

# Customer Survey Summary

October 2021

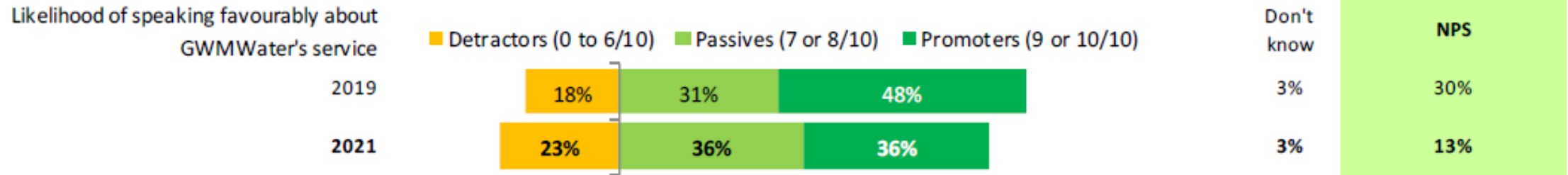


# Survey overview

- The broad aims of this survey were to:
  - Continue to monitor customers' overall perceptions of GWMWater's services including water supply, urban water quality, wastewater services, supply interruptions, information and customer service
- Assess GWMWater's performance on four key reporting measures to monitor the performance of Victoria's urban and rural water corporations, i.e. value for money, trust in GWMWater, reputation and overall satisfaction
- This survey was conducted by telephone - interviewing commenced on 11 May 2021 and was completed on 15 June 2021
  - The average interview took 13 minutes to complete
- The target population included urban drinking water customers, urban non-drinking water customers, rural customers and non-residential / commercial customers who according to GWMWater's records were connected to its urban water supply
- 652 interviews were completed
- The results (excluding the commercial customer sample to maintain comparability with previous surveys) have been weighted to reflect the correct proportions of customers by water supply system



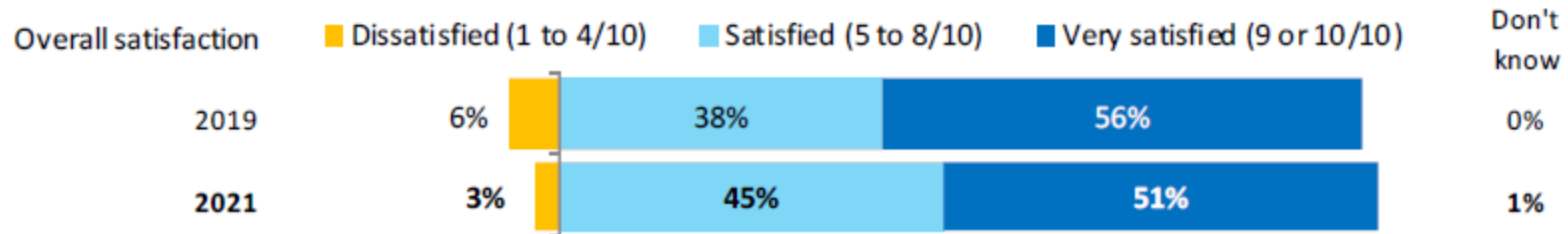
# Net Promoter Score (NPS)



The NPS was derived from an 11-point scale to measure the likelihood of customers speaking favourably about GWMWater's service where:

- 0 = not at all likely and 10 = extremely likely. Responses were then classified into three categories – detractors, passives and promoters
  - **Overall 36% of customers are “promoters”** (i.e. their likelihood was 9 or 10 out of 10) – **a significant decrease from 2019**
  - **Overall 23% of customers are “detractors”** (i.e. their likelihood was between 0 and 6 out of 10) – **a significant increase from 2019**
- The NPS is calculated as the difference between the percentage of promoters and detractors (i.e. 36% - 23%)
- **The NPS for this survey is 13%**

