

# 2023 Customer Satisfaction Survey

Urban



1800 808 830 [www.lmw.vic.gov.au](http://www.lmw.vic.gov.au)



LOWER MURRAY  
WATER



## Research methodology

### Quantitative Online survey

The survey was designed and administered by JWS Research:

- A link to the online survey was emailed to customers on Monday, 13<sup>th</sup> November, 2023. Distribution of the survey to urban customers was undertaken by Lower Murray Water.
- A reminder email was sent to customers by LMW. The survey remained open until Thursday, 30<sup>th</sup> November, 2023.

A total of 783 urban customers completed the survey.

The maximum margin of error on the total sample of n=783 is +/-3.5% at the 95% confidence level.

Differences of +/-1% for net scores are due to rounding.

The data has not been weighted.

2022:  
89

When shown throughout the report, figures in the water drop represent the equivalent rating obtained in previous years.



## Snapshot of key findings

More than half of LMW urban customers are ‘extremely’ or ‘very’ satisfied with these aspects of water services:



**56%** are ‘extremely’ or ‘very satisfied’ with the **reliability** of their water supply



**51%** are ‘extremely’ or ‘very satisfied’ with the **colour** of their water

Customers report very high levels of satisfaction with the **ease of contacting LMW** (91% satisfied).

Telephone is the most frequently used method of contact



Among those who had contact with LMW in the last 12 months:



**88%** are satisfied with LMW’s **customer service**

The topics that attract most interest for increased communication include:



‘**Tips and tricks to save water at home**’ – 27% would like to hear ‘more’



‘**How to report a non-urgent water leak**’ – 24% of customers would like to hear ‘more’



‘**Major infrastructure projects that LMW is working on**’ – 22% would like to hear ‘more’.



**71%** say it is ‘extremely’ or ‘very’ important that LMW offers online bill payment

Nine in ten customers (90%) are satisfied with **LMW’s performance overall**.

On balance, urban customers are a little less likely to be LMW ‘**promoters**’ than ‘**detractors**’



LMW’s Net Promoter Score (NPS) sits at **-5** (promoters minus detractors).

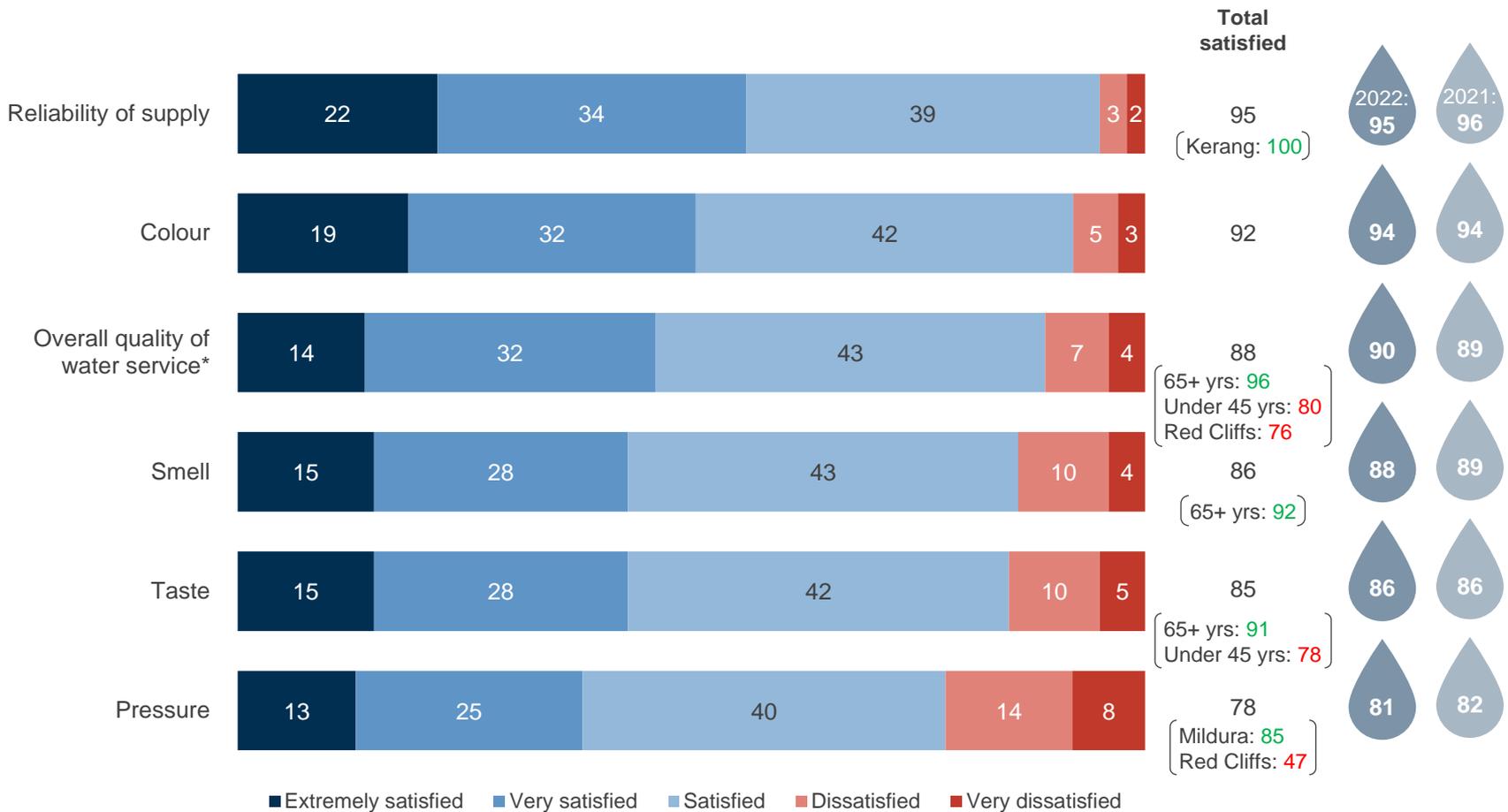


## **Detailed findings**

# Most urban customers continue to be satisfied with aspects of their water supply from LMW



Satisfaction with aspects of water service (%)

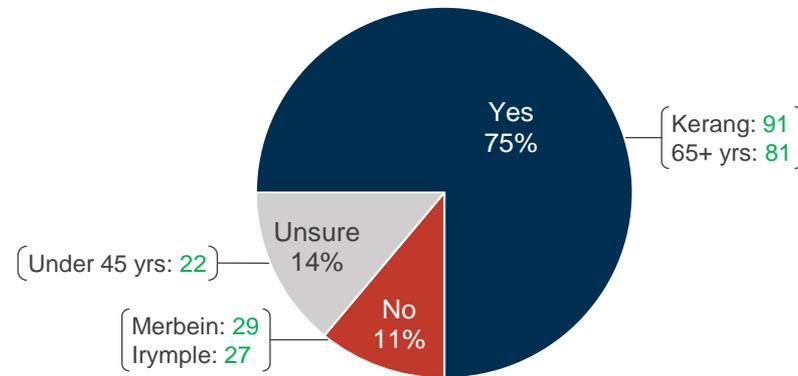


\* Previously 'overall quality of your water'.  
 Significantly higher / lower than the total at the 95% confidence interval.  
 Q1. Thinking about your water supply from Lower Murray Water, how satisfied are you with:  
 Base: All respondents (n=783).

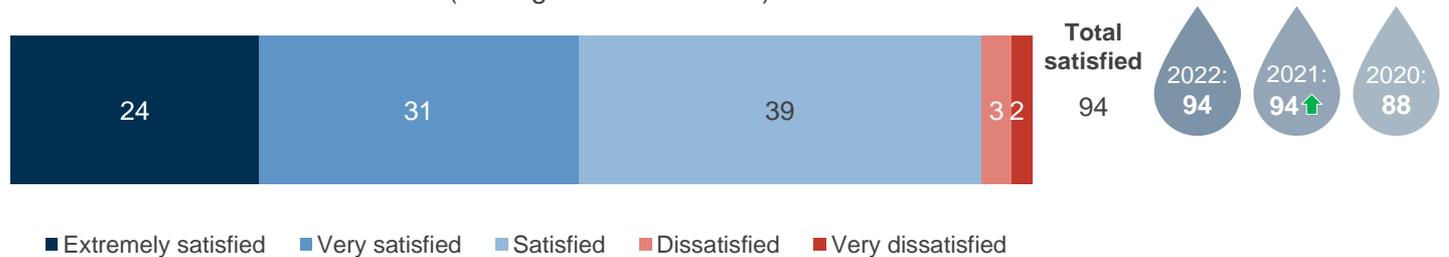
# Majority of urban customers are connected to LMW’s sewerage system and are satisfied with the service



## Connected to LMW sewerage system



## Satisfaction with aspects of sewerage service (%) (Among those connected)



Significantly higher ↑ than the previous wave at 95% confidence interval.

