SEW have a duty of care to provide some of these services
- There is generally support for SEW putting money aside to cover this but would like to see SEW working in partnerships with gas/electricity companies to ensure no overlap or that no-one falls through the gaps
- Some feel that other aspects of the business are a higher priority e.g. managing droughts, fears of running out of water

Social Tariff

- Support is driven by a number of factors: could be me, people deserve support, no-one should struggle to pay water, etc
- Opposition: water bill is so low then why can't they manage, people should learn to prioritise, they are choosing this path
- Concerns emerge when there is a feeling that we are jumping from £1.50 now to £4.00 – that feels disproportionate.
- We wonder whether we think about any behavioural economic theory language as there was definitely a shift/group affect of social shaming for the opposers in the higher SEG group e.g. 'Most SEW customers say x, y, z'
- Interestingly in the Maidstone groups there was big resentment from the reveal - why haven't SEW told us about this?? However, this wasn't as strong in the Basingstoke groups where we almost saw the opposite impact "if I've been paying for xx years and haven't noticed I suppose another £1".
- Some desire to see the HH income threshold raised - £16k per household seems very low.

Action:

For addition to quantitative surveys:

- Need to frame with types of customers and emphasise that these people don't have a choice at this point in time (reinforce the GENUINE part)
- Short term scheme to help people in need
- Important that they see some SEW contribution (is matched funding or covering the admin enough?)
- Maybe test some of these other potential schemes e.g. payment holidays, etc?
- Do we need to test WTP for extending the PSR? If so – need some costs around that.

Jun 2018 Source (Internal): Digital Team review of Facebook Messenger

Insight:

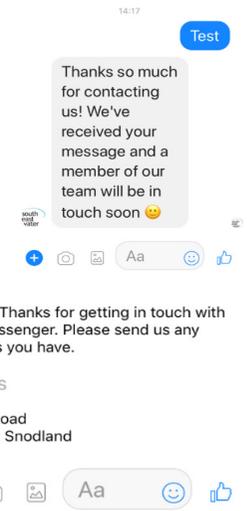
We wanted to improve the personalised service received via Facebook Messenger to bring the channel in line with other forms of communication.

Customer feedback has also shown that there can be delays in responses to customers when they contact over the weekend when the function is unmanned.

Action:

We have added a basic chat bot facility, whereby a personalised greeting is presented to customers before they type a message, they also receive a personalised auto response once their message has been sent (see examples right).

When customers now contact outside of our opening hours they receive a message to say when we'll be back, and what to do if they have an emergency.



Overall social tariff support by group:

- Lower SEG/older group – half supporters and some WTP
- Lower SEG/younger group – majority against and very little wtp (although once revealed existence of current scheme WTP increases)
- Higher SEG/younger group – 8/9 support and WTP - amounts were very low even at £4
- Higher SEG/older group – 7/9 support and highest WTP

Average scores between the groups for support of social tariff pre-discussion around costs range from **3.4 - 6.5** (out of 10)

Average scores between the groups for support of social tariff post-discussion around costs range from **5.1 - 7.8** (out of 10)



Engagement dashboard

General Engagement

Our vision is 'to be the water company people want to be supplied by and want to work for'

Key Facts and Figures

Jun 2018



86.34%
metered

Source (internal): SEW
Retail Monthly Board
report (May)



We now have **69%** of customers
paying by direct debit

Source (Internal): Live Chat feedback function

Your feedback: I find that Chat service have really improve the customer experience. It is sometime like today faster than a call due to the efficiency of the Support Staff

Insight:

We received really positive feedback in May for the Live Chat function on our website.

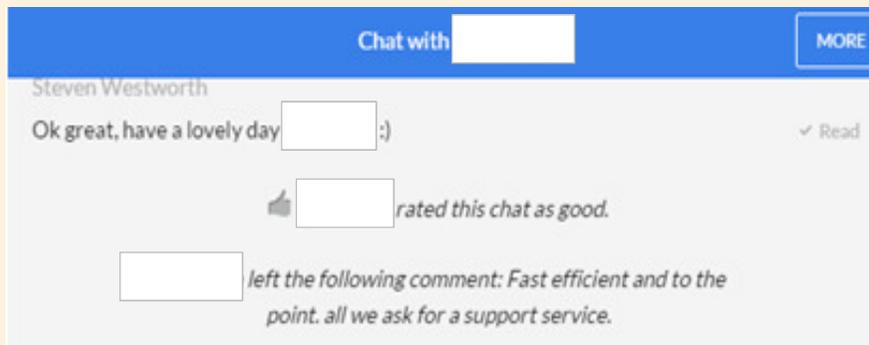
- 27 customers of the total 403 Live Chat conversations were rated
- **23** of those received 'good' ratings (see example comments)

