



CUSTOMER INSIGHT

Assurance Report



Faldrax Consulting Ltd
COMMUNITY ENGAGEMENT

ABOUT THIS REPORT

Faldrax Consulting Ltd has been engaged by Anglian Water to provide independent triangulation and synthesis of its customer research and insight to inform their PR24 business plan. This assurance summary encapsulates observations we made during the synthesis process and reflects how the research and insight gathered meets Anglian Water's engagement strategy of:

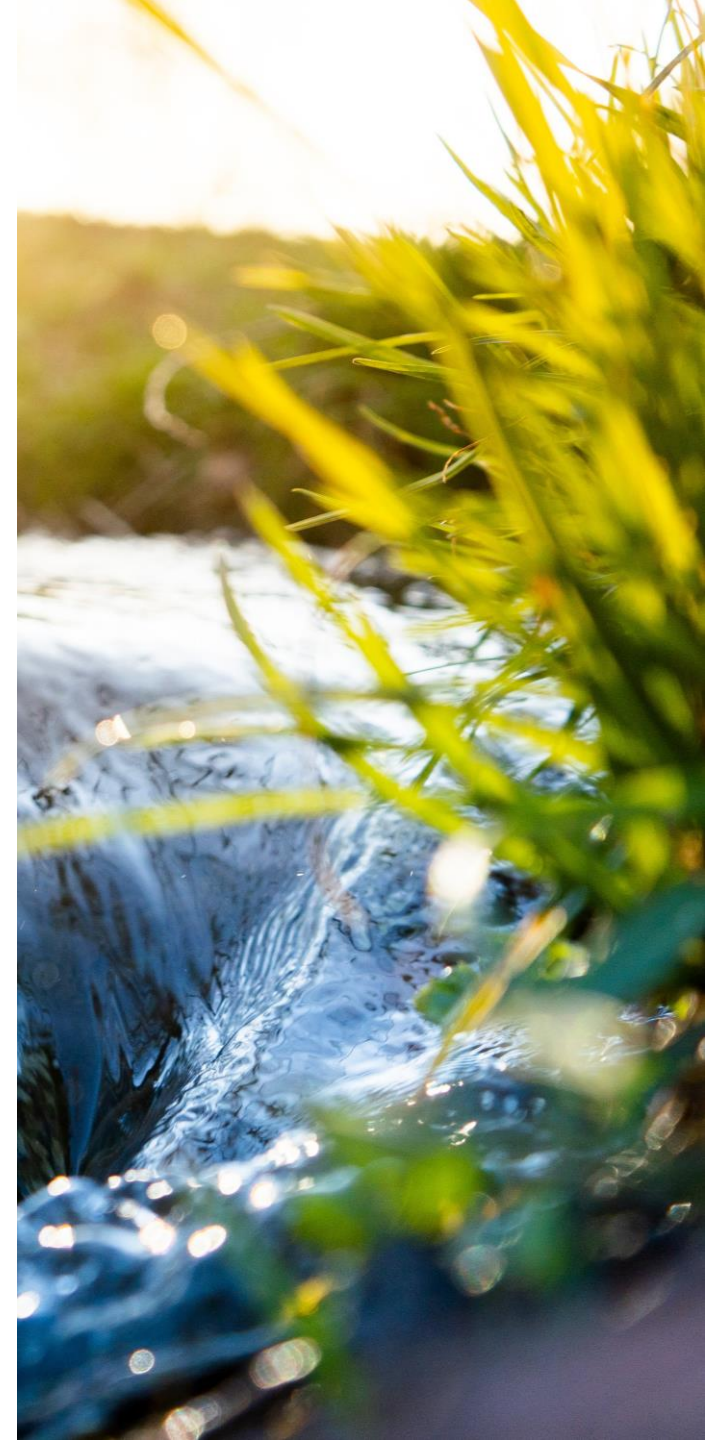
- Customer first
- Better decisions
- Meaningful
- Focus on the everyday
- Proportionate and efficient

As a result of our work, we did not encounter any areas of material concern. All of the insight produced, triangulated and synthesised were consistent, where required, with Anglian Water's strategy and complied with [Ofwat's criteria](#) for high quality research. We confirm that Anglian Water has continued to provide us with full and transparent access to their insight including unrestricted access to all files and documents that we requested.

Clare Carlaw



Director - Faldrax Consulting Ltd



MAKE SURE IT MATTERS- A STRATEGY FOR ENGAGEMENT



Customer First

Research starts with the customer and what matters to them and their world

Customers enjoy taking part and feel their contribution is useful

All customer groups can engage meaningfully

Engagement builds on brand and enhances the reputation of the sector



Better Decisions

Research is targeted to support business decision-making.

Engage customers where there is a 'choice' and where they can express meaningful views.