Significantly higher than the total at the 95% confidence interval.

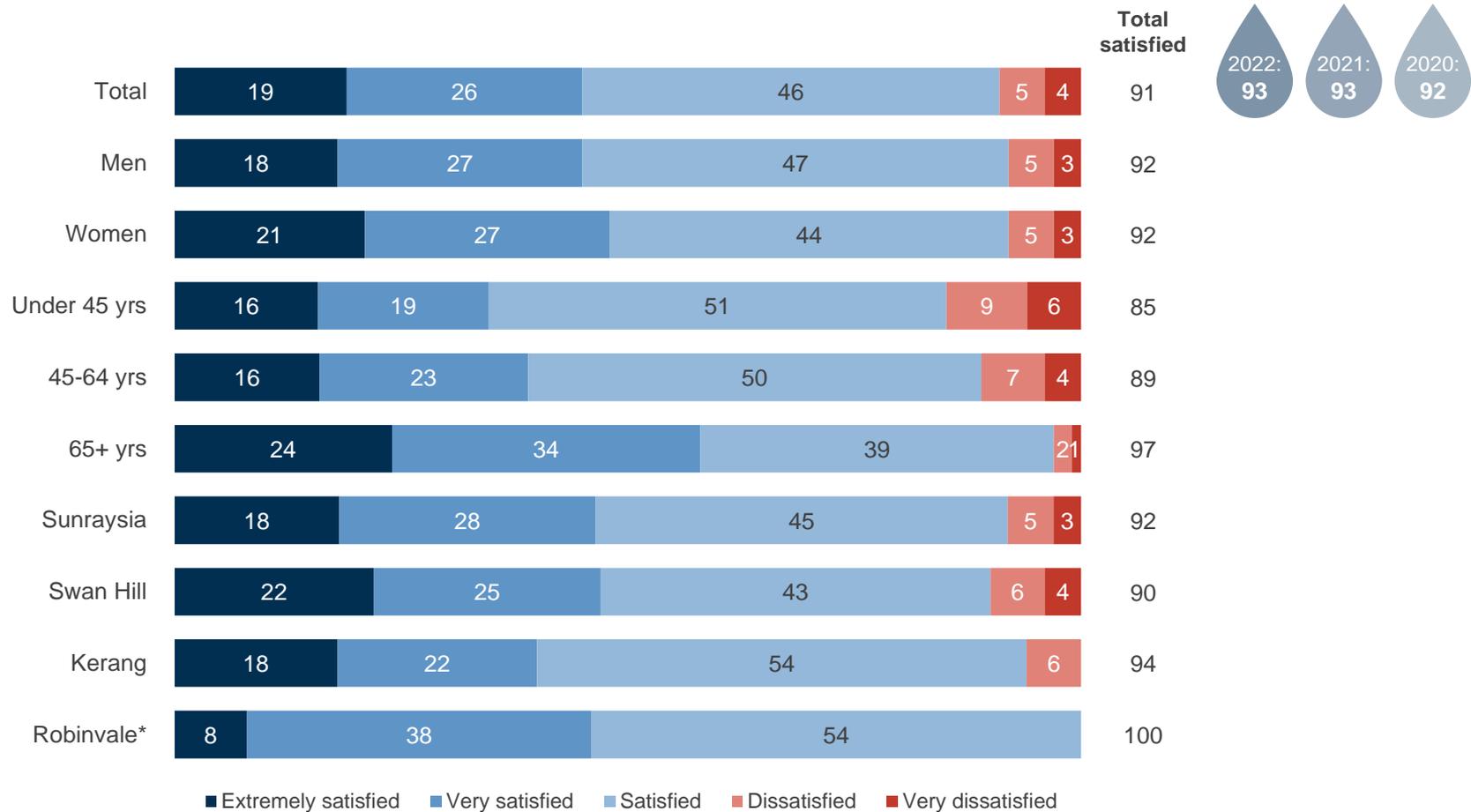
Q2. Are you connected to Lower Murray Water’s sewerage system? / Q2a. How satisfied are you with your sewerage service?

Base: All respondents (n=783); those connected to sewerage service (n=590).

# Customers are satisfied with the ease of contacting LMW and have remained so over time



Satisfaction with ease of contacting LMW (%)



Q3. Thinking about customer service, how satisfied are you with the ease of contacting Lower Murray Water?

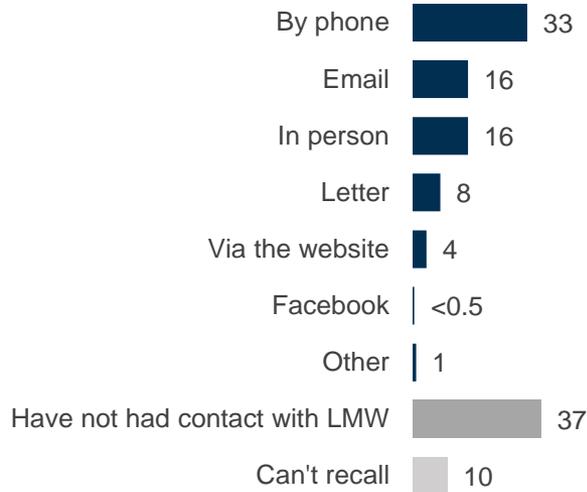
Base: All respondents (n=783)

\*Caution: Small sample size (<50).

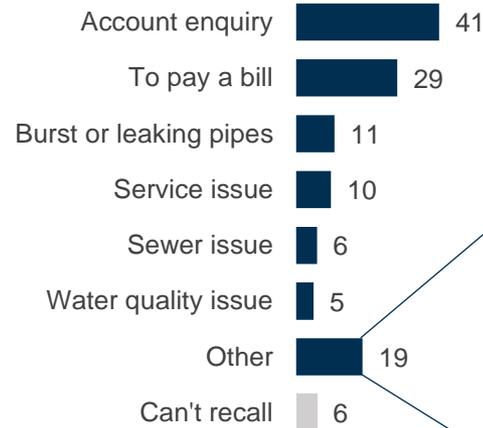
# Customers contact LMW most often by phone, majority who had contact were satisfied with LMW’s responsiveness



**Methods of contact with LMW in the last 12 months (%)**  
(Multiple response)



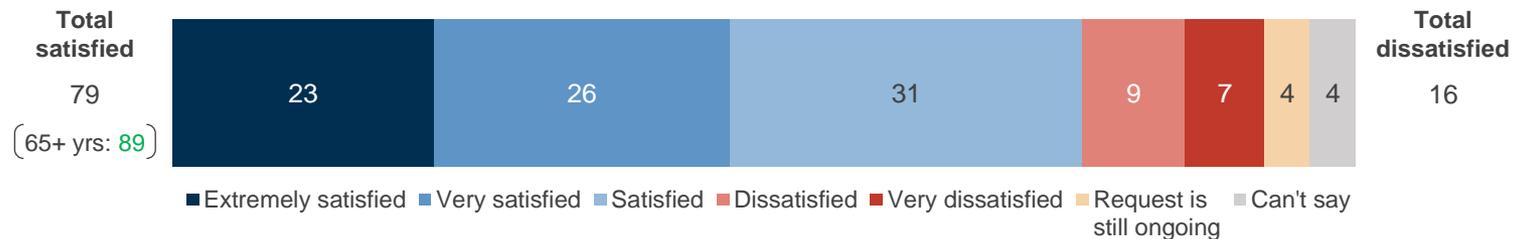
**Reason for contact (%)**  
(Multiple response – among those who had contact)



Other reasons mentioned include:

- Advised by plumber
- Water meter replacement
- Water meter reading
- Consumer panel

