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H_2eco Behavioural Research (Phase 10)

10th September 2015

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Executive Summary

Essex & Suffolk Water (ESW) and Mouchel have undertaken a research phase to establish the specific impact of the behaviour change messages supplied to customers during a standard H_2eco style appointment. The approach used is based on the customer engagement style used during the award winning H_2eco study, which is ESW's domestic water efficiency project.

Building on the experiences gained through previous successful phases and utilising an established team, this research has been completed within a pre-set timeframe in the Southend-on-Sea area of Essex delivering 1,495 completed appointments during 2014. These appointments were randomly split into two halves, one half continuing to receive the H_2eco behavioural change information and the other half having all behavioural change information mindfully removed from the process. From these appointments a comprehensive data set has been recorded and through the analysis of this data conclusive evidence supporting the benefits of the behaviour change messages has been established.

All influences and factors during customers appointments have been taken into account and it has been demonstrated that the behaviour change messages which are defined as water savings hints and tips, expression of volumes of water or money saved and certain behavioural materials provided at the end of appointments had a direct effect on the customer's subsequent consumption levels and achieved savings. Of those customers who continued to receive the behaviour change information, those measured saw an increased actual saving of 7 l/prop/day (litres, per property, per day), 38% more than the appointments who did not receive this information.

In addition the research aimed to establish whether door knocking could potentially be used as a means of additional customer recruitment during H_2eco phases. The approach was trialled over a 7 day period where customers who would normally not have been accessible to further recruitment attempts such as reminder calling, were visited by a plumber who tried to engage them in the appointment process. This proved to be an inefficient method of recruitment in terms of time and effort with only 14 customers from the 544 targeted having an actual appointment on the day and another 18 customers subsequently applying and completing an appointment at a later date. It is however noteworthy that these customers would not normally have been able to be re-engaged with the project and therefore there is benefit of using door knocking as an additional, uneconomical means of recruitment if all other efforts have been unsuccessful at reaching project targets.

Outlined within this report all aspects of the research are detailed including key data and conclusions.

1 Introduction

H_2eco is the award winning water efficiency programme that offers free water efficiency appointments within customer's homes in a selected town or area. The visit involves a qualified plumber assessing the property and installing a range of free water saving devices wherever possible. During these appointments plumbers also provide advice and literature to educate on further water savings in the home, encouraging behavioural changes in water use as well as fully explaining the purpose of any device and its mode of savings.

Mouchel have been undertaking water efficiency activity with ESW for eight years and have a wealth of experience delivering and taking responsibility of these programmes from the set-up and initial planning of a project phase to project management, data analysis and project reporting.

Between June and October 2014, Mouchel undertook what was to be the fifth and final phase of the current H_2eco framework (the ninth phase of the overall H_2eco study) in the Billericay area of Essex and completed a total of 3,009 appointments.

As an extension to the framework, the phase 10 research seeks to understand, evaluate and report on the benefits, if any, of the impact of behavioural change messages incorporated into the approach of an H_2eco water saving appointment. ESW are always striving to save water and to maximise the benefits of water saving and the results from this research phase hope to ensure the best methods are applied going forwards. To prove this, two types or appointments were randomly undertaken simultaneously by the plumbers with one mindfully excluding the behaviour change messages from the normal H_2eco style audit. To ensure the true outcomes of this could be measured, customers were unaware of the type of appointment that was being untaken by the plumber.

To ensure consistency of approach across project delivery, phase 10 was intended to be undertaken immediately after phase 9, utilising the existing team of experienced plumbers and contact centre staff. This would help to ensure the changes to the appointment approach would be understood by experienced plumbers and an apparent difference could be recognised by the team of what they are removing from the normal delivery style.

In line with ESW restraints all appointments were to be completed by Christmas 2014 which meant phase 10 was to run from September into December 2014. It was calculated that a total of 1,400 appointments were to be possible within this timeframe to allow for customers to be recruited and booked with sufficient appointment openings available for those with specific preferences.

Alongside the behavioural research, ESW decided to introduce and trial door knocking as a source of recruitment for the phase. This approach was to explore the possibility of

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door knocking being an effective and efficient way to recruit customers and if it's proven to be successful, could potentially be an option for future phases.

It should be noted this phase 10 report is focused solely on explaining the approaches used in addition to or in replacement of those seen during phases 9. These differences were implemented to achieve the following aims and objectives set out by the research and to attain a statistically viable dataset to analyse the research results. For a comprehensive guide of the standard H_2eco programme approach, please read this report in conjunction with and where required reference the 'H_2eco Phase 9 Final Report' produced by Mouchel in March 2015.

1.1 Aims and Objectives

Phase 10 seeks to understand the impact of the behavioural change messages incorporated within H_2eco water saving appointments and to determine if there is evidence for this approach providing genuine benefits compared to an appointment just focusing on installing products. These messages incorporate any water saving facts or hints, volumes of water or money saved through behaviour change or product installation and literature supplied to the customer during their appointment.

Mouchel aim to complete 1,400 appointments with a near 50/50 split of each of the two appointment types:

- an 'H_2eco style' appointment including the behavioural messages
- a 'Product only' appointment where no behavioural messages are provided

With phase 10 predominately being a research phase, one of the key objectives is to ensure the capture of quantitative, accurate data and subsequently providing precise reporting to achieve robust and truthful results. To ensure this is collected, a number of sub objectives were set out:

- Target primarily externally metered customers so that actual consumption changes can be measured
- Ensure a high success rate of appointment and post appointment meter reads
- Maximise the provision and fitting of products regardless of the appointment type
- Ensure customer service, Guaranteed Standards of Service (GSS) and Service Incentive Mechanism (SIM) compliance remains key regardless of the appointment type

- Ensure appointments are undertaken as per the approach and no behaviour change messages are expressed during ‘Product only’ appointments

Another aim of phase 10 was to conduct 500 door knock visits evenly across different demographics of customers who had not responded to the invitation mail. These intended to establish the effectiveness of recruiting customers through a physical visit from one of the plumbing team to promote the project and wherever possible, undertake an appointment there and then.

