



Leakage detection.

**Strategic areas of focus**

Right place,  
right time,  
right channel

Caring  
for you

Getting  
smarter

Protecting  
you

**Sustainable development goals**



**Principal threats/opportunities**



Page 76 Read more about principal threats and opportunities.

**Strategic performance indicators**

Customer	Unit of measurement	Target 2022/23	Actual 2022/23	Pass/Fail	Target 2023/24
Reduction in customers reporting service failures	Number	66,100	57,327	Pass	65,200
First point of contact resolution	%	84	84	Pass	84
More customers singing our praises (Net Promoter Score)	Number	42	36	Fail	42

## Right place, right time, right channel


Our social media and digital channels provide us with fantastic platforms to keep our customers informed of the challenges we face delivering great tasting, clean drinking water and recycling wastewater safely back to the natural environment. Our Website, Facebook and X accounts allow us to reach out to our customers when there is an incident impacting the services we provide and to change how they think about water to help reduce the pressure on our infrastructure and nature.

### Facebook and web chat boost

In our ambition to deliver an exceptional customer experience, we are embracing new ways to meet rising customer expectations. Since increasing the operational hours of our social media platforms and introducing a web chat to our service update page,

our social media base has continued to grow, now surpassing 33,000 followers. Monthly web chat usage has also increased by over 100%. Feedback from customers for these channels has been very positive with both web chat and social media registering high consumer advocacy scores.

We expanded our customer base for web self-serve. In 2022/23 we launched the web self-serve for developers, providing them with a service to submit applications, track progress and pay online. This is a major step change for the business and transforms the way we interact with our customers. Analysis of our range of social media offerings in comparison to other utilities is encouraging with around a quarter of our customers now choosing to contact us through a digital channel.



**Self Service portal**  
Online portal for paying your bill, Article 161, New Connections, Trade Effluent and Septic Tanks  
[Click Here](#)

### Right first time

We have introduced a comprehensive programme of initiatives to minimise the need for customers to contact us and for those customers that do make contact, ensure we resolve their issue first time.

During 2022/23, we commenced an end-to-end water quality journey review and made changes to our high-volume call handling process resulting in a significant reduction in unwanted repeat water contacts. Over 2022/23 we delivered against both our target of 66,100 for unwanted customer contacts, and also against our First Point of Contact Resolution target of 84%. Our Net Promoter Score (NPS) of 36 compares favourably with other utilities and UK water companies, although it is below the challenging target of 42 set by the Utility Regulator. We also introduced early warning text notifications for metered non-domestic customers experiencing high water consumption.

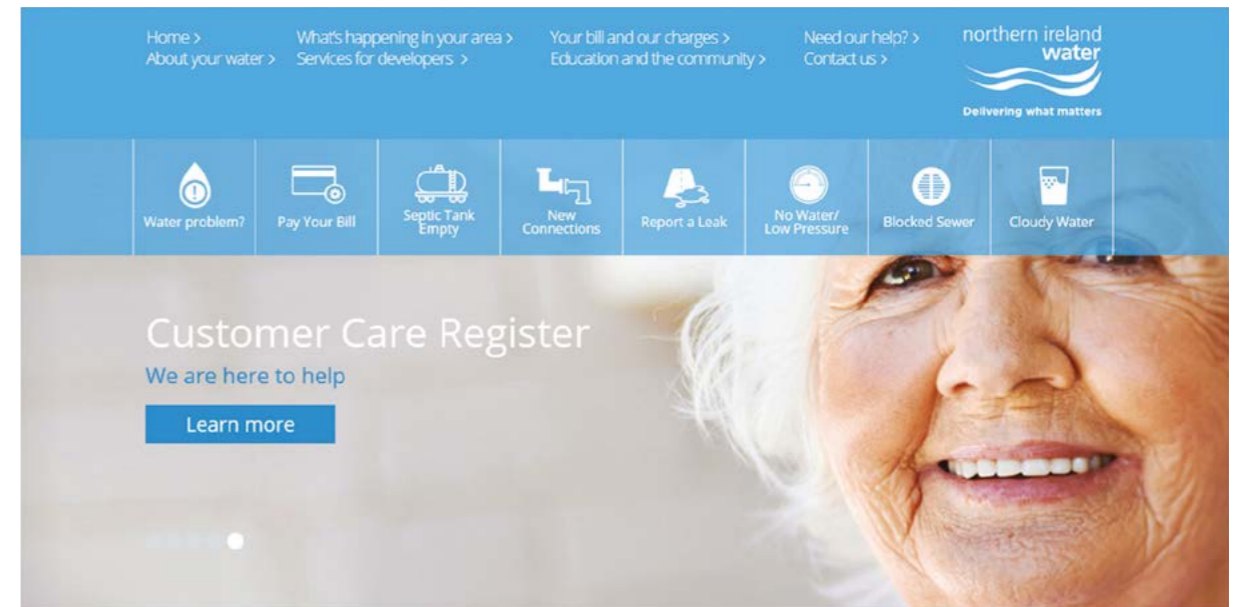
We expanded the use of robotics to automate manual processes, focusing on how we manage leakage defects that are identified by our contractors and continued with our programme of improvement initiatives focusing on septic tank and billing journey improvements.

