

# Listening to you

Listening to our customers' and stakeholders' views and building these into our strategy is essential for us to ensure that our customers' needs are at the heart of our service delivery.

## We are all ears


Customer Research/  
Annual Omnibus Survey  
**1,400**

Domestic customers (face to face)  
Business customers (computer  
assisted telephone interviewing).

**855**

Domestic customers surveyed  
annually to gauge NI Water's reputation.

**20,000+**

 Facebook fans.


**200**

Large business customers  
surveyed bi-annually to gauge  
NI Water's reputation.

**7,500**

Customers who have contacted NI Water  
surveyed annually (telephone/sms/on-line).

**9,000+**

 Twitter followers.

**190,000**

Conversations with our Customer  
Relations Centre annually.

**150+**

Elected representatives  
surveyed on a regular basis.

**1.6m+**

NI Water website views.

## Stakeholder groups

Taking part in a range of stakeholder groups helps us to report what is most important to them.

### Water Stakeholder Steering Group

Provides a forum for discussion on strategic issues relating to the price control and Ministerial guidance; discussion of major water and sewerage cross-cutting issues; discussion of policy development; keeping under review the governance and regulation of the water industry; and discussion of strategic communications issues.

### Output Review Group

Provides a forum for stakeholders to discuss progress on key outputs and issues of common concern in the water industry.

### Stakeholder subgroups

Working groups for coordinating the delivery of the price control process and related matters.



DRINKING WATER  
INSPECTORATE

## Customer priorities\*

### High

Internal sewer flooding

Supply interruptions

External sewer flooding

Low water pressure

### Medium

Odour and noise

Sewer blockages

Taste, smell and  
appearance

Pollution incidents

### Low

Water abstraction

Quality of river waters

Quality of coastal  
waters

## Summary

### From our ongoing engagement, we understand that our customers:

- value water services which are reliable and resilient;
- expect problems to be fixed quickly and to be kept informed of progress;
- wish to see investment to reduce flooding from sewer 'hot-spots' and target interruptions to water supplies;
- want us to invest in infrastructure to meet the economic demands of Northern Ireland;
- expect strategic improvements rather than short term fixes;
- desire to understand how they can help with water conservation and out of sewer flooding; and
- expect a range of contact channels when they need to get in touch.

\*[https://www.consumer council.org.uk/sites/default/files/original/Connecting\\_with\\_Consumers\\_Report.pdf](https://www.consumer council.org.uk/sites/default/files/original/Connecting_with_Consumers_Report.pdf)