**Satisfaction with LMW’s responsiveness to resolve your request (%)**  
(Among those who had contact)

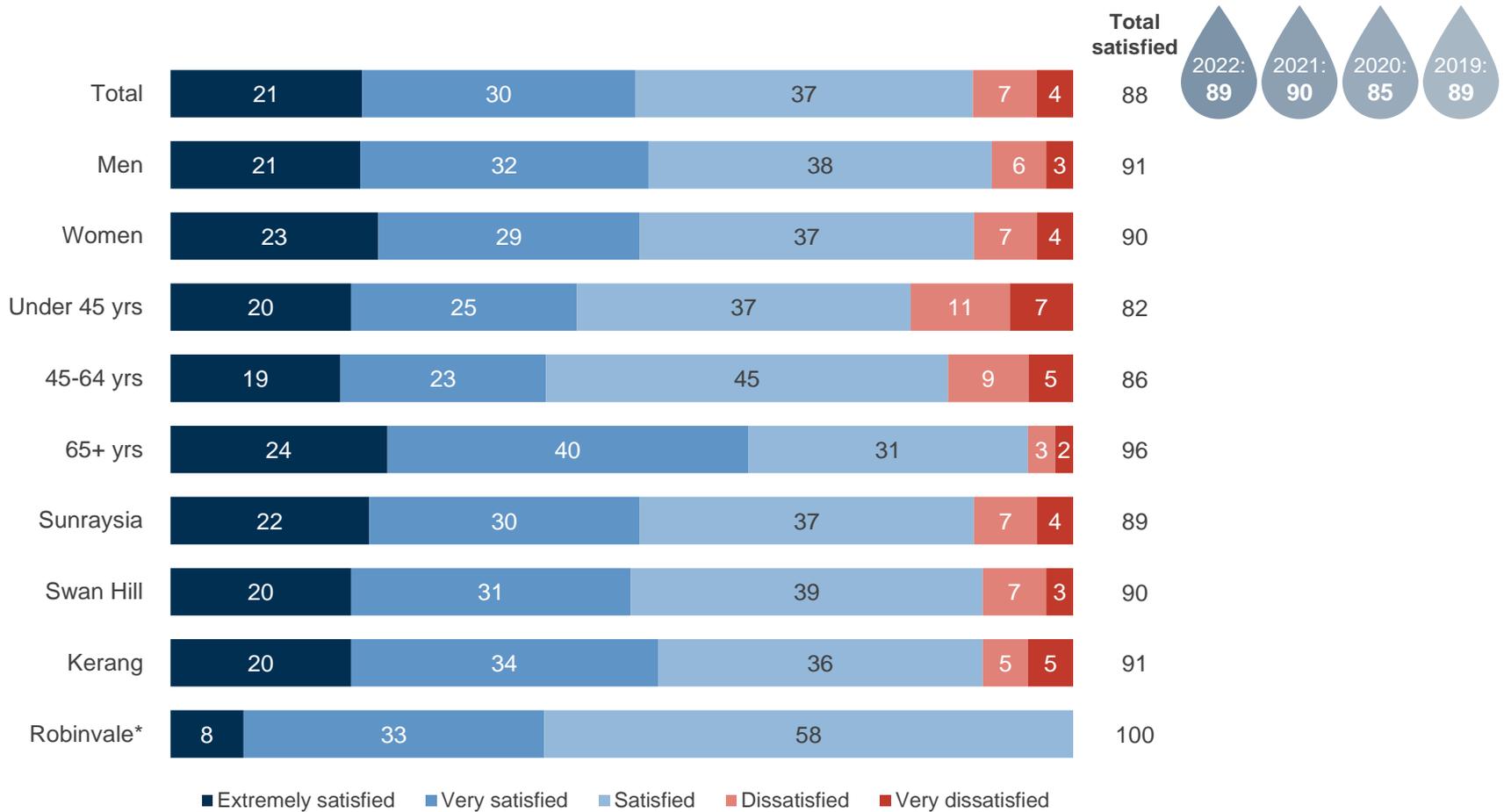


Q3a. Over the last 12 months, have you had contact with Lower Murray Water in any of the following ways? / Q3b. For what reasons did you have contact with Lower Murray Water? / Q3bi. How satisfied were you with Lower Murray Water’s responsiveness to resolve your request?  
Base: All respondents (n=783); those who had contact with LMW in last 12 months (n=419).

# Urban customers remain satisfied with LMW’s customer service in 2023



**Overall satisfaction with LMW’s customer service (%)**  
(Among those who had contact in the last 12 months)

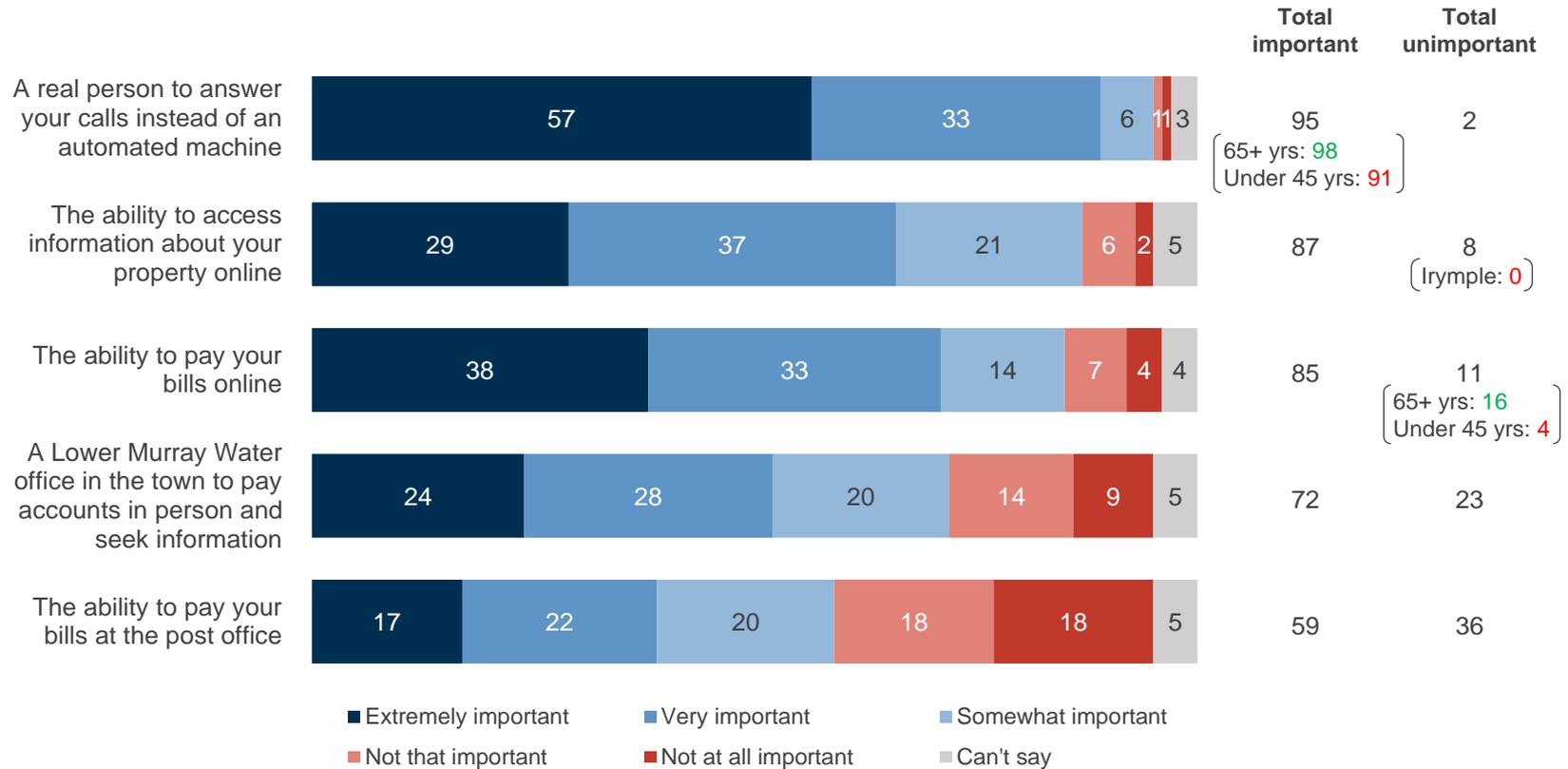


Q3c. Overall, how satisfied are you with Lower Murray Water's customer service?  
 Base: Respondents who had contact with LMW in last 12 months (n=622)  
 \*Caution: Small sample size (<50).

# Urban customers want a real person answering their calls, and to be able to pay bills or access information online



Importance of services (%)

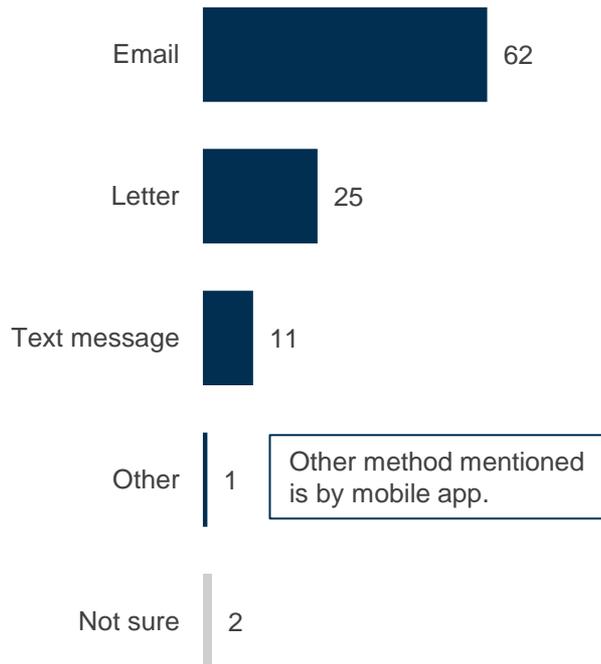


Significantly higher / lower than the total at the 95% confidence interval.  
 Q22. How important is it to you that Lower Murray Water provides the following services?  
 Base: All respondents (n=783).

