

9683

Water blend comms

Contact/Complaints Discussion Guide (45 minutes)

(In-depth interviews)

For moderators, throughout bear in min the eight key BehSci ‘levers’ when considering responses and when probing:

- Messenger
- Losses
- Gains
- Social norms
- Saliency
- Affect
- Expectation
- Transparency

(I) Introduction	5 mins
<p>Brief explanation of the purpose of the research</p>	<p><i>Moderator to explain the nature of the research;</i></p> <ul style="list-style-type: none"> • I work for a company called DJS Research, we are an independent market research company and today we are working on behalf of United Utilities. • Our client is looking to understand what people think about the water that United Utilities brings to your home. • Please note, I am not an employee of United Utilities and do not have the power to give any advice or make any changes to your water supply. However, I am able to note your feedback and pass that on to United Utilities to deal with. • We have a particular interest in improving United Utilities’ communications about its water quality. In the first part of the interview we will be talking about your own experiences and in the second part we will be looking at some text from United Utilities to get your view on it. <p><i>Moderator to reassure respondents about confidentiality / GDPR compliance</i></p> <ul style="list-style-type: none"> • Feedback will be summarised into a report along with other research, we won’t pass names/specific details of who we have spoken to back to our client • There are no right and wrong answers; we are just interested in your views, opinions and ideas. • Brief explanation about audio/video recording information (as appropriate) – we may use anonymised quotes &/or video clips in our report to illustrate the research findings for our client, but these will not be attributed to your personally.
<p>Introductions</p>	<p><i>Moderator to invite respondent(s) to introduce themselves;</i></p> <ul style="list-style-type: none"> • Please could you give me a little detail about yourself, who you live with, are you on a water meter.

(II) Experience of water quality/blend	3 mins
How does this affect the water in your taps?	<ul style="list-style-type: none"> • Do you drink your tap water at home? <ul style="list-style-type: none"> ◦ Do you process it in any way, for instance, chill it, carbonate it, filter it? • How important is the <i>taste</i> of your tap water to you? <ul style="list-style-type: none"> ◦ Why? • Do you like the water from your tap? <ul style="list-style-type: none"> ◦ What tastes/qualities does it have? <ul style="list-style-type: none"> ▪ Positive/negative ▪ How has that changed over the last two years? • How important would you say it is that you know where your water is sourced from? <ul style="list-style-type: none"> ◦ What different qualities can water from different sources have?

(III) Experience of contact/complaint	20 mins
Recall of water blend change	<p>I now want to ask you a few questions about the recent water blend change in your area that affected your household.</p> <ul style="list-style-type: none"> • Firstly, is it clear what I mean by 'water blend change'? <ul style="list-style-type: none"> ◦ <i>[If not, give quick description and check that this is familiar to them – all contact/complaints participants will have instigated contact with United Utilities about this topic, so should be familiar]</i> • What do you remember happening when your water blend changed? <ul style="list-style-type: none"> ◦ How did you find out? • How do you remember feeling at the time? <ul style="list-style-type: none"> ◦ Concerned, interested, annoyed/angry, neutral, worried, happy? ◦ Why was that? ◦ How do you feel now? • Was the change for the better or for the worse? <ul style="list-style-type: none"> ▪ Why? ▪ What was it like before the change? ◦ What impact did this have on you and your household? ◦ [Variable blend areas only] How long did it last? • [If so] What, if anything, did you do once you first found out that the qualities of your water had changed? <ul style="list-style-type: none"> ◦ (P) Happy with it? Ignored it? Waited? Changed the way you use water [moderator get specifics]? Searched for more information? ◦ Why did you choose this approach? ◦ [If looked for more information] Where did you look? <ul style="list-style-type: none"> ▪ Why did you choose this source? ▪ Did you find what you were looking for? • At some point you made the decision to contact United Utilities about it.

	<ul style="list-style-type: none"> ○ What made you decide to contact United Utilities? <ul style="list-style-type: none"> ▪ Is there anything that happened immediately before you contacted United Utilities that triggered the decision to do so? <ul style="list-style-type: none"> • (P) An event, information received, a conversation with someone? ○ How did you make contact with them? <ul style="list-style-type: none"> ▪ (P) Email, letter, phone call? ○ What did you say/ask when you contacted them? ○ What did you hope to achieve in contacting United Utilities? ○ Is there any information you could have been given at the time that would have prevented the need to contact United Utilities? • [If the respondent has termed their contact as a 'complaint' at the time of recruitment OR earlier in the course of this interview] What made you decide to lodge a complaint with United Utilities? <ul style="list-style-type: none"> ○ What was the specific content of your complaint? <ul style="list-style-type: none"> ▪ Was it different to the reason you initially contacted United Utilities? ○ Is there anything immediately before you lodged the complaint that triggered the decision? • [If the respondent has termed their contact as a 'complaint' at the time of recruitment OR earlier in the course of this interview] What did you hope that the complaint would achieve? <ul style="list-style-type: none"> ○ For you? ○ For the people in your area? ○ Was there information or reassurance that United Utilities could have provided at the time that you feel would have prevented the need for you to complain? • How well do you feel your [contact/complaint] was handled by United Utilities? <ul style="list-style-type: none"> ○ Why/why not? • Do you believe that your [contact/complaint] is now resolved to your satisfaction? <ul style="list-style-type: none"> ○ Why/why not? ○ [If not] What else would United Utilities need to do to satisfy your concerns? <ul style="list-style-type: none"> ▪ (P) More information, guidance in countering the change, support in countering the change, greater reassurance around safety, nothing outside of changing the water back [moderator: this last prompt is not possible, only note
<p>Communications from United Utilities</p>	<p>1 PARAGRAPH EXPLANATION OF WHAT HAPPENED IN THEIR AREA</p> <ul style="list-style-type: none"> • Ahead of the water blend change, did you receive any communication from United Utilities? <ul style="list-style-type: none"> ○ [If so] What do you recall hearing from United Utilities? ○ What format was it in? <ul style="list-style-type: none"> ▪ Letter, email, text message, etc ○ What did they say? <p>[Moderator: If needed, show examples of communications from the time]</p> • [If so] How did you feel when you first received this communication from United Utilities? <ul style="list-style-type: none"> ○ Did you feel concerned? Reassured? Annoyed? Confused? <ul style="list-style-type: none"> ▪ What caused this?