Your feedback: Excellent water board, live chat option is excellent

- The 4 'bad' ratings were made up of the following:

- One customer left the comment "thank you for your help. You've been great" which may indicate that the rating was an error
- A customer left feedback requesting the functionality of Live Chat transcripts post-conversation - this is a function that we do already offer
- One customer was a business customer and unhappy that we were unable to help
- One customer was requesting a refund of their account credit -

We advised that as this didn't have a Direct Debit set up it would need to be by cheque which the customer was unhappy with.



Action:

To continue to monitor and adapt to this customer feedback.

The digital team has also now started to trial taking on two live chats at once, so that more people can now benefit from the service as the majority of users are very positive about the efficiency of the service.



Engagement dashboard

Vulnerability Engagement

Purpose: To capture and report insight and learnings from engagement activity
Audience: For SEW internal use by the CCG, the Executive team and the Board

Summary of what's new

Source (Internal): Freeze/thaw PSR review



Insight:

It was discovered during the freeze/thaw incident that running the PSR report last thing on a Friday for the weekend means that data is not accurate later in the weekend.

Action:

This has now been amended to automatically run each day and save to a file location for those on standby to be able to access should the data be required during an incident. (The file has restricted access to ensure customer data is kept secure).

Jun 2018

Source (Internal):

Retail Reporting

In May we sent a GDPR mailout (below) to over 13.5K customers advising them that we hold their details on our priority services register and asking them to contact if this was no longer required.

Insight:

This resulted in around 400 engagement conversations with customers with many choosing to come off the PSR as they no longer need additional support.

Action:

As a result we have been able to update our PSR and hold a more accurate record of those requiring additional support.



Pure know h₂o



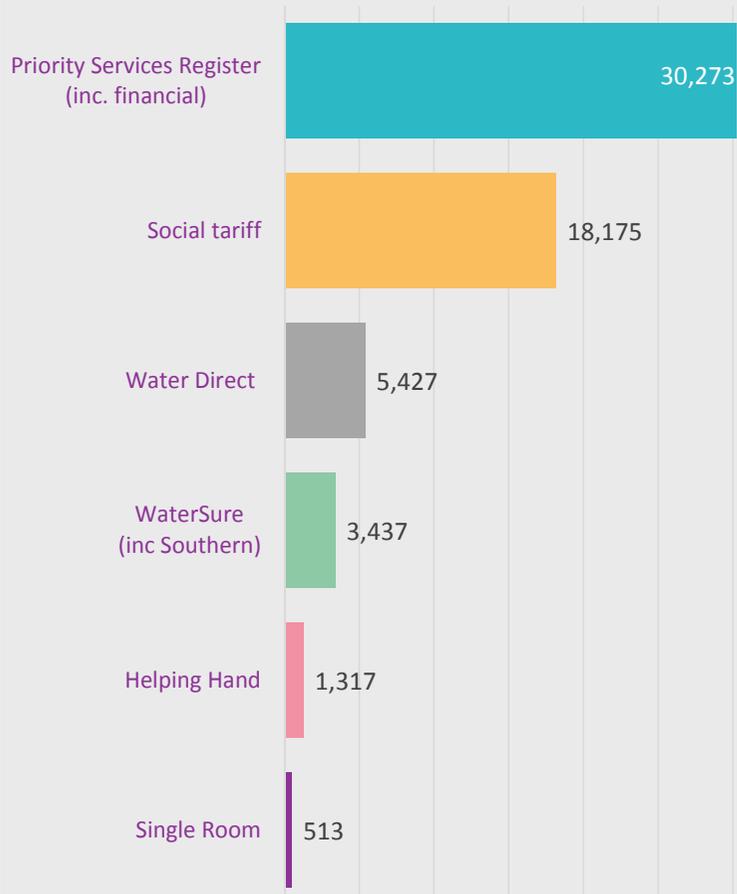
Engagement dashboard

Vulnerability Engagement

Our vision is 'to be the water company people want to be supplied by and want to work for'

Key Facts and Figures

Customers receiving services - May



Source (Internal):

5 out of 5 scoring (PSR Customers)

Insight:

We reported last month that PSR customers' satisfaction with agent interaction tracks lower than Non-PSR customers. This is not seen as consistently with satisfaction of SEW handling the query (although the scores are lower).

