

United Utilities – Supply

Interruptions Webpage Testing

Online survey

Introduction

[Show to all](#)

Thank you for taking part in our survey. This survey is being conducted by Explain Research on behalf of United Utilities, it should take you approximately **X** to complete.

United Utilities currently have an area of their website that customers can visit for advice and support if they were to experience an interruption to their water supply. Customers can access this webpage via the emergency webpage and the Up My Street webpage, both on United Utilities website, and through a search engine.

In this survey, United Utilities would like to get feedback on the information provided as well as the language used on the webpage. Please give as much detail as possible throughout the survey, your feedback will influence the decisions Unities Utilities make in the future.

Privacy policies

[Show to In the Flow members](#)

Members who participate in surveys on In the Flow are provided with an option at the end of the survey to enter a prize draw with a chance of winning 1 of 4 £25 Love2Shop vouchers. In the event of winning a prize, entrants will be contacted via a notification email from a member of the Explain team to their email address.

For further information about incentives, click [here](#).

To view the community privacy policy, click [here](#).

To view the Explain privacy policy, click [here](#).

To view the community terms and conditions, click [here](#).

Further details on how we process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>

All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please click [here](#). Further details on how Explain process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>.

Please click on the **'NEXT'** button below to get started

Show to panel respondents

All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please click [here](#). Further details on how Explain process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>.

Please click on the **'NEXT'** button below to get started

Eligibility and profile screener

Ask to panel respondents

SQ1. Please confirm which region of the UK you live in.

Screen out all other than 4

1. South East
2. South West
3. West Midlands
4. North West
5. North East
6. Yorkshire and Humber
7. East Midlands
8. East England
9. Scotland
10. Northern Ireland
11. Wales

12. London
13. Don't know

SQ2. Which part of the North West do you live in?

Quotas set on all

1. Cumbria
2. Cheshire
3. Greater Manchester
4. Lancashire
5. Merseyside

SQ3. Which of the following age bands do you fall into?

Quotas set on all. Screen out on 1

1. Under 18
2. 18-29
3. 30-39
4. 40-49
5. 50-59
6. 60-69
7. 70+

SQ4. Do you currently have a water meter installed at your home?

A water meter is a device that measures how much water you use. It is similar to your gas or electricity meter. Your supplier uses readings from the meter to calculate how much to charge you for your water and sewerage services.

If you are unsure, please click the following link as we need to know this information to continue the survey:

<https://www.unitedutilities.com/my-account/all-about-water-meters/i-have-a-water-meter/information-about-meters/#:~:text=You'll%20usually%20find%20your,a%20small%20round%20plastic%20lid>

Quotas set on all

1. Yes

2. No
3. Don't know

SQ5. How would you describe yourself?

Quotas set on all

1. Male
2. Female
3. I describe my gender in another way (please specify) – **Open response**
4. Prefer not to say

SQ6. Have you previously experienced an interruption to your water supply?

Ask to all panel and community members

1. Yes, within the last 6 months
2. Yes, 6 months – 1 year ago
3. Yes, 1 – 3 years ago
4. Yes, more than 3 years ago
5. Never
6. I can't remember

SQ7. How would you rate your technical ability when it comes to using online tools?

Ask to all panel and community members

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Very unconfident

SQ8. Do any of the following apply to you? We would like to collect this to ensure that a variety of needs is represented in the study, but you do not need to answer if you do not wish to. Please select all that apply.

Ask to all panel and community members

1. I or another member of my household is disabled or suffer(s) from a debilitating illness
2. I or another member of my household have/has a learning difficulty
3. I or another member of my household relies on water for medical reasons
4. I or another member of my household is visually impaired (i.e. struggles to read even with glasses)
5. I or another member of my household am/is over the age of 75 years old
6. I or another member of my household speaks English as a second language
7. I or another member of my household is deaf or hard of hearing
8. I or another member of my household is a new parent
9. None of the above – **Single code**
10. Prefer not to say – **Single code**

Banner feedback

Show to all

The webpage is an area of the United Utilities website that customers can visit for advice and support if they were to experience an interruption to their water supply.