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2 Programme Approach

The H_2eco approach involves various stages and processes to set-up, manage and ensure adequate quality and reliable outputs of each phase. These areas include;

- Recruitment and comprehensive training of office and site staff
- Robust health and safety procedures and guidance
- Numerous back office computer systems
- Intraday, daily, weekly and final reporting
- Project management tasks
- Recruitment of customers through media, invitation mailing, incentives and management of applications

These aspects of the H_2eco framework are introduced and discussed in detail within the report produced for H_2eco phase 9 ('H2eco Phase 9 Final Report' produced by Mouchel in March 2015) and the delivery approach remains consistent with previous H_2eco phases with the exception of what is detailed and reported within this document.

Figure 1 shows a summary flow diagram of the process and approach used during H_2eco phase 10 while the following sections expand on the area targeted, the approach used for the door knocking trial and the appointment types. In order to measure the findings from the research, the following sections also expand on the approach used to collect information from customers through surveys and collate water saving information to show any changes in consumption.

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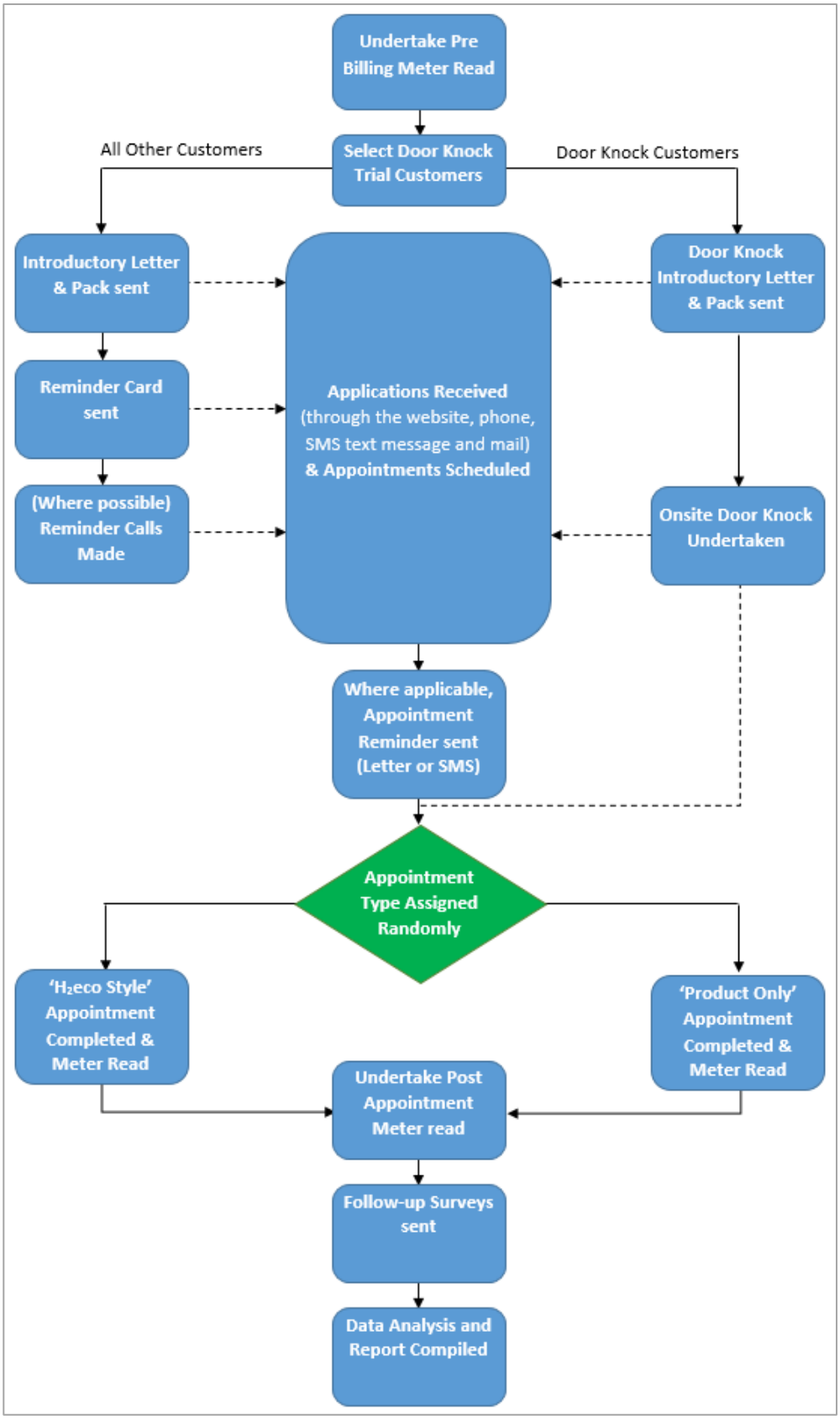
Figure 1: H2eco Process