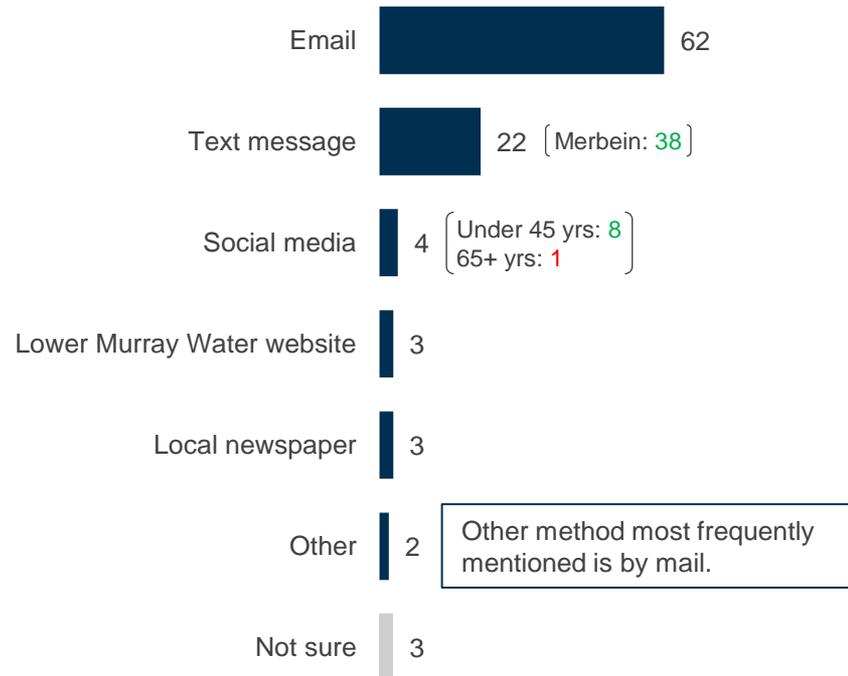
# Most urban customers prefer to receive account or general information via email from LMW



Preferred method of contact for information about your account (%)



Preferred method of contact for general information (%)



Significantly higher / lower than the total at the 95% confidence interval.

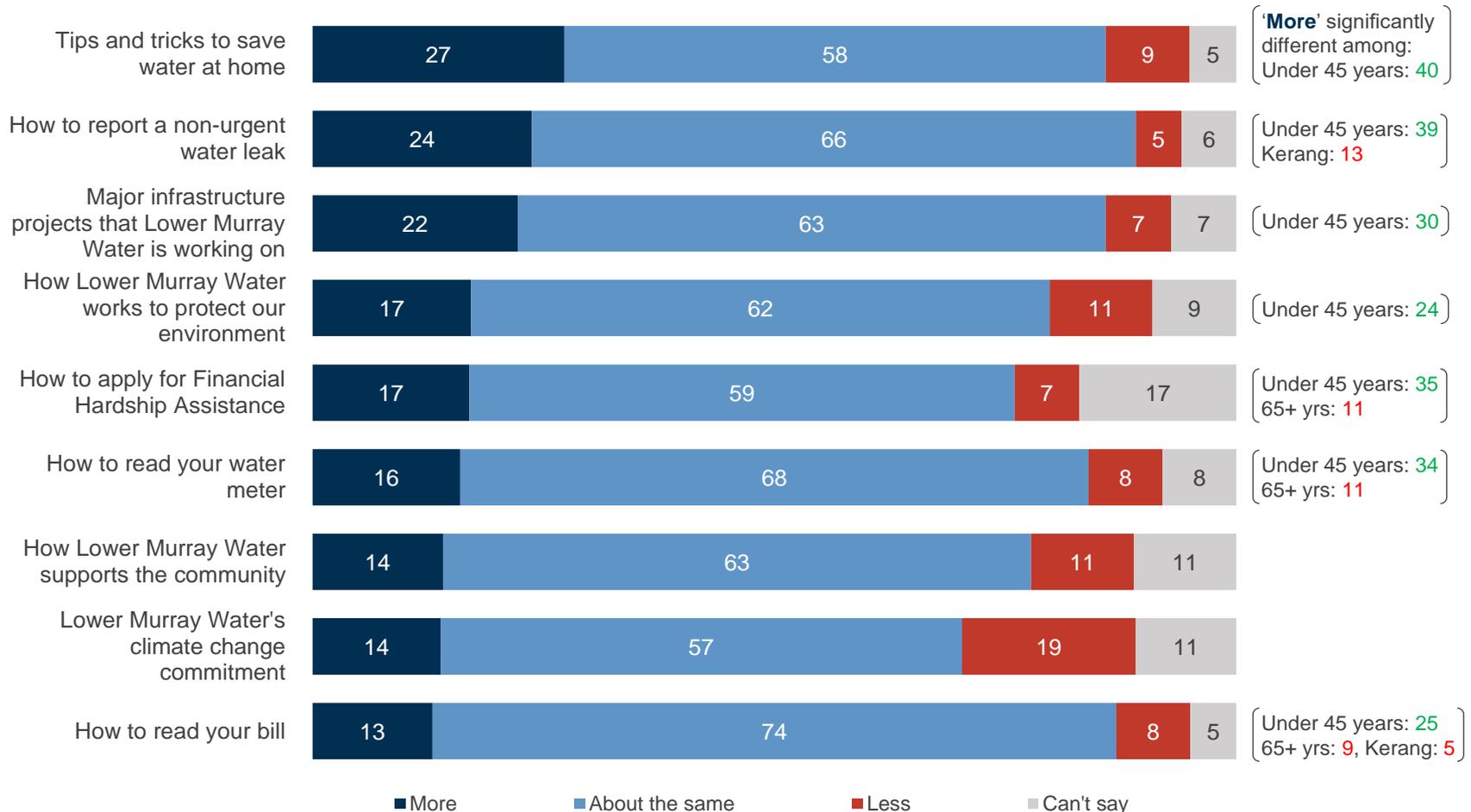
Q4. Which is your preferred way for Lower Murray Water to provide you with information about your account, including about your bills and any planned interruptions to service? / Q5. Which is your preferred way for Lower Murray Water to provide you with general information, including about public works, major projects, environmental initiatives, etc.?

Base: All respondents (n=783).

# There is interest in hearing more from LMW on a range of themes, particularly among customers aged under 45 years



Interest in hearing more, less or about the same from LMW (%)

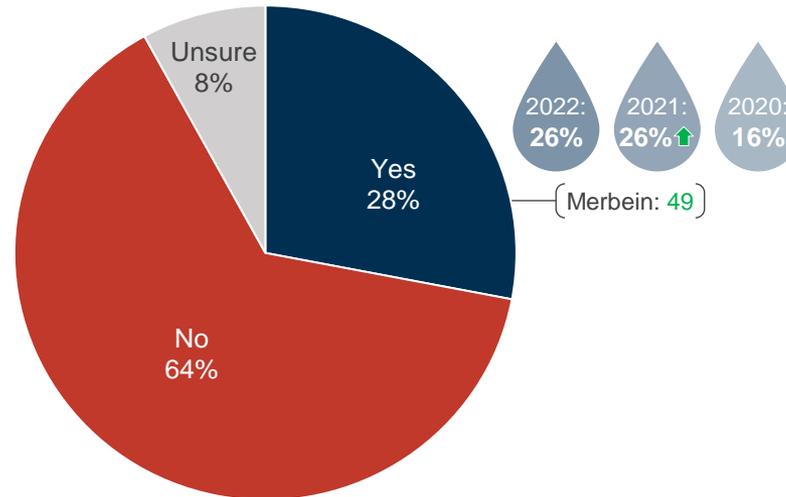


Significantly higher / lower than the total at the 95% confidence interval.  
 Q6. And would you like to hear more, less or about the same from Lower Murray Water in relation to...  
 Base: All respondents (n=783).

# Over time, the proportion of customers visiting LMW’s website is gradually increasing



Visited LMW website in last 12 months

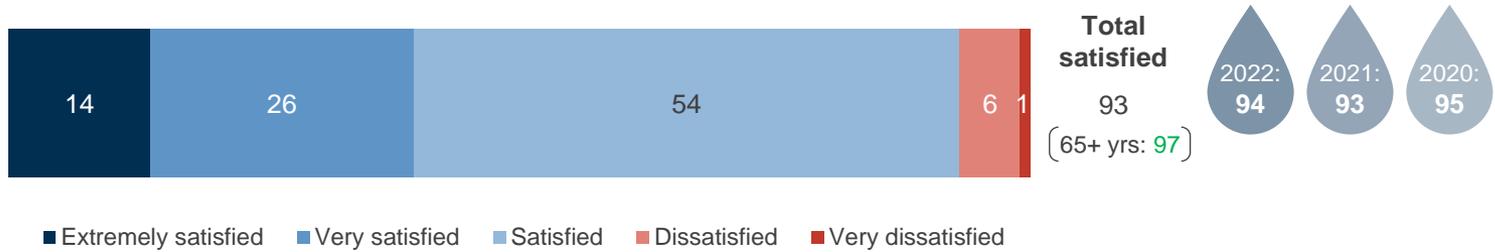


Significantly higher ↑ than the previous wave at 95% confidence interval.  
 Significantly higher than the total at the 95% confidence interval.  
 Q7. Have you visited the Lower Murray Water website in the last 12 months?  
 Base: All respondents (n=783).

