



Sewer relining works to help protect customers against bursts and out-of-sewer flooding, Belfast, County Antrim.

Strategic areas of focus



Sustainable development goals



Principal threats/opportunities



Page 76 Read more about principal threats and opportunities.

Strategic performance indicators

Customer	Unit of measurement	Target 2024/25	Actual 2024/25	Pass/Fail	Target 2025/26
Reduction in customers reporting service failures	Number	56,000	44,461	Pass	55,100
First point of contact resolution	%	84	85	Pass	84
More customers singing our praises (Net Promoter Score)	Number	40	52	Pass	41

Customer Delivering an exceptional customer experience

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 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

Our customers are continuing to embrace our social media platforms with our social media followers now surpassing 61,000 followers. Web chat continues to grow, culminating in our busiest ever day in March 2025 when we handled 689 web chats (around 10 times the daily average) due to a burst trunk main in Belfast. We offer our social media and web chat services until 11pm, seven days a week. A range of telephony and self-service channels are also available to suit our customers' needs, including our waterline service, which operates 24 hours a day.

During weather related incidents, such as Storm Éowyn in January 2025, we kept our customers informed on our response, including bottled water collection points.

Feedback from customers on the choice of contact channels continues to be very positive with both web chat and social media consistently registering high consumer advocacy scores. We continue to expand our customer base for web self-serve. Through the Developer Services web self-serve portal developers and customers can apply for a new water and/or wastewater connection to our network, track progress and pay online.

Customer feedback is collated on a near real time basis following a customer contact. The insight garnered from this is shared each month with colleagues across the business to provide an understanding of what is working well and highlight areas for improvement.

We have undertaken the annual omnibus survey to ensure we have a representative view from those customers who may not have needed to engage directly with us about our services.

In 2025/26, the design of the new customer, billing, and contact contract will go live. This will include the delivery of new automated telephony, texting, and online chat customer channels. We will explore all opportunities this presents to enhance the customer experience.

NI Water appeared in the UK Customer Satisfaction Index Results published in July 2024 and January 2025. We were listed as the fourth highest performing water company for overall customer satisfaction in July 2024 in the Utilities Sector Report. We have undertaken a benchmarking exercise against other water utilities across the UK, to help formulate our contact channel strategy going forward. This will allow us to make the most out of new technologies with the aim of identifying more digital opportunities and introducing more choices for our customers. Over 2025/26, we plan to improve our Incident Management System, which feeds our website with supply interruption information and prompts customer updates via text messaging.

Customer Delivering an exceptional customer experience

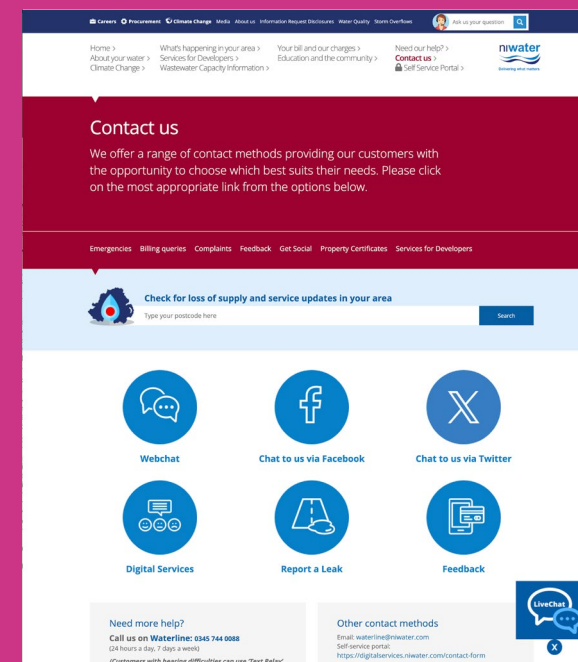
Right first time

Our improvement initiatives over 2024/25 focused on minimising the need for customers to contact us and for those customers who do need to contact us, ensuring that their issues are resolved first time. We carried out a number of end-to-end customer journey reviews to enhance and help drive first point of contact resolution including interruption to supply and billing for non-domestic customers.

