



---

# Business customers Covid-19 research: Report

---

July 2020

**Head office:** 3 Pavilion Lane, Strines,  
Stockport, Cheshire, SK6 7GH

**Leeds office:** 2 St. David's Court,  
David Street, Leeds, LS11 5QA

**+44 (0)1663 767 857**  
**djsresearch.co.uk**



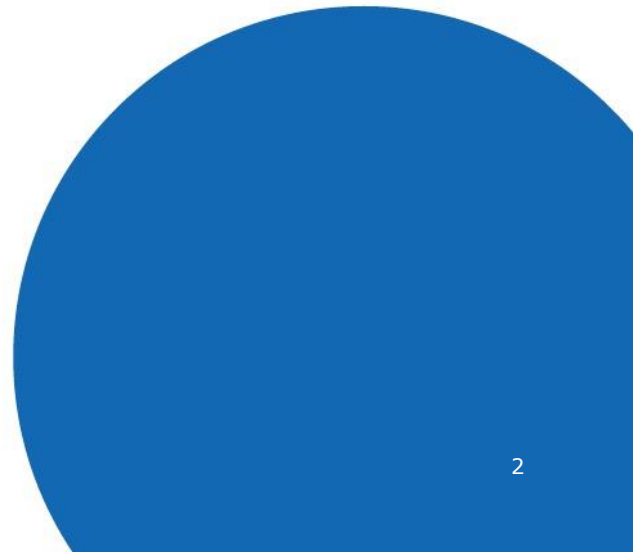
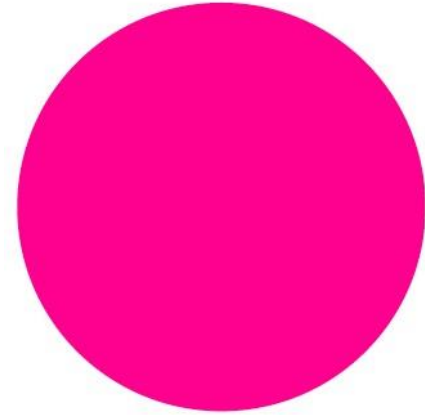
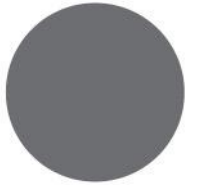
JN7334



---

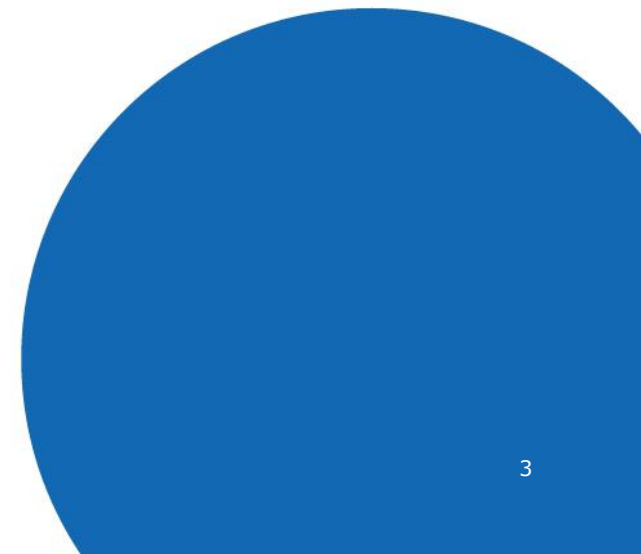
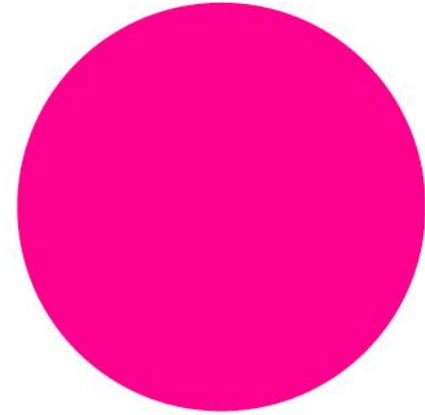
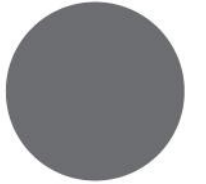
# Contents

- 03** Background & objectives
- 07** Sample profile
- 10** Market awareness
- 13** Covid-19 impact
- 16** Support, advice and information during Covid-19 pandemic
- 31** Information needs beyond Covid-19
- 44** Conclusions



---

# Background & objectives



# Background

**United Utilities Water Limited (UU) provide water and wastewater services to around seven million people and businesses in the North West of England.**

In April 2017, the English business water market deregulated separating retail services from the wholesale supply of clean water and taking away of wastewater. Since then, United Utilities (UU) have acted as a wholesaler of water and wastewater services to business customers in the North West and businesses can choose who provides their retail services such as billing and metering. The majority of businesses in the North West use Water Plus (the company they defaulted to in 2017), however, there are many more retailers out there - 25 in total.

Customers typically need to contact the retailer for customer support or billing queries, but contact United Utilities for network or sewer issues.

Across a number of industries such as telecoms, customers are used to contacting their retailer for all types of contact, however, as United Utilities manage customers' home supply, business customers often have expectations that UU will help them in areas they are no longer responsible for or even assume that United Utilities are also the retailer for their business (12%<sup>1</sup>).

Subsequently, United Utilities are conscious about what messaging they send directly to business customers and are keen to ensure that key service/public health related communications are landing with business customers whilst not stepping into the retailer's value/service space or confusing customers as to the responsibilities between United Utilities and the retailer.





## Research carried out in November 2019 found that:

- 52% of business customers are aware that this is a competitive retail market
- There is a 12% misattribution rate of UU being selected as their retail services supplier
- 63% expect UU to deal with issues with the water supply as opposed to 24% for bill enquiries and charges
- Telephone is the preferred method for customers for both inbound and outbound comms from UU.

A lot has happened in the last 6 months and the Covid-19 pandemic has hit many businesses in the region hard. In it's latest survey, the British Chambers of Commerce stated that 71% of firms have furloughed staff and a recent survey of North West small businesses by the Federation of Small Businesses found that 38% were unsure whether they would ever resume trading <sup>1</sup>.

Against this backdrop, UU urgently require further research with businesses across the region, to explore the impact COVID-19 has had on businesses, how well supported they feel during this period of uncertainty and their expectations when it comes to advice and who this should come from (i.e. the retailer or UU).

This research will feed into UU's business customer communications strategy and findings and required to feed into meetings taking place from mid June.

More detailed objectives are shown over the page.



# Objectives

The main aim of the research is **to provide insight on UU business customers' attitudes towards the support they have received during the COVID-19 outbreak, what if any further support they need and by who.**

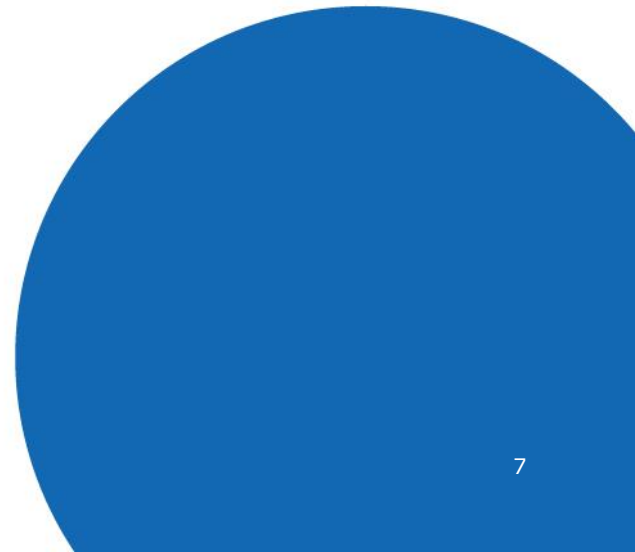
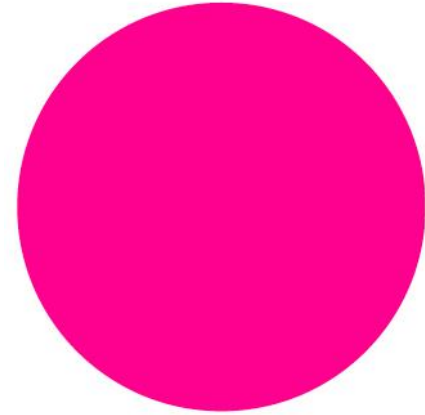
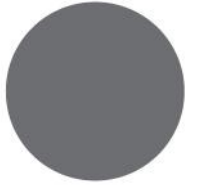
This research will be used to inform the ongoing UU business customer communication policy and strategy. It will be used to support discussions with retailers, CCW, Ofwat and MOSL to provide justification for the approach adopted. It will help to inform what communication the retailers are doing, where the gaps may be and where UU need to engage directly with business customers.

**More specifically, the research should answer the following objectives:**

- 1 How, if at all has COVID-19 affected their business?
- 2 How well do business customers feel they have been supported in relation to their water/sewerage services?
- 3 Identify areas where the customer has received good support or advice and how this has been provided / received
- 4 What further support/ advice would business customers like to receive?
- 5 Who do they expect to provide this advice? (i.e. the retailer or UU)
- 6 Their preferred method of receiving such comms/support

---

# Sample profile



# Sample profile

**301 interviews have been completed with business located in the United Utilities region via an online panel.**

All interviews were with the person responsible for managing utility suppliers, including water and wastewater within their organisation, but not necessarily the bill payer.

Any businesses not being run from fixed business premises were excluded from the research. 98% of businesses in the North West are small (0-49 employees), 1% are medium (50-249 employees) and less than 1% are large (250+ employees). United Utilities were keen to have more representation of larger businesses and so fixed quotas were set on business size.

No. of sites in NW	Total	Micro	Small	Medium	Large
Single site	49%	70%	57%	39%	32%
Multi-site*	46%	25%	36%	56%	66%

**\*Multi site average = 7.6  
(micro = 2, small = 3, medium = 3, large = 29)**

No. of employees in NW	No. of interviews
1-9 (micro)	76
10-49 (small)	61
50-249 (medium)	108
250+ (large)	56

Main uses of water	Total	Micro	Small	Medium	Large
The manufacturing process which is essential to the running of your organisation	27%	18%	23%	29%	39%
The supply of services your organisation provides	39%	28%	34%	45%	48%
An ingredient or part of the product or service your organisation provides	19%	18%	15%	24%	14%
Normal domestic use for your organisation's customers and employees	69%	67%	64%	75%	64%
None of the above	3%	8%	2%	1%	4%



# Sample profile

Monitoring quotas were set on industry sector to ensure a broad spread and those which we felt would've been hit by Covid-19.



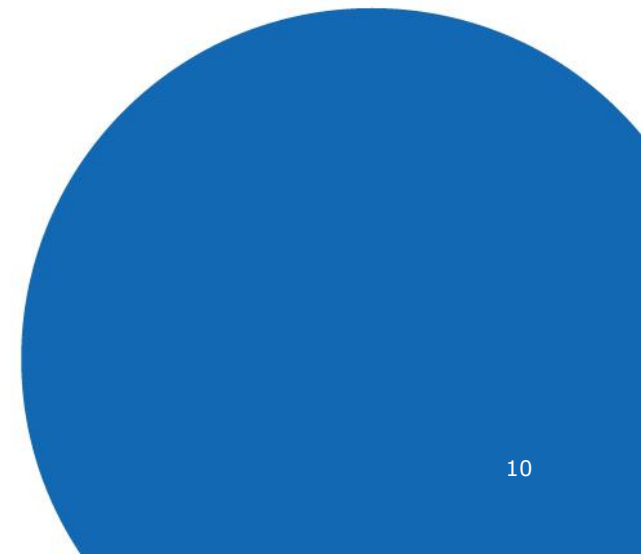
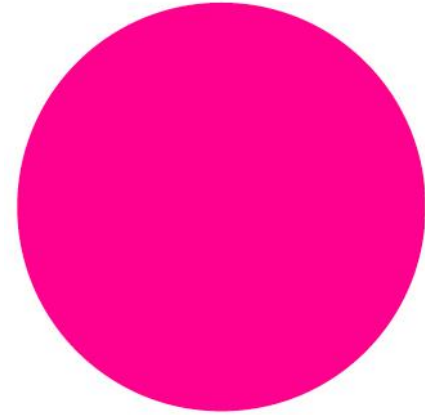
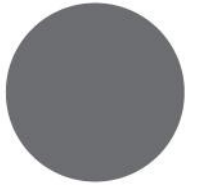
Sector	No. of interviews	Sector NET
Financial services	14	Services (70)
IT/Communication services	18	
Media/Publishing	1	
Business services	20	
Other services (e.g. hairdresser/beauty)	10	
Entertainment/Culture/Sport	7	
Tourism (e.g. hotels, guest houses, campsites)	20	Tourism & Catering (38)
Catering (e.g. restaurants, cafes, pubs)	18	
Transport/Distribution	21	
Construction & property development (including plumbing/heating/electrical)	14	
Manufacturing & engineering	42	

Sector	No. of interviews	Sector NET
Wholesale	6	Wholesale & Retail (38)
Retail	32	
Government/Public sector	11	Gov & Healthcare (27)
Healthcare & social work: public sector	11	
Healthcare & social work: private sector	5	
Agriculture/Forestry/Fishing	1	Primary (7)
Energy/Utilities	6	
Education	18	
Other	24	

Annual spend	Total
Less than £1,000	27%
£1,000 to £4,999	32%
£5,000 to £9,999	13%
£10,000 to £49,999	9%
£50,000 to £99,999	5%
More than £100,000	4%
Don't know	10%

---

# Market awareness



# Less than half of businesses are aware that they can change their water provider



**45%  
Aware**

Since April 2017, businesses, charities and public sector organisations in England have been able to change the company providing their water and sewerage retail services (as they are able to with energy), or negotiate a better deal with their existing service provider. Retailers provide bills, customer services and read any water meters at this site.