Action:

We will review the contacts made (which teams they were in contact with and the reason for contact) to understand if the issues were directly related to the PSR or if this highlights accessibility or other issues.

Jun 2018

Source (Internal): Recite Me reporting

Insight:

Top three languages (translate & play) in May:

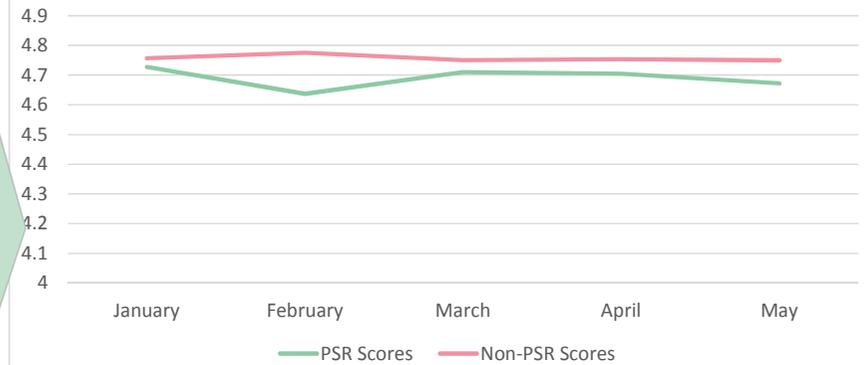
1. Polish
2. German
3. Romanian



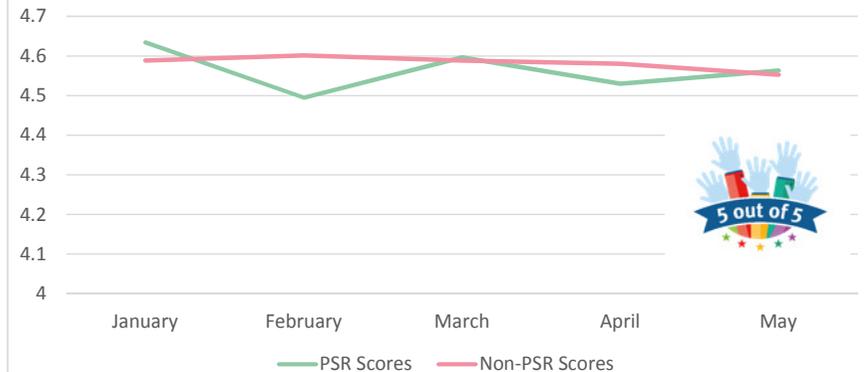
Action:

