Customers and WP3 project prioritisation

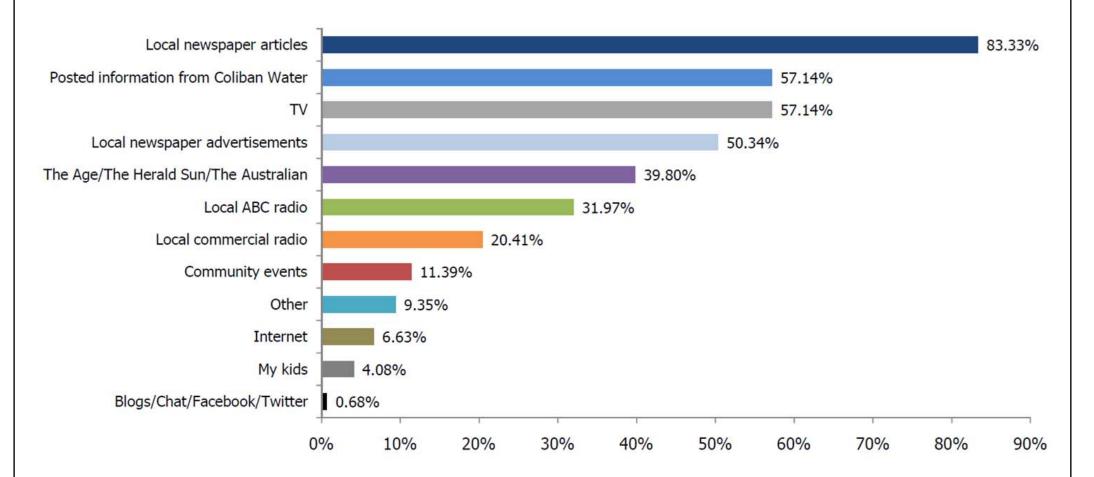Roslyn Salmon – GM Customer Service and Communications

James Garriock – CEO Insync Surveys

ESC Engagement Seminar - 24 November 2011

insyncsurveys

from answers to action

Coliban Water Customer Survey Results, November 2009
Where do you get your information about water from?
(Select all the options that apply to you)

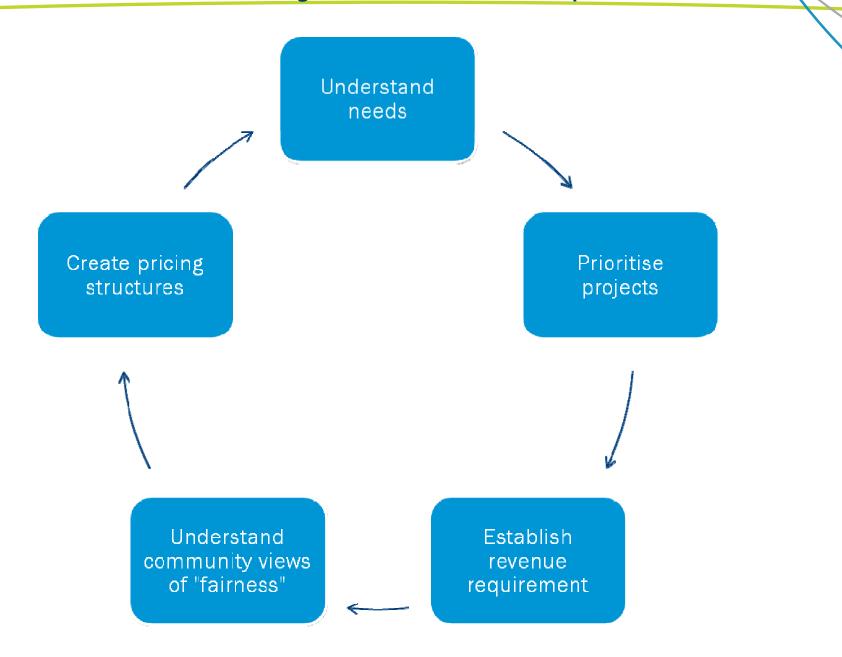| Source	Percentage
Local newspaper articles	83.33%
Posted information from Coliban Water	57.14%
TV	57.14%
Local newspaper advertisements	50.34%
The Age/The Herald Sun/The Australian	39.80%
Local ABC radio	31.97%
Local commercial radio	20.41%
Community events	11.39%
Other	9.35%
Internet	6.63%
My kids	4.08%
Blogs/Chat/Facebook/Twitter	0.68%

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Coliban
W A T E R

Required data fell into three categories

- Data for calculating the revenue requirement, including the prioritisation of projects

- Data for understanding how the community thinks the costs should be shared among different users