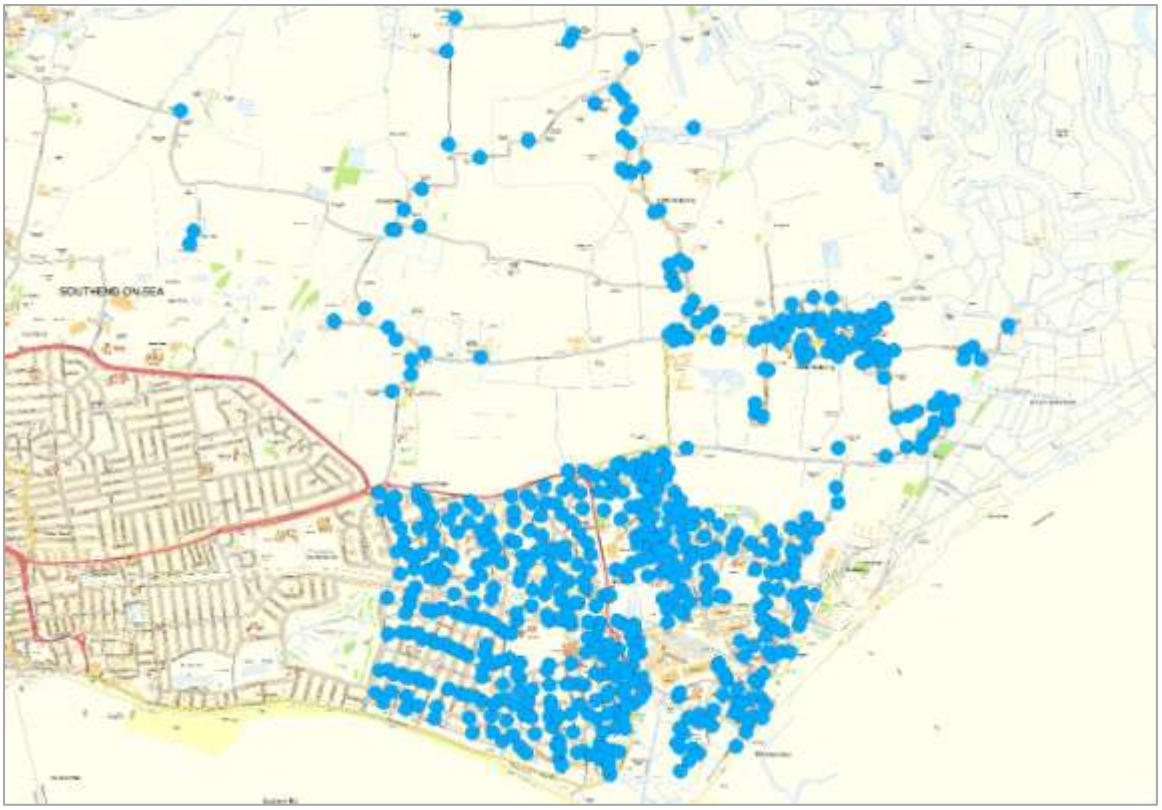
2.1 Targeted Project Area

The phase 10 project area was based in Southend-on-Sea, Essex and was chosen due to the high level of metered properties from which data could be analysed to help identify any results from the research. In addition, no other water efficiency project had been undertaken within this particular geographical area which is shown below in Figure 2.

Figure 2: Map of Project Area

Figure 3 shows the number of locations by postcode that were included and sent the invitation mail to participate in phase 10. This shows the phase focused primarily on customers in the Shoeburyness and Great Wakering area of Southend-on-Sea.

Figure 3: Map of Invitation Mailing Area



2.2 Door Knocking Trial

The research aimed to understand if door knocking was a viable method of customer recruitment where reminder calls were not possible and an option to potentially use in future phases of H_2eco. This phase and previous phases have seen on average 30% of customers who have not provided a contact number to ESW meaning these customers are unable to be followed up shortly after the invitation mailing with a reminder call. These reminder calls are usually where a large percentage of H_2eco participants are recruited and if the door knocking proves to be effective in both cost and customers recruited, it becomes a possibility for engaging these otherwise unreachable customers.

In order to achieve the target of 500 completed door knocks, a total of 612 customers were chosen assuming that just over 20% of these customers would apply to the invitation mailing and not require the follow up door knock. These 612 customers were selected evenly by their Acorn (A classification of residential neighbourhoods) categories to ensure an even spread of the differing demographics were assessed. These classifications consist of five primary categories, namely 'Wealthy Achievers', 'Urban Prosperity', 'Comfortably Off', 'Moderate Means' and 'Hard-Pressed' households.

Figure 4 shows a map of the postcodes that were selected for door knocking with each colour representing one of the different Acorn groups as seen in the legend.

Figure 4: Map of Door Knocking Area by Acorn Groups

These 612 customers were sent a bespoke invitation letter which included a statement highlighting that the project would be knocking on their door soon as an option to apply to the project (Appendix A). This was listed amongst the other options if they chose not to apply proactively via phone, mail, website or SMS text message.

Unlike in phase 9, the customers that had been chosen to receive a door knock did not receive a reminder card after their initial invitation pack. It was decided that the door knock would act as the reminder to re-engage customers where they otherwise may not have responded, it was hoped that by having a project representative there any questions or concerns could be answered straight away.

Once customers had been given sufficient time to respond to the initial mail out, a plumber representing the project made a single visit to each property. If there was no answer the customer would be left a card with the ESW and H_2eco logo saying the project had tried to contact them to arrange an appointment and to call the contact centre to arrange a suitable appointment, this card can be seen in Appendix C.

When a customer answered the door the plumber was required to show their ID to reassure that the visit was a legitimate call from a representative of ESW. The plumber would then proceed with a number of steps to engage the customer which included asking if they remembered the invitation letter and booklet, outlining the details of the

project and what the benefits of the project would be to the customer. The plumber also carried a variety of products to show examples of what is on offer if they choose to participate.

If a customer wished to opt out and not participate in the project, the plumber would pass this information back to the contact centre in order for the customer to be opted out on the CMS (Customer Management System) to ensure no further contact would be made to the customer.

Where a customer was interested in participating in the project, they were given the option to have an appointment with the plumber at that time. If it was agreed, the information was passed back to the contact centre for an appointment to be booked onto CMS and exported to the MWM (Mobile Workforce Management) and plumbers PDA (Personal Digital Assistant) quickly and efficiently. The plumber was then able to proceed with the appointment in line with the randomly assigned research type and record the relevant data.

If a customer was interested but was unable to or did not want to have the appointment there and then, the plumber would pass the details to the contact centre and they would arrange to call the customer in order to schedule an appointment at a more appropriate time.