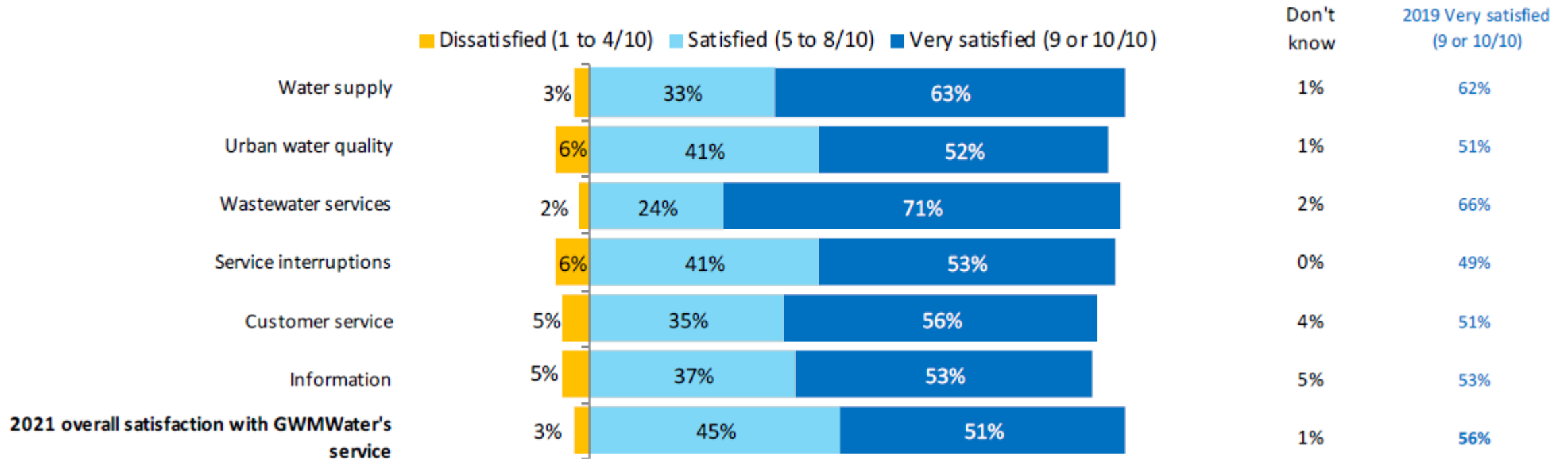
# Overall Satisfaction



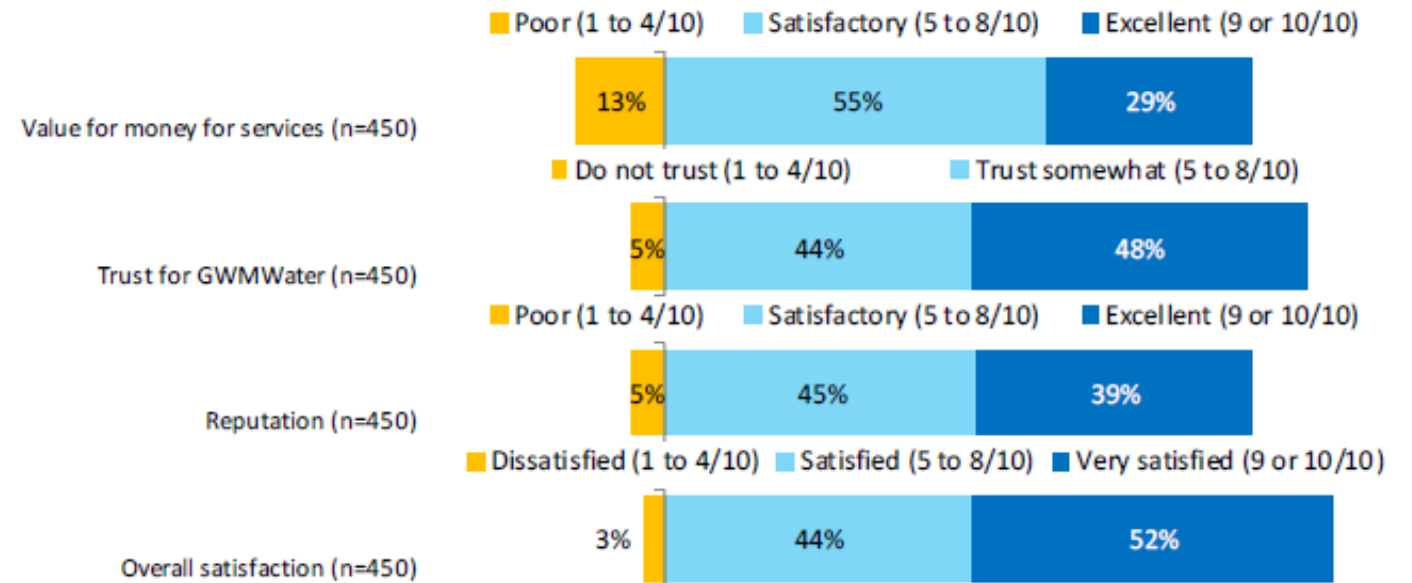
Overall satisfaction was measured using a 10-point scale where 1 = extremely dissatisfied and 10 = extremely satisfied

