

Anglian Water

EXPERT OUTCOME

Background

Anglian Water Services (AWS), part of the AWG Plc, is the main provider of water and waste water (sewerage and trade effluent) services in the Anglian region. AWS' Business Customer Services (BCS) division looks after the needs of their industrial and commercial customers. In 2004, Anglian Water approached England Marketing to carry out some independent research to understand the levels of satisfaction amongst their business customers with regards to the services they provide and asked England Marketing to develop a programme that would enable them to do this.

England Marketing created a robust survey that tested the success of the diverse range of services offered by Anglian Water and which created a

baseline from which both BCS and AWS could be assessed. The research programme also sent a message to Anglian Water's business customers that they were committed to improving their service.

Methodology

Telephone research was carried out amongst Anglian Water's principal and major customers who are large users of water and associated services. Following each piece of research, England Marketing created a detailed report which compared and contrasted each year's findings with the previous year's to provide a consistent approach as to the satisfaction levels of Anglian Water's customers and to highlight the success of any improvements made.

Outcomes

The annual business customer satisfaction survey carried out by England Marketing has now become a regular feature of the research programme employed by Anglian Water. Not only does the research identify the levels of satisfaction amongst business customers but it helps Anglian Water to identify any particular areas where improvements could be made and ensures that they continue to provide the best possible service to their customers.



We find England Marketing extremely easy to do business with; they respond well to our requests, work hard to understand our market place and always meet the deadlines.

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