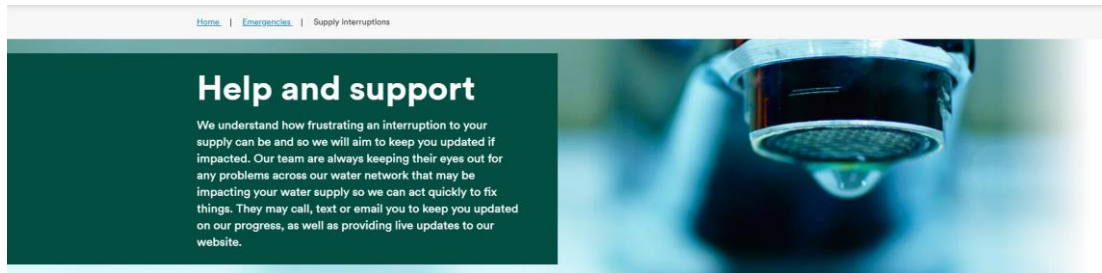
Throughout this survey, you will be presented with different sections of the webpage individually, with an opportunity to comment on the whole webpage at the end of the survey. If you wish, you can view the full webpage here: [United Utilities | Supply interruptions](#), however there will be images of the webpage throughout the survey to refer to.

Imagine you are experiencing a problem with your water supply, and you arrive at the webpage below. For this first section, we'd like you to look at the introduction to the webpage which is situated at the top of the page.

Q1. Click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why, being as specific as possible. Please provide as much detail as possible

when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were experiencing an interruption to your water supply.

Ask to all



1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q2. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements?

Ask to all

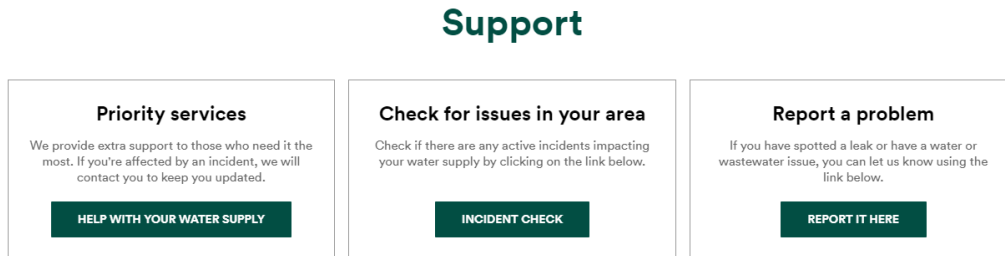
1. 1 (strongly disagree) 2 3 4 5 (strongly agree)
 - The language used is easy to understand
 - The tone of the language is 'just right'
 - The information provides the right level of context on what to expect if I was to experience a supply interruption
 - The information provides the right level of context to what I can find on the webpage

Support feedback

Show to all

Below is the support section of the webpage. Again, please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were experiencing an interruption to your water supply.

Q5. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.



1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q6. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements after reviewing the support section of the webpage?

Ask to all

1. 1 (strongly disagree) 2 3 4 5 (strongly agree)
 - The language used is easy to understand
 - The tone of the language is 'just right'
 - The layout makes it easy to access the relevant information
 - It provides the appropriate support information I would need if I was to experience a supply interruption
 - It gives me confidence to know what steps I need to take if I was to experience a supply interruption

Q7. Do you feel there's anything missing from the support section of the webpage?

Ask to all

1. Yes
2. No

Q8. What do you think should be included? Please be as specific as possible

Ask to those who answered 1 on Q7.

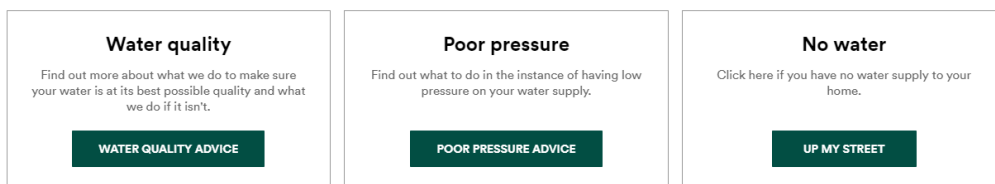
1. Open response

Advice feedback

Below is the advice section of the webpage. Again, please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were experiencing an interruption to your water supply.

