Customer
Delivering an exceptional customer experience

Strategic areas of focus
- Right place, right time, right channel
- Caring for you
- Getting smarter
- Protecting you

Sustainable development goals

Strategic threats/opportunities
ST1 ST2 ST3 ST4 ST7 ST8 SO1 SO4
Page 59 Read more about strategic threats and opportunities.

Strategic performance indicators

<table>
<thead>
<tr>
<th></th>
<th>Unit of measurement</th>
<th>Target 2019/20</th>
<th>Actual 2019/20</th>
<th>Pass/Fail</th>
<th>Target 2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in customers reporting service failures</td>
<td>Number</td>
<td>77,000</td>
<td>67,013</td>
<td>Pass</td>
<td>75,000</td>
</tr>
<tr>
<td>First point of contact resolution</td>
<td>%</td>
<td>81</td>
<td>90</td>
<td>Pass</td>
<td>82</td>
</tr>
<tr>
<td>More customers singing our praises (Net Promoter Score)</td>
<td>Number</td>
<td>13</td>
<td>42</td>
<td>Pass</td>
<td>15</td>
</tr>
</tbody>
</table>
Getting Smarter

In an environment of increasing customer expectations and reducing budgets, we are continually looking for ways to provide a better customer experience. One way we are succeeding in this, is through using software robots. These robots help us to automate repetitive tasks at digital speeds and at any time of the day or night, providing staff with the ability to focus on tasks which require human intervention, judgement or experience. The robot can be programmed to perform repetitive tasks and free up our staff to spend more time helping customers on more complex tasks.

In 2019/20, we developed software robots for our Treasury Team who manage large volumes of financial transactions and our Work Control Centre who manage the allocation of our repair crews in response to interruptions. By keeping customers informed of interruptions to their water supply in real-time, they can be assured that we are working on getting their supply problems fixed as quickly as possible, avoiding the need for our customers to call us for updates.

In 2020/21, we will continue to develop our digital services for the benefit of our customers, with an exciting launch of an online application portal for new connections. We’re extending our social media service and introducing webchat, providing more ways to keep our customers informed and offering them more choices for interacting with us. We will also use insights gathered from our daily customer surveys to champion customer service delivery and drive further service improvements.

Caring for you

Over 2019/20 we have continued to promote Quick Check 101. The 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.

We also provide support for our non-domestic customers who experience difficulty in paying their bills by working with them to agree repayment plans.

We continued to grow and raise awareness of our Customer Care Register to ensure that our services are inclusive, available and accessible to all our customers, regardless of their personal circumstances. 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. In 2020/21 we are looking to engage with a range of community groups to further promote this service.

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. We liaise closely with the National Cyber Security Centre and the Centre for the Protection of National Infrastructure to ensure all our environments are ‘Cyber Watertight’.

In 2019/20 we introduced simulated phishing campaigns to test our awareness of phishing email attacks and to help educate users in how attackers attempt to gain access to their systems.

In 2020/21 we will continue to work in collaboration with teams across the business to provide our colleagues with the knowledge and skills to recognise and avoid behaviours that would compromise security.