

# Northumbrian Water Group living water



## Challenges Faced

- Costly execution of surveys
- Slow implementation processes
- Delayed communication with third party vendors
- Difficult to oversee the insights required from customers and employees

## Solution

NWG uses the Netigate Insight platform for:

- Conducting over 50 projects a year for customer satisfaction, voice of the customer, market research, product development and employee feedback, without the need for extensive training for the users
- Tested concepts and messaging for new customers and new products and services

## Results

- Reduced cost of conducting surveys by 85%
- Reduced overall research time by 50%
- Increased volume of the voice of internal and external customer research by 90%
- Quick turnaround; easy and fast to create, collect and analyse on results
- Self sufficient as a business, with minimum dependence on third parties
- Valid up to date instant Insights from our own teams and customers

“Easy and fast to create, collect, and analyse on result.”

NWG a Customer focused business

*“At Northumbrian Water and Essex & Suffolk Water we put our customers at the heart of everything we do. Netigate is so user friendly and efficient, we’ve been able to ask our internal and external customers about many topics; everything from evaluating and defining our product, to service strategy based on customer feedback. We are a highly data-driven business and the voice of our customers offers the most valuable data insights.”*

Clare Moore, Research and Data Manager

NWG

Our vision is to be the national leader in the provision of sustainable water and waste water services. We primarily focus on our core competencies of water and waste water management delivering great customer service, and aim to deliver value to all stakeholders by being a leading performer in the industry. We are firmly rooted within the communities we serve. Our understanding of, and commitment to, our communities is demonstrated by our leadership in initiatives such as “Water for health”, affordable housing and in our approach to corporate responsibility. Our mission is clear - to be the national leader; our strategy reflects this and provides a clear direction for all our activities.