Business size (n)	% aware
Micro (76)	34%
Small (61)	48%
Medium (108)	54%
Large (56)	39%
Total (301)	45%

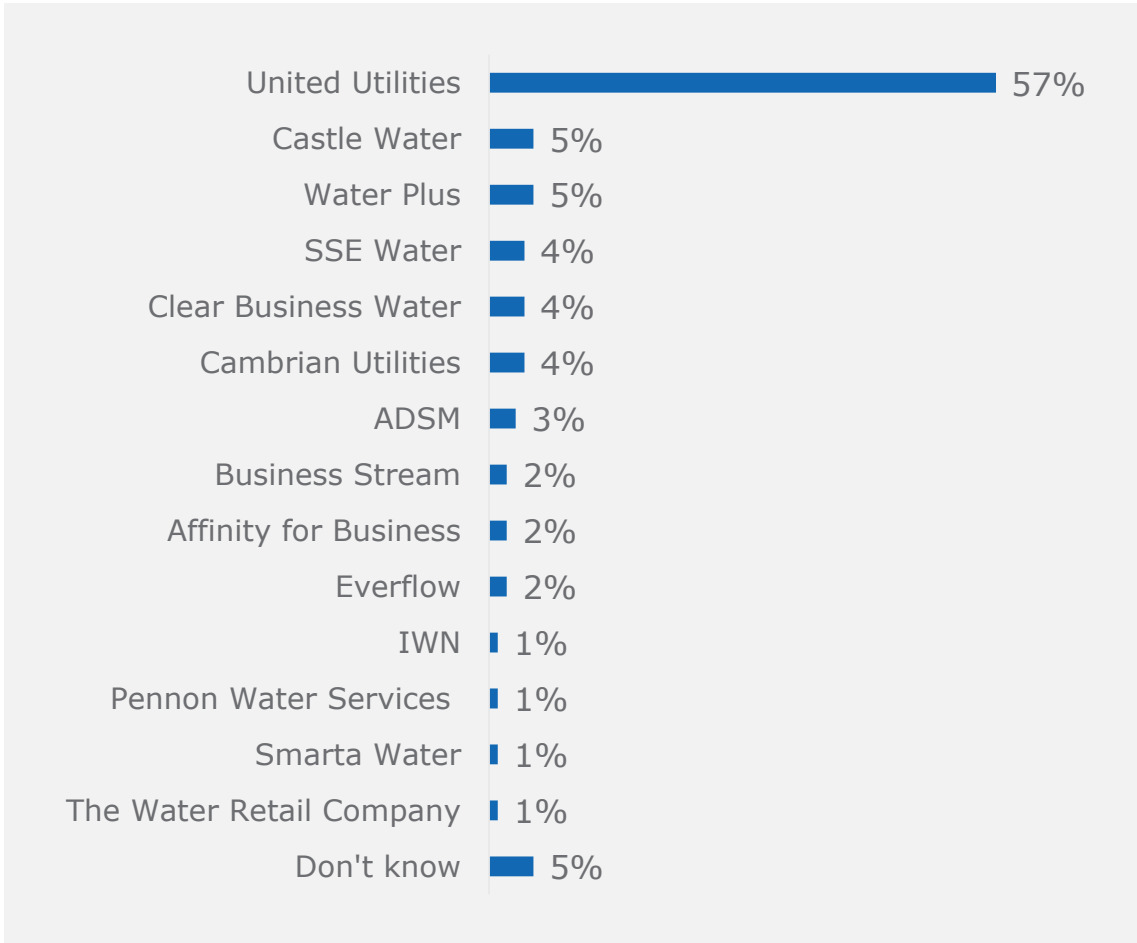
The misattribution figure of 45% may initially seem low, however recent research studies in the sector show that this is in broadly in line.

SME's are more likely to be aware of the open market.

**Base: Q01** Were you aware of this prior to this survey? (301)

<sup>1</sup> <https://www.ccwater.org.uk/wp-content/uploads/2019/04/Highlight-report-Testing-the-Waters-Business-customers-views-on-their-water-and-sewerage-services-2018.pdf>

# Over half of respondents stated that United Utilities are their supplier



**As a result of the low awareness of the open market, there is unsurprisingly a high level of misattribution when it comes to who their businesses retailer is.**

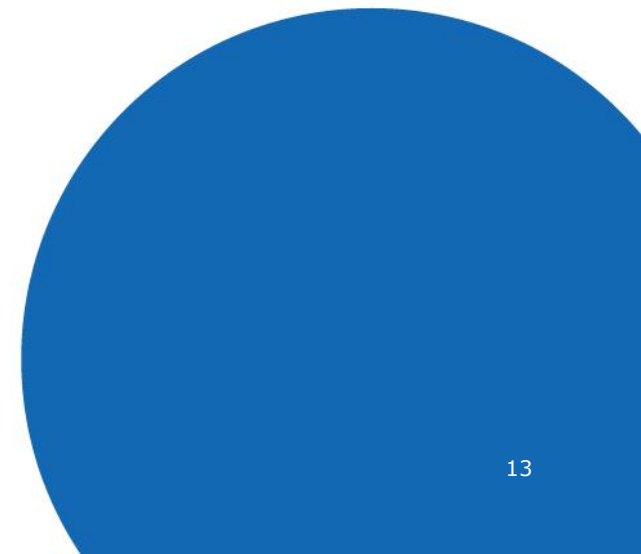
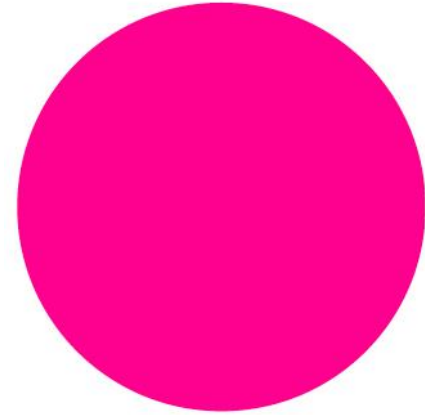
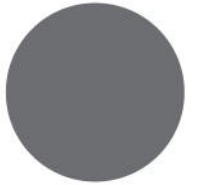
Sectors with the highest level of misattribution (stating UU is the retailer) are Wholesale & Retail (68%), Manufacturing & Engineering (67%) and Education (67%) – these are the industries with the lowest level of awareness of the open market.

SMEs and larger businesses are also more likely to state UU is their supplier (60%) than micro businesses (50%), however it is actually micro businesses who have the lowest level of awareness of the open market (34%).

Of those who have correctly identified their supplier, Water Plus and Castle Water make up the top 2 retailers.

---

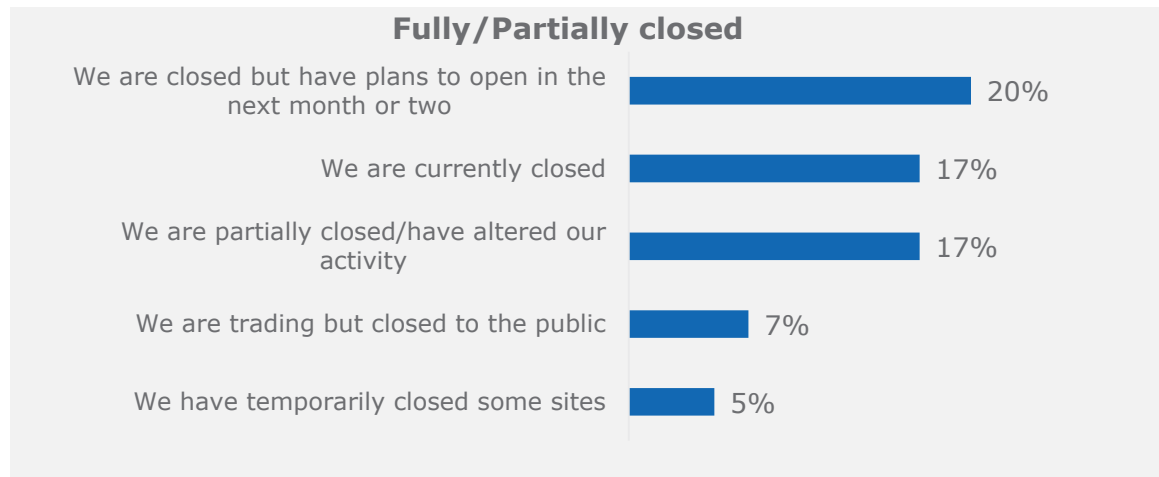
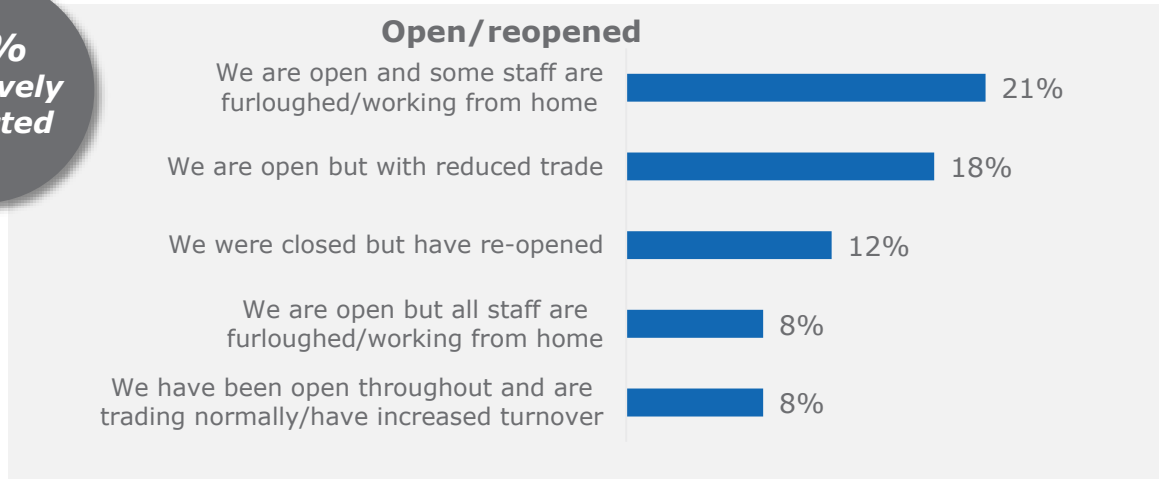
# Covid-19 impact



# Almost all businesses have been negatively affected by the Covid-19 pandemic



**91%  
negatively  
impacted**



**Unsurprisingly there is a lot of variation across industry on how much impact Covid-19 has caused.**

All business in the construction and primary sector state they have been negatively impacted and 97% in the Tourism and Catering sector have been impacted.

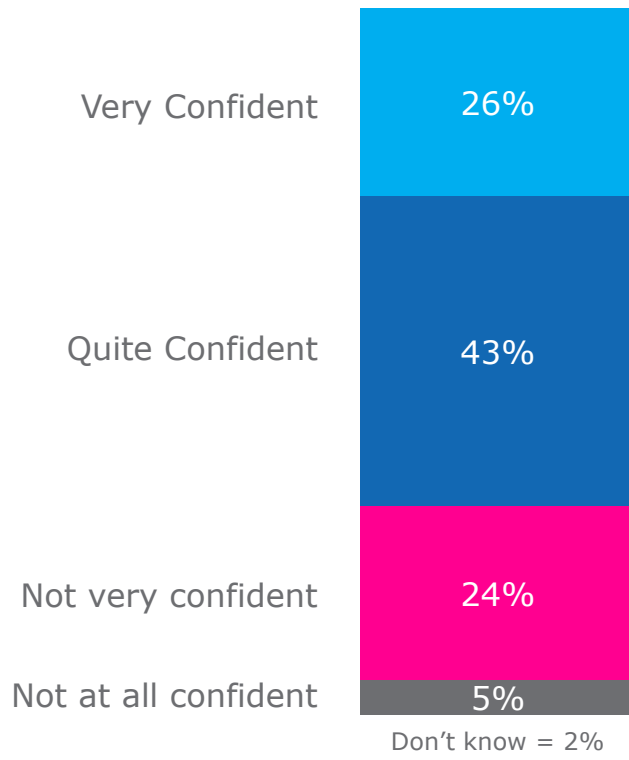
There is also variation in the current status of the business by industry, as expected. For example 39% of Tourism and Catering businesses are currently closed but plan to reopen in the coming months in line with the easing of restrictions. 28% of Educational establishments are currently closed and had no plans to reopen at the time of the survey.

# Over two thirds of business are confident they can continue to operate financially

Micro businesses and those in the construction, tourism and catering industries are amongst the least confident that their businesses will recover from the pandemic



**NET Confident = 69%**



Business size (n)	% NET Confident
Micro (76)	55%
Small (61)	74%
Medium (108)	73%
Large (250+)	75%

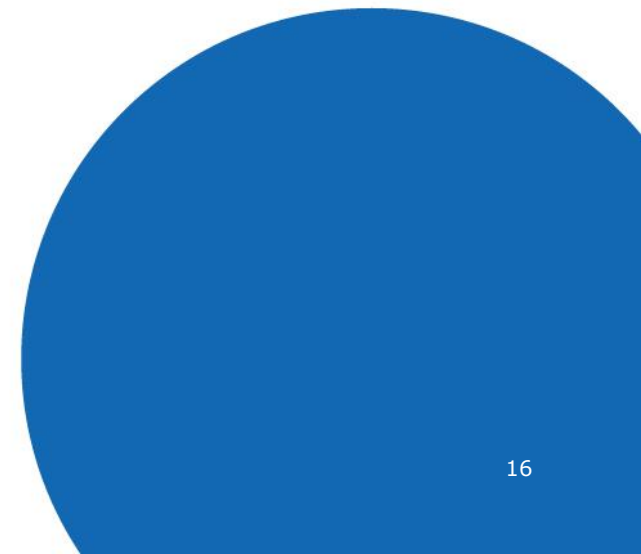
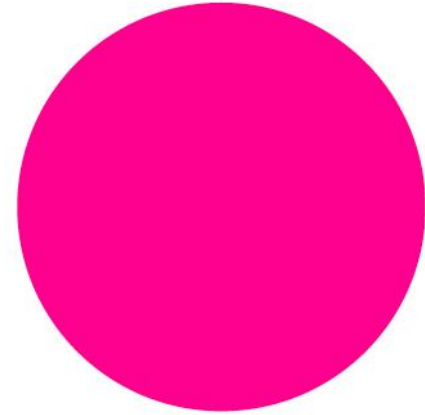
Industry (n)	% NET Confident
Education (17*)	89%
Manufacturing & Engineering (42)	88%
Primary sector (7*)	86%
Wholesale & Retail (38)	71%
Government & Healthcare (27*)	70%
Services (70)	70%
Transport (21*)	67%
Construction (14*)	50%
Tourism and Catering (38)	47%

Base: Q03B. How confident are you that your business has the financial resources to continue to operate throughout the COVID-19 pandemic?

\*low base

---

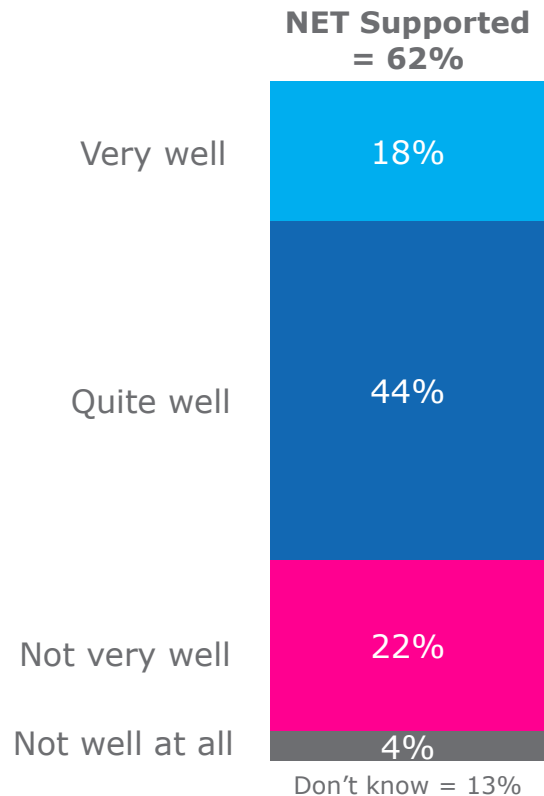
# Support, advice and information during Covid-19 pandemic





# Just under two thirds feel supported in relation to their water and sewerage services

Micro businesses are less likely to state that they feel supported. Those who are sent information are significantly more likely to feel supported than those who had to seek the information out themselves (79% c.f. 55%)



Business size (n)	% NET Supported
Micro (76)	57%
Small (61)	59%
Medium (108)	65%
Large (250+)	66%

Industry (n)	% NET Supported
Transport (21*)	81%
Manufacturing & Engineering (38)	74%
Construction (14*)	71%
Wholesale & Retail (38)	68%
Services (70)	60%
Government & Healthcare (27*)	56%
Education (18*)	56%
Tourism and Catering (38)	55%
Primary sector (7*)	43%

**\*low base**



# Financial support and communication are key aspects for businesses

Those that feel supported do for a variety of reasons....



