

## CASE STUDY

## Understanding and supporting our customers and communities



# Improving **our service** through a constant conversation with our customers

“Our region is diverse and the insight I lead on needs to reflect our communities.

“We developed a series of panels so we can work more closely with different audiences and better understand their perspectives. This has included a panel of households, businesses, future customers, those who are vulnerable due to circumstances and leaders who can represent communities from more diverse cultures.

“Through traditional research it’s always been a challenge to engage when English isn’t a customer’s first language. Often these groups aren’t reachable through our existing communication channels. We spoke with some of these customers, and they told us that community leaders were the best way to understand their needs. We then recruited representatives of the Chinese community, asylum seekers, Asian, Pakistani customers, and other cultures from across the South East.

“Following the research, we present the conclusions and results to these Diverse Culture community leaders every quarter. Through depth interviews we then spend time exploring where

there are similarities and differences to the communities they represent. From this we are then able to better understand their needs and tailor future services to meet these needs.

“A key issue identified is around the low awareness of our Priority Services Register and our Essentials Tariff. Partly because of lower engagement with these groups and partly because of language and literacy barriers. During the drought in 2022, we also saw lower awareness and understanding of the Temporary Usage Bans.

“Following this, we worked with them to help share drought messaging in Hampshire and the Isle of Wight to their respective communities. We have also used this network to share information on our Priority Services Register and financial support in different languages, and we continue to work with leaders to help address these challenges.

“Our Diverse Cultures Panel is helping in improving these everyday challenges and is informing our plans for the future (such as our 2025–30 business plan).”

**Nick Eves, Head of Insight**