Q9. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

Advice



1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q10. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements after reviewing the advice section of the webpage?

Ask to all

1. 1 (strongly disagree) 2 3 4 5 (strongly agree)
- The language used is easy to understand
 - The tone of the language is 'just right'
 - The layout makes it easy to access the relevant information
 - It provides the appropriate advice I would need if I was to experience a supply interruption
 - It gives me confidence to know what steps I need to take if I was to experience a supply interruption

Q11. Do you feel there's anything missing from the advice section of the webpage?

Ask to all

1. Yes
2. No

Q12. What do you think should be included? Please be as specific as possible

Ask to those who answered 1 on Q11.

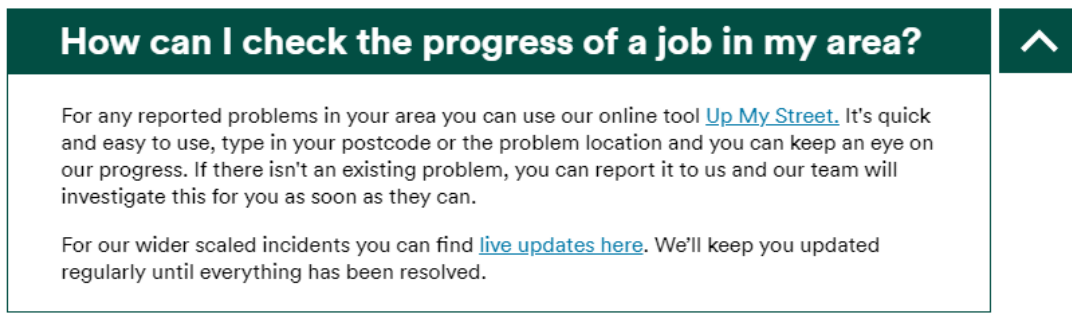
1. Open response

FAQ's feedback

Below is the Frequently Asked Question section of the webpage. Again, please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were experiencing an interruption to your water supply.

Q13. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

Ask to all



How can I check the progress of a job in my area?

For any reported problems in your area you can use our online tool [Up My Street](#). It's quick and easy to use, type in your postcode or the problem location and you can keep an eye on our progress. If there isn't an existing problem, you can report it to us and our team will investigate this for you as soon as they can.

For our wider scaled incidents you can find [live updates here](#). We'll keep you updated regularly until everything has been resolved.

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q14. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

Ask to all

Do you supply bottled water?



If your supply is impacted we will find different means to help minimise the disruption.

Where we can we'll always put temporary measures in place like providing you with water from another area by re-routing the water around our network of pipes. You may also notice our water tankers in your area, helping to keep your taps flowing by restoring your water supply whilst we complete our repairs.

If you are a Priority Services customer and your water is likely to be off for over 12 hours, then we will try to make water available using different means and this may include delivering bottled water to your home.

For our wider scaled incidents, we may work with your local authority to set up a bottled water collection point.

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q15. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

[Ask to all](#)

When would you set up a bottled water collection point?



For incidents which leave a large number of our customers without water for a significant amount of time, we will try to work with your local authority to set up a bottled water collection point.

We work hard to choose an accessible and safe location for those affected and you might spot our United Utilities vans in the area whilst we work to set everything up. Once we have everything set up we'll let you know the location by working with your local council and announcing it on our social media pages and website.

For example, during an incident with our water network in Blackburn and Darwin in 2022 a number of our customers were left without water for more than 24 hours. We worked with the local council to find appropriate locations for bottled water stations and set up these stations at a local football club, supermarket and other locations to act as collection points for bottled water.

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q16. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

[Ask to all](#)

Will I receive compensation?



If we are carrying out an emergency repair and you are left without water for over 12 hours, we will proactively pay you £30 - plus another £30 for every additional 12 hour period we leave you without water.

There is no need to contact us if you have been affected, as we have thousands of data loggers across our region which allows us to be able to track when our customers have no water.

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q17. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

[Ask to all](#)

Why does it take a long time to complete a repair?