**Good communication**  
**Financial support**

"I had communication from our supplier reassuring us that there were alternative payment schemes available if we were struggling."

**Education (10-49) - Everflow**

"Water company reduced our monthly bills because of the coronavirus"

**Catering (50-99) - Water Plus**

Those that don't feel supported cite a range of factors....



**Received no communication**  
**Little or no financial support**

"We have not received any communication from the water supplier in light of the COVID-19 pandemic, especially any measures taken to support us through these difficult times."

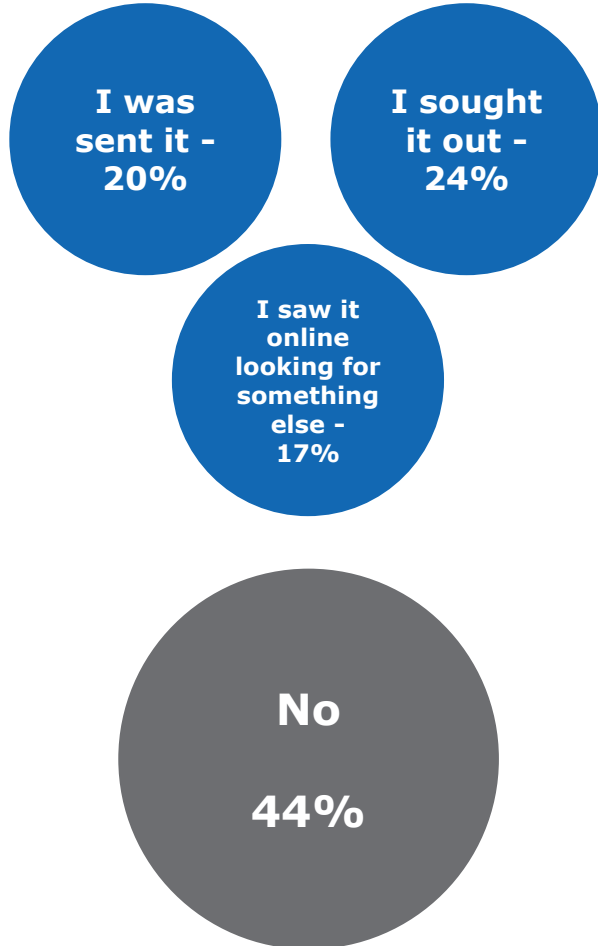
**Education (10-49) – Water Plus  
(misattributed as UU)**

"We have felt a bit abandoned and unsure of where to go for advice and/or support"

**Manufacturing (100-249) – Water Plus  
(misattributed as UU)**

# Over half have seen some information in relation to the pandemic and their water services

Yes – Seen some information  
54%



	Yes - sent	Yes – sought it out myself	Yes – when looking for something else	No
Micro (76)	14%	25%	16%	53%
Small (61)	23%	21%	8%	49%
Medium (108)	22%	24%	27%	34%
Large (250+)	21%	23%	9%	43%

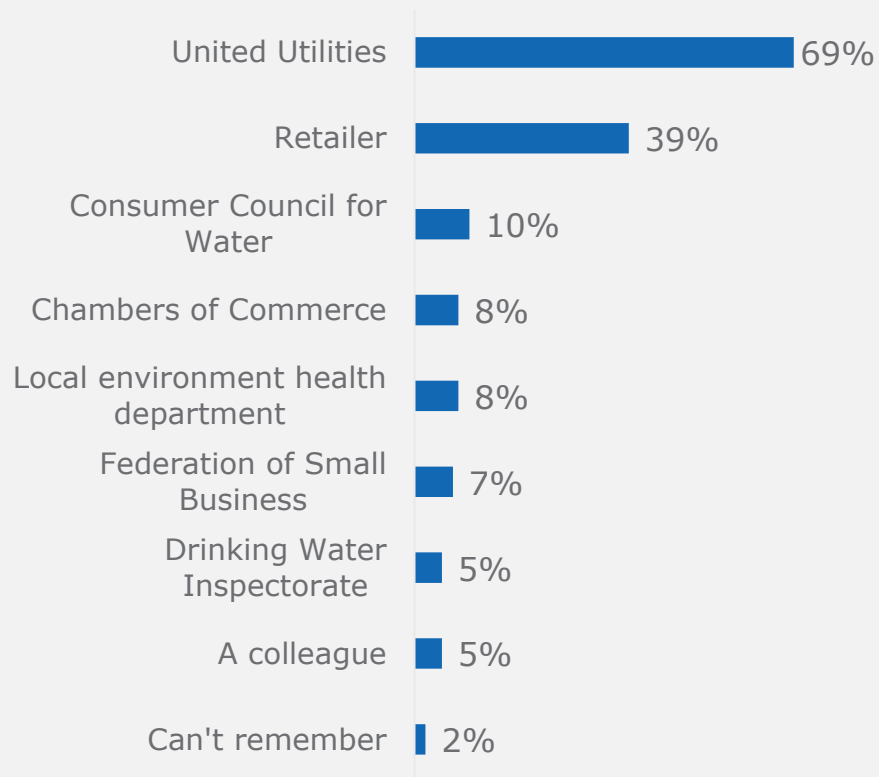
Despite over half stating they have seen some information, there is still a large section of businesses (44%), that have seen nothing, reflecting on the moderate levels of support they feel they have received during the pandemic. Micro and small businesses are the most likely to have seen no information.

Amongst industries, Education (72%), Wholesale & Retail (55%) and Service businesses (54%) are the most likely to have seen no information. A large proportion of Tourism/Catering (39%) and Construction firms (50%) have actively sought out information.

# Information has been most commonly received from United Utilities



Who sent the information? (base 61)

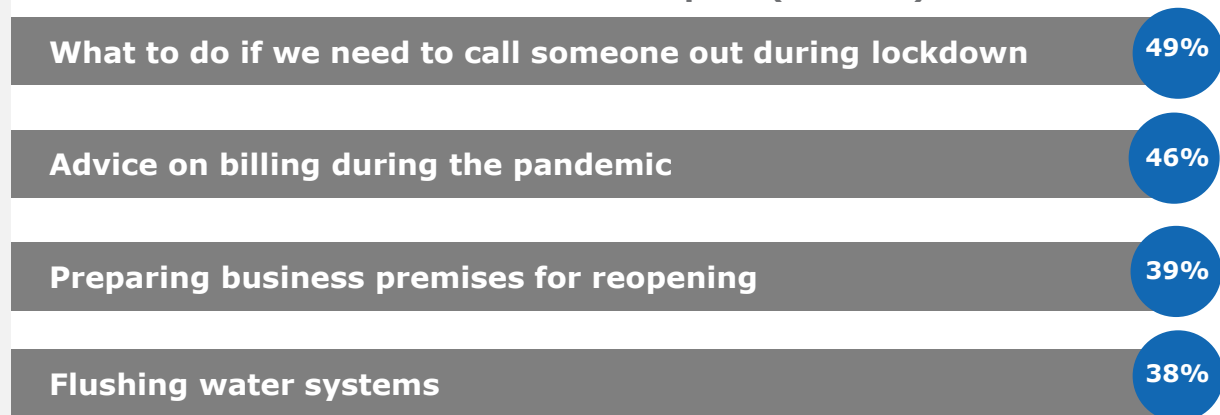


Businesses who have received information from United Utilities are significantly more likely to feel supported over those who received information from their retailer (73% c.f. 40%).

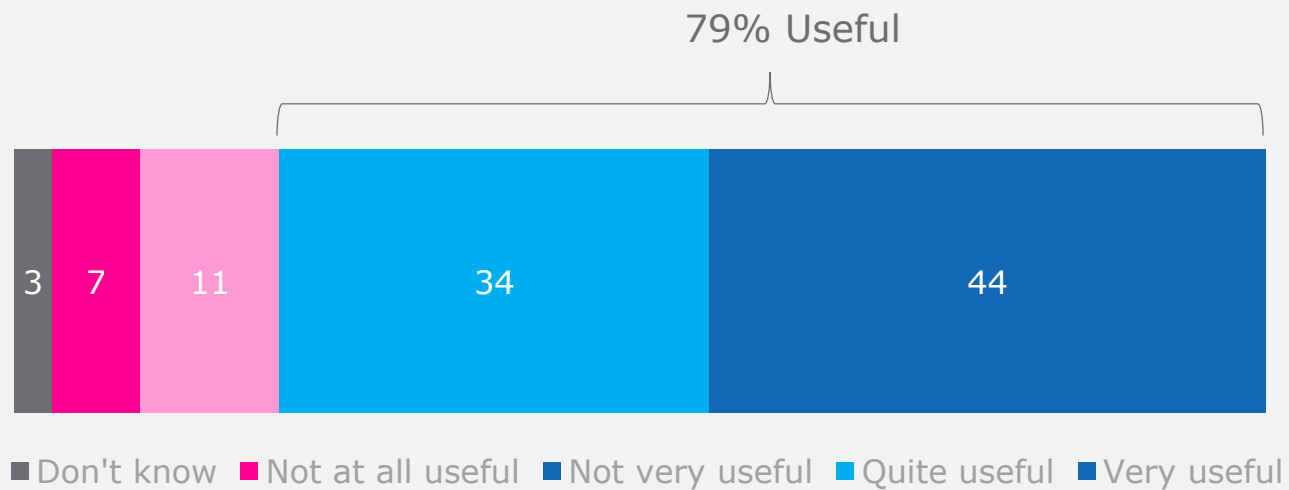
**However it must be noted that a significant proportion incorrectly believe UU is their supplier, so it may be the case that information is being sent from elsewhere (see overleaf).**

Micro businesses are more likely to have received information from UU than SME's and large businesses, however the difference is indicative and not statistically significant.

What was it about? – Prompted (base 61)



# Over three quarters have found the information they received useful



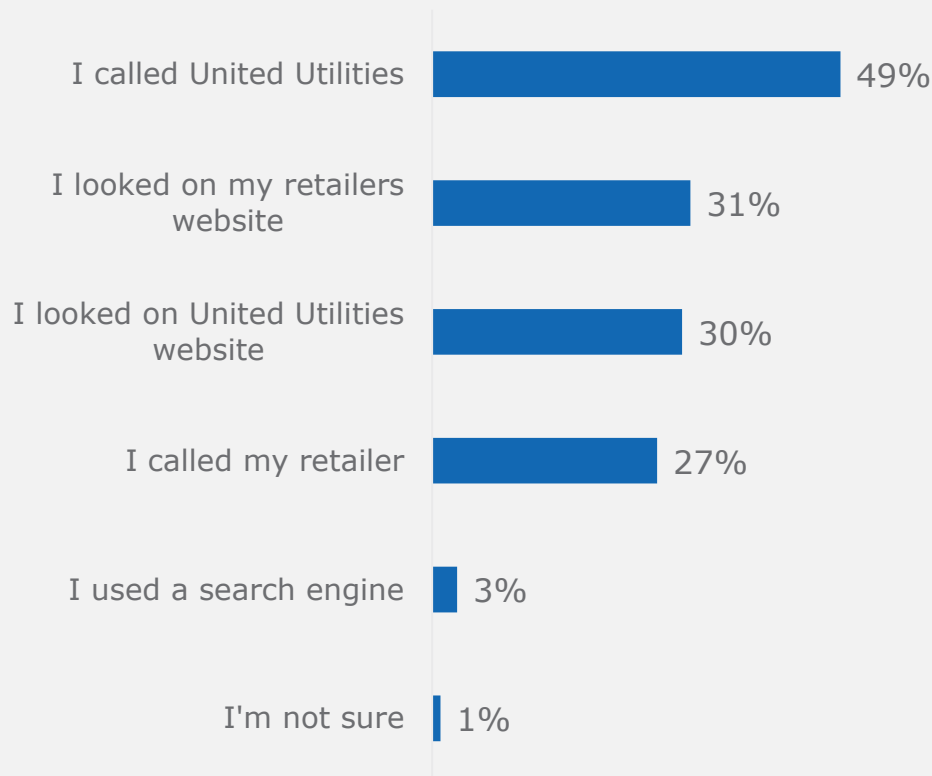
Of those who say they were sent information from UU, 50% said the information provided guidance on billing, this presents a significant proportion of those who are misattributing where their information has come from.

If we isolate these instances and look at just those who may have genuinely received advice and guidance from UU, 82% said they found this information useful, which is still positive.

# Those seeking information went online or called their water company directly

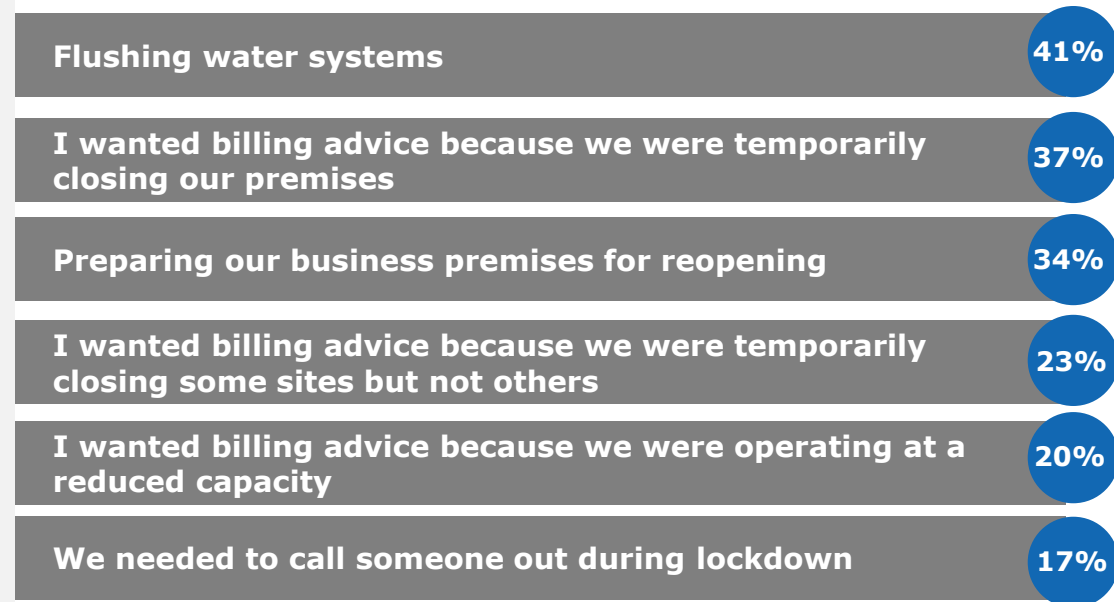


How did you seek out the information you needed? (base 71)