Each knock was recorded to ensure adequate information was collected in order to analyse the results and possible trends amongst each demographic of customers.

2.3 Appointments

In order to service the research requirements, there were two types of appointments devised to measure the benefit, if any, of the behaviour change messages delivered as standard through the normal H_2eco style appointment. The H_2eco style appointment has been developed and conducted throughout the H_2eco framework and remained consistent with that seen during phase 9. The second type, a product only appointment, removed anything that could contribute to changing a customer's behaviour towards water. More information on these appointment types can be seen below.

To ensure that suitable data could be collected for analysis, the 1,400 appointments were targeted to be a near 50/50 split between the two appointment types. As these were to be allocated without bias, the job export system randomly assigned each individual job as an H_2eco style or product only type and displayed it on the plumbers PDA so that they knew which appointment to undertake and what media was required before entering the property.

To secure as nearer 50/50 split as possible, if the exports were randomly more of one type than another project management were able to override the exports to be a specific job type towards the end of the project.

After each appointment, customers are left a recommend a friend card (RAF) which offers a £5 financial incentive for those who engage friends or neighbours into the project and then successfully complete an appointment. This scheme has proven successful on previous phases as an additional source of recruitment and could also supply an indication between appointment types of customers satisfaction and fulfilment in line with their expectations of the appointment and the information received.

As seen below, training was provided to the plumbers to ensure they understood the differences between the appointment types detailed further in the following sections.

2.3.1 Training

The plumbers had all worked on previous phases of H_2eco and were experienced through the successful delivery of numerous H_2eco style audits. Additional training was delivered by Mouchel with input from ESW project management to prepare the team for the product only appointments. This training incorporated several key stages:

- A brief of the research project, its aims and objectives.
- Introducing the product only appointment and the changes in approach detailed through a handy explanation brief (as seen in Appendix E).
- Introduction to some potential scenarios and outcomes of implementing the research.
- An open session where the plumbers can ask any questions or make suggestions and take further time to practice scenarios if required.

To summarise the training, a role play session was undertaken where plumbers were assessed on how they handled a variety of situations in a product only appointment to identify any additional training needs. The role play session involved a selection of potential questions a customer could ask in a product only appointment and these were presented to the plumbers in order to supply an appropriate answer. After each scenario was completed an open forum was held for discussions on feedback and opinions to be shared. An example of the questions they were asked included:

- Why are you measuring the water?
- That shower head looks really good. So how much water is my shower using now?
- How much money did you think each customer has saved?
- We're very water aware in this house, do you have any information I can pass on to my friends after the appointment?

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2.3.2 *H_2eco Style Appointment*

Although the appointments had some subtle differences in the delivery, the way appointments progressed remained largely the same. As seen during phase 9, at the start of the appointment the plumber would show his ID before entering the property and then give the customer a brief outline of the H_2eco project and its purpose. There would then be an assessment of the property and the current fittings to determine what could potentially be fitted. If during the appointment a device could not be installed, the plumber would explain the reasoning, be it compatibility or regulations, and wherever possible offer an alternative.

Some of the key behaviour change information provided as standard during an H_2eco style appointment includes:

- Information for both water saving and monetary values associated with the project water saving products.
- The plumber will inspect all water fittings informing the customer of usage and consumption information while supplying tips on what could be done to save water and money.
- Explain the devices that can be fitted, the change in water usage once they had been fitted and what the customer is now potentially saving due to the device.
- Supply pre and post installation flow rates as visible evidence of water saving where products are installed.
- Wherever possible, provide flow rates where products cannot be fitted.
- A High Engagement script containing 10 water saving facts to be read to each customer (Appendix B).
- A customer information pack was supplied containing useful information on average uses of water around the home, recommendations on behavioural change around the home to save water and important water saving messages.
- The plumbers carry a pack which contains facts and water saving related information for each product which they can reference during appointments or supply to customers to look through if requested or required.

2.3.3 *Product only appointment*

In order to eliminate the behaviour change information from the standard appointment process, the following items were omitted from the product only appointment approach;

- Use of the High Engagement script and making no reference to anything on it (i.e. by turning the tap off when cleaning your teeth can save XX)
- Supplying the customer with any general water saving facts (i.e. did you know Essex is the driest county in the United Kingdom)
- Quantify monetary savings associated with any of the water saving devices (i.e. this equates to a financial saving of £XX)
- Quantify water saving levels achieved through the installation of devices (i.e. by using the half flush, you will now save X litres every time you use the toilet)
- Supplying the customer with pre or post installation flow rates (i.e. your tap was using XX litres and now only X litres per minute!)
- Providing the Additional Information pack, instead they only supply the customer satisfaction survey and reply envelope.

There were concerns that through the introduction of these restrictions, the plumbers may need additional focus on maintaining the same standards delivered throughout the framework to ensure good customer service and record all of the information required for the research. These areas include;

- Remaining in a polite, professional and friendly manner at all times.
- Subtly recording all flow rates and measurements of fixtures in the property on the PDA.
- Obtaining permission from the customer to fit all products and devices prior to installation.
- Recording any issues on the PDA and explain the details clearly to the customer.
- Being tactful in responses and conscious of the customer's engagement with the process.

Plumbers had to make every effort to evade or deflect any questions by the customers regarding how much water they were currently using, or how much water they had saved as a result of the installation of products without risking the possibility of customer dissatisfaction or disappointment. In order to keep within the product only appointment guidelines, useful procedures were put into place:

- If a customer did question potential savings, the plumber was able to provide generic savings for each product that did not relate to that property or any behavioural change to achieve the saving specifically.

- The training provided plumbers with answers to customer questions without revealing water saving facts, monetary saving or behavioural change tips but still satisfying the customer interest.

- The plumbers carried an alternative copy of the plumber's pack which had facts and saving related information removed. They were able to still reference it if the customer required without revealing saving levels.