To continue to monitor use and investigate ways we can direct customers

Satisfaction with agent: PSR Scores v Non PSR Scores



Satisfied with SEW handling query: PSR Scores v Non PSR Scores





Engagement dashboard

Transactions

Method	Data - May 18 (unless stated)		Change (+/-) since last survey / quarter	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable	
SIM score (billing)	May	4.4	-0.05	*Ofwat SIM to Board *Internal SIM to Exec	Dashboard - review for action by Customer Resolution team	We are currently awaiting the results of our latest replica which has a slight logic change to the question set which will determine if we are losing scores because customers are confused about which company they spoke with.	Monthly	
	Apr	4.45 (SIM 12th)						
SIM score (operations)	May	4.01	-0.38	*Ofwat SIM to Board *Internal SIM to Exec	Dashboard - review for action by Customer Resolution team	SIM Initiatives: all water quality calls to be transferred to CTC so that a smaller trained team can give clearer advice to our customers.	Monthly	
	Apr	4.39 (SIM 6th)						
Customer complaints (No.)	May	152	-17	*CCWater - half yearly (was quarterly) *Dashboard to SMT (weekly) *Customer Service Management Team *Stage 2 surgery *Exec report *Board report	Analysis of billing data - reported to CS Managers and improvements identified (weekly) - reported to CSMT Process for Ops under review	TBC	Weekly / Monthly	
	Apr	169	-67					
Top 5 contacts (Telephone, Letter, Email, Web Chat, Webform and Social Media)	May:	1. Change of Occupier 2. Change name / bill address 3. *Non-reportable query 4. Query - Existing pay plan 5. My Account registration	Apr:	1. Change of Occupier 2. My Account registration 3. *Non-reportable query 4. Change name / bill address 5. My Account promotion	*CSMT (monthly) - volumes vs previous year	Channel Managers review for trends and irregularities - In-depth analysis where necessary	TBD	Monthly
My Account sign ups	May	7334 c.106,000 in total	1305	*Monthly reporting to CSMT *Exec report	Review via dedicated Digital Team	Further promotion by CS agents. Promotion also via billing envelopes.	Monthly	
	Apr	6029	-420					
My Water Use sign ups	601 (website engaged)		11	*Monthly committee meetings with Advizzo (SMT)	Weekly meetings to discuss customer feedback and consumption with Advizzo	TBD	6 monthly reports issued to customers. Data reviewed yearly	
Live Chat (No.)	May	403	107	*CS Team monitoring *Exec report	Reporting under review by Channel Manager	The team has started to trial taking on two live chats at once, so that more people can benefit from the service.	Monthly	
	Apr	296						
Payment method	May	DD = 69.0% = 593,027 1,528 new DDs Phone Pay = 9,967 Web Pay = 11,465 DD = 68.8% = 591,499	DD increase of 0.2% = 1528 Phone Pay = -730 Web Pay = -285	*Monthly reporting to CSMT *Exec report	CSMT review	TBD	Monthly	
	Apr	1,167 new DDs Phone Pay = 10,697 Web Pay = 11,750						



Engagement dashboard

Transactions - Vulnerability

Method	Data - May 18 (unless stated)	Change (+/-) since last survey / quarter	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable
WaterSure (No.)	May 3,437	52	*CCWater - half yearly (was quarterly) *Exec report *Board report	Developing monthly tracker to report internally via Board report. Internal data assurance via Jacobs (annually)	TBD	Monthly
Social tariff (No.)	May 18,175	826	*CCWater - half yearly (was quarterly) *Exec report *Board report	Developing monthly tracker to report internally via Board report. Internal data assurance via Jacobs (annually)	TBD	Monthly
Priority Services Register (No.)	May 30,273	718	*CCWater - half yearly (was quarterly) *Exec report *Board report	Developing monthly tracker to report internally via Board report. Internal data assurance via Jacobs (annually)	Slowed increase due to GDPR and a number of customers choosing to come off the PSR as they no longer need additional support.	Monthly
Water Direct (No.)	May 5,427	-206	*CCWater - half yearly (was quarterly) *Exec report *Board report	Developing monthly tracker to report internally via Board report. Internal data assurance via Jacobs (annually)	TBD	Monthly
Single Room (No.)	May 513	3	*CCWater - half yearly (was quarterly) *Exec report *Board report	Developing monthly tracker to report internally via Board report. Internal data assurance via Jacobs (annually)	TBD	Monthly
Helping Hand (No.)	May 1,317	10	*CCWater - half yearly (was quarterly) *Exec report *Board report	Developing monthly tracker to report internally via Board report. Internal data assurance via Jacobs (annually)	TBD	Monthly
Recite Me	May	Top three languages (translate & play): 1. Polish 2. German 3. Romanian	*CS Team monitoring *Exec report	Reporting under review by Digital Manager	Website updated with a page to explain the Recite Me functionality. Website tab to be updated with languages logo to direct those who are unable to read English.	Monthly
	Apr	Top three languages (translate and play): 1. Polish 2. Bulgarian 3. Hungarian				

South East Water comments:

The reporting of vulnerable customer data forms part of the current development of the Vulnerability Strategy.