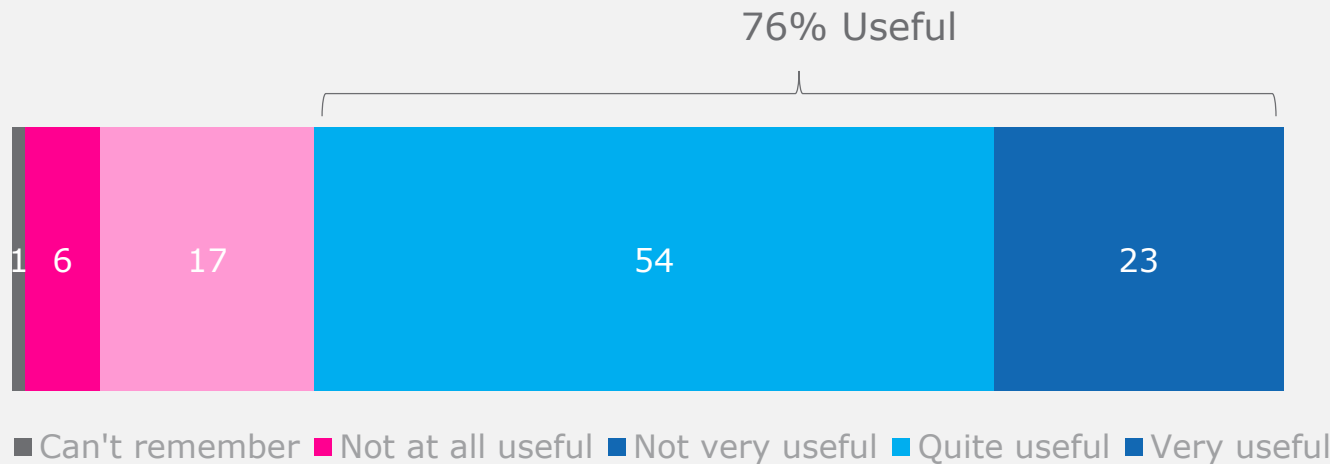


Reaching out to United Utilities continues to be the first port of call for the majority for businesses, whether by phone or online. **However, there are still a number of businesses contacting UU regarding billing queries.**

What info were you looking for? (base 71)



# Three quarters stated that the information they found was useful

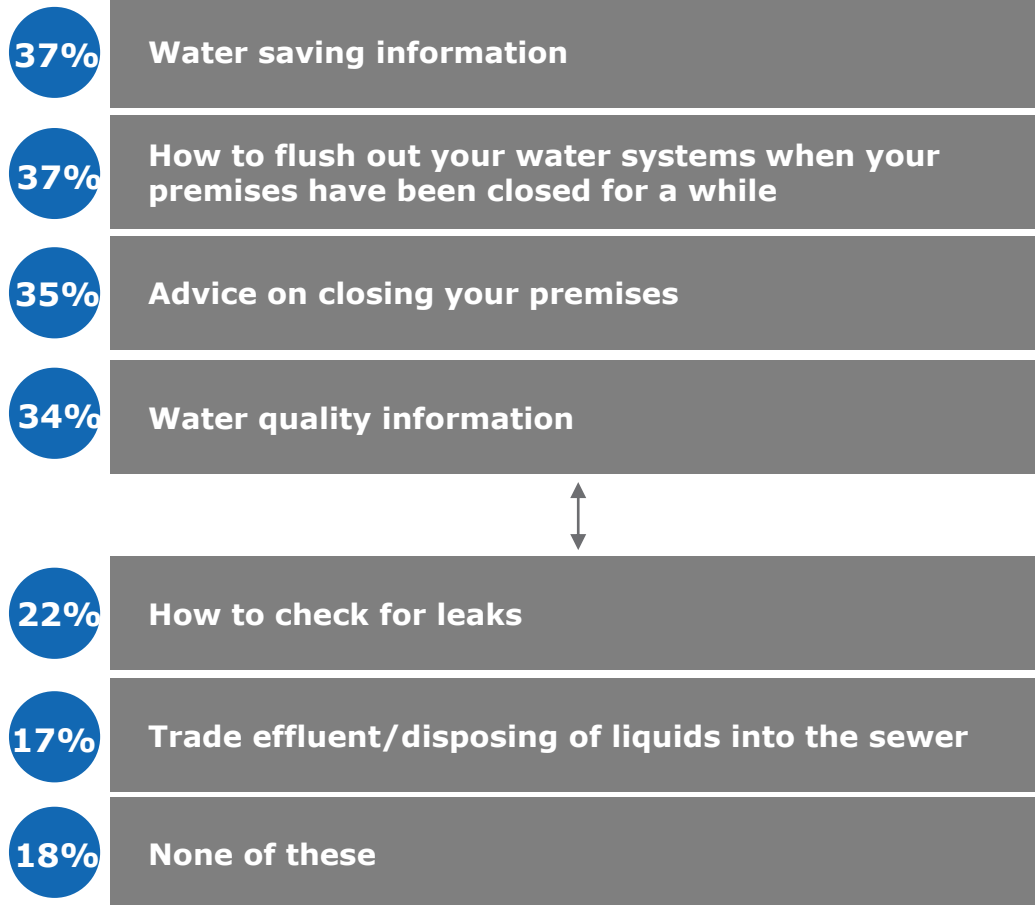


Of those who sought information from UU, over a third did so regarding billing queries, which is likely to impact results seen here. If we look at only those who did not have a billing query that contacted UU, 76% found the information useful.

Again on the whole, businesses found the information they sought out as useful as those who receiving information. However, businesses who received information directly were significantly more likely to rate it as 'very useful' than those who sought it out (44% c.f. 23%)

# Information on how to save water and how to flush systems would be most useful

% rating useful during the Covid-19 pandemic



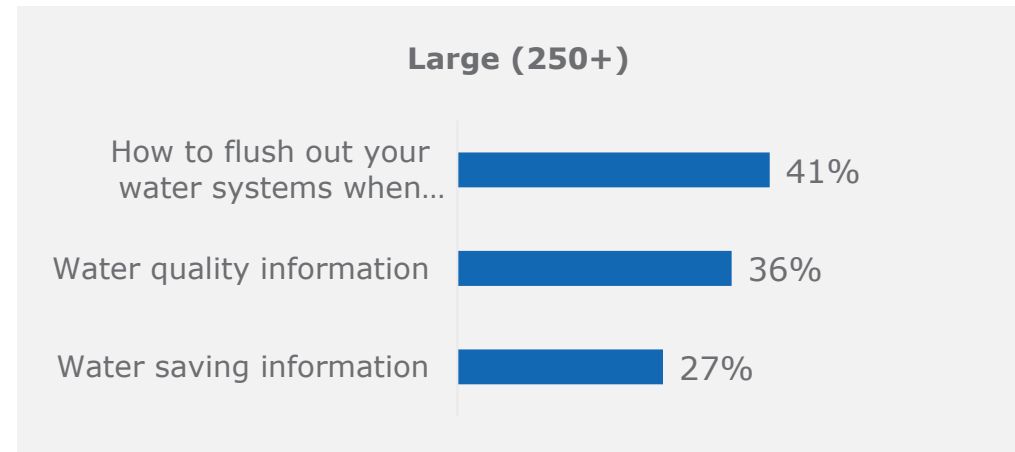
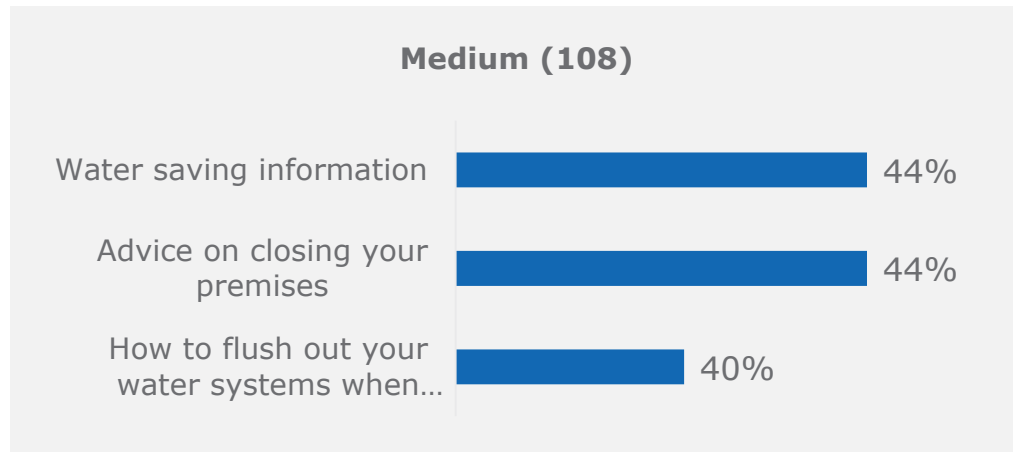
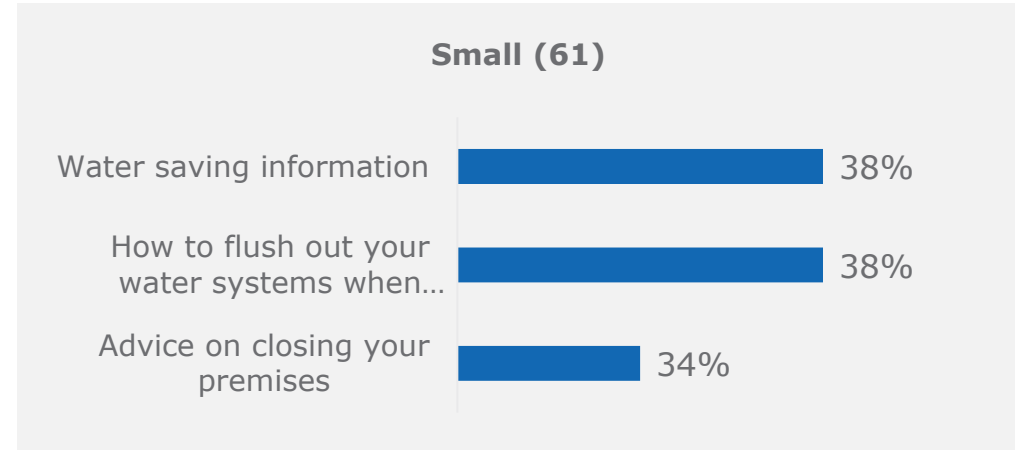
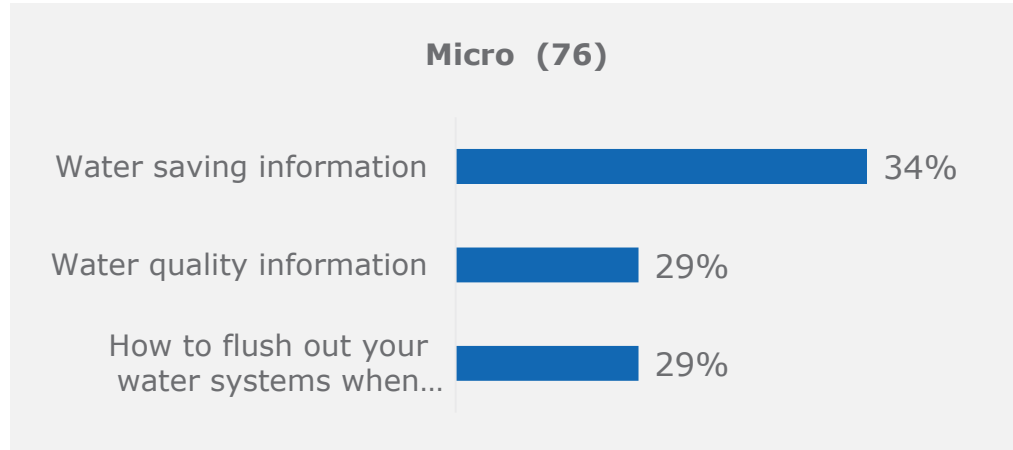
Overall there are 4 main areas that business would have found useful to have received information on during the pandemic.

Medium and large sized businesses (50+ employees) and those who have multiple sites across the North West are more likely to have wanted to receive advice on flushing out their water systems than smaller, single site businesses.

As expected, there are some variations across industry too, these are explored on the next slide.



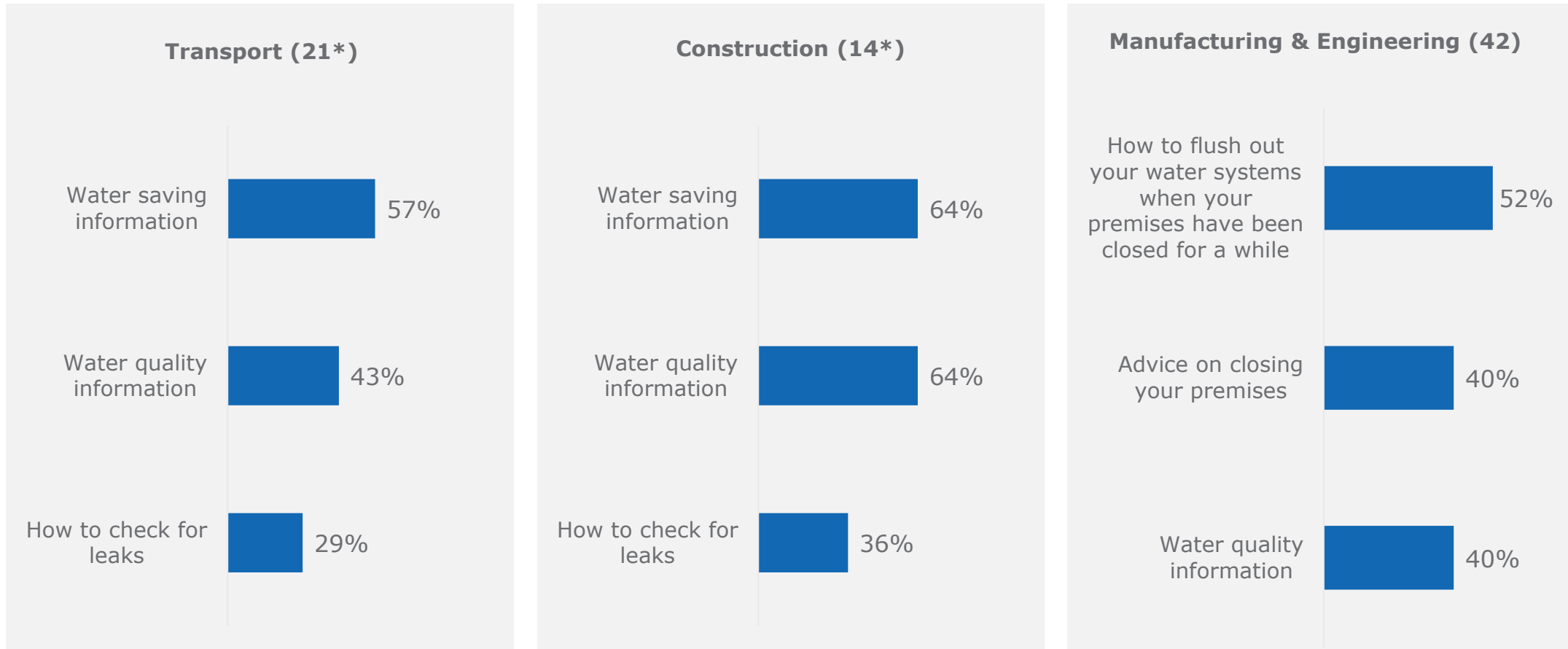
# Information needs vary to a degree by business size



**Base:** Q07A. Looking at the list below, please select the type of support and advice you would find useful during the Covid-19 pandemic?