It was however foreseen that there would be occasions where a product only appointment would need to be changed to an H_2eco style audit and the plumber would then complete the water saving facts and revisit all audited areas of the property providing the standard behaviour advice, flow rates and monetary savings attached. These circumstances included:

- If at any point during the appointment the plumber accidently disclosed any behaviour changing information to the customer, such as consumption levels it could be reverted back to an H_2eco style appointment.

- If a customer was engaged in the appointment and persisted for more detailed information beyond the appointment guidelines, in order to mitigate customer dissatisfaction, the appointment would fall back to a standard H_2eco style.

If this change occurred, a comment was placed on the PDA stating the 'Product only audit was abandoned' and the appointment would be updated on the CMS to reflect its new type.

2.4 Remedial Appointments

As experienced in previous phases, issues can arise involving products that have been installed during an appointment and later require a remedial visit to investigate the cause and supply a solution. This process has been refined over the course of the H_2eco framework in order to mitigate any customer discontent and maintain a high standard of customer service. There is a wide range of appointment related reasons for a customer to call the contact centre for support but through experience these have been narrowed into four categories for the purpose of the research:

- Product fault

- Customer preference

- Plumber fault

- Other - Refers to problems with existing fittings, not caused by the appointment, plumber or product but are still investigated and where possible, rectified.

These categories enabled accurate reporting and were especially valuable in phase 10 as the data collected could be evaluated to see if the two appointment types influenced any reasons for remedial visits.

2.5 Surveys

Two key surveys were used during phase 10 in order to gather data for the research and are discussed in more detail below.

2.5.1 Customer Satisfaction Surveys

The customer satisfaction survey (Appendix D) was given to every customer by the plumber at the end of their appointment. This survey was focused on how the customer felt about the overall service, media provided, contact centre and appointment. These were specifically relevant to the research to measure the following:

- If the appointment was what the customer expected it to be.
- If the customer was happy with the products they received.
- If the customer was satisfied with the plumbing service.
- What the customer found most useful about the project.

These surveys were left with a reply envelope which were sent directly to ESW to be entered against that customer. If there were any concerns from a survey, the issue would be passed across to Mouchel to be actioned and resolved where required.

2.5.2 Follow-up Surveys

All customers that participated were sent a follow-up survey (Appendix E) a few weeks after their appointment. This survey was more detailed and looked at the customers thoughts on the overall project and evaluate their experience.

The data recorded from these surveys intended to indicate any trends around the research including:

- Any behaviour change measures since the appointment.
- Whether each product is still installed, are they satisfied with each product and how much water do they think they're saving with each product.

- The customer's perception of their water consumption before and after the appointment.

- An overall satisfaction score for the whole project.

These surveys included a reply envelope addressed to ESW for data entry and any discrepancies found were later sent to Mouchel to be investigated.

2.6 Water Saving

A number of water saving measures were used in order to gain the maximum benefit from the research project and the differences between the appointment types. These savings were recorded in three ways (for full details on these methods, please refer to the phase 9 report):

- Ofwat assumed savings; each product has a pre-set saving associated with it as set out by Ofwat.

- Calculated savings; determined by measurements recorded during the appointment, product specific details from the manufacturer and data backed assumptions supplied by ESW.

- Metered savings; a series of meter reads are taken throughout the appointment process to calculate actual savings achieved as a result of the plumber visit. Meter reads were taken during the appointment and a follow up read was taken at least 3 weeks after. A pre-appointment read was not possible due to the time restriction so pre-billing reads supplied by ESW were used to establish consumption levels prior to the appointment.

The associated water saving results can be found in Section 3.

3 Results

A consistent approach regarding the appointment process was achieved through the combination of training, experience and close management in which a comprehensive level of data was supplied, accurately recorded and analysed.

The following Table 1 shows that the contact and appointment elements of the project were undertaken within the time restraints and completed in December 2014. The subsequent follow-up surveys designed to collect information about these appointments were all sent by the end of January 2015.

Table 1: Key Project Dates

Action	Dates
Project invitation mail out to customers	30/09/2014 - 17/10/2014
Reminder card to customers	13/10/2014 - 29/10/2014
Customer appointments	15/10/2014 - 17/12/2014
Door knocking	27/10/2014 - 04/11/2014
Follow-up surveys sent	09/12/2014 - 15/01/2015

Table 2 below depicts the total number of customers that were invited to take part in the project, how many applied and how many appointments were completed. The total number of applications received is, as has been the case in previous phases, higher than appointments completed due to customers applying and either being unable to have an appointment due to availability or being unable to be contacted.

Table 2: Phase 10 Applications and Appointments Completed

Figure	Quantity
Total customers contacted	8,218
Total applications received	1,556
Total appointments completed	1,495

The table also shows that 1,495 appointments were undertaken, 95 more than the initial target. These additional appointments were undertaken to compensate for a higher than expected percentage of meter reads missed by the plumbers during appointments. Although these reads were missed for a number of reasons (which can be seen in Section 3.2.1 below), to ensure that the project was able to take full advantage of the high density metered area and collate as much data as possible for the research, it was decided that these additional appointments were necessary. These additional appointments were made possible through further focused effort on reminder calls to

customers and through an extension to the days made available to customers to have their appointment undertaken on.

The following section will look at the results from the door knocking, appointments and survey data collected throughout the research project. These results will then be assessed in further detail within the project evaluation in Section 4.

Please note that percentages throughout this report have been rounded to the nearest whole number and therefore may not always total 100% in figures and tables.

3.1 Door knocking

There was a total of 544 door knocks attempted over a period of 7 consecutive working days throughout the project. These door knocks were undertaken between 09:00 and 18:30 as this was the window of time that was deemed reasonable to engage with customers on their doorstep. Table 3 displays the total number of door knock results and the subsequent split between the Acorn groups undertaken.

