Q12: How will the supplier maintain a high level of service for our customers and represent Yorkshire Water?  
Explain how failed installations will be addressed, as well as customer complaints and feedback forms following jobs completed

**A 'Good Response' will include a clear overview of how a high level of service will be maintained throughout the contract  
  
There is a satisfactory plan to address failed installations, which is flexible for the customer   
  
The supplier has a plan in place to gather customer feedback to use for continuous improvement**

A 'Bad Response' will not be able to demonstrate the importance of putting customers first  
  
There is no clear plan in place for failed installations

**Word count: 747**

**MWS as a customer centric organisation:**

Our Every Customer Counts (ECC) strategy positively influences ‘C-Mex’ scores by delivering a superior, consistent customer experience.

MWS staff/field teams understand the importance of ‘customer first’ and are empowered to make decisions to minimise disruption and make your customers’ lives easier. We keep customers informed, manage expectations, and proactively manage works, including:

* Considering customers throughout the planning process (minimising duration of works; adhering to permit conditions - traffic orders, parking bays etc.)
* Collaborating with customers, organising time/date; determining priority service/vulnerable customer considerations.
* Complying with arranged appointments (98.60% compliance with our appointment targets).
* Completing works on first visit; restoring sites following completion, leaving them tidy and clean.

**MWS as ambassadors for Yorkshire Water:**

We foster a culture of openness and trust with our employees that influences the way they deal with customers - with respect and dignity; Reinforced through EUSR-accredited ECC customer service training (Topics in monthly ‘Here for the Customer’ modules: *dependability, vulnerable customers, proactive interactions, doorstep protocols, behavioural skills*). All staff and supply chain workforce complete this training, plus a YW induction, embedding YW values and branding.

We have rigorous standards and ensure customer interactions meet them. Call centre standards specify performance levels we expect of our agents; Monitor e.g., politeness, speed in answering, call duration/quality, issue resolution. Performance continually monitored and regularly audited.

On completion of work, field operatives present customers with a feedback card to describe their experience/perceptions and rate our service via website or freephone number. Information received is fed back to the operatives; We celebrate work well done and identify training needs/process change. This drives continual improvement to maintain the highest levels of customer satisfaction.

**Customer Journey**

Customer journeys vary from light communication for meter replacements through to detailed communication for internal fits where we provide bespoke literature and job-specific advice. We record customer satisfaction and the effectiveness of the install, which allows us to gain valuable feedback from customers for continuous improvement. We ensure vulnerable customers have access to water and support during installation.

**Business Customers**

For businesses we offer out-of-hours/weekend installs for businesses that cannot cease trading during daytime hours. We provide local drop-in centres and letter drops to inform the public of works. We have introduced and upgraded mobile applications that provide near real-time photographic evidence at key stages of meter installs, recording the quality of reinstatement, which has minimised repeated site visits and reduced non-conformity.

**Support**

We provide a call-back service to manage customer queries swiftly. If we encounter surprises on-site, or a change is necessary as the job develops, our priority is to ensure unforeseen issues do not affect customer experience; “Request for Assistance” process allows our teams to request support to achieve right-first-time resolution; Service relationships are maintained with local repair teams/plumbers to investigate/resolve issues; Managed via an escalation process, which monitors agreed attendance times based on incident severity; Dedicated call centre ensures repairs are completed to customer satisfaction.

**Failed installations**

We take ownership: Dealt with promptly and professionally; Cases logged and owned through to resolution.

Addressed by: original team carrying out works to resolve typical problems such as no water supply, leaks, and meter malfunctions, providing a customer link to the person they initially had contact with. Flexible: Appointment times that suit the customer.

**Complaints**

Complaints received by operatives when still in the vicinity, e.g., internal/external leaks, general damage, no/low water pressure, are dealt with immediately. Customers experiencing problems/wanting to complain after our operatives have left can contact our call centre; Our team will log the details and aim to resolve the issue swiftly. Emergency complaints, e.g., flooding, are dealt with immediately; non-urgent complaints are resolved within two days.

95% of customer contacts are closed within 1 to 2 days.

Complaints requiring further investigation/input are passed to our Complaints and Escalation Team who provide a case owner who contacts the customer, keeps them up to date and agrees with them the action to be taken to resolve. Customers not fully satisfied can escalate to a formal review by our Contract Director. We maintain accurate customer contacts reports for analysis, learning from lessons and reducing recurrence. These will be shared in project review meetings with YW; tracking actions to successful completion and evidencing resulting improvements.

MWS maintains focus on customer feedback, root cause analytics and KPI performance and will produce a YTD report highlighting areas for improvement. Awarded *Best Customer Feedback Strategy*, Customer Services Institute 2020; *Delivering for Customers*: Street Works UK Nov’2019.