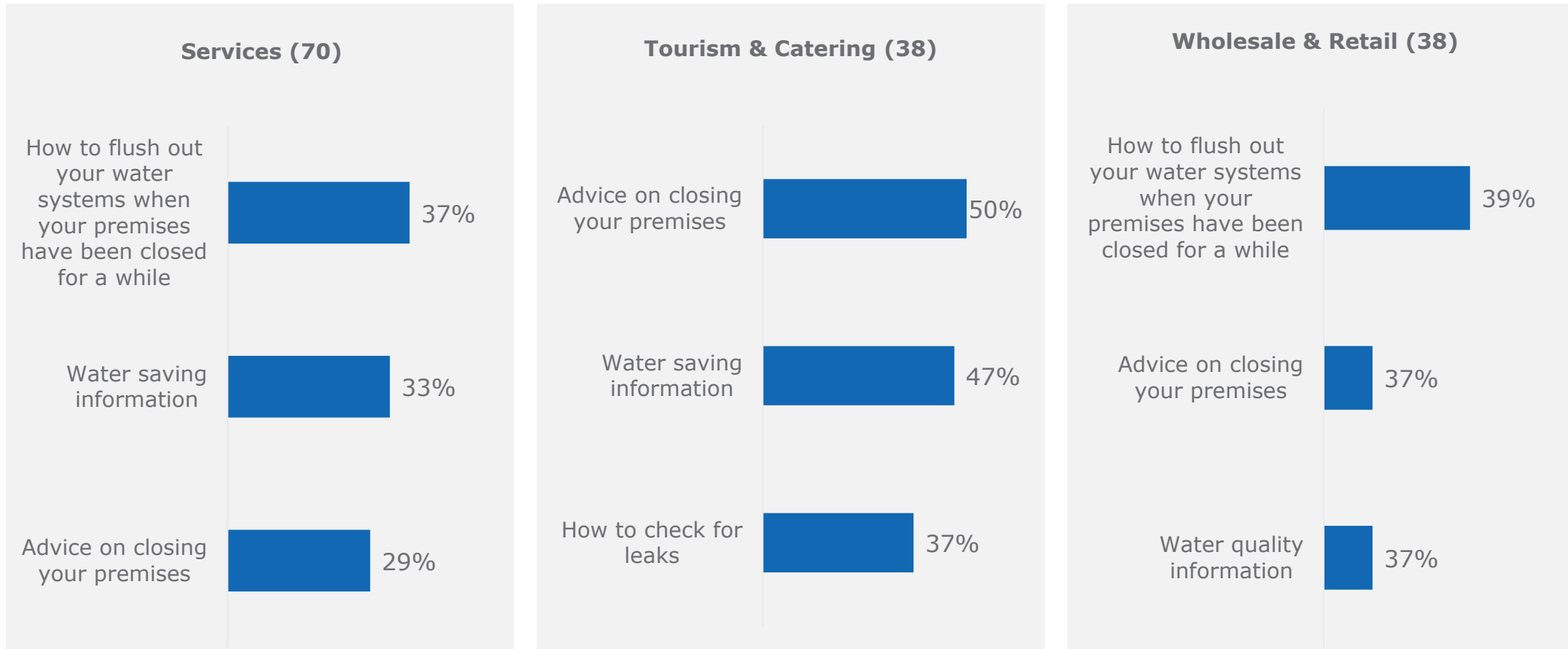
# Information needs vary to a degree by industry



\*low base

Base: Q07A. Looking at the list below, please select the type of support and advice you would find useful during the Covid-19 pandemic?

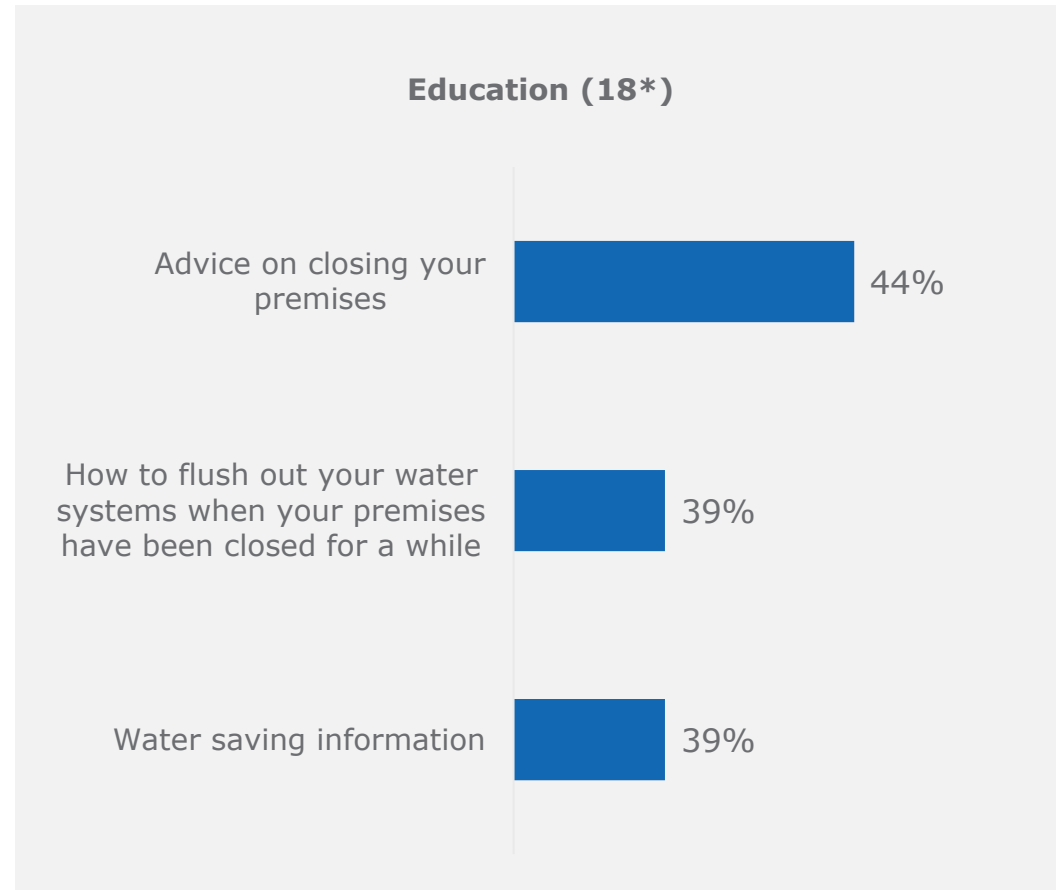
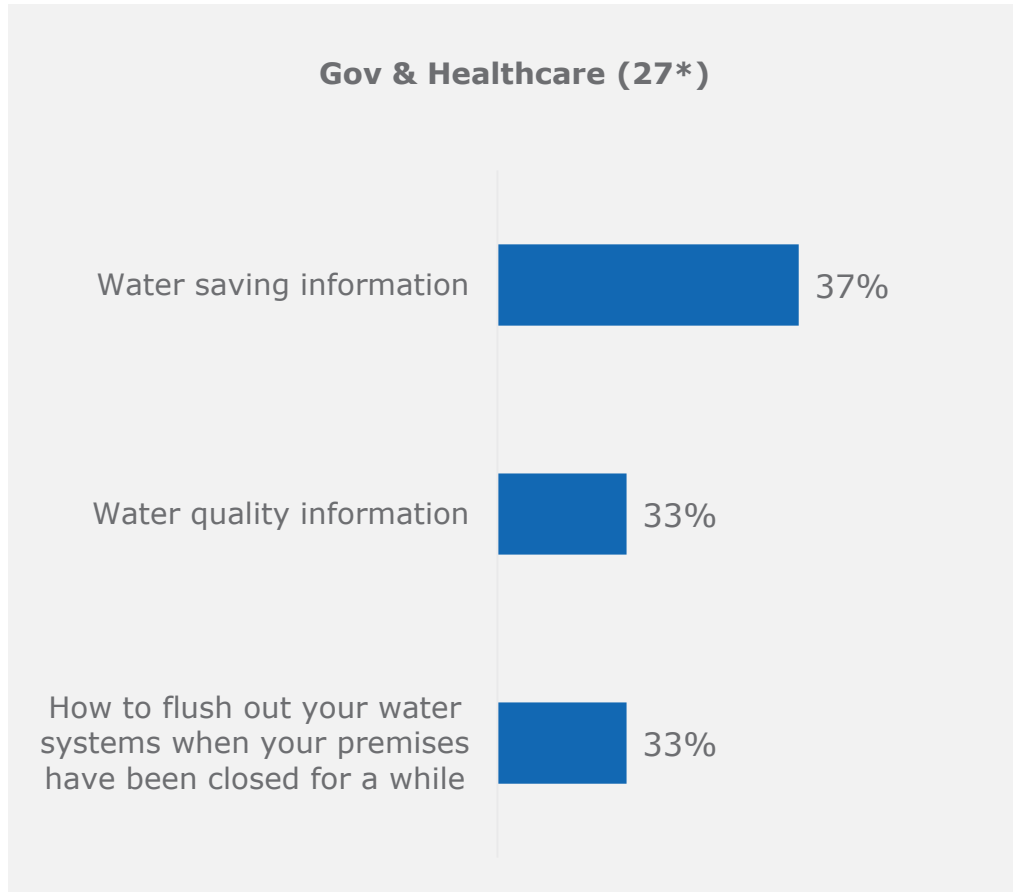
# Information needs vary to a degree by industry



**Base:** Q07A. Looking at the list below, please select the type of support and advice you would find useful during the Covid-19 pandemic?



# Information needs vary to a degree by industry




**Base:** Q07A. Looking at the list below, please select the type of support and advice you would find useful during the Covid-19 pandemic?

**\*low base**

# The expectation is for United Utilities to send this information



Would you expect your retailer or United Utilities to provide this info?	 United Utilities	Retailer	Don't Know
Water saving information	60%	37%	16%
How to flush out your water systems when your premises have been closed for a while	59%	34%	18%
Advice on closing your premises	56%	33%	20%
Water quality information	64%	31%	15%
How to check for leaks	61%	31%	15%
Trade effluent/disposing of liquids into the sewer	62%	28%	18%

**Base:** Q07A. Looking at this list again, please select whether you'd expect your retailer or United Utilities to provide this information (301)



# Information regarding any potential risks transmitting Covid-19 via water and wastewater would also have been of use to businesses

"Is there a potential for coronavirus disease transmission at communal water facilities, due to contact with contaminated surfaces such as taps and hand pump handles and lack of social distancing?"

**Manufacturing (2-9) – Clear Business Water**

"As we all know that survival of any kind of virus in water depends on many of the standard water quality parameter. So we need best quality water to prevent this pandemic situation."

**Construction (2-9) – Castle Water**

"The risk of transmission of the disease from the faeces of an infected person is unknown, with no reports of transmission through the oral faecal route. So we need to wash our hands and avoid all those open surfaces which are used or touched by many persons with bare hands."

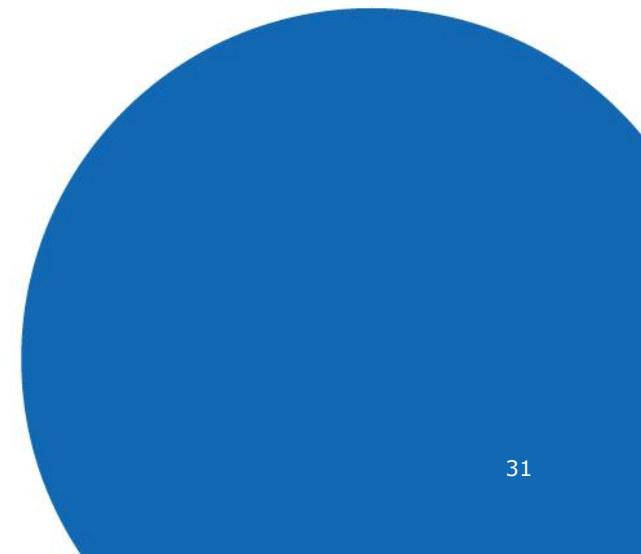
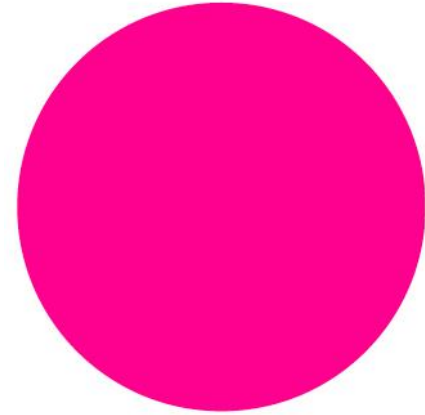
**Catering (250-499) – Smarta Water**

"How to manage commercial waste during the pandemic. How to convert some waste into useful products. How to reduce the impact of fewer collections."

**Construction (100-249) – Water Plus (misattributed as UU)**

---

# Information needs beyond Covid-19





# There are generally three areas that businesses need advice on moving forward

**'How to cut water costs'**  
**37%**

"Reinstatement of services when we move back in and reopen, and a waiver for any standing charges over the months the business has been closed."

**Business Services (10-49) – Water Plus (misattributed as UU)**

**'Guidance on getting back up and running'**  
**23%**

"Information on how to carefully repair some of our water pipes would be useful."

**Catering (250-499) – Smarta Water**

**'How to save water'**  
**10%**

"Anything regarding billing and how much money we might not have to pay. Every penny counts and would help us going forward."

**Catering (2-9) – Water Plus (misattributed as UU)**

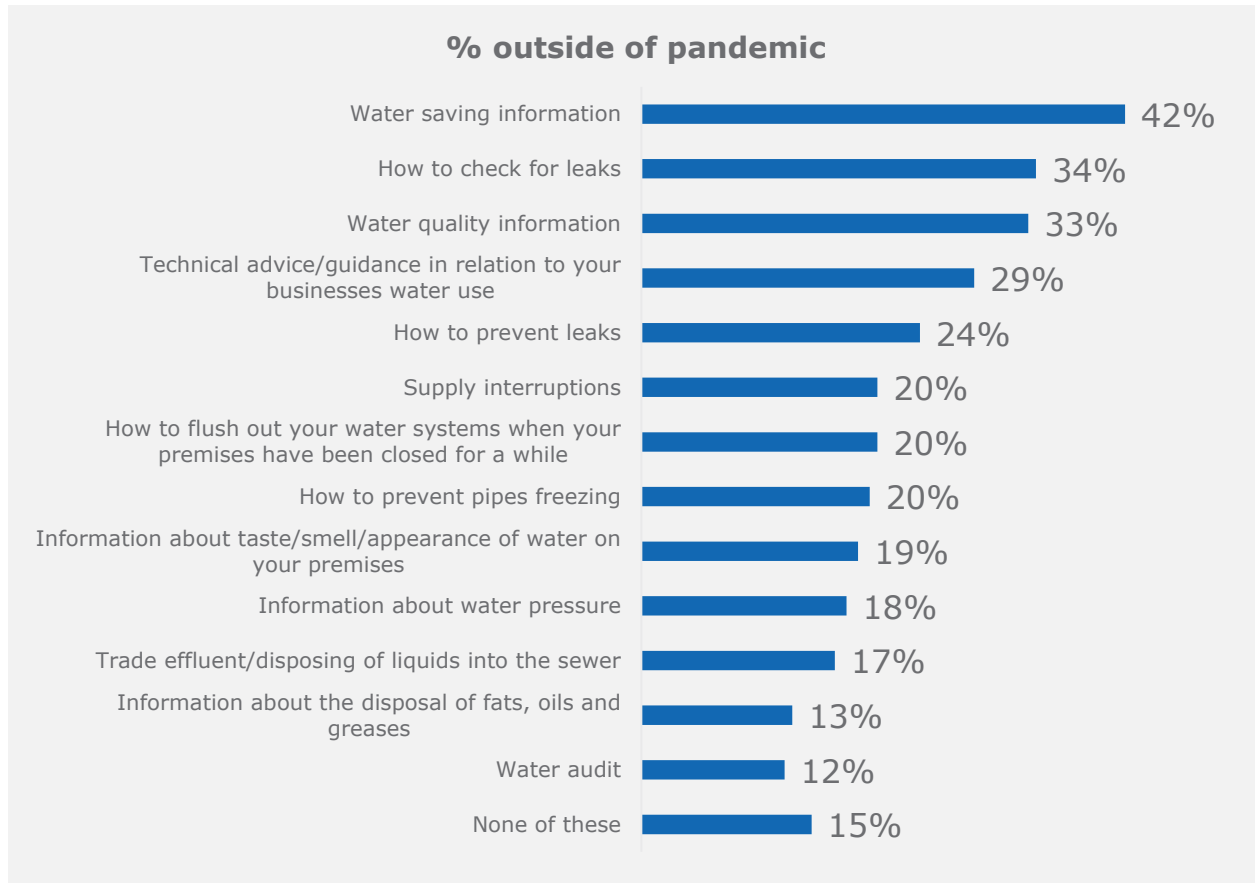
## A confused customer...