Table 3: Total Door Knocks and Acorn Split

		ACORN				
	Total	**1**	**2**	**3**	**4**	**5**
Total door knocks visits	**544**	**111**	**96**	**110**	**114**	**113**
Customer not in: 'No Contact' card left	377	54	81	76	80	86
Customer not attempted: No cold callers	25	9	3	2	5	6
Customer in: Answered	142	48	12	32	29	21
% Answered	**26%**	**43%**	**13%**	**29%**	**25%**	**19%**

This shows that an even amount of door knock attempts were made to a fair representation of the five Acorn categories. Of the 402 door knocks that received a 'No Contact' card, 25 were not attempted to reduce the risk of complaints as these customers were displaying a request for 'No Cold Callers' by their front door.

Of the customers that answered, Table 4 breaks down how many chose to have an appointment, opt out of the project altogether, said they would call us if interested or requested the contact centre to call them to provide more information.

Table 4: Door Knock Answered Outcomes

		ACORN				
	Total	**1**	**2**	**3**	**4**	**5**
Total number answered	**142**	**48**	**12**	**32**	**29**	**21**
Answered: Opt out	85	30	9	21	15	10
Answered: Requested call back / will call us back	43	11	3	10	10	9
Answered: Appointment completed during door knock	14	7	0	1	4	2
% Completed during door knock	**10%**	**15%**	**0%**	**3%**	**14%**	**10%**

These tables reveal that customers classified as an Acorn 1, wealthy achievers, were more often in during the day. These Acorn 1 customers were also more likely to have an appointment completed having seen 15% of these customers who answered the door, undertake an appointment with the plumber.

Of the customers who had either been posted a card or were spoken with and wanted to call us or to be called back, some of these later booked an appointment. Table 5b below shows the quantity of these customers and the percentage that later took part.

Table 5b: Quantity of Ananswered Door Knocks Later Booked and Completed Appointment

Type	Quantity	Quantity Booked & Completed	% Booked & Completed
Customer in - requested a call back	6	2	33%
Customer in - will call us back	37	6	16%
Customer not in – card posted	402	8	2%

There were only 2% of customers who took part after receiving a card through their door. Although it is unclear whether these applications resulted from the card itself it is assumed that this served as a significant reminder and for the majority of customers was the primary reason they later chose to take part.

3.2 Appointments

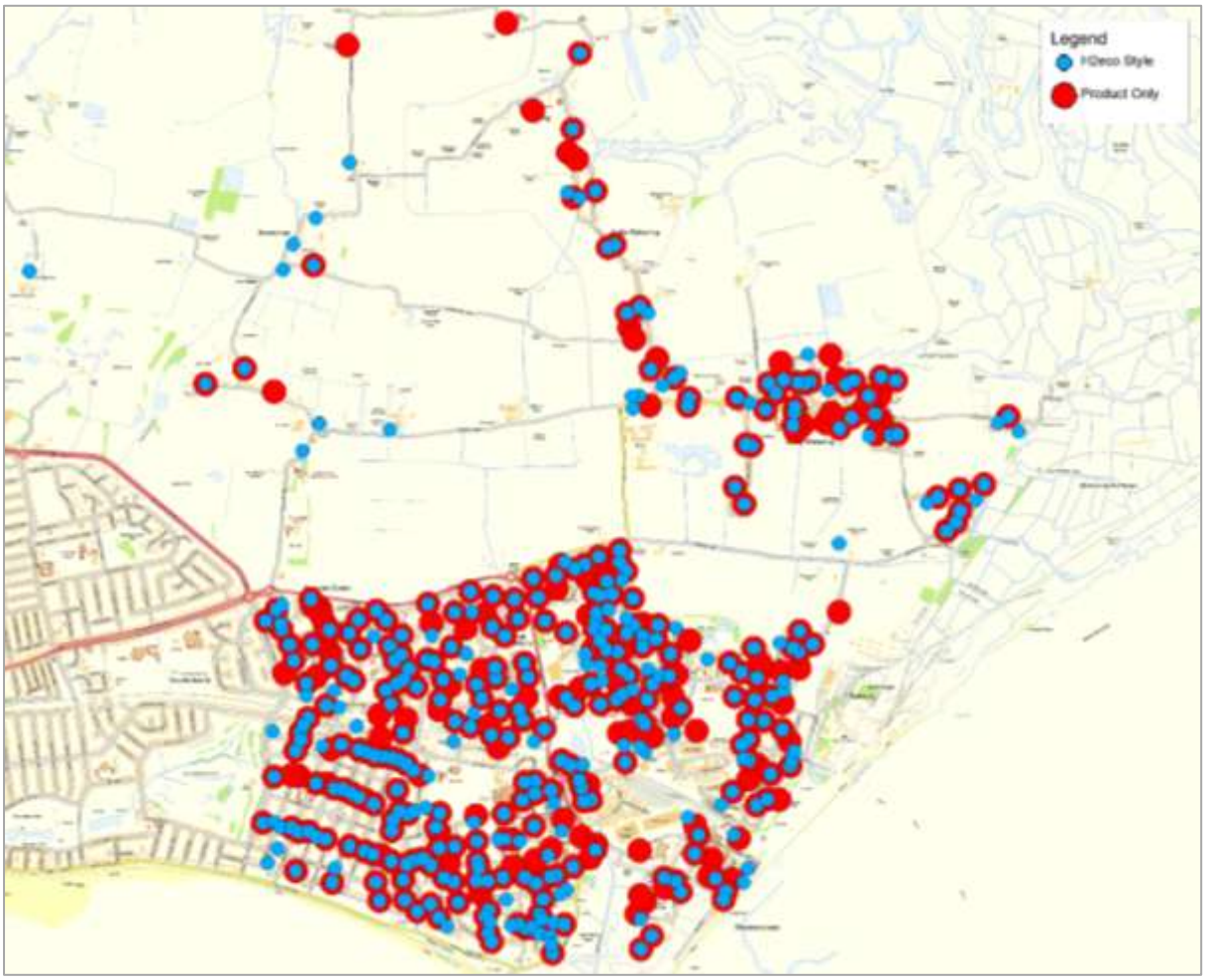
To guarantee accurate data across both appointment types it was vital Mouchel achieved a near 50/50 split between the H_2eco style and product only appointment types. Table 5 shows the quantity of each appointment type that was completed which through careful monitoring has resulted in a near even split as required.