Research outputs are available at the right time and are accessible, so that they can inform business decisions at every level.

Clearly articulate how customer's views have shaped the plan.



Meaningful

Research is meaningful and generates robust conclusions.

Demonstrate best practice and all research is meaningful.

Ensure that all relevant guidance requirements and regulatory expectations are met.

Challenge and assurance are built into every step of the programme



Focus on the everyday

Make the most of our everyday interactions.

Use day-to-day insight to understand customer views pertinent to the Business Plan.

Day-to-day insight is more prominent in business plan development and reduces the need for additional research.

Day-to-day interactions generate useful insight from seldom-heard customer segments.



Proportionate & efficient

Programme should be proportionate and efficient.

Prioritise high quality engagement over the number of interactions, build on existing insight.

Maximise opportunities for research to provide insight to the different strategic frameworks, research is synthesised into a coherent whole.

Focus time and resource on areas that will have maximum impact.

Anglian Water set out its strategy for PR24 engagement under the banner of 'Make sure it matters'



HIGH QUALITY RESEARCH

As part of the PR24 guidance from Ofwat several reports have been published to set expectation regarding customer research and insight these are:

[Position paper](#) PR24 and beyond December 2020

[Appendix](#) - reflecting customer preferences May 2021

[Position paper](#) PR24 collaborative research October 2021

[Position paper](#) PR24 Customer engagement policy February 2022

[Guidance](#) Testing acceptability and affordability December 2022

[Appendix 6](#) Your water, your say December 2022

In their February 2022 policy paper Ofwat set out the eight criteria they would use to assess 'high quality' research. These have also been reviewed alongside the criteria set out in Anglian Water's engagement strategy.



ASSESSMENT

Customer first



- The programme of research and its iterative nature has allowed a development of topics – being driven initially by customers priorities.
- Materials and approaches have been developed for the appropriate audiences with customers in vulnerable circumstances, future customers, business customers and retailers all part of the engagement programme along with the more traditional socio-demographic segments.

Better decisions



- The synthesis report and customer principles summary were developed to summarise insight into key areas for investment allowing insight to be easily accessible.
- Each version of the report was shared across the business and with the ICG and tested to understand if it was fit for purpose – changes were made at each iteration to reflect feedback.
- How the insight has been reflected in the business plan has not been assessed.

Meaningful



- Anglian Water have worked with recognised accredited market research experts – utilising a mix of companies with a range of expertise across qualitative and quantitative research and audiences.
- Research materials have been shared internally and with the ICG to ensure challenge and assurance and compliance with regulatory guidance.



ASSESSMENT

Focus on the everyday



- Day- to-day insight has been a prominent feature of the synthesis process - using a wide variety of sources such as quarterly pulse surveys, customer experience mirror surveys, CCW water matters surveys, post event surveys, community ambassador events and stakeholder feedback.

Proportionate & efficient



- The programme of research has utilised local, regional and national research, other industry insight, feedback from day-to-day interactions and stakeholders to maximise the breadth of sources available for triangulation.
- The iterative production of the synthesis has allowed a coordinated programme of research to be focused on areas which have the maximum impact on the business plan.

Assurance

- The triangulation and synthesis has been independently gathered and weighted following CCWs [best practice for triangulation](#). All research and triangulation has been shared and challenged by the ICG.



INNOVATION

Collaboration

- Anglian Water initiated and chairs the cross company working group .
- The group has met on a monthly basis and operates an open 'chat' across all the water company insight leads. This has allowed sharing of insight, best practice methods, discussions on approach and support across the teams - driving both collaboration and innovation across the industry.

Engaging retailers

- Engaging retailers within the research and insight programme was an area highlighted for development in PR19.
- Anglian Water as part of the Water Resources East group have led a broad programme of research to engage with this audience on water resources.





RECOMMENDATIONS AND GAPS

Line of sight

We have not assessed the requirement for Anglian Water to demonstrate how they have taken account of the evidence from customer engagement or why they have not taken account of evidence from customer engagement or research wherever this is the case. This activity will be undertaken separately by their Independent Challenge Group.

Share with others fully

Anglian Water have readily shared research and insight with their ICG and the cross company working group that they established. This has allowed for collaboration and promoted innovation across the industry. We would recommend at an appropriate point they look to share their insight and research more widely with their customers and stakeholders by publishing more publicly via their website.

ABOUT THE AUTHORS

Faldrax Consulting Ltd is an independent consultancy with a key focus on community engagement. Its director has worked with regulated utilities for over 29 years and has a wealth of experience in stakeholder engagement, customer research, public relations, asset management, regulation and sustainability.

The company also provides expertise in internal communications, project management, copywriting, editing and proofreading.

Crafting clear messaging across print and digital channels and cutting through complex information to make every communication meaningful and impactful, is at the heart of the business.