"After finding out United Utilities might not even be our supplier due to this survey, I need more information on when stuff like this is being changed over. Just so we know who to deal with in case."

**Construction (250-499) – Water Plus (misattributed as UU)**



# Outside of the pandemic, information on water saving, quality and checking for leaks are most valuable



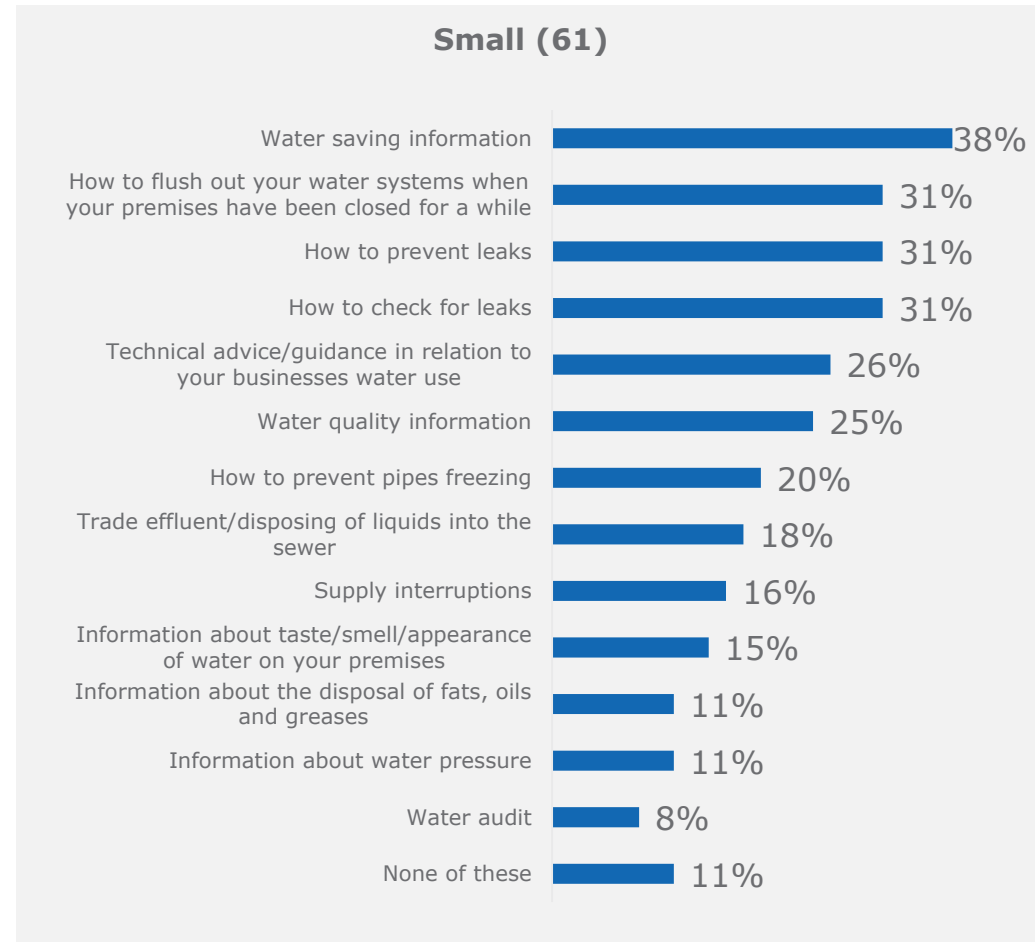
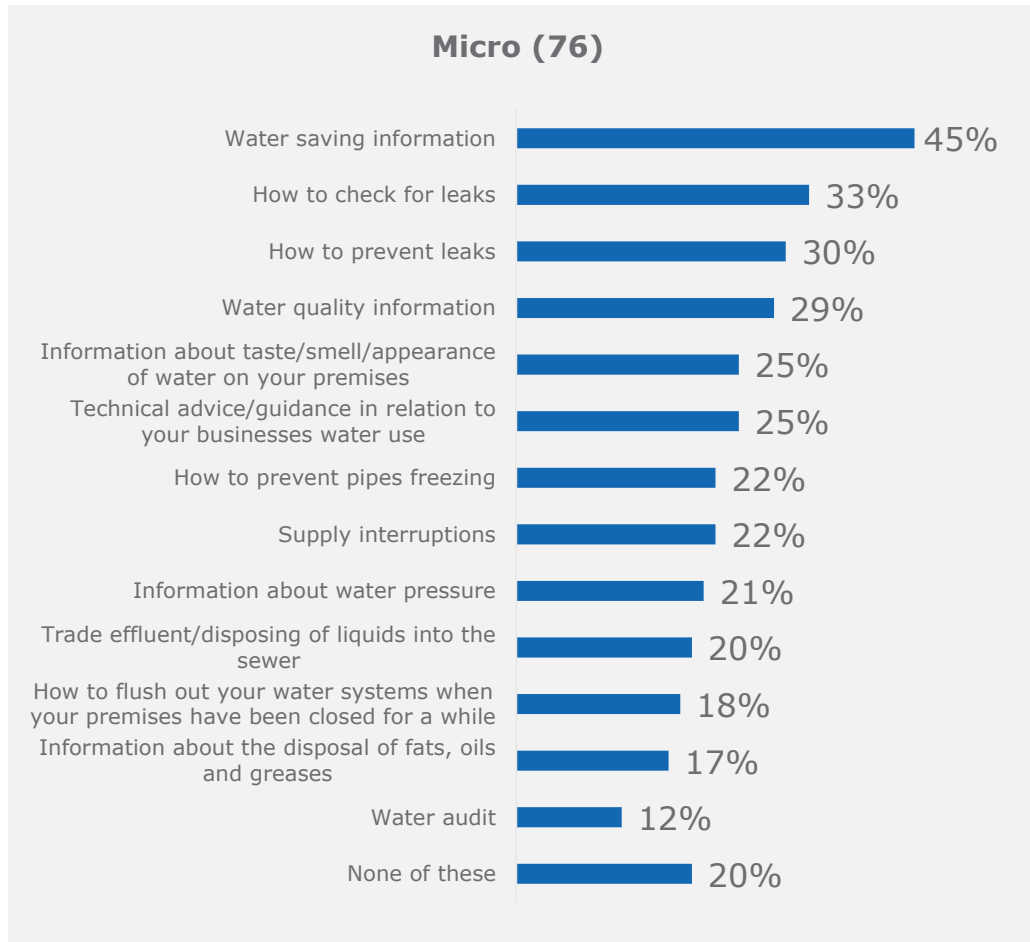
Information on water saving and water quality continue to be important areas for guidance, beyond Covid-19.

How to check for leaks is of more importance to businesses following the pandemic (34% post pandemic vs. 22% during).

Analysis on how this differs across industry can be found on the next slides.

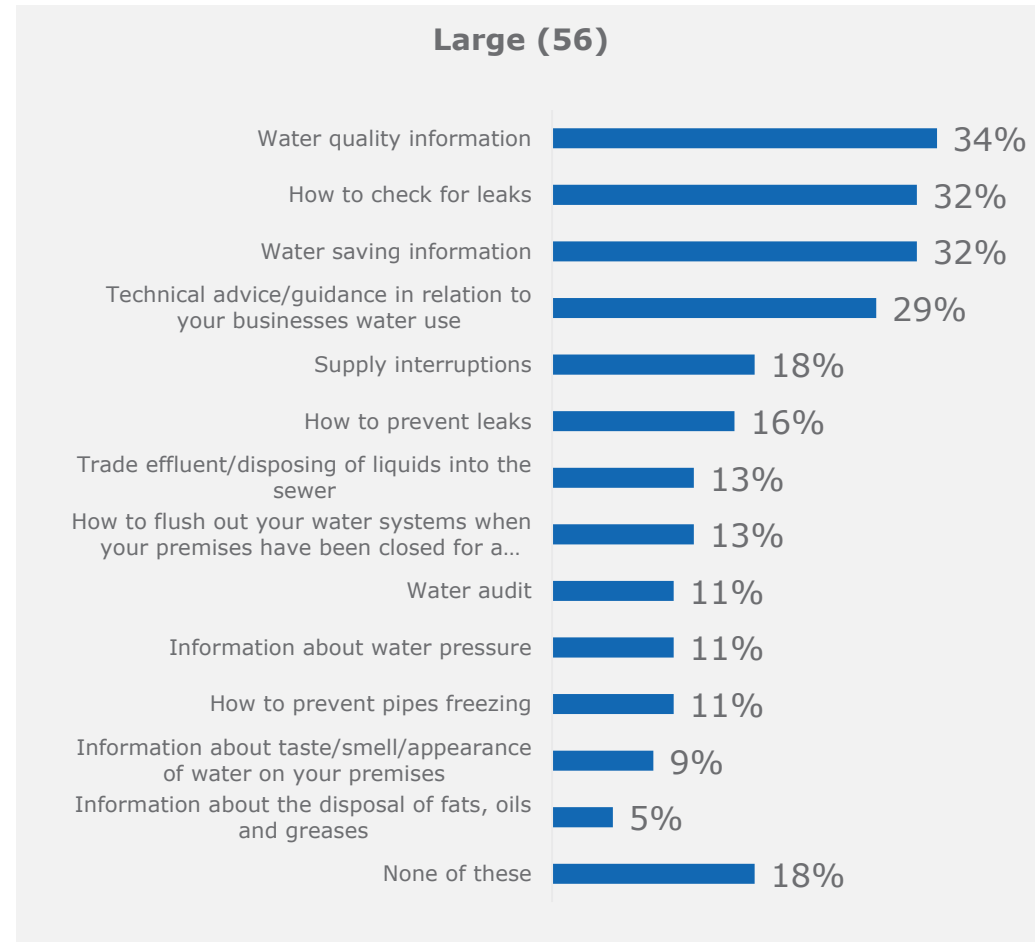
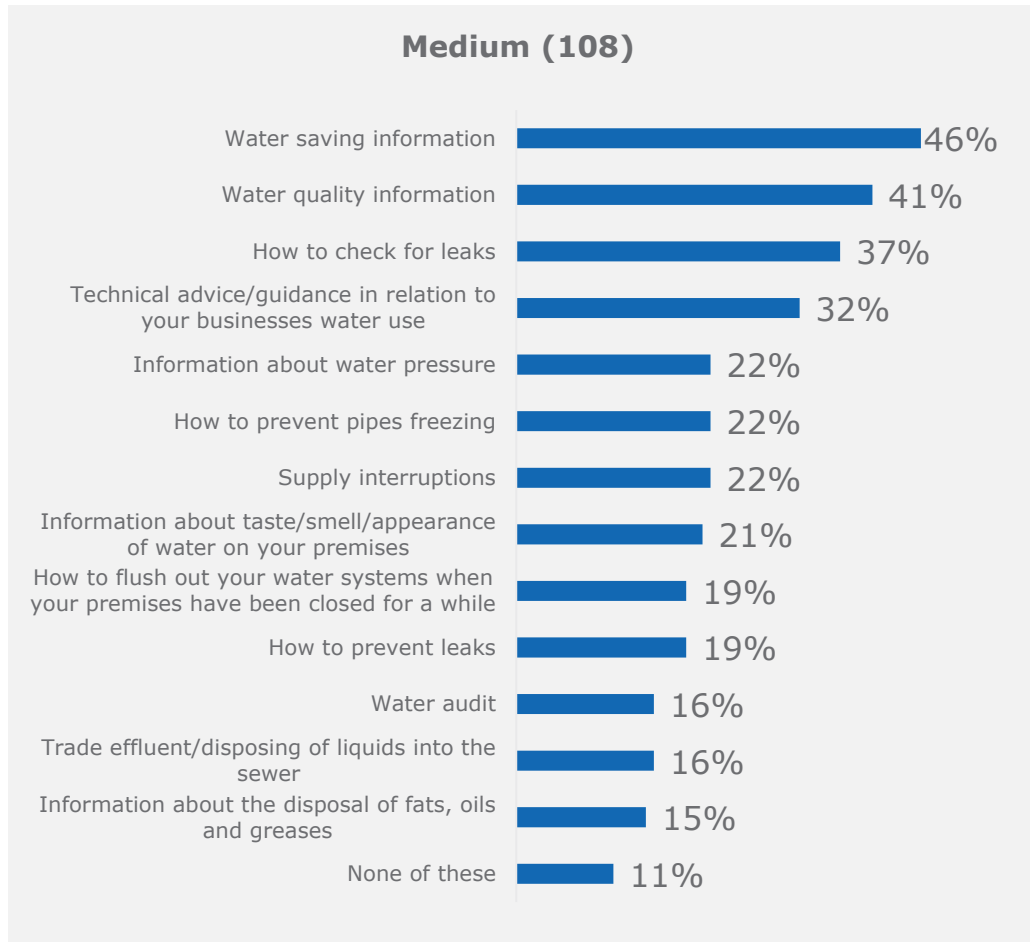