When your supply is interrupted our team work hard to get your water flowing again as quickly as they can, but sometimes it can take us longer than we'd hope.

Before pumping water back into our network and restoring your supply, we have to carry out checks to make sure the water is clean and safe. Depending on the incident type we will reach out to our affected customers and may arrange an alternative water supply.

As part of our network sits underground we occasionally have to put extra measures in place, like traffic management, to ensure safety for our customers and workers. To complete underground repairs we often rely on certain equipment and sometimes need to wait for the right equipment to be delivered to the site.

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q18. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

[Ask to all](#)

How will you contact me if my supply is interrupted?



We work hard to keep all our impacted customers updated if affected by an incident and we will proactively contact you to let you know our progress. During an incident our contact centre can get very busy, and we may add a recorded message onto our phone lines to keep you updated, as well as updating our website. For customers who have provided us with their contact details, you may receive a text or an email from our Customer Incident Team. If you would like to update your personal details, to ensure you are kept updated during emergencies, you can visit [MyAccount](#) or alternatively you can call us on [0345 672 2999](tel:0345 672 2999).

For our priority services customers we will aim to contact you to understand how we can help, based on your preferred method of contact and individual circumstances. We offer extra help to our customers who have a medical need for water and so if there is an incident affecting your supply then it is our priority to contact you as soon as we can. You can find out more on [how we support our priority services customer during an incident here](#).

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q19. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

Ask to all

How can I identify a United Utilities employee?



If you're having problems with your water supply and we need to enter your home, all of our employees will be happy to show you their identity card. Their identity card will have their own name on, a reference number and a colour photograph of themselves.

If you see us in your area, we'll always try to travel in vans which carry the United Utilities logo, as well as wearing clothing with United Utilities on too, so you can easily identify us.

We also have a social media team that will provide updates via our official social media channels, these are:

- [Twitter](#)
- [Facebook](#)

If you're unsure if a caller is from United Utilities and would like to check their identity, you can call us [0345 672 3723](tel:0345 672 3723).

1. Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q20. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements after reviewing the FAQs section of the webpage?

Ask to all

2. 1 (strongly disagree) 2 3 4 5 (strongly agree)
- The language used is easy to understand
 - The tone of the language is 'just right'
 - The layout is easy to access the relevant information
 - It provides the appropriate answers to questions I would have if I was to experience a supply interruption
 - It gives me confidence to know what steps I need to take if I was to experience a supply interruption

Q21. Do you feel there's any content missing from the FAQs section of the webpage?

Ask to all

1. Yes
2. No

Q22. What content do you think should be included? Please be as specific as possible

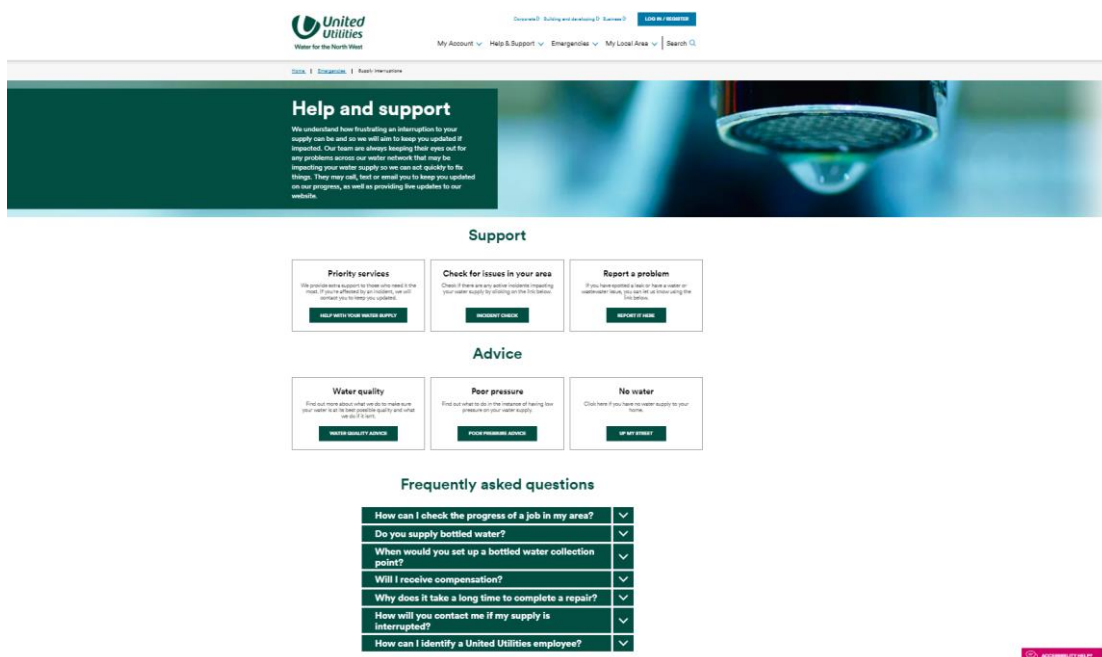
Ask to those who answered 1 on Q21.