- **96% of customers were satisfied with the overall service provided by GWMWater** (i.e. their satisfaction rating was between 5 and 10 out of 10)
- 51% were very satisfied (i.e. their satisfaction rating was 9 or 10 out of 10)
- 3% were dissatisfied (i.e. their satisfaction rating was between 1 and 4 out of 10)

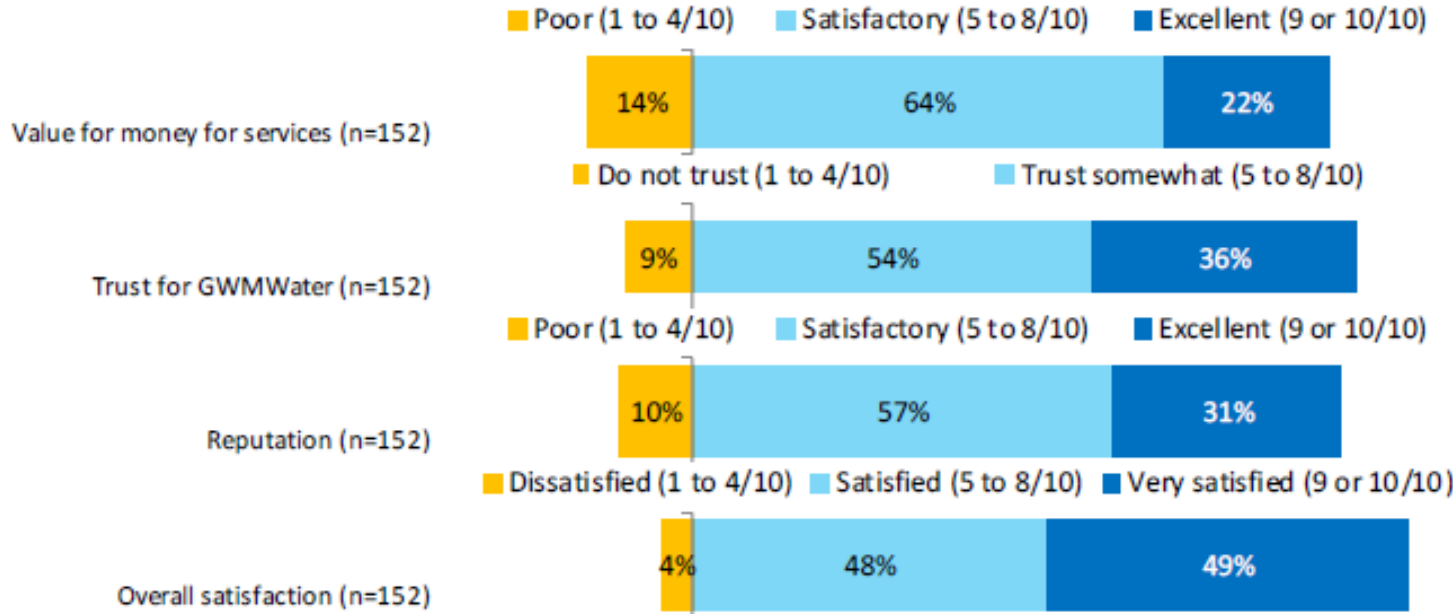
# Satisfaction across service delivery areas



# Key reporting measures (Urban)



# Key reporting measures (Rural)



# Water supply

## Overall (excluding commercial customers)

The water pressure provided to the customer's property (n=468)

The reliability of the supply (n=602)

■ Poor (1 to 4/10) ■ Satisfactory (5 to 8/10) ■ Excellent (9 or 10/10)



Don't know

1%

1%

Don't know

1%

2019 Excellent (9 or 10/10)

49%

75%

2019 Very satisfied (9 or 10/10)

62%

Satisfaction with the water supply (n=602)

■ Dissatisfied (1 to 4/10) ■ Satisfied (5 to 8/10) ■ Very satisfied (9 or 10/10)