# Information needs vary to a degree by business size





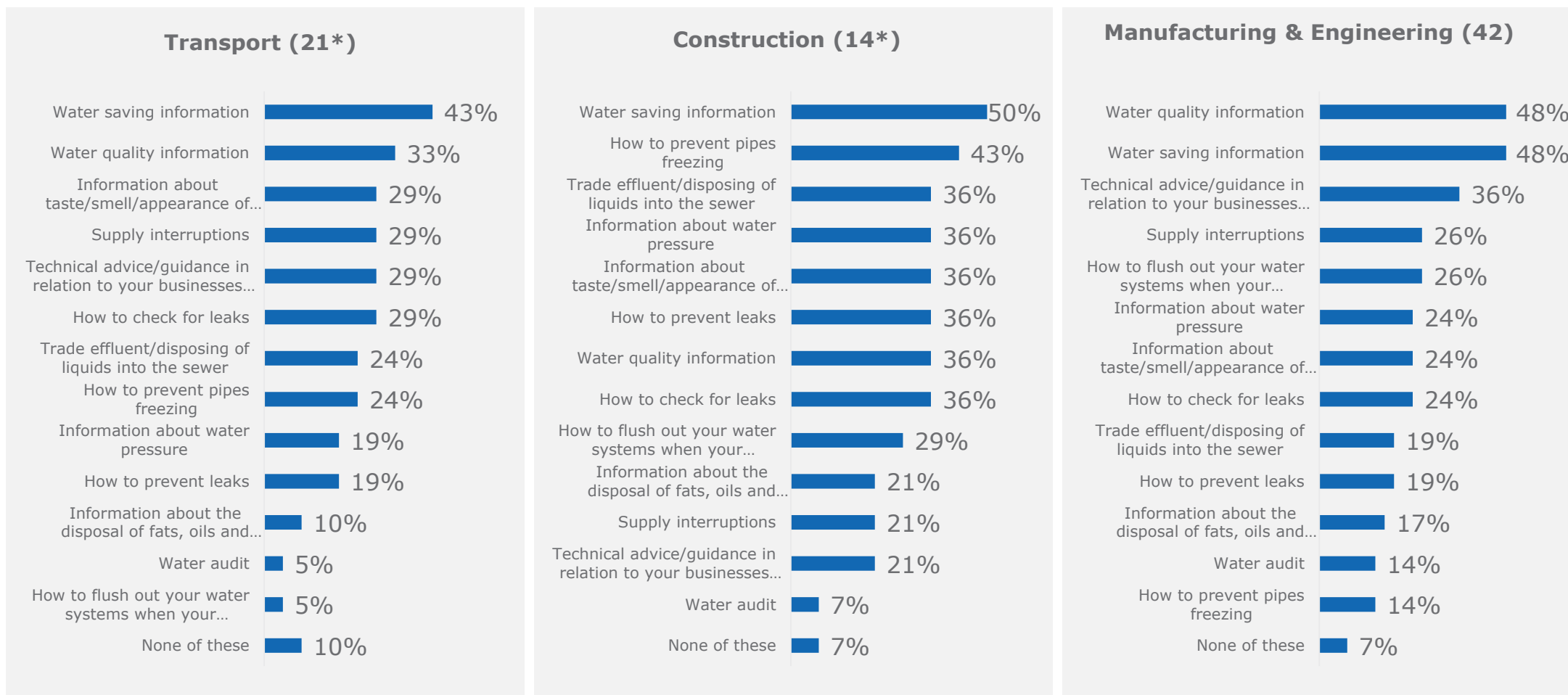
# Information needs vary to a degree by business size



Base: Q08B. Looking at the list below, please select the type of support and advice you would find useful not around COVID-19, but more generally (301)



# Information needs vary to a degree by industry

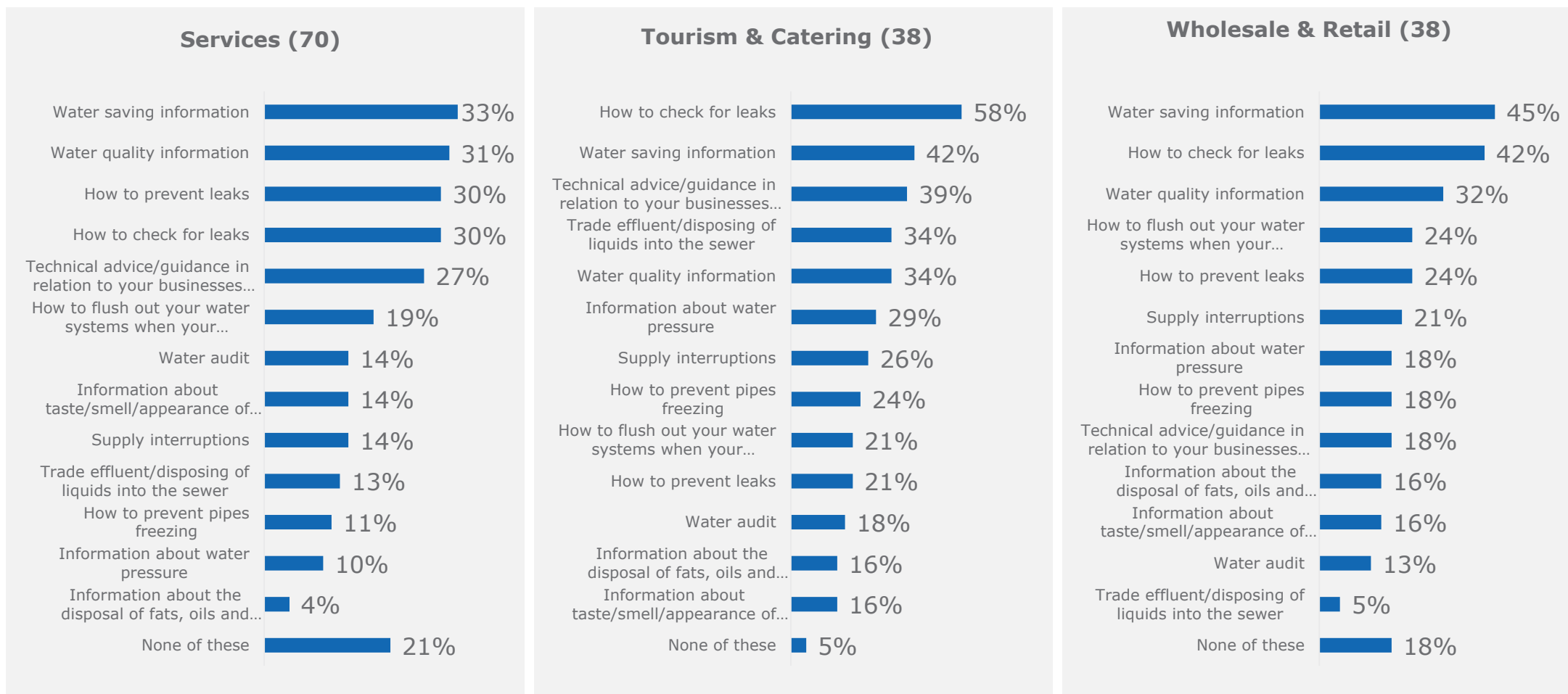


\*low base

Base: Q08B. Looking at the list below, please select the type of support and advice you would find useful not around COVID-19, but more generally (301)



# Information needs vary to a degree by industry

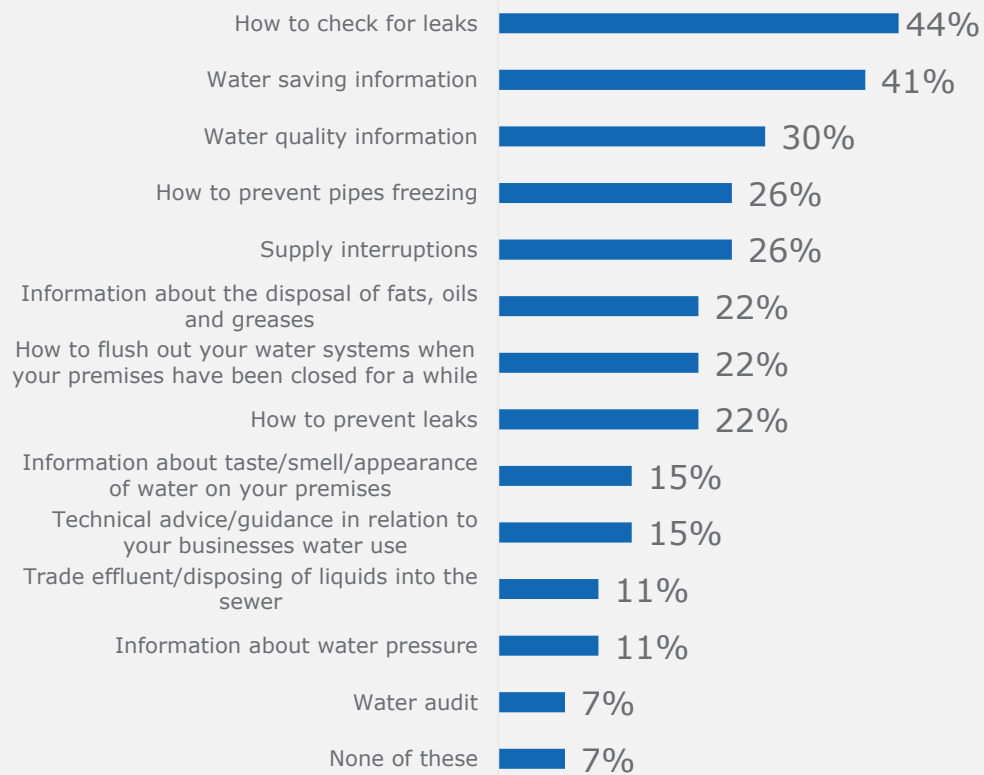


Base: Q08B. Looking at the list below, please select the type of support and advice you would find useful not around COVID-19, but more generally (301)

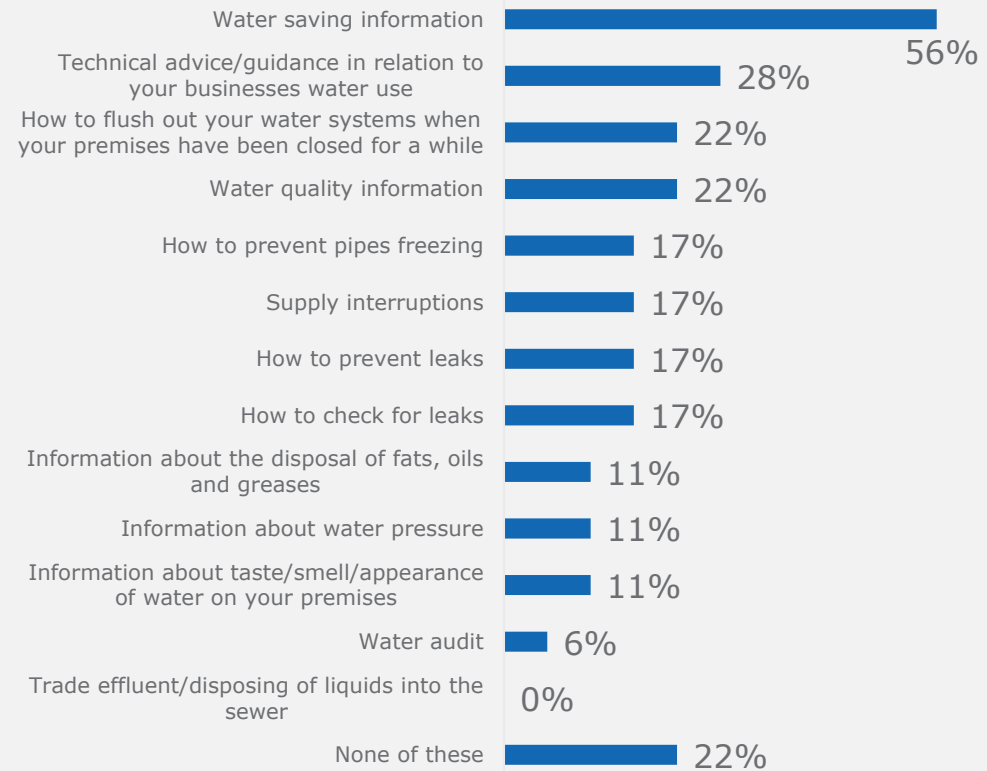


# Information needs vary to a degree by industry

## Gov & Healthcare (27\*)



## Education (18\*)



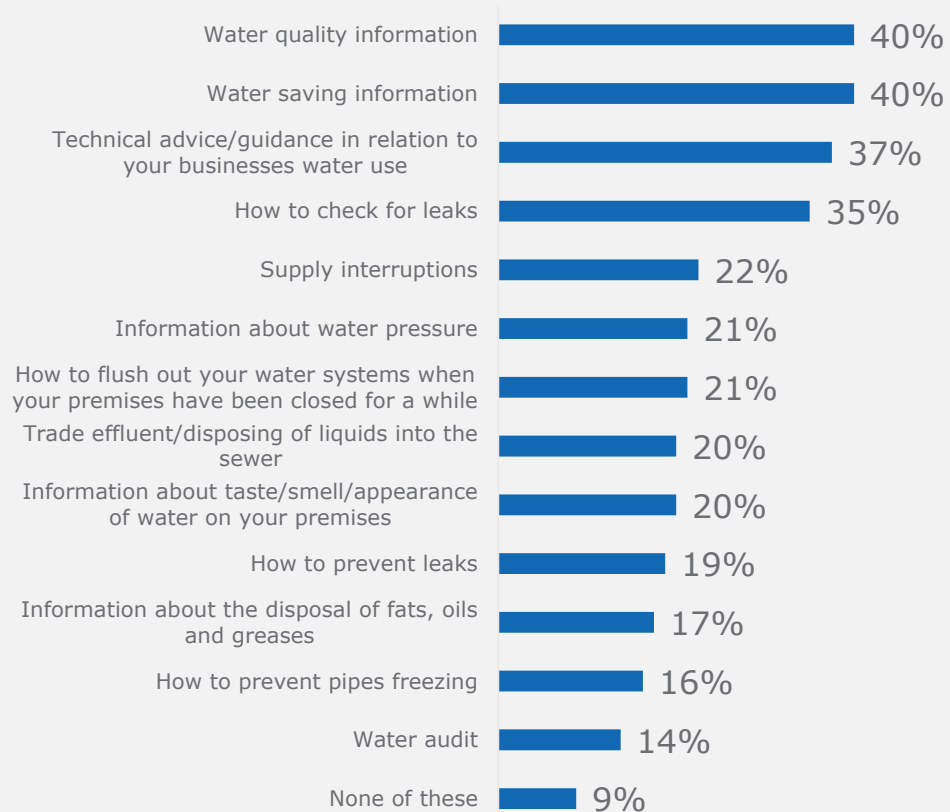
\*low base

Base: Q08B. Looking at the list below, please select the type of support and advice you would find useful not around COVID-19, but more generally (301)