During 2022/23, we introduced social media and web chat services until 11pm, seven days a week. We offer a range of telephony and self-service channels to suit our customers' needs, including our waterline service, which is available 24 hours a day.

In the UK Customer Satisfaction Index Results for the first six months of 2022, NI Water was named in the top 20 most improved organisations and listed as the second highest performing water company for overall customer satisfaction. In the complaint handling section of the measure, NI Water was ranked second highest out of all 279 registered companies.

Voice of the Customer packs are circulated monthly to business areas to provide an understanding of what is working well and to highlight areas for improvement.

Over 2023/24, we will undertake several customer journey reviews based upon customer feedback, along with our annual omnibus survey to gain the opinions and thoughts of the 'silent majority' of customers that use our services.



## Caring for you

Our Customer Care Register offers a range of free additional services for those customers who need extra help, such as an alternative water supply when supplies have been interrupted for a prolonged period. We continue to work with Health Trusts, Councils, and other Utilities to promote our Customer Care Register. A further 128 customers have been added to the register, with a total of 2,822 customers/organisations registered. We continue to engage with the Utility Regulator, CCNI and other utilities on the Consumer Protection Programme Best Practice Framework, which will standardise

the approach to consumer vulnerability across the Northern Ireland utility sector. We are also liaising with the British Standards Institution and the NOW Group regarding the process for attaining the internationally recognised consumer vulnerability and Just a Minute (JAM) accreditations.

You can join our Customer Care Register at [www.niwater.com/customer-care-register/](http://www.niwater.com/customer-care-register/) to get the extra free services you or anyone in your household would like to receive. Alternatively, telephone Waterline on 03457 440088.



**Getting smarter**

In response to customers feedback requesting a modern, interactive web-based platform where they can submit applications for our services, track progress, make payments and digitally sign documents

without the need for paper or telephone contact. We launched a digital application process for new connections to our network, wastewater adoptions and applications for trade effluent.



Launch of self-service portal at NI Water's Intelligent Operations Centre.

**Working smarter by automating work scheduling for all our frontline staff**

In 2022/23, we implemented an automated scheduling solution known as 'Click Schedule'. This major milestone marks the first time that all mobilised teams, across the Customer and Operations Directorate, are enabled in a common work scheduling solution. Robotics were used to automate the input of this information into Click Schedule. A comprehensive round of testing and scheduling simulations over several weeks followed, to ensure jobs were scheduled to the right operatives, with the required skills in the right priority.

In the months following implementation, we observed a range of potential benefits of automated scheduling, including clear visualisation of schedules in a structured, graphical format; improved situational awareness, prioritisation and scheduling of work orders. Additionally, NI Water will benefit from a deeper experience of how future scheduling products can be effectively implemented for our asset-focused teams alongside our customer-focused teams.



NI Water staff training on the new automated scheduling solution, Click Schedule.

**Protecting you**

Cybercrimes are increasing in both frequency and in their disruptive potential. These crimes could lead to an interruption in the delivery of our essential services, damage our computer control systems, or lead to a data breach. During 2022/23, we delivered bespoke security training and awareness for staff working with our operational technology assets. Our education campaign involved issuing simulated phishing emails to our staff. The campaign proved to be extremely successful in lowering user's click-rate as well as increasing cyber awareness. We also undertook an exercise with our cyber insurers to simulate the support that can be drawn upon during an actual incident. Further improvements have been made to our operational technology used to run the NI Water sites as part of the cyber resilience programme, supported by collaboration with the National Cyber Security Centre.