Table 5: Quantity of Completed Appointment Types

Appointment Type	Number of Appointments	Percentage Split
H_2eco Style Appointment	750	50.2%
Product Only Appointment	745	49.8%

Figure 5 highlights the appointment split within the project geographical area highlighting how these appointment types were randomly assigned and completed by plumbers.

Figure 5: Geographical Appointment Type Split



Appointments had to be carefully monitored by plumbers for circumstances where the product only appointment had to be abandoned and changed to an H_2eco style. Through the plumbers training, careful attention to detail and tactful communication with customers, phase 10 only saw 4 product only appointments abandoned and reactively changed to an H_2eco style appointment.

The split of appointments removing the behaviour change messages and water saving information means that other potential changes may arise affecting the appointment

results. These could incorporate the amount of time spent within appointments, the quantity of products installed and even customer satisfaction in respect of a customer's own expectations of what they were due to receive while taking part in a water saving project. This satisfaction and fulfilment of expectations could also have a bearing on their likelihood to recommend friends as a result.

Table 6 indicates the average time that plumbers spent on either the H_2eco style or the product only appointment and as it shows, the average appointment times were exactly the same regardless of the removal of information. This indicates that the quality of delivery remained consistent regardless of the appoint type.

Table 6: Average Duration of Appointment Types

Appointment Type	Average duration of appointment (minutes)
H_2eco Style Appointment	41
Product Only Appointment	41

It was anticipated that by removing some of the behaviour change information around the installation of a product (such as the reduced flow rates), plumbers would experience more resistance to the less aesthetically pleasing products. Table 7 reveals the number and percentage of products fitted in the appointment types and also indicates the marginal percentage differences between the two.

Table 7: Number of Products Fitted By Appointment Type

Product	Quantity Installed in H_2eco Style Appointment	Products Per H_2eco Style Appointment Completed	Quantity Installed in Product Only Appointment	Products Per Product Only Completed	Change
Basin Plug	24	3%	29	4%	-1%
Bath Measure	193	26%	199	27%	-1%
Children Pack	74	10%	62	8%	2%
Crystals	737	98%	732	98%	0%
Hose Gun	653	87%	636	85%	2%
Identified Leaking Toilet	10	1%	9	1%	0%
Shower - Inline Adaptor	100	13%	104	14%	-1%
Shower - Washer Replaced	201	27%	216	29%	-2%
Shower Timer	723	96%	717	96%	0%
Showerhead - Aquair Typhoon	183	24%	209	28%	-4%
Showerhead - Challis	31	4%	21	3%	1%
Showerhead - Flowpoint	4	1%	2	0%	0%
Showerhead - Mira	141	19%	140	19%	0%
Tap - Aerator D9-WS	283	38%	294	39%	-2%

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Product	Quantity Installed in H_2eco Style Appointment	Products Per H_2eco Style Appointment Completed	Quantity Installed in Product Only Appointment	Products Per Product Only Completed	Change
Tap - Gland Replaced	1	0%	3	0%	0%
Tap - Miracle Tap Adaptor (Black)	164	22%	158	21%	1%
Tap - Miracle Tap Adaptor (White)	74	10%	68	9%	1%
Tap - Neoperl	2	0%	4	1%	0%
Tap - Repaired	127	17%	115	15%	1%
Tap - TapMagic Unit	564	75%	538	72%	3%
Tap - Washer Replaced	3	0%	4	1%	0%
Toilet ecoBETA	199	27%	196	26%	0%
Toilet Ex Dual Flush Adjusted	14	2%	15	2%	0%
Toilet Save-a-Flush	262	35%	274	37%	-2%

Table 8 illustrates product types installed during the appointment process, indicating any difference in customer willingness to have a particular type of product installed in their property. As with the individual products installed (seen in Table 7) the installation rates for product types remain very similar between the two appointment types with no significant differences or trends.

Table 8: Installation of Product Types By Appointment Type

Product Types	% Of Completed H_2eco Style Appointment	% Of Completed Product Only Appointments	Change
ecoBETA / Dual flush	25%	25%	1%
Save-a-Flush	29%	29%	1%
Tap Inserts - (i.e. TapMagic, Miracle) Single	18%	21%	-3%
Tap Inserts - (i.e. TapMagic, Miracle) Multiple	50%	47%	3%
Shower Aerator / Regulator	51%	52%	0%
Water Saving Crystals	98%	98%	0%
Bath Measure	26%	27%	-1%
Trigger Hose Gun	87%	85%	2%
Shower Timer	96%	96%	0%
Water butt Small	25%	22%	3%
Water butt Large	55%	56%	-1%
Tap Repair	17%	16%	1%

As the aim to save as much water as possible for customers was still prevalent, the plumbers had to be tactful in promoting products through other means. As is exhibited within Tables 7 and 8, both appointments had similar or the same amount of devices

fitted despite the H_2eco style appointment having more information to support the installations. The largest changes seen in Table 8 are relatively low between the H_2eco style and product only appointments. H_2eco style appointments appear to circumstantially have had more multiple tap inserts installed as this balances with the reduction in singles tap insert installations for product only customers. If there was a trend of products themselves, this would have been seen in Table 7 but was not apparent. The other largest change was a 3% difference showing more customers ordering a small water butt during H_2eco style appointments than product only appointments. Despite this increase, it has not entirely been offset by product only customers ordering more large water butts as seen with the tap inserts. These changes are also not consistent with any of the other products and indicate no trends or relation to the behaviour change information and could be a result of the space at the property or individual customer's preference.

