

# AffinityWater

**Additional services:**

**Customers in vulnerable circumstances  
survey**



## Surveys conducted with customers in vulnerable circumstances.

We are committed to delivering an exceptional experience to all our customers, ensuring our services are available and inclusive to all. We offer a range of services, both for financial support (those receiving our Low-Income Fixed Tariff) and for those registered on our Priority Service Register designed for those customers that may require extra help with communication, access, physical or other needs.

It is important we keep track of what matters to our customers and to ensure we are delivering the levels of service they expect.

We ask our customers to tell us about their experiences with us and to score us from 0 (very dissatisfied) to 10 (very satisfied). We also ask our customers to tell us how easy we are to do business with, again scoring us using the same scale where 0 is not easy and 10 very easy.

The survey results shown provide the responses to the following questions;

- How satisfied are you with the service you receive from us?
- How easy are we to do business with?

### 24/25 Full Year Actual Results:

Financially vulnerable CSAT:	<b>89%</b> score 7-10
Financially vulnerable Make it Easy:	<b>88%</b> score 7-10
Non-financially vulnerable (PSR) CSAT:	<b>86%</b> score 7-10
Non-financially vulnerable (PSR) customers Make it Easy:	<b>84%</b> score 7-10

We are disappointed not to have achieved our target of 90% satisfaction; however, we have a range of initiatives which we working to implement to improve in the areas identified. Whilst many customers on the Priority Service Register commend our representatives for their politeness, professionalism, and efficiency, we recognise the range of needs and depth of support provided, such as help with high-water bills, require continual review and adaptations to ensure they are fit for purpose.

For customers receiving financial support, we are dedicated to offering a wider range of affordable pricing and flexible payment options. We will continue to enhance our services to meet the diverse needs of all our customers, especially those with special circumstances or limited means.

## Responses received

During 24/25 we received over 35,000 survey responses following customer interactions with us, of which 14% (4,800 responses) were recorded as customers in 'Financially Vulnerable' circumstances and 26% (9,400 responses) as customers on the Priority Service Register (PSR).

We survey customers through a variety of contact channels following an interaction with us. We also proactively contact customers who have not had contact with us across the 12 months.

Our aim is to reach as many customers as possible to ensure the survey results provide a realistic reflection of our customer base and a robust sample size for reporting. Overall, 376,000 customer surveys were sent during the year, with 35,000 responses, equating to a 9% response rate.