# Urban customers continue to be satisfied with their ability to understand their bill

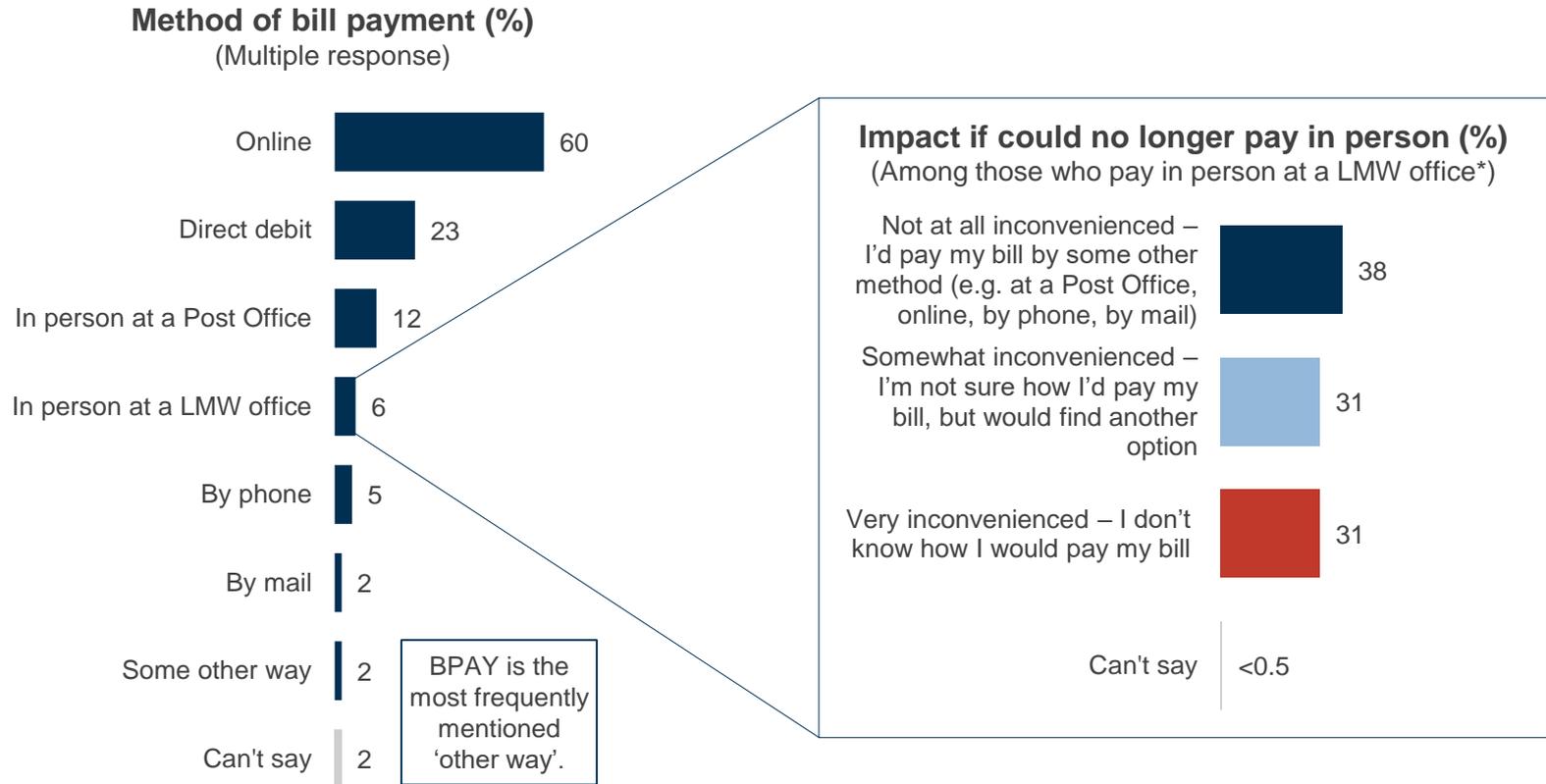


Satisfaction with ability to understand bill (%)



Significantly *higher* than the total at the 95% confidence interval  
 Q8. How satisfied are you with your ability to understand your bill?  
 Base: All respondents (n=783).

# LMW bills are most frequently paid using online channels, only a small group pay in person at a LMW office

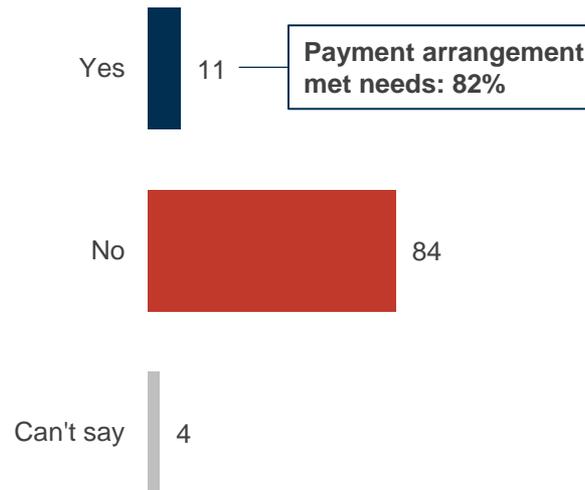


Q23. In which of the following ways do you typically pay your Lower Murray Water bill? Please select the methods you use regularly or most of the time. / Q24. To what extent would you be inconvenienced if you could no longer pay your water bill in person at a Lower Murray Water office?  
 Base: All respondents (n=783); those that pay in person at a Lower Murray Water office (n=48)  
 \*Caution: Small sample size (<50).

# A payment arrangement that met the customer's needs was agreed for most who sought one



## Contacted LMW regarding payment arrangement in last 12 months (%)



Q9. In the last 12 months, have you contacted Lower Murray Water about a payment arrangement for your bill? / Q10. Was a payment arrangement agreed that met your needs?

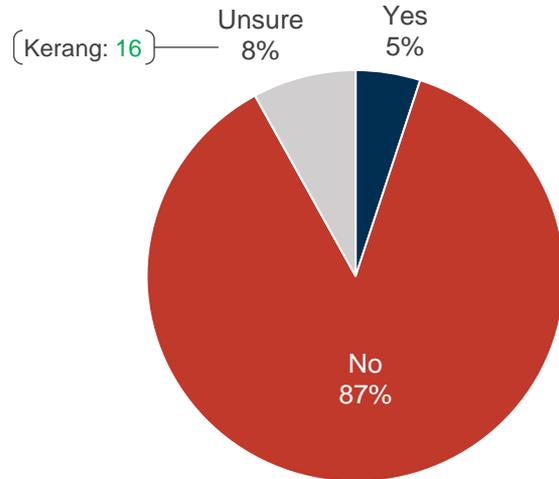
Base: All respondents (n=783); those who contacted LMW regarding payment arrangement in last 12 months (n=89)

\*Caution: Small sample size (n<50).

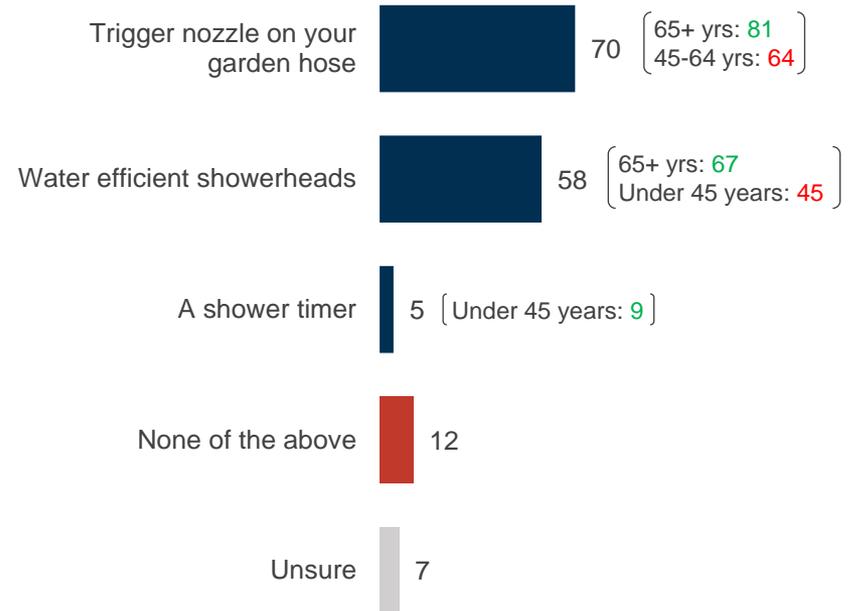
# The majority of households have a trigger nozzle on their garden hose and water efficient showerheads



Participated in LMW water conservation programs



Water saving measures in home (%)  
(Multiple response)



Significantly higher / lower than the total at the 95% confidence interval.