	<ul style="list-style-type: none"> ▪ [If concerned] what were your main concerns on receiving this communication? • [If so] In all, do you feel that the communication that you received from United Utilities about your household's water blend change was adequate? <ul style="list-style-type: none"> ○ [If yes] What was particularly helpful? ○ [If no] What more would you have wanted? ○ Did they make it clear why it was happening? ○ Did they make it clear what was going to happen? ○ Did the expectation they set out match the reality of what followed? ○ Were there any methods of communication that worked better than others? <ul style="list-style-type: none"> ▪ Which? Why? • [If not] Is it an issue for you that you weren't notified by United Utilities? <ul style="list-style-type: none"> ▪ Why/why not? ▪ What would you have liked them to tell you ahead of the change? ▪ How would you have liked them to contact you? ▪ did you hear it from someone or somewhere else? <ul style="list-style-type: none"> • Who? • If United Utilities were planning to change the water blend in another area, what suggestions would you make as to how they could improve the way they communicate about these changes in future? <ul style="list-style-type: none"> ○ What information should they add? ○ What information should the make clearer? ○ What methods of communication should they use?
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(III) Review of materials	15 mins
Introduce UU Materials	<p><i>[Moderator show relevant blend change letter]</i></p> <p>Here is a mocked-up letter of the type you might receive from United Utilities for a property due to undergo a water blend change as yours did.</p> <p>I would like you to give the letter a full read through. After which, I will have a few questions for you.</p> <p><i>[Allow a minute for participants to read through letter]</i></p> <ul style="list-style-type: none"> • I'd like you to complete the following sentence, "after reading this letter I feel [xxx]" <ul style="list-style-type: none"> ○ Why do you say that? ○ [If annoyed or upset] Is it something that you would want to speak to United Utilities about? • How do you find the language and tone of the letter? <ul style="list-style-type: none"> ○ Why do you say that? • If you had received this letter ahead of your own water blend change, what difference, if any would this have made to how you felt at the time? <ul style="list-style-type: none"> ○ More or less concerned, or no difference? ○ More or less annoyed, or no difference?

	<ul style="list-style-type: none"> ○ More or less reassured, or no difference? ○ More or less convinced by the reason behind the blend change, or no difference? ○ [For each] Why do you say that? • Thinking about your own contact with United Utilities at the time of the blend change, is there any information or any other aspect of this letter that would have provided you greater reassurance? <ul style="list-style-type: none"> ○ [If yes] Why is that important? ○ [If yes] Do you still think you would have needed to [contact United Utilities/raise a complaint]? Or would this have provided you the answers you needed? ○ [If no] Why not? ○ [If no] What's still missing? • Looking at the document in front of you, to what extent is it important to you that it is signed by [Cycle order in groups: Chief Scientific Officer/ Chief Executive Officer]? <ul style="list-style-type: none"> ○ Why? ○ What does this title mean to you? What does it suggest? ○ Does it matter who it's signed by? ○ How do you feel seeing that it is signed by [Chief Scientific Officer/ Chief Executive Officer]? ○ Seeing that it's signed by [Chief Scientific Officer/ Chief Executive Officer], what benefits, if any, do you expect to receive from this letter being signed by them instead of someone else? <ul style="list-style-type: none"> ▪ Does this change with seniority? How about technical knowledge? ○ Would you prefer to receive a letter from this individual, the [Pick alternative: Chief Scientific Officer/ Chief Executive Officer], or the Chief Engineer? <ul style="list-style-type: none"> ▪ Why? • [If received any at the time] How does this letter compare to the communication that you received at the time of the blend change? <ul style="list-style-type: none"> ○ Is there anything that this letter does better? ○ Is there anything missing with this letter that was important to you in United Utilities' original communications? <p>Are there any other ways you would be interested in receiving communications from United Utilities on this subject, other than what we have looked at today?</p> <p>[PROBE ON: social media, UU webpage, SMS, local newspaper]</p>
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(VI) Sum up	2 mins
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Final thoughts	<ul style="list-style-type: none">• To what extent, if at all, has your view of United Utilities changed as a result of seeing this letter?• Are there any final thoughts or questions you have about water blend changes that you would like to put to United Utilities?
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Any final questions from the clients/observers

Thank & Close