1. Open response

Overall feedback

In this final section, we would like to get your feedback on the supply interruption webpage as a whole. If you would like to view webpage in a new window, please click **here**. (hyperlinked to [United Utilities | Supply interruptions](#))

Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were experiencing an interruption to your water supply.



Q23. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements after reviewing the full webpage?

Ask to all

1. 1 (strongly disagree) 2 3 4 5 (strongly agree)
 - The language used in the webpage is easy to understand
 - The tone of the language on the webpage is 'just right'
 - The layout of the webpage is easy to access the relevant information
 - The webpage provides the appropriate information I would need if I was to experience a supply interruption
 - The webpage gives me confidence to know what steps I need to take if I was to experience a supply interruption

Q24. Do you feel there are any improvements that can be made to the webpage? If so, please let us know in as much detail as possible.

Ask to all

1. Open response

Q25. Overall, how customer friendly do you feel the supply interruption webpage is? Using a scale of 1-5, where 1 is 'not at all customer friendly' and 5 is 'extremely customer friendly'

Ask to all

1. 1 (not at all) 2 3 4 5 (extremely)

The webpage aims to ensure all types of customers can access the information and support, irrespective of their background, currently this webpage contains:

- Detail on how customers that need extra help in vulnerable situations (Priority Services) can be provided with additional support throughout an interruption to their water supply
- An accessibility tool on all pages (including reading text aloud, downloading text to MP3 file to play where it suits you, change font sizes and colours)

Q26. Based on the current additions highlighted above, how accessible do you feel the information on the webpage is for **all** customers? Using a scale of 1-5 where 1 is not at all accessible and 5 is extremely accessible?

Ask to all

1. 1 (not at all) 2 3 4 5 (extremely)

Q27. What, if anything, could United Utilities do to improve the accessibility of the content, style and information of the webpage?

Ask to all

1. Open response

Q28. Finally, we're interested to know how you found all the information and questions in this survey. Please indicate this below.

Ask to all

1. Very easy to understand
2. Quite easy to understand
3. Quite difficult to understand
4. Very difficult to understand
5. Don't know

Thank and close

Show to panel respondents

The feedback provided today will help United Utilities make relevant changes to their website to ensure it is as customer friendly as possible. Would you be happy to be contacted again once these changes have been made to give further feedback on the supply interruptions webpage?

1. Yes, I am happy to be contacted again to give feedback on the supply interruptions webpage

2. No, I would not like to be contacted again to give feedback on the supply interruptions webpage

Thank you for taking part in our survey. This research is hugely important to United Utilities and will help shape decisions made in the future.

If you are interested in learning more about United Utilities or participating in further research, please consider visiting the following link:

[In The Flow | United Utilities - Corporate](#)

Show to In the Flow members

The feedback provided today will help United Utilities make relevant changes to their website to ensure it is as customer friendly as possible. Would you be happy to be contacted again once these changes have been made to give further feedback on the supply interruptions webpage?

3. Yes, I am happy to be contacted again to give feedback on the supply interruptions webpage
4. No, I would not like to be contacted again to give feedback on the supply interruptions webpage

Thank you for taking part in our survey – to enter into the prize draw to win 1 of 4 £25 Love2Shop Vouchers, please enter your email below and click submit!

1. Open