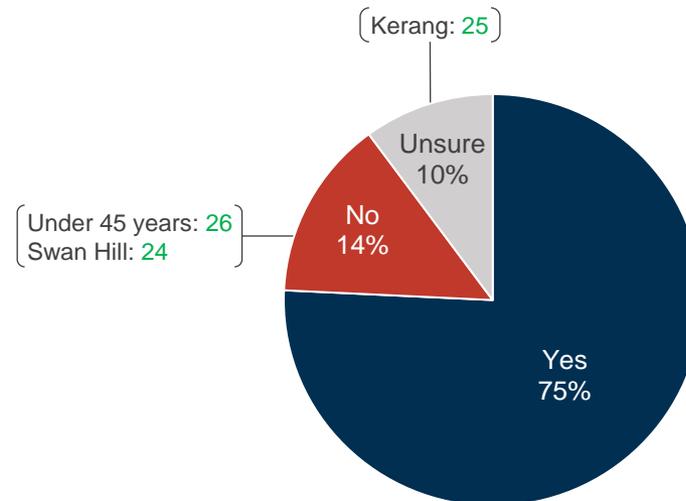
Q18. Have you participated in any of Lower Murray Water's water conservation programs such as National Water Week, FlushFacts and Trigger Nozzle Exchange programs?

Q18a. Which of the following do you have in your home? Please select all that apply.  
Base: All respondents (n=783).

# Three in four urban customers claim to understand the water saving rules



## Understand Permanent Water Saving Rules for water use



Significantly **higher** than the total at the 95% confidence interval.

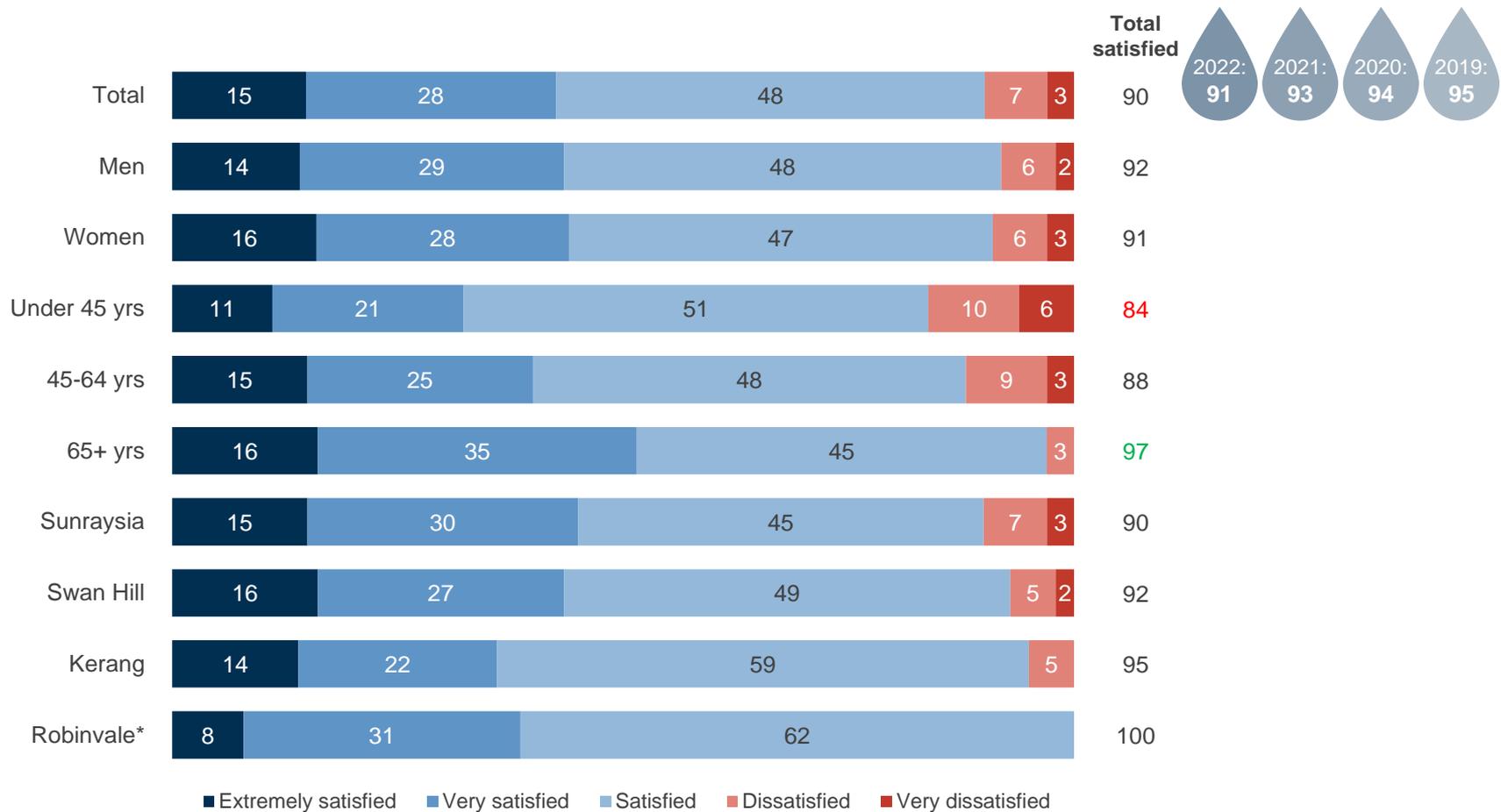
Q19. Do you understand the Permanent Water Savings Rules for water use? (Applicable to residential / business – garden watering 6:00pm to 10:00am on any day).

Base: All respondents (n=783).

# Nine in ten urban customers are satisfied with LMW's performance overall



Overall satisfaction with LMW's performance (%)

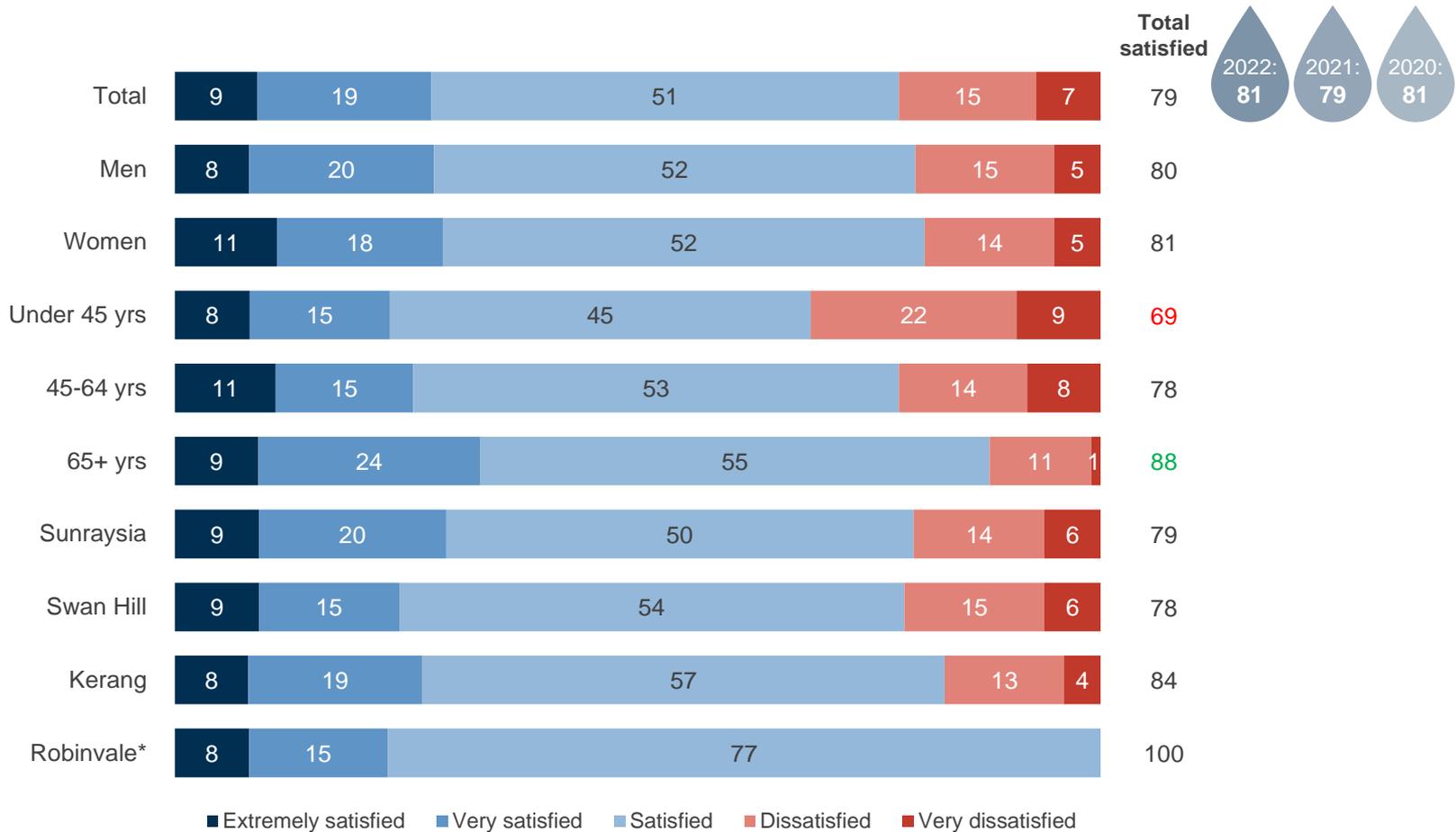


Significantly higher / lower than the total at the 95% confidence interval.  
 Q14. Overall, how satisfied are you with Lower Murray Water's performance?  
 Base: All respondents (n=783)  
 \*Caution: Small sample size (<50).