Over 2024/25 we exceeded our targets for unwanted customer contacts (44,461 against a target of 56,000), First Point of Contact Resolution (85% against a target of 84%) and Net Promoter Score (52 against a target of 40). We enhanced our web self-serve portal for customers to book their septic tank desludge, resulting in increased portal usage of 7%.

We continue to send early warning text notifications for metered non-domestic customers experiencing high water consumption, which can help customers quickly identify and address potential leaks or other issues that could lead to increased water usage and costs.

We are deploying robotics to automate manual processes, removing non-value added activities, allowing us to work more intelligently on value added work.



Extract from NI Water's Contact us page from the website showing various ways for customers to make contact.

Customer Delivering an exceptional customer experience

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 partner with the Consumer Council for Northern Ireland (CCNI), Health Trusts, Councils, and other Utilities to promote our Customer Care Register. We engage with the Utility Regulator, CCNI and other utilities on the Best Practice Framework: Code of Practice for consumers in vulnerable circumstances, which standardises the approach to consumer vulnerability across the Northern Ireland utility sector.

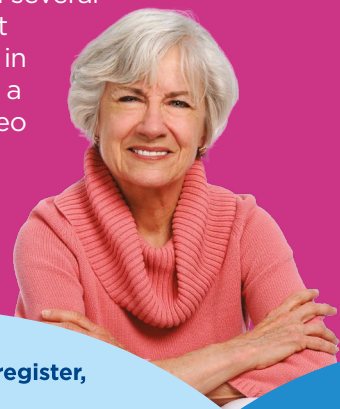
We have undertaken an independent review of our Customer Care Register service and will work to increase the profile of this in 2025/26. We are also engaging with the Utility Regulator on BS ISO 22458 Consumer Vulnerability accreditation.

The Utility Regulator published the Consumer Protection Programme (2024 – 2029) Final Decisions Paper in March 2024, which contains a suite of bespoke projects aimed at enhancing consumer protection for all consumers including both domestic and non-domestic, consumers in vulnerable circumstances and ‘future’ consumers across all utilities. During 2024/25 NI Water worked

with the Utility Regulator and other utilities to help deliver the future outputs as outlined in the Final Decisions Paper.

We also undertook a bespoke piece of research in 2024/25, which included engaging with our customers on the Customer Care Register, reviewing the current activities, communications materials and awareness of the Register.

We have identified several improvements that we will implement in 2025/26 including a customer care video for our website.



If you wish to register,
please call

Waterline
03457 440088

or visit www.niwater.com
for more information

Major Incidents

During 2024/25 NI Water invoked its major incident plan in response to several incidents, including Storm Darragh in December 2024 and Storm Éowyn in January 2025. Teams from across different business areas, supported by contractors, focused efforts on minimising impact on our customers and the environment.



Damage from Storm Éowyn at Silent Valley reservoir, County Down.



NI Water staff distributing bottled water during Storm Éowyn.

Following Storm Éowyn, a comprehensive post incident review was undertaken, which included feedback from colleagues and stakeholders. This feedback will be used to strengthen our response to future incidents.

Customer Delivering an exceptional customer experience

Getting smarter

In 2024/25, we commenced the use of Copilot's generative artificial intelligence. We have started to build a smart bot that delivers instant, accurate information and elevates the customer experience. We are planning on launching this on our website in 2025/26.



NI Water's Intelligent Operations Centre.



Protecting you

At NI Water, cyber security is a top priority as the threat landscape becomes increasingly complex. We are focused on protecting service delivery and business performance by improving information governance and cyber resilience. This includes investments in advanced technology, comprehensive training, and raising awareness across the business. A Cyber Resilience Programme has been established to protect operational technology. The programme includes collaboration with the UK National Cyber Security Centre and other key stakeholders to stay informed of cyber events and emerging cyber risks. Regular activities such as simulated phishing campaigns, independent penetration testing, and thorough audits are undertaken. We are committed to protecting our critical infrastructure and maintaining customer trust.



Help NI Water be Cyber Watertight