CSMT = Customer Service Management Team

SMT = Senior Management Team

*Non-reportable contacts = general / reception calls i.e. sales, hang-ups, calls for SEWater Choice etc - any non-customer contacts



Engagement dashboard

Surveys and Feedback

Method	Data / evidence YTD to May 18	Change (+/-) since YTD to May 17	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable
Customer satisfaction surveys (direct interaction)	4.30	0.1	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Staff training review	Ongoing (along with short term actions)
Customer satisfaction surveys (appearance)	4.50	0	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Water quality training needs within the contact centre	Ongoing (along with short term actions)
Customer satisfaction surveys (taste and odour)	4.50	0.4	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Water quality training needs within the contact centre	Ongoing (along with short term actions)
Customer satisfaction surveys (water pressure)	4.30	0.1	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Deep dive in to pressure mapping of satisfaction vs performance	Ongoing (along with short term actions)
Customer satisfaction surveys (leakage)	3.60	-0.3	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Application of successful comms messages from leakage campaign	Ongoing (along with short term actions)
Customer satisfaction surveys (interruptions)	4.60	0	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Interruptions complaints review	Ongoing (along with short term actions)
Customer satisfaction surveys (restrictions)	4.20	-0.1	*Satisfaction Outcomes Steering Group *Exec report *Board report	Reviewed monthly at SOS with reps from across business - actions/initiatives agreed by group	Advizzo pilot	Ongoing (along with short term actions)

South East Water comments:

We have reported the satisfaction scores by YTD as variations on a monthly basis are not representative of change over time.

Our restrictions score has been affected by the media and outside influence on customer perception.



Engagement dashboard

Surveys and Feedback

Method	Data - May 18 (unless stated)		Change (+/-) since last survey/ quarter	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable
5 out of 5 surveys (billing)	May	4.55	-0.02	*Dashboard to SMT *Customer Service Management Team *Exec report *Board report	Dashboard - review for action by Customer Resolution team	TBD	Monthly
	Apr	4.57					
5 out of 5 surveys (operations)	May	4.01	-0.19	*Dashboard to SMT *Customer Service Management Team *Exec report *Board report	Dashboard - review for action by Customer Resolution team	TBD	Monthly
	Apr	4.20					
Live Chat	403	6.7% rated: 5.7% positive 1.0% negative	Increase of 107 chats from Apr	*Dashboard to SMT (weekly) *Customer Service Management Team *Exec report *Board report	Dashboard - review for action by Customer Resolution team	The team has started to trial taking on two live chats at once, so that more people can benefit from the service.	Monthly
Campaign surveys	None to report			*Engagement Insight Steering Group	Findings reviewed by steering group and considered for future application	TBD	As required
Customer research	Social tariff and PSR customer research - May			*PR19 / WRMP19 Steering Group *Board report *CCG	Formed part of the decision making process for the WRMP19	See 'Summary of What's New' for details of outputs	As required
Outreach work - water resources team	<p>dWRMP Engagement resulted in an approximate total of 130 hours of quality customer two-way engagement.</p> <p>The key themes of engagement from the exhibitions:</p> <ul style="list-style-type: none"> - Concern about housing and population increases. - Reducing leak levels remains a priority. - Most people seem happy with the proposals and that we're looking 60 years into the future - Keen for us to work with developers to encourage the installation of grey water systems - Happy for us to build a second reservoir at Arlington and a new reservoir at Broad Oak - Residents want to make sure both new reservoirs would benefit the community environmentally and through new amenities 			*PR19 / WRMP19 Steering Group *Board report *CCG	Via Communications and Water Resources review	All dWRMP representations received will be considered and the Statement of Response published in the summer	Ongoing
Outreach work - communications team	<p>Bray Open Day held 12th May</p> <p>Freeze/Thaw Incident drops-in started end of May</p>			*PR19 / WRMP19 Steering Group *Board report *CCG	Surveys conducted after open days	All feedback is considered when planning future open days. The team acted on feedback received from the first presentation which was felt to be too long, this was amended for the following events.	Ongoing