- Data to discover the appetite for new water products, the appropriate levels of these and likely take up rates
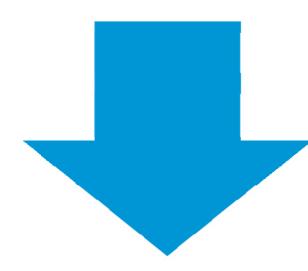
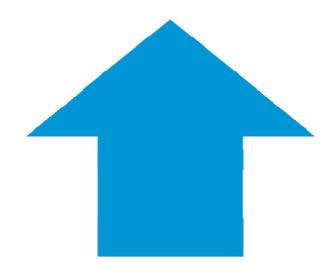# WP3 process has an inherent loop between community desires and prices

Customers want high quality services **and** low prices

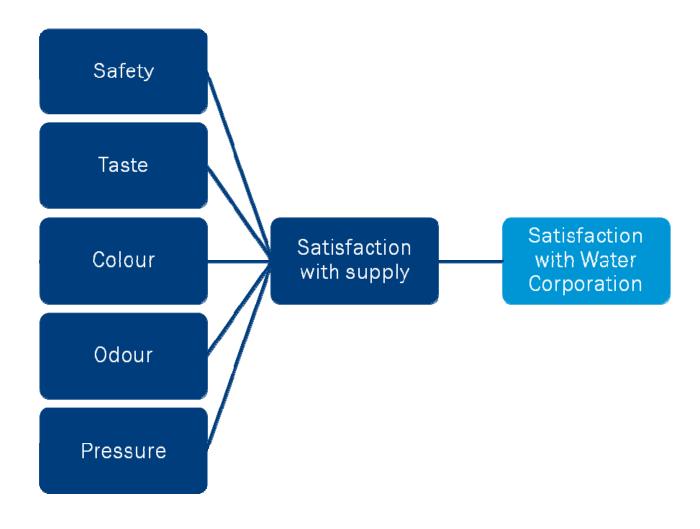
Desire for high quality services

Desire for low prices

With hundreds of projects, we used the voice of customer as a guide

- There are hundreds of measures for water corporations

- There are also hundreds of potential projects

- With so many stakeholders, there are many measures of success

- Customer feedback is a useful project filter alongside risk, compliance, financial sustainability, organisational capability and environmental stewardship

- But how to measure customer priorities?

- We made a model of satisfaction for customers

Satisfaction with water supply has a number of components

Wastewater was a second driver

Price had at least two components

Community and environmental performance may also drive satisfaction

Approach to environment
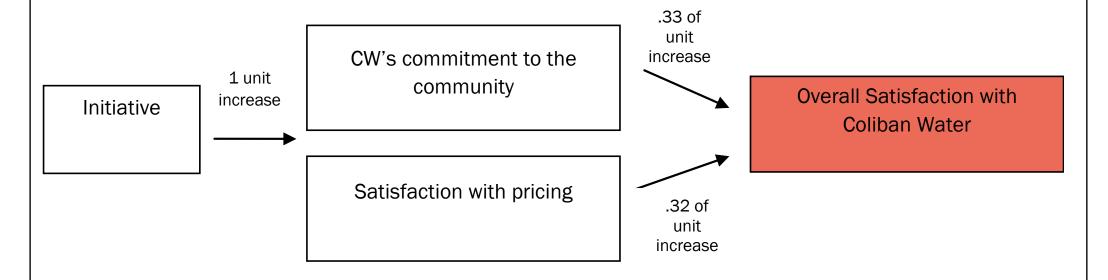
Approach to community

Satisfaction with Water Corporation

The analysis showed what drives satisfaction in different towns

- Customers were segmented by town, generation, owner/renter status, size of household and concession card

  - Overall satisfaction was calculated

  - Stepwise regression revealed the significant drivers of satisfaction

- Here are some examples of the outputs

Different communities had different drivers of satisfaction

Initiative

1 unit increase

Fairness of prices → .44 of a unit increase

Satisfaction with water quality → .29 of a unit

Overall Satisfaction with Coliban Water

Initiative

1 unit increase →

Satisfaction with management of works and major projects → .67 of a unit increase

Fairness of prices → .21 of a unit increase

Overall Satisfaction with Coliban Water

This community is dissatisfied with the colour of their water

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┌──────────┐              ┌─────────────────────────┐
│          │  1 unit      │ Satisfaction with pricing │ ──.69 of a
│ Initiative│  increase    │                         │    unit
│          │ ──────────▶  │                         │    increase ──┐
└──────────┘              └─────────────────────────┘               │
                                                                    ▼
                          ┌─────────────────────────┐      ┌──────────────────────┐
                          │  Colour of the water    │      │ Overall Satisfaction with│
                          │                         │ ──.25 │    Coliban Water      │
                          │                         │  of a └──────────────────────┘
                          └─────────────────────────┘  unit
                                                       increase
```

- This community expressed bottom decile satisfaction compared to other communities

- Prices and water colour drove their satisfaction

- Price dissatisfaction may decline when water colour improves

- Their views can influence infrastructure project prioritisation

Thank-you

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