

PR19 Customer Challenge Group

Meeting number: 8

Meeting Date: 4th April 2018

Paper No: 5

Agenda No: 8

Title: Non-Household context setting

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What is this paper about:	An update on the Non-household research carried out to date, in progress and planned
What is the context of this paper:	The company is required to carry out research with Non-household customers.
What is the relevance of this paper:	To give the CCG an update on the Non-household research being carried out for its business plan following a request at the previous Research Methodology Sub-Group meeting.
Action needed from the CCG:	The Company has produced this paper for information and to provide an update to the CCG.

NHH research summary



Update on Non-Household (NHH) research

Research completed	Comments/update
NHH customer priorities	<ul style="list-style-type: none"> ▪ Research based on same objectives for Household (HH) research programme carried out in 2017. ▪ Research completed – debrief given at March 2018 CCG
NHH willingness to pay	<ul style="list-style-type: none"> ▪ Research based on same objectives for Household (HH) research programme carried out in 2017. ▪ Research debrief on agenda for April 2018 CCG

Research in progress	Comments/update
NHH WRMP research	<ul style="list-style-type: none"> ▪ Research based on same objectives for Household (HH) research programme carried out in 2017. ▪ Research debrief on agenda for May 2018 CCG
Retailer engagement	<ul style="list-style-type: none"> ▪ Short survey emailed to retailers in March. ▪ 4 responses so far out of 20. ▪ At present no-one has taken up the offer for a more detailed interview.

Update on Non-Household (NHH) research

Research planned	Comments/update
Bill profile	<p>Type of research: Survey Timing: April/May Key questions to answer / areas to cover:</p> <ul style="list-style-type: none"> ▪ Customer views on bill profiles over 5, 10, 15 years ▪ Research to support PAYG/run off rates
Large non-household customers	<p>Proposed type of research: Survey Timing: May Key questions to answer / areas to cover:</p> <ul style="list-style-type: none"> ▪ Customer priorities ▪ Views on service level changes
Acceptability of the plan	<p>Type of research: Quantitative Timing: July Key questions to answer / areas to cover:</p> <ul style="list-style-type: none"> ▪ Are the performance commitments targets stretching enough? ▪ Acceptability of the plan overall ▪ Acceptability of the plan for key components – bill, service, targets, rewards/penalties ▪ Customer affordability of the plan ▪ Need to combine acceptability and affordability of combined bill included sewerage