Engagement dashboard

Surveys and Feedback - Vulnerability

Method	Data - May 18 (unless stated)	Change (+/-) since last survey/ quarter	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable
5 out of 5 surveys PSR customers (Satisfaction with agent?)	May	4.67	*Dashboard to SMT *Customer Service Management Team *Exec report *Board report	Dashboard - review for action by Customer Resolution team	TBD	Monthly
	Apr	4.70				
5 out of 5 surveys PSR customers (Satisfied with SEW handling query?)	May	4.56	*Dashboard to SMT *Customer Service Management Team *Exec report *Board report	Dashboard - review for action by Customer Resolution team	TBD	Monthly
	Apr	4.53				
Outreach work - customer care team	Insight TBD as part of the development of the Vulnerability Strategy		*Vulnerability Steering Group *Exec report *Board report	Developing monthly report internally via Board report.	TBD	Ongoing
Customer research	Vulnerability Strategy Co-creation Stakeholder workshops - second round held in June		*PR19 / WRMP19 Steering Group *Board report *CCG	Formed part of the decision making process for the WRMP19	Results to feed Vulnerability Strategy	As required
BSI Audit	<p>Second BSI audit taking place in June to review progress on nonconformities.</p> <p><u>Nonconformities arising from this assessment:</u></p> <p>1. Processes and procedures as required by the standard were not effective, and not all were formalised, or communicated</p> <p>2. Preventative and corrective actions as required by this standard were not fully evidenced</p> <p>3. Audit plans, audit criteria and audit reports were not evidenced.</p>		*This is an external report by the British Standards Institution *We will report internally on progress against actions	Managed by Retail	<p>1. Action = develop policies and put in place procedures to enable the needs of consumers in vulnerable circumstances to be identified and met. review its performance on a regular and systematic basis where possible adopting a service user-led approach in order to maintain the suitability, adequacy, effectiveness and efficiency of its processes</p> <p>2. Action = (a) continually improve the effectiveness and efficiency of the process, using such means as preventative and corrective actions and innovative improvements, (b) take action to eliminate underlying causes of existing and potential problems</p> <p>3. Action = The organization shall; conduct regular audits of consumer processes and communications to ensure practices are appropriate to meet consumers needs; ensure clear procedures and analyse cause.</p>	

South East Water comments:



Engagement dashboard

Sentiment

Method	Data / evidence - May 18 (unless stated)	Change (+/-) since last survey/ quarter	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable	
Twitter (daily interactions)		488	110	*CS Team monitoring *Exec report	Reporting under review by Channel Manager	TBD	Monthly
Twitter (sentiment expressed)	39.3% positive 40.8% neutral 19.9% negative	decrease of 6.2% positive increase of 3.7% negative		*CS Team monitoring *Exec report	Reporting under review by Channel Manager	TBD	Monthly
Facebook (daily interactions)		437	105	*CS Team monitoring *Exec report	Reporting under review by Channel Manager	Facebook Messenger now has a basic chat bot facility, whereby a personalised greeting is presented to customers before they even type a message, and then they get a personalised auto response once their message has been sent. If it's outside of our opening hours the customer will get another message to say when we'll be back, and what to do if they have an emergency.	Monthly
Facebook (sentiment expressed)	38.9% positive 44.9% neutral 16.2% negative	increase of 1.6% positive increase of 3.6% negative		*CS Team monitoring *Exec report	Reporting under review by Channel Manager	TBD	Monthly

South East Water comments:

