

# Customer

Delivering an exceptional customer experience



One of our younger customers enjoying a bottle of world class water from the tap

## Strategic areas of focus



## Sustainable development goals



## Principal threats/opportunities

PT1 PT2 PT3 PT5 PT6 PT7 PO1 PO3 PO4

Page 72 Read more about principal threats and opportunities.

## Strategic performance indicators

Customer	Unit of measurement	Target 2020/21	Actual 2020/21	Pass/Fail	Target 2021/22
Reduction in customers reporting service failures	Number	75,000	70,204	Pass	74,000
First point of contact resolution	%	82	90	Pass	84
More customers singing our praises (Net Promoter Score)	Number	15	42	Pass	32

Strategic areas of focus



Right place, right time, right channel

Social media provides us with a fantastic platform 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 Facebook and Twitter accounts also allow us to reach out to our customers to change how they think about water to help reduce the pressure on our infrastructure and nature.

In our ambition to deliver an exceptional customer experience, we are embracing new ways to meet rising customer expectations. Over 2020/21 we enhanced our social media service, which now covers 08:00-20:00, seven days a week. Followers have

increased by around 450 on Facebook and 60 on Twitter per month. We have also introduced live webchat, which customers have embraced. We undertook a review of our website to make it more customer friendly and to encourage greater use of digital channels, such as optimising our automated chatbot to answer even more customer enquiries. We have also upgraded our incident management system to improve the information on our website when our customers experience an interruption to water supply. Further improvements to customer experience will be made as part of our new digital services platform.

 Read more at page 35.

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 have worked closely with Health Trusts and Councils to garner support for promotion of our Register and developed ways in which customers can register by introducing online and postal services. Over 2020/21, we introduced the ability for customers requiring additional support to easily register online for our Register. Customers can also provide details of leaks and blocked sewers through this channel. We will continue our engagement with stakeholders to identify other avenues to grow the numbers on our Register.

We have been particularly focussed through COVID-19 on providing support for our non-domestic customers who experience difficulty in paying their bills by working with them to agree repayment plans.

Our Quick Check scheme provides reassurance to members of the public about callers to their door claiming to be from utility

companies. Anyone who wishes to check the identity of someone who says they are calling on the pretext of inspecting water, gas or electricity can call the police non-emergency 101 number to verify their identity.



NI Water staff member providing photographic ID to a customer

**QUICK CHECK**  
Call the police on 101 for quick check 

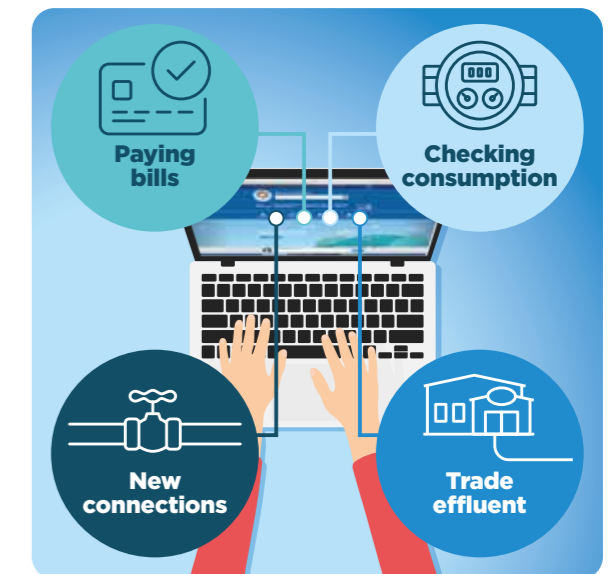
Getting smarter

In 2020/21 we started work on our new digital services platform. The first phase was completed in March 2021 and focuses on improving how customers can manage their accounts and perform activities such as paying bills or checking consumption.

Our customers tell us they want 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. Over 2021/22, we will offer digital applications for connections to our water or wastewater network for housing developers and applications for trade effluent. The scope of services offered on the platform will continue to grow in future years.

We are also applying digital across other areas of the business. Within PC21 we are implementing a number of innovative strategic planning and business case processes, including combining a number of computer modelling programmes to replicate the outside environment, inside. This is commonly referred to as a 'digital twin' and incorporates our sewerage and storm systems, rivers and streams, overland

flow of water and the analysis of how these impact upon our environment. This analysis will allow us to participate in modelling potential multi agency solutions to deliver cleaner water, reduce the risk of flooding and improve local amenity, whilst also increasing biodiversity within our towns and cities, working in partnership with other Government agencies and Local Councils.




Our new digital services platform

Protecting you

Be Cyber Watertight  
Don't let them in

Cyber crimes 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. In 2020/21 we continued our simulated phishing campaigns to test our awareness of phishing email attacks and to help educate users in how attackers attempt to gain access to our systems. In 2021/22 we will continue to liaise and collaborate with the National Cyber Security Centre to keep at the forefront of an ever changing threat landscape and be aware of new methods of attack as they develop.

 Read more about managing cyber risk at page 82.

