



“” Delighted customers

Putting our customers at the heart of everything we do will ensure that we are making the right decisions.

To meet this outcome...

We must address challenges associated with changing customer expectations.

Performance highlights:

- Top water and water recycling company for Ofwat’s Service Incentive Mechanism for customer service across AMP6
- Ranked as top-performing company in Ofwat’s overall Service Delivery Report for 2018–19
- MyAccount app launched in seven languages
- Record low incidences of internal and external flooding
- New national Fine to Flush specification agreed to identify wipes which can be safely flushed

Service Incentive Mechanism (SIM)



This measure, based on ratings from customers who have contacted us, is being replaced by the Customer Measure of Experience (CMEx) from April 2020

Target:

Top three water and water recycling companies

Actual:

First among water and sewerage companies for SIM over AMP6

Internal flooding



This is the number of properties flooded internally by water from our sewers. Number of properties (three-year average):

Target by 2019/20:

448

Actual:

296

External flooding



This is the number of external areas flooded by water from our sewers. Number of properties (three-year average):

Target by 2019/20:

6,159

Actual:

3,631

Percentage of sewerage capacity schemes incorporating sustainable solutions



Percentage of sewerage capacity schemes incorporating sustainable solutions

After delivering 33 schemes in AMP6, we have exceeded our target

Target by 2019/20:

25%

Actual:

39%

Properties at risk of persistent low pressure



Properties at risk of persistent low pressure (the number of properties not receiving reference-level pressure)

Target by 2019/20:

257

Actual:

148

Our customers are instrumental in shaping what we do now and how we plan for the future (see page 21). Using a 'test and learn, agile change development' process, we capture customer requirements and ideas, quickly introducing changes based on their feedback.

Make Today Great is our platform for getting everyone across the business involved in making sure that our customers are at the heart of everything we do and every decision we make, no matter what our role is. We have a big ambition – we want to make life better for our customers, every single day. Our Company-wide leadership and customer service training programme has been fully embedded this year, with teams focused on the behaviours our customers told us were important, particularly making things personal and effortless.

The success of our approach was highlighted in July 2019 when it was confirmed that Anglian Water was again named number one for service, based on feedback from customers, making us the top-performing water and water recycling company of the AMP. 2018/19 was the last year Ofwat used the Service Incentive Mechanism (SIM), which is being replaced by a new Customer Measure of Experience (CMeX). The new CMeX starts from 2020/21 and we aim to keep that top spot.

Our digital transformation continued this year with a redesigned website, optimised for accessibility. Enhancements were also made to our online MyAccount portal, enabling customers to sign up directly to our priority services, change their circumstances and update their support requirements. This year also saw us launch our mobile app, available in seven languages.

WaterCare

In June 2019 we appointed a partnerships co-ordinator dedicated to working with third parties to raise awareness of our priority services for customers in vulnerable circumstances and our affordability help schemes. More details on how we support customers with affordability concerns are on page 62.

Supporting developers

The service we provide to our developer customers will be measured from 1 April 2020 via the Developer Measurement of Experience (DMeX), which combines qualitative customer satisfaction ratings and quantitative Water UK level of service metrics. For the first half of the shadow year (April–September 2019), Anglian Water achieved fourth place in a league table of peers with a total DMeX score of 85.77.

Over the next 12 months, we will also enact Ofwat's new charging rules and embed Codes for Adoption for both water recycling and water services.

Preventing and mitigating flood risk

We constantly strive to reduce the number of customers impacted by flooding. Our performance in sewer flooding is measured against two separate ODIs, which look at the

three-year average for incidents of internal and external flooding. We are beating our target for both, following on from last year's record-setting performance (see facing page). In the final year of AMP6 we have continued to install flood mitigation measures, non-return valves, which can protect single or multiple properties, and flood doors. A small number of large capital schemes have been and are being commissioned that will deliver the benefits expected going into the next AMP.

Keep It Clear

A major cause of pollution and flooding in our communities is avoidable blockages in pipes. More than 80 per cent of the 40,000 blockages our crews deal with each year are not caused by weather or sewer condition.

Our award-winning and industry-leading behaviour change programme Keep It Clear is successfully addressing the issue through a range of engaging and motivational campaigns and strategies. Working with communities, local authority environmental health, waste and recycling teams, major environmental charities, schools and food premises, Keep It Clear has also been influential in driving change at a national level.

Last year hundreds of awareness-raising initiatives took place, ranging from talks and festivals to events with storytellers and sand sculptors, reaching out to more than 25,000 people. This targeted interaction in Keep It Clear sustained hotspots has led to a 43 per cent average reduction in blockages compared to a 24 per cent average in non-Keep It Clear towns.

The Keep It Clear programme was the driving force behind breaking a five-year deadlock of confusion to arrive at a water industry-agreed specification for wet wipes. Fine to Flush – a major development in the fight against fatbergs – is the new official specification identifying which wipes can be safely flushed.

Working with partners to prevent flooding

We have successfully delivered the final year of our AMP6 partnership funding programme with a range of partners. This programme has reduced flood risk to our customers and assets from surface water and river flows, as well as protecting some of our key assets from coastal erosion. We were also successful in securing additional funding for our AMP7 partnership funding programme.

Sustainable drainage systems

By using Sustainable Drainage Systems (SuDS) we are reducing and slowing the rainfall entering our sewers, helping to prevent surface water flooding that could impact our customers. Since 2015 we have delivered 33 schemes using sustainable solutions. This equates to 39 per cent of all the sewerage capacity schemes that we have delivered, well ahead of our 25 per cent target for 2015–2020.