Method	Data / evidence - May 18 (unless stated)	Change (+/-) since last survey/ quarter	Who is this reported to?	How is this managed?	What action in/by the business?	Timetable																																										
Media coverage (sentiment expressed)	<p>Changes from April to May: Increase in no. of items and spokesperson presence Decrease in reach, value, positivity and PR influence</p>		*Exec report *Board report	Reviewed monthly by Communications team	TBD	Monthly																																										
May-18	<p>South East Water Key Performance Indicators</p> <table border="1"> <tr> <td>106 items</td> <td>982,682 reach</td> <td>£44,452 value</td> <td>51% positive articles</td> <td>67% spokesperson presence</td> <td>73% PR influence</td> </tr> </table> <p>Leading Comms Category by Volume, Sentiment and Reach</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Positive</th> <th>Negative</th> <th>Balanced</th> <th>Neutral</th> <th>Total Reach</th> </tr> </thead> <tbody> <tr> <td>Interruptions to Water Supply</td> <td>14</td> <td>20</td> <td></td> <td></td> <td>375,677</td> </tr> <tr> <td>Bursts</td> <td>3</td> <td>26</td> <td></td> <td></td> <td>140,814</td> </tr> <tr> <td>Leaks</td> <td>14</td> <td>14</td> <td></td> <td></td> <td>113,622</td> </tr> <tr> <td>Corporate Communications</td> <td>22</td> <td>3</td> <td></td> <td></td> <td>155,757</td> </tr> <tr> <td>Water Pressure</td> <td>12</td> <td>10</td> <td></td> <td></td> <td>129,955</td> </tr> </tbody> </table> <p>Sentiment: Positive Negative Balanced Neutral</p>			106 items	982,682 reach	£44,452 value	51% positive articles	67% spokesperson presence	73% PR influence	Category	Positive	Negative	Balanced	Neutral	Total Reach	Interruptions to Water Supply	14	20			375,677	Bursts	3	26			140,814	Leaks	14	14			113,622	Corporate Communications	22	3			155,757	Water Pressure	12	10			129,955	<p>Monthly highlights:</p> <p>Coverage increased by 39% month on month, whilst reach saw a 71% decrease over the same time period. The fall in reach can be attributed to the lack of national news websites that featured coverage in April. Instead, the widest-reaching sources were regional.</p> <p>The widest-reaching item from the leading category was published by Kent Online (126,702) and reported on the sinkhole in Barming. According to the article, "engineers from South East Water and Kent Highways were quickly on the scene to assess the reasons behind the collapse and schedule repair works" (11 May).</p> <p>The leading story from the 'Bursts' category was the burst water main in Pembury (6 items, seen by 62,111 people). Four of these were published in Kent Live (Web) and the remaining two appeared in the East Grinstead Courier and the Kent & Sussex Courier.</p>		
	106 items	982,682 reach	£44,452 value	51% positive articles	67% spokesperson presence	73% PR influence																																										
Category	Positive	Negative	Balanced	Neutral	Total Reach																																											
Interruptions to Water Supply	14	20			375,677																																											
Bursts	3	26			140,814																																											
Leaks	14	14			113,622																																											
Corporate Communications	22	3			155,757																																											
Water Pressure	12	10			129,955																																											
Apr-18	<p>South East Water Key Performance Indicators</p> <table border="1"> <tr> <td>76 items</td> <td>3.4m reach</td> <td>£121,304 value</td> <td>72% positive articles</td> <td>50% spokesperson presence</td> <td>55% PR influence</td> </tr> </table> <p>Leading Comms Category by Volume, Sentiment and Reach</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Positive</th> <th>Negative</th> <th>Balanced</th> <th>Neutral</th> <th>Total Reach</th> </tr> </thead> <tbody> <tr> <td>Interruptions to Water Supply</td> <td>13</td> <td>12</td> <td></td> <td></td> <td>2.7m</td> </tr> <tr> <td>Roadworks</td> <td>15</td> <td>10</td> <td></td> <td></td> <td>204,289</td> </tr> <tr> <td>Leaks</td> <td>10</td> <td>13</td> <td></td> <td></td> <td>2.7m</td> </tr> <tr> <td>Bursts</td> <td>9</td> <td>9</td> <td></td> <td></td> <td>120,922</td> </tr> <tr> <td>Corporate Communication</td> <td>15</td> <td>1</td> <td></td> <td></td> <td>222,542</td> </tr> </tbody> </table> <p>Sentiment: Positive Negative Balanced Neutral</p>			76 items	3.4m reach	£121,304 value	72% positive articles	50% spokesperson presence	55% PR influence	Category	Positive	Negative	Balanced	Neutral	Total Reach	Interruptions to Water Supply	13	12			2.7m	Roadworks	15	10			204,289	Leaks	10	13			2.7m	Bursts	9	9			120,922	Corporate Communication	15	1			222,542	<p>Monthly highlights:</p> <p>Coverage fell by 124 items month-on-month, after reporting on last month's top story, South East Water's plea for water conservation (130 articles), waned.</p> <p>Two articles from national news websites (ITV.com and BBC (Web)) accounted for an estimated 72% of the total audience. Both of the items concerned South East Water restoring the supply to 30 homes that were left without water due to a large sinkhole opening up on Broomshaw Road in Barming, Kent.</p> <p><i>Spokesperson presence = % of coverage quoting a South East Water spokesperson</i></p> <p><i>PR influence = % of South East Water content evaluated as PR Influenced</i></p>		
76 items	3.4m reach	£121,304 value	72% positive articles	50% spokesperson presence	55% PR influence																																											
Category	Positive	Negative	Balanced	Neutral	Total Reach																																											
Interruptions to Water Supply	13	12			2.7m																																											
Roadworks	15	10			204,289																																											
Leaks	10	13			2.7m																																											
Bursts	9	9			120,922																																											
Corporate Communication	15	1			222,542																																											