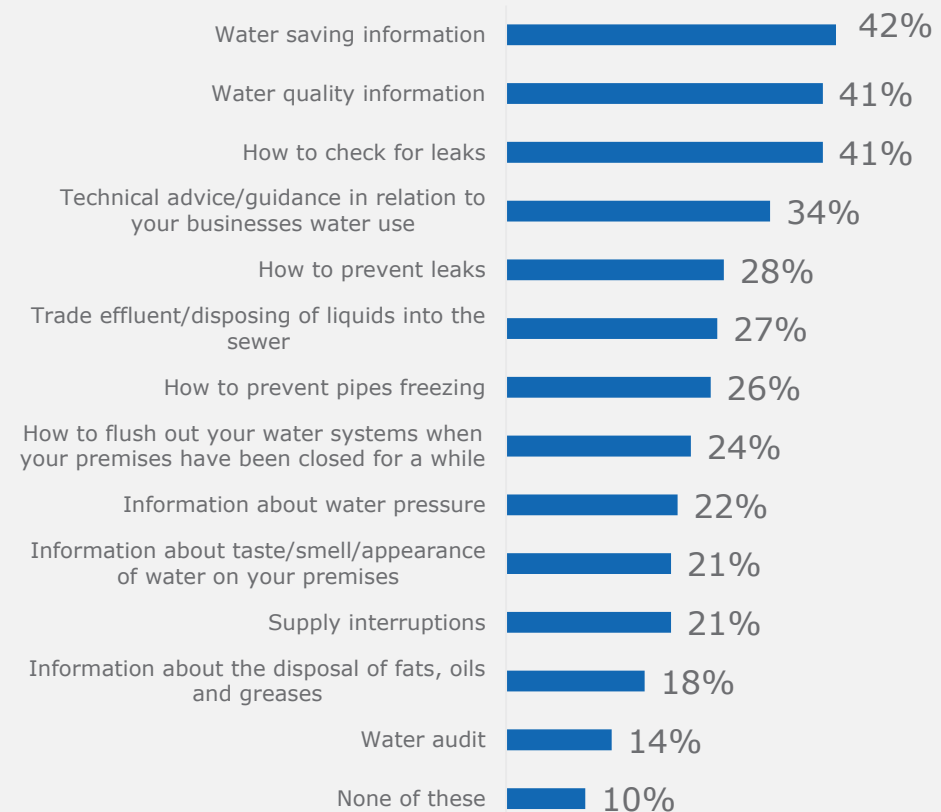


# Information needs by water usage

## The manufacturing process essential to the running of the organisation (81)



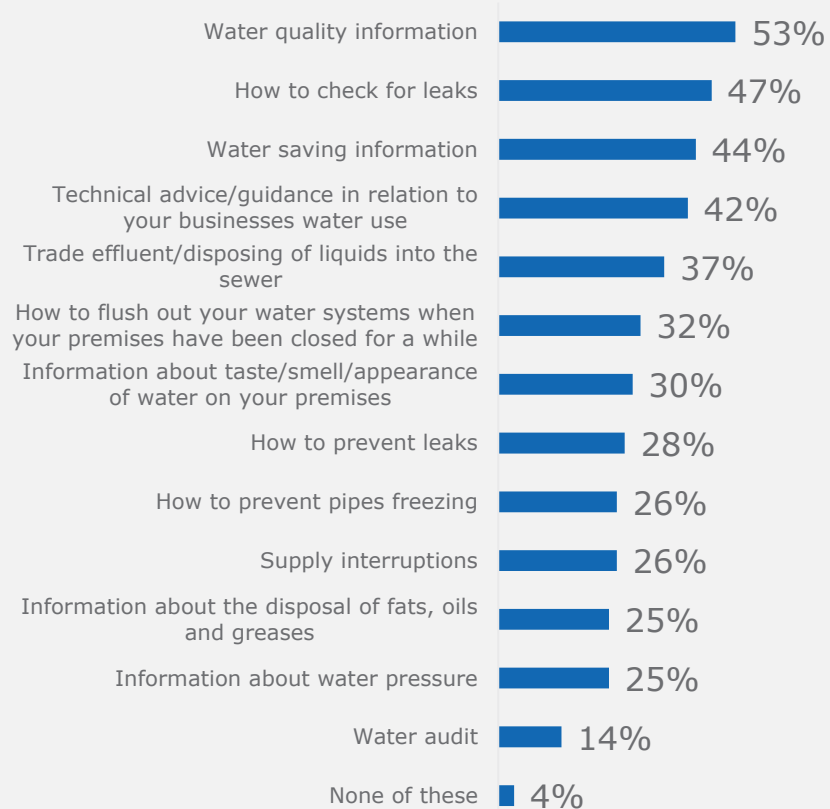
## The supply of services the organisation provides (118)



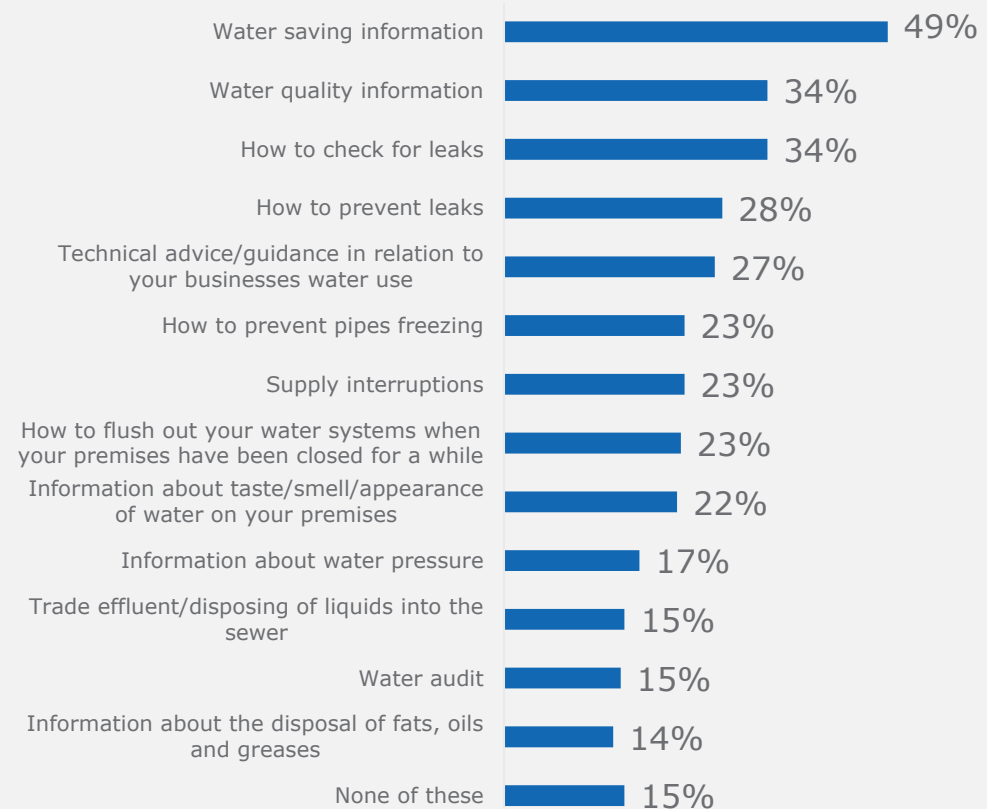


# Information needs by water usage

## An ingredient or part of the product or service the organisation provide (57)



## Normal domestic use for your organisation's customers and employees (207)








# The expectation continues to be for United Utilities to provide this information

Water saving information is one of the few areas where there is also a level of expectation from the retailer

		Retailer	Don't know
Water saving information	57%	40%	13%
How to check for leaks	63%	31%	14%
Water quality information	67%	30%	13%
Technical advice/guidance in relation to your businesses water use	59%	37%	13%
How to prevent leaks	60%	35%	16%
How to flush out your water systems when your premises have been closed for a while	61%	35%	16%
Supply interruptions	60%	32%	17%
How to prevent pipes freezing	62%	33%	16%
Information about taste/smell/appearance of water on your premises	63%	33%	15%
Information about water pressure	66%	28%	15%
Trade effluent/disposing of liquids into the sewer	62%	29%	17%
Information about the disposal of fats, oils and greases	59%	32%	18%
Water audit	54%	36%	22%

Base: Q09. Looking at this list again, please select whether you'd expected <~retailer%> or United Utilities to provide this information (301)



# Businesses expect support and advice via the UU website and direct emails



	United Utilities website	Email from United Utilities	Text from United Utilities	Leaflet in the post	Leaflet with my bill	Letter from United Utilities	LinkedIn	Twitter	Info from 3 <sup>rd</sup> party	Telephone	On-site support
How to check for leaks (109)	54%	46%	17%	19%	28%	16%	7%	6%	4%	7%	5%
Advice on closing your premises (98)	44%	49%	12%	17%	23%	19%	3%	2%	1%	11%	8%
Water quality information (133)	44%	44%	12%	20%	22%	18%	5%	6%	5%	8%	8%
Trade effluent/disposing of liquids into the sewer (73)	40%	32%	21%	16%	25%	12%	7%	4%	10%	8%	7%
Water saving information (148)	48%	44%	14%	22%	25%	17%	5%	5%	1%	7%	7%
How to flush out your water systems when your premises have been closed for a while (118)	47%	41%	14%	20%	26%	17%	4%	8%	3%	10%	7%

**Base:** Q10 This is the type of support and advice you could expect to receive from United Utilities. What is your preferred method for receiving each piece of information listed below – All selecting each answer at Q7a

# Businesses expect support and advice via the UU website and direct emails

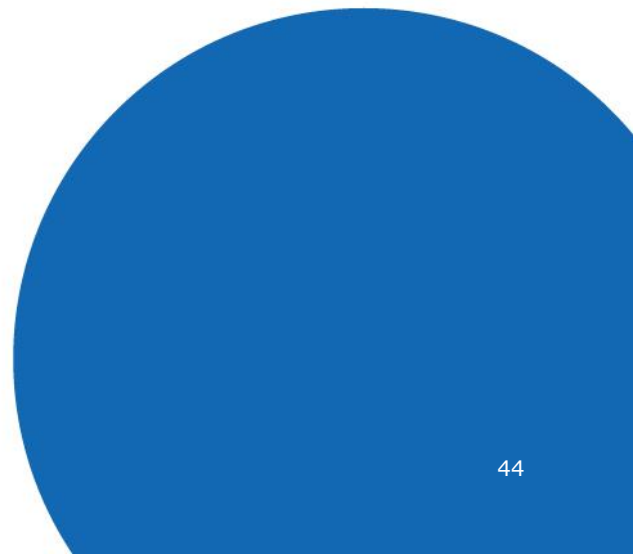
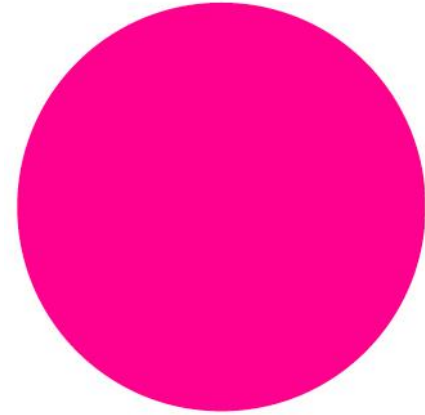
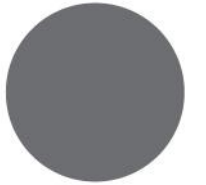


	United Utilities website	Email from United Utilities	Text from United Utilities	Leaflet in the post	Leaflet with my bill	Letter from United Utilities	LinkedIn	Twitter	Info from 3 <sup>rd</sup> party	Telephone	On-site support
Technical advice/guidance in relation to your businesses water use (78)	46%	55%	10%	18%	23%	17%	8%	6%	3%	9%	13%
How to prevent leaks (67)	52%	37%	13%	25%	27%	21%	7%	6%	6%	10%	3%
Supply interruptions (51)	43%	53%	20%	22%	16%	22%	8%	6%	10%	14%	4%
How to prevent pipes freezing (55)	47%	40%	13%	29%	33%	27%	5%	11%	4%	5%	7%
Information about taste/smell/appearance of water on your premises (51)	57%	51%	24%	41%	31%	16%	4%	10%	10%	16%	8%
Information about water pressure (48)	58%	48%	13%	17%	19%	15%	4%	4%	6%	6%	8%
Information about the disposal of fats, oils and greases (39)	62%	44%	13%	21%	18%	13%	8%	5%	5%	23%	10%
Water audit (33)	48%	39%	6%	9%	24%	21%	0%	0%	0%	9%	12%

**Base:** Q10 This is the type of support and advice you could expect to receive from United Utilities. What is your preferred method for receiving each piece of information listed below – All selecting each answer at Q8b

---

# Conclusions



---



# Conclusions

**Overall, a robust survey of businesses in the North West has measured the impact Covid-19 has had on them. It has uncovered what support and guidance they have received over this time, how this has been received on the whole and perhaps most crucially, what guidance they will need moving forward as things slowly return to 'normal' and who they expect to provide this.**

## Awareness of open market

- 45% of businesses are aware of the open market, this is down from 52% in a survey carried out in late 2019.
- Whilst awareness does vary across industry (ranging from 67% - Transport to 33% - Education), with 3 years passed since deregulation, it seems that awareness levels are stagnating.
- Low awareness may also be down to the operational roles some of the survey respondents had rather than financial.
- 57% stated their retailer is United Utilities, showing that even customers who say they are aware of the open market still believe they are billed by UU.

## Impact of Covid-19

- It's perhaps unsurprising that almost all businesses surveyed have been negatively affected by the Covid-19 pandemic (91%), with over 50% still fully or partially closed.
- 69% are confident they have the financial resources to pull through post-pandemic, however, for small businesses this falls to 55%.
- Education, Manufacturing and Engineering are amongst the most confident industries (89% and 88% NET confident respectively), however it's the Construction and Tourism and Catering industries which are most concerned (50% and 47% NET confident respectively).

---

# Conclusions

## Support, advice and information during Covid-19 pandemic

- 62% felt well supported during the pandemic in relation to their water and sewerage services. Micro businesses felt the least supported (57%).
  - The feeling of support is linked to the way the information is accessed - those who are sent information are significantly more likely to feel supported than those who had to seek the information out themselves (79% c.f. 55%).
  - It's evident that there is a range of information needs during the pandemic, most notably water saving and quality information, advice on closing premises and how to flush the system when reopening.
  - UU is most cited when receiving our seeking out information, however there is clearly some confusion going on regarding who they have contacted or been contacted by
- Many customers still claim to receive billing information by UU, this will in fact be from the retailer. Tackling this misconception is key going forward to ensuring customers know who to contact regarding what – expectations are currently for UU to provide all aspects on information, from leaks to billing.
  - Despite this, information sought and received over the pandemic has been described as useful even if the source has been misattributed.

# Conclusions

## Information needs beyond Covid-19

- As we move beyond the peak of the pandemic and more businesses are reopening, it is clear that businesses across all industries will need some level of support and guidance.
- Water saving and how to cut costs are amongst the most commonly cited areas to provide guidance on given that many companies have taken a financial hit over recent months, and generally this is important across businesses of all types and sizes.
- There are however some who are more likely to need other advice – for example construction, manufacturing and engineering businesses are more likely to want more technical guidance including the disposal of liquids and how to prevent pipes from freezing.
- There continues to be the expectation that UU should provide all types of information
- The majority would want to consume all types of information via the UU website, or direct email.

**Moving forward, it is clear that information needs will be more bespoke as a result of the impact the pandemic has had on business of all type.**

**Who delivers this information and the expectations of the customer presents itself with more of a challenge given the level of confusion around who currently supplies the water and sewerage services, what their role is and where UU fits in.**

**Clearly there is a high level of expectation placed on UU in terms of these needs, but there is a shared responsibility between UU and the retailer to ensure the right information is reaching the right business.**

**Further messaging around who to contact in relation to specific queries will be key moving forward to the effectiveness of how such information is received.**

**Identifying the right person within the larger businesses is also key. The person who deals with billing and the retailer is unlikely to be the person dealing with UU.**

# For more information



**Head office:** 3 Pavilion Lane, Strines,  
Stockport, Cheshire, SK6 7GH

**Leeds office:** 2 St. David's Court,  
David Street, Leeds, LS11 5QA

**+44 (0)1663 767 857**  
**djsresearch.co.uk**



## Follow us on LinkedIn...

For free market research findings and our latest news and developments: [linkedin.com/company/djs-research-ltd](https://www.linkedin.com/company/djs-research-ltd)

For regularly updated market research findings from your sector, please have a look at our complimentary insights: [djsresearch.co.uk/blog/articles](https://djsresearch.co.uk/blog/articles)