# Eight in ten urban customers are satisfied that LMW services provide value for money



Satisfaction with value for money of water service (%)

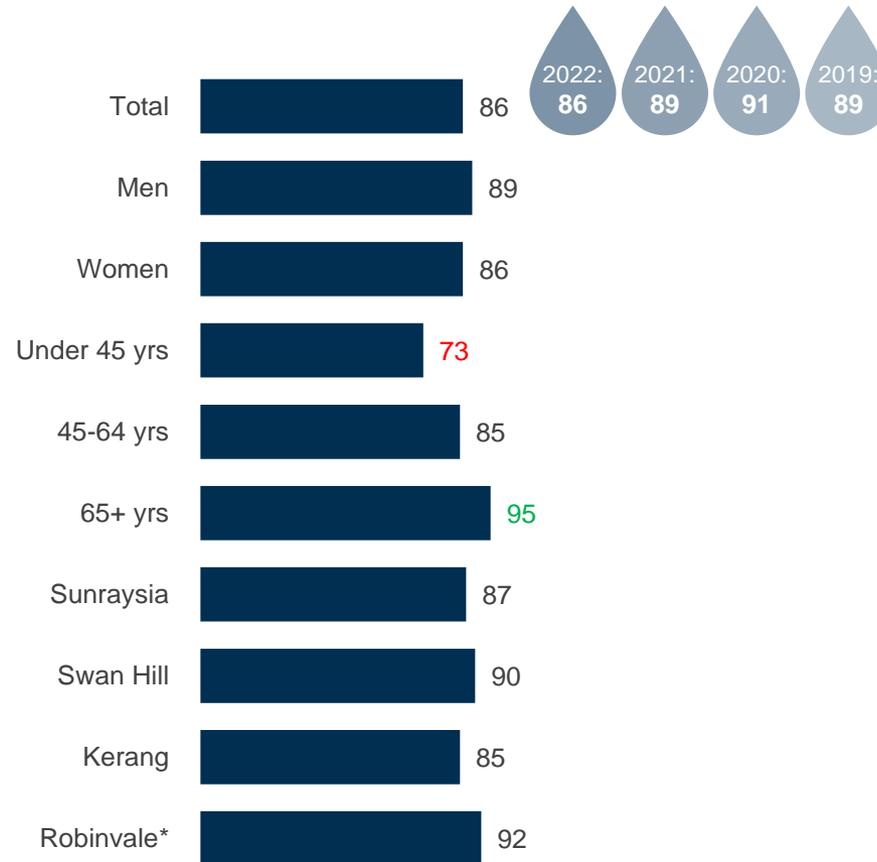


Significantly higher / lower than the total at the 95% confidence interval.  
 Q14a. Overall, how satisfied are you that Lower Murray Water services provide value for money?  
 Base: All respondents (n=783)  
 \*Caution: Small sample size (<50).

# Almost nine in ten urban customers feel that LMW meets expectations as their water service provider



LMW meets expectations as water service provider  
(% 'yes')

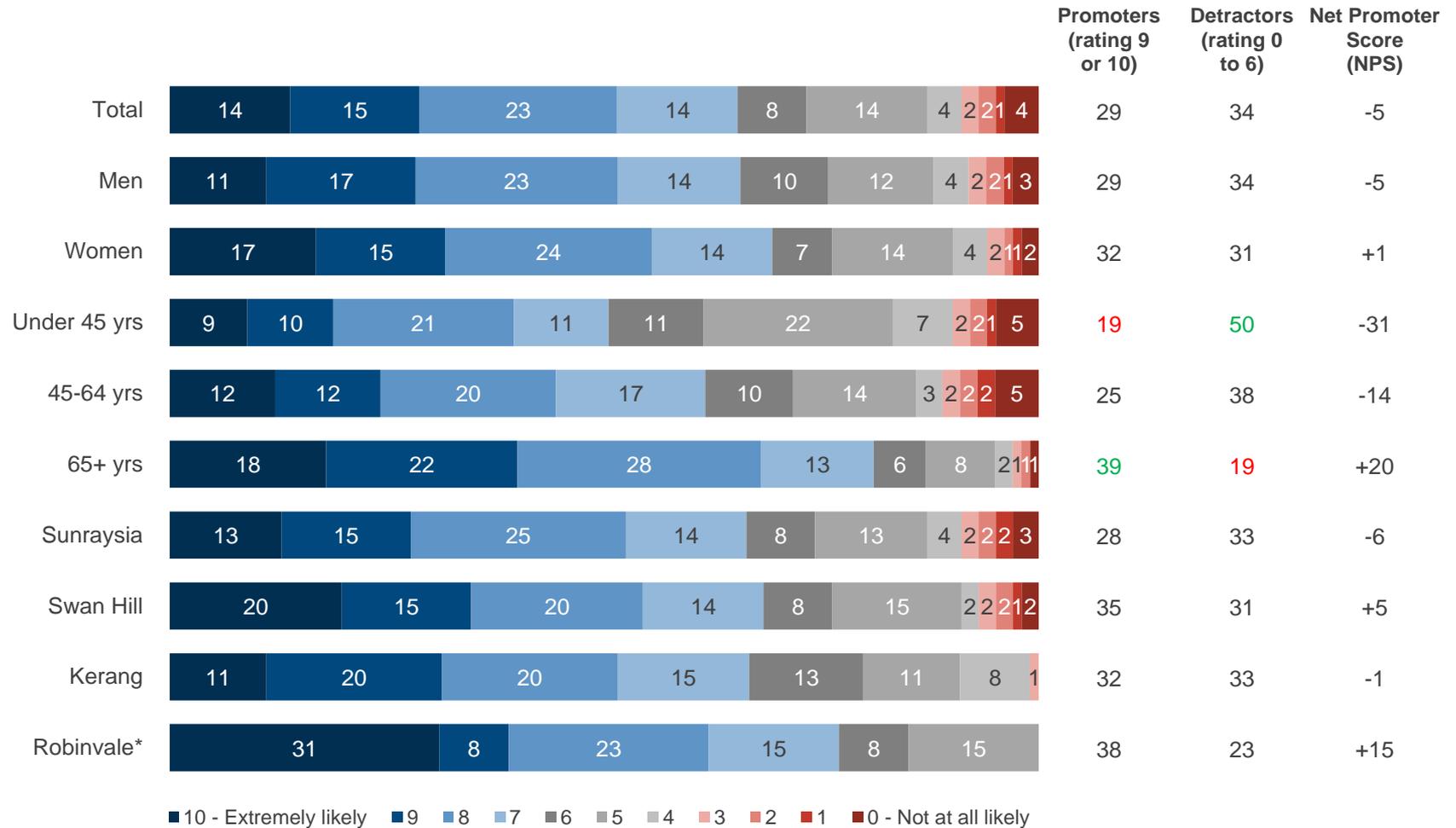


Significantly higher / lower than the total at the 95% confidence interval.  
 Q15. Is Lower Murray Water meeting your expectations as your water service provider?  
 Base: All respondents (n=783)  
 \*Caution: Small sample size (<50).