# Water quality

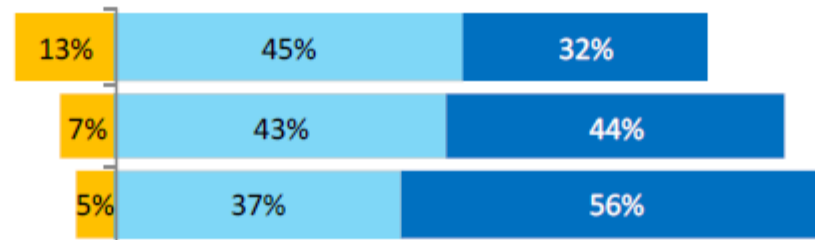
## Overall (ex. commercial customers)

Taste of the water (n=394)

Smell of the water (n=394)

Clarity of water (n=394)

■ Poor (1 to 4/10) ■ Satisfactory (5 to 8/10) ■ Excellent (9 or 10/10)



Don't know

10%

6%

2%

Don't know

1%

2019 Excellent (9 or 10/10)

36%

45%

55%

2019 Very satisfied (9 or 10/10)

51%

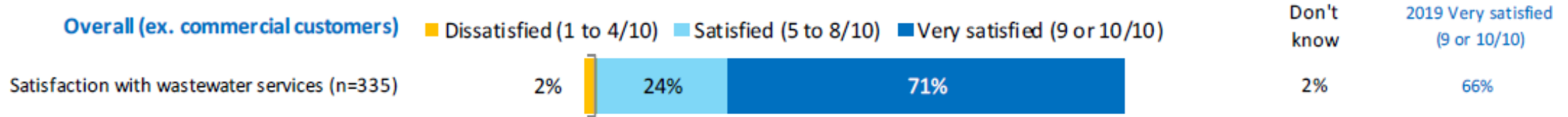
Satisfaction with the water quality (n=394)

■ Dissatisfied (1 to 4/10) ■ Satisfied (5 to 8/10) ■ Very satisfied (9 or 10/10)

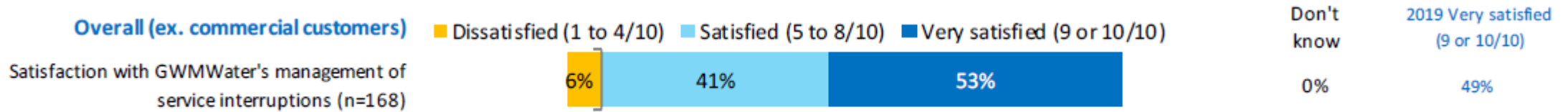




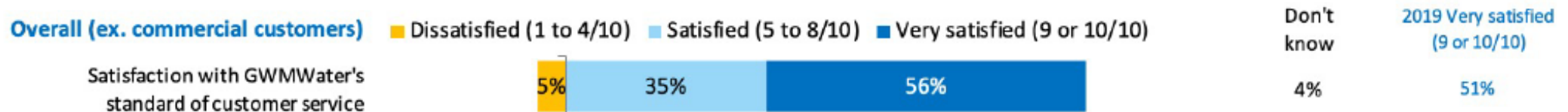
# Wastewater service



# Service interruptions



# Customer service



# Key strengths (themes mentioned)

Strengths (themes)	TOTAL	Drinking Water	Non-Drinking	Rural	Non-res / Commercial
Supply/ delivery/ reliability	<b>70%</b>	67%	52%	89%	79%
Customer service / GWMWater people	<b>38%</b>	42%	41%	20%	29%
Water quality in general	<b>24%</b>	25%	7%	21%	14%
Good communication / information	<b>10%</b>	10%	7%	8%	14%
Good pressure	<b>3%</b>	2%	7%	8%	0%
Other (i.e. smell, colour, taste, price, environmentally friendly)	<b>20%</b>	20%	12%	13%	7%



## Opportunities for improvement (themes mentioned)

Opportunities for improvement	TOTAL	Drinking Water	Non-Drinking	Rural	Non-res / Commercial
Price / too expensive	<b>31%</b>	32%	27%	31%	34%
Customer service / GWMWater people	<b>18%</b>	16%	13%	27%	9%
Supply / deliverability / reliability	<b>16%</b>	13%	15%	28%	13%
Water quality in general	<b>14%</b>	12%	45%	8%	31%
Water pressure is poor	<b>10%</b>	10%	8%	7%	13%
Taste	<b>10%</b>	12%	10%	3%	3%
Communication	<b>9%</b>	7%	3%	19%	13%

