C1 Consumers' Views

Changes from the draft Business Plan
The Company has updated its commentary to take account of: Additional research carried out November 2008 – YouGov survey results Additional comments received from customers from June 2008 Results of Ofwat/CCWater National Research included Additional Tracking data included We have confirmed that the Company's summary of these additional items can be traced back to the identified research sources and that it is an accurate reflection of the research.

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Reporting Requirements

The reporter shall confirm or otherwise that the company's summary of consumer views can be traced back to the identified research source.

We can confirm that the Company's summary of consumer views can be traced back to the identified research sources and that it is an accurate reflection of the research.

No original data was missing and the only gaps in research sources that were noted were for data not used in any analysis; these have only been included by the Company for completeness.

Introduction

We have reviewed the Company's C1 Consumers' Views commentary and undertaken an exercise to trace the content back to the identified research sources.

Summary

We can confirm that the Company's summary of consumer views can be traced back to the identified research sources following our review of 86 documents provided by the Company.

We also compared the summary of consumer views with the content of the source documents to verify that the Company had accurately reported the data and had not been selective in its choice of which material to highlight. We can confirm that the summary is an accurate reflection of the views expressed in the research.

1 Methodology (Commentary additional to the Company's)

We agreed with the Company that the most appropriate method to address Ofwat's PR09 Business Plan Information Requirements for Part C1 was by carrying out a desktop study to compare the Company's commentary with the research sources.

South West Water made available a total of 86 documents, mainly primary sources, which had been used to prepare its commentary. While some research sources were clearly identified in the text, this was not always the case, and we requested that the Company identify the research source for each section, which duly happened.

We reviewed each section of the Company's summary of consumer views and traced it back to the identified research source. We also verified that the content of the summary accurately reflected the findings of the research.

2 Results (Commentary additional to the Company's)

We have presented the results in a tabular format. This table confirms or otherwise whether we were able to identify the research source and whether the summary was a clear and accurate reflection of the research.

Research	Source Identified	Accurate/Clear
Customer Focus Groups		
Priorities for SWW Business	Yes	Yes
Overall Performance	Yes	Yes
SWW Performance vs Customer Priorities	Yes	Yes
Additional Research carried out November 2008 – YouGov survey results.	Yes	Yes
Additional Comments received from customers from June 2008	Yes	Yes
Phase 3 A Customer Stage 1 Quantitative		

Research	**Source Identified**	**Accurate/Clear**
The SWW customer	Yes	Yes
Bill Payment Methods	Yes	Yes
Supplier	Yes	Yes
Use of Sea and Beaches in SWW area	Yes	Yes
Location	Yes	Yes
Metering	Yes	Yes
Satisfaction with overall service	Yes	Yes
Experience of problems	Yes	Yes
Contact with SWW	Yes	Yes
Value for money	Yes	Yes
Area for improvement	Yes	Yes
Payment of statuary elements	Yes	Yes
Relative importance of elements	Yes	Yes
Payment across the elements	Yes	Yes
Payment Influences	Yes	Yes
Phase 3 B Customer Stage 2 Quantitative		
Customer profile	Yes	Yes
Areas for Improvement	Yes	Yes
Phase 3 Business Customers		
The SWW business customer	Yes	Yes
Current bill level	Yes	Yes
Location	Yes	No
	No explanation of research findings	
Use of the sea and beaches/rivers	Yes	No
	No explanation of research findings	
Satisfaction with the overall service	Yes	Yes
Experience of problems	Yes	Yes
Areas for improvement	Yes	Yes
Detailed responses	Yes	No
	Graph axes are not clearly labelled	
Willingness to Pay		
Consumer	Yes	Yes
Business	Yes	Yes
Research	**Source Identified**	**Accurate/Clear**
Stakeholder Consultation		
Business User Group pairwise	Yes	Yes
Wildlife and Environmental Group pairwise	Yes	Yes
Consumer Council for Water	Yes	Yes
SWW employees pairwise	Yes	Yes
Water Industry Stakeholder Steering Group	No	

Research	**Source Identified**	**Accurate/Clear**
	Research source cited but not provided	
CCWater Charging Research 2007	No	
	Research source cited but not provided	
Ofwat/CCWater National Research	Yes	Yes
Customer Consultation	Yes	Yes
Customer panels and further research		
Price profile	Yes	Yes
Taste and discolouration	Yes	Yes
Sewer flooding	Yes	Yes
Pollution Incidents	Yes	Yes
Customer Satisfaction Tracking		
The SWW customer	Yes	Yes
Metering	Yes	Yes
Payment methods	Yes	Yes
Average annual bill	Yes	Yes
Internet access	Yes	Yes
Customer satisfaction	Yes	Yes
Value for money	Yes	Yes
Quality of bathing water	Yes	Yes
Quality of river water	Yes	Yes
Quality of sewage treatment and disposal	Yes	Yes
Quality of drinking water	Yes	Yes
Overall reliability of supply	Yes	Yes
Water pressure	Yes	Yes
Amount of information received from SWW	Yes	Yes
Comparison of satisfaction levels	Yes	Yes
Performance	Yes	Yes
Comparison of elements of tap water	Yes	Yes
Perceptions of South West Water	Yes	Yes
Is SWW doing a good job?	Yes	Yes
Is SWW charging a fair price?	Yes	Yes
Is SWW getting its priorities right?	Yes	Yes
Is SWW interested in its customers?	Yes	Yes
Summary of perceptions about SWW	Yes	Yes
Experience of problems	Yes	Yes
Contact with SWW	Yes	Yes
Method and frequency of contact	Yes	Yes
Satisfaction with contact	Yes	Yes
Have you ever contacted SWW's call centre?	Yes	Yes
Additional Tracking data	Yes	Yes

We challenged the Company about the lack of explanation of research findings for Phase 3 Business Customers "Location" and "Use of the sea and beaches/rivers". The Company responded that this was not used in any analysis and was only included for completeness. We also queried the clarity of the graphs as they do not contain any axis for the "Detailed responses" in this section (3.15.6). While the Company agreed with our comments about the graphs, we understand that it is not a simple process to amend.

We also challenged the Company about the research sources for the Water Industry Stakeholder Steering Group and CC Water Charging Research 2007. The Company responded that it does not have any original data from Water UK or CCWater and has provided commentary based on their publicly available reports, which have been referenced for completeness but have not been used in any analysis.

We also noted that Ofwat highlighted in South West Water's CIS that companies should "*..consider carefully the implications of these results [of the National Deliberative Research] and…set out how you have taken account of this research in your FBP. This is particularly important in companies where a significant proportion of consumers find their DBP proposals unacceptable*", which is the case for South West Water. The Company has addressed this issue in various sections (1.7, 8.3, 8.4) although it has also made clear – both in its commentary and we gather in separate communications with Ofwat – its concerns about the validity of the National research and what conclusions can be drawn from its findings.

3 Specific Company Challenges & Responses (Commentary additional to the Company's)

Section/Table Reference	Issue	Response
C1	We challenged the Company about the lack of explanation of research findings for Phase 3 Business Customers "Location" and "Use of the sea and beaches/rivers".	The Company responded that this was not used in any analysis and was only included for completeness.
C1	We queried the clarity of the graphs as they do not contain any axis for the "Detailed responses" in section 3.12.	While the Company agreed with our comments about the graphs, we understand that it is not a simple process to amend.
C1	We also challenged the Company about the research sources for the Water Industry Stakeholder Steering Group and CC Water Charging Research 2007.	The Company responded that it does not have any original data from Water UK or CCWater and has provided commentary based on their publicly available reports, which have been referenced for completeness but not used in any analysis.