# Three in ten urban customers are ‘promoters’, highly likely to speak favourably about LMW if asked



Likelihood to speak favourably about LMW (%)

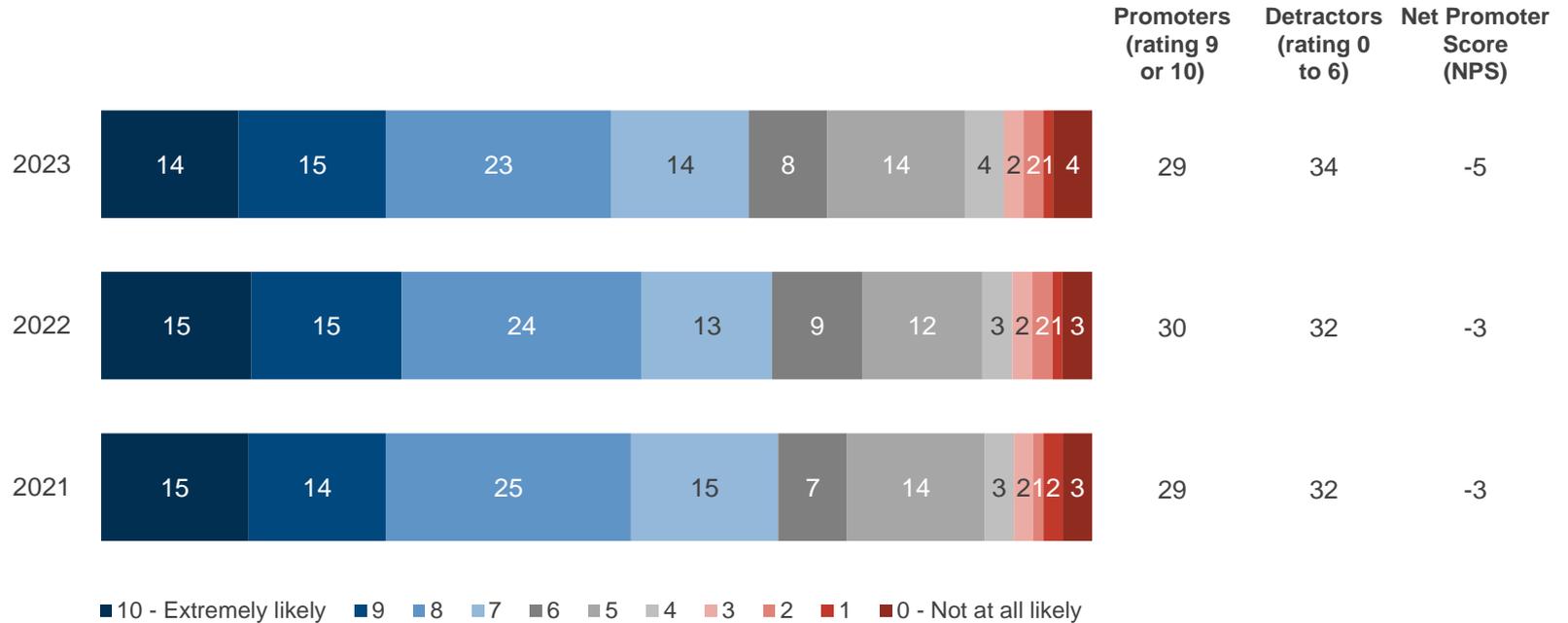


Significantly higher / lower than the total at the 95% confidence interval.  
 Q17. If asked, how likely would you be to speak favourably about Lower Murray Water?  
 Base: All respondents (n=783)  
 \*Caution: Small sample size (<50).

# Likelihood of Urban customers to speak favourably about LMW is relatively unchanged over time



Likelihood to speak favourably about LMW (%)

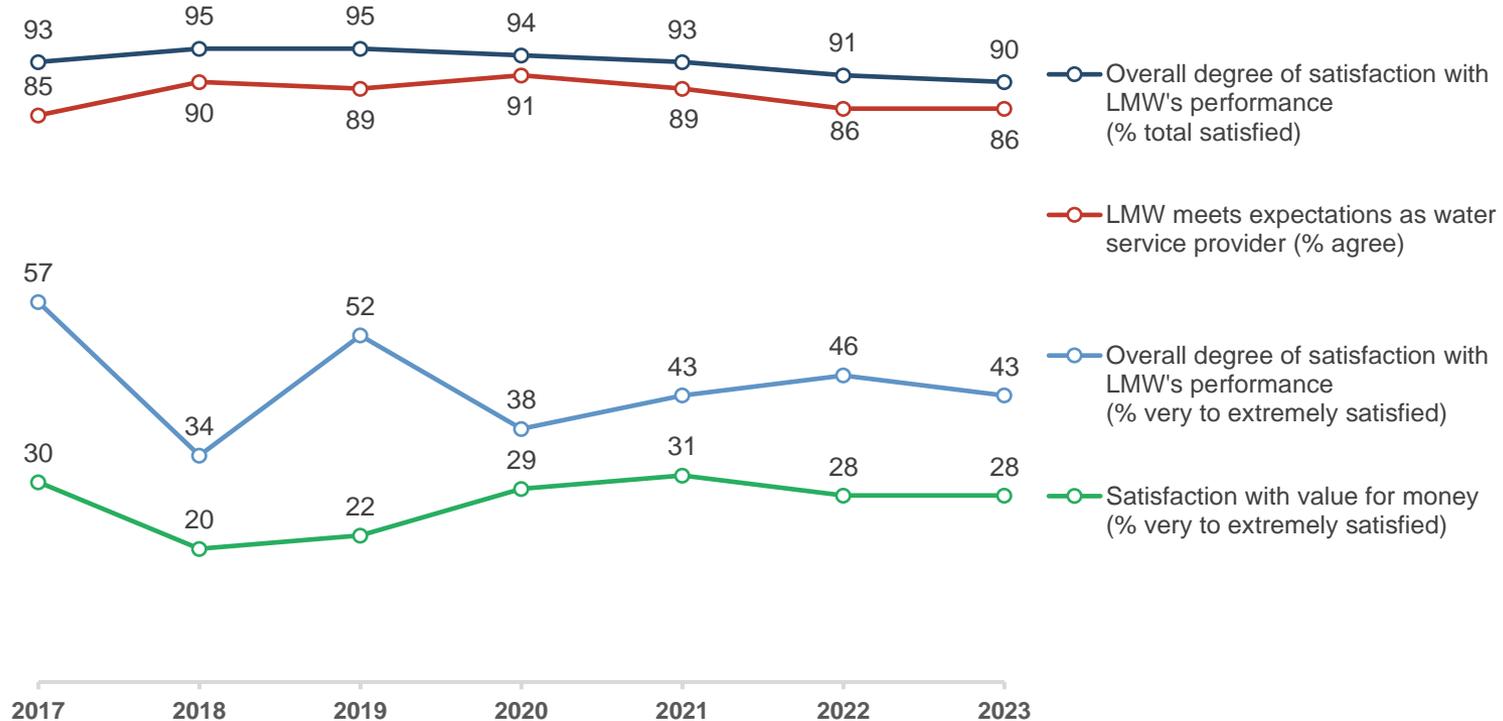


Q17. If asked, how likely would you be to speak favourably about Lower Murray Water?  
Base: All respondents (n=783).

# Comparison of customer satisfaction survey results over time: Key metrics



Urban Customer Satisfaction Survey results 2017-2023 trend



**Note: Methodology varies year on year so results over time should be regarded as indicative only.**

Q14. Overall, how satisfied are you with Lower Murray Water's performance? / Q15. Is Lower Murray Water meeting your expectations as your water service provider? / Q14a. Overall, how satisfied are you that Lower Murray Water services provide value for money?  
 Base: All respondents 2023 (n=783).



## Considerations

### Overall performance strong

LMW continues to perform strongly across a number of key aspects of its service delivery including overall satisfaction (90% satisfied), overall quality of water service (88%), satisfaction with customer service (88%) and meeting expectations (86%). However, there is a slight, long term downward trend that requires attention.

### Deeper dive into account issues may be warranted

Despite a high level of satisfaction with understanding their bill, more than half of customers (53%) have contacted LMW in the past 12 months, with a key reason being their account. A deeper dive into the issues driving this contact around customers' accounts may be warranted. Indeed, 13% of customers want 'more information' on 'how to read their bill', rising to 25% among those under 45 years.

### Larger households should be a key lens of focus

Under 45 year olds consistently have lower than average ratings on a number of key measures while being over-represented in areas such as wanting more information on how to save water and read their bill. Their typical household structure (comprising three or more people) suggests they may be servicing higher water bills and want more control. A focused effort on assisting them to reduce consumption and save money may serve to uplift their scores.

### Greater promotion of water conservation and benefits required

There is a desire for further information on 'tips and tricks to save water at home' as well as 'how Lower Murray Water works to protect our environment' (more so that hearing about LMW's 'climate change commitment'). This points to a desire for learning about tangible actions.

### Further explore the website's role in customer service

More than a quarter of customers have visited the website and this may prove to be an opportunity to enhance the customer experience. Deeper user assessments could be considered to better understand customers' web-based experiences especially as website visitation increases.

**THERE ARE  
OVER  
74,000 LMW  
URBAN  
CUSTOMERS...**

**FIND OUT  
WHAT THEY'RE  
THINKING.**



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*Issued: 31<sup>st</sup> January 2023*



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