These results indicated that the plumbers still, wherever possible, fitted water saving devices and no particular product or type of product appeared to have reduced or increased significantly outside of the expected changes in individual household circumstances.

In addition to the products fitted, the quantity of recommendations to apply that resulted from each appointment type along with any remedial appointments could potentially illustrate a differing level of satisfaction in the appointment types and products customers received. Table 9 indicates how many customers from the H_2eco style and product only appointment recommended friends that participated in the project and indicates that considerably more customers from the product only appointments recommended a friend.

Table 9: Recommend a Friend (RAF) Applications By Appointment Type

	H_2eco Style Appointment	% Of Completed H_2eco Style Appointments	Product Only Appointment	% Of Completed Product Only Appointments	Difference
Number of recommend a friend applications	24	3%	47	6%	3%

Phase 10 saw a total of 43 remedial appointments, 23 appointments booked following the H_2eco style visit and 20 booked following the product only visit. Table 10 indicates the reason the remedial was booked for each appointment type. Although these results are very similar, there is a noteworthy increase of 4% of product only customers who opted to have the product removed or changed due to preference.

Table 10: Reasons For Remedial Appointments By Appointment Type

Reason for Remedial	% of Completed H_2eco Style Appointments	% of Completed Product Only Appointments
Customer preference	26%	30%
Plumber related	39%	35%
Product	4%	0%
Other	30%	35%

3.2.1 Meter Reads

Out of the 1,495 appointments, 1,484 properties had external meters that could be read during and post appointment in order to obtain quantitative data on water usage and any change that may occur after having an appointment. Table 11 shows that of these 1,484 properties, 1,201 had a complete set of 3 individual meter reads which were able to be used for analysis.

Table 11: Metered Customers

Metered Customers	Total Usable Meters Data	Total no. of non-metered customers included
1,484	1,201	11

Those removed from the usable meter data were excluded as they were not sequential, contained erroneous entries or did not show realistic usage figures. Properties were also excluded from the savings calculation if their consumption over the period was in excess of 1,000 litres a day (the statistical level determined by an ESW consultant over which property savings are deemed statistically void). The savings from the usable meter reads and the appointments can be seen in the next section.

Although measures were taken by project staff to ensure an accurate read from participating properties, 283 reads were not reported. The reason these meters were not able to be reported on and the quantity of each type are displayed in Table 12 below.

Table 12: Reason for Non-Inclusion Of Meter Data

Reason for non-inclusion	Reason %
Excluded - Extreme Consumption	16%
Excluded - New Meter Installed	8%
Excluded - Unable to Reconcile	16%
Not Read - Accuracy Issues	37%
Not Read - Condensation	3%
Not Read - Health and Safety	1%

Not Read - Incorrect Meter Read	5%
Not Read - Meter faulty	1%
Not Read - Other	4%
Not Read - Unable to Access	2%
Not Read - Unable to Locate	8%

Despite some of these issues occurring, additional appointments were undertaken to allow for further meter data to be included in the process. These results have seen 1,201 sets of meter data from the original target of 1,400, an 86% completion rate.

There were 11 properties that either had no water meter or the meter was internal and could not be read after the appointment. As these properties were not initially targeted, they were included by request only where they had usually been recommended by friends or neighbours to participate. Non-metered applications were monitored and kept to a minimum owing to the amount of data required to ensure accurate reporting and results.

3.1 Savings

As mentioned in previous sections, there are three ways utilised to calculate savings that have derived from the water saving appointments. The savings from these approaches are outlined below in Table 13 in litres, per property, per day (l/prop/day) for the project and split between both the H_2eco style and the product only appointment types.

Table 13: Achieved Savings

Saving Type	Project Average Saving (l/prop/per day)	Average Saving (l/prop/per day) H_2eco Style Appointment	Average Saving (l/prop/per day) Product Only Appointment	Difference (l/prop/per day)
Ofwat assumed saving	56.3	56.7	55.9	-0.8
Calculated saving	49.4	49.9	49.6	-0.3
Metered saving	21.5	24.9	18.0	-7.0

There is very little notable difference between the Ofwat assumed savings and the calculated savings between appointment types. This is expected where the installed products and product types (Table 7 and 8) are very similar.

From the usable meter data collected across the appointments, there is a considerable difference between appointment types of 7 l/prop/day. This indicates that H_2eco style appointments saved a significant 38% more water on average when compared to the product only appointments.

3.2 Surveys

On completion of the appointment customers were given satisfaction surveys and were sent a separate follow-up survey several weeks later once the products had been used.

3.2.1 Satisfaction Surveys

Table 14 displays how many satisfaction surveys were returned to ESW and the split between the H_2eco style and product only appointments.

Table 14: Satisfaction Surveys Received by Appointment Types

Type	Total Number of Surveys Received	Return Rate
H_2eco Style Appointment	212	28%
Product Only Appointment	174	23%
Total	386	26%

The following Table 15 indicates the responses from both appointments types in line with the questions asked. As the table portrays there is very little difference between the satisfaction rates of both appointment types.

Table 15: Satisfaction Survey Results by Appointment Types

Question	H_2eco Style Appointment	Product Only Appointment	Change
Did the introductory letter explain what the project was about?	100%	99%	0%
Were you clear about how the project would operate?	100%	98%	-1%
Did the information book provide you with sufficient information?	97%	97%	0%
Were you happy with the telephone service?	100%	99%	0%
Was the person who made the appointment helpful and courteous?	100%	100%	0%
Are you happy with the products you have received?	99%	100%	1%
If applicable, are you happy with the quality of the plumbing?	99%	100%	1%
Was the plumber or field technician helpful and courteous?	100%	100%	0%
Are you happy with the overall level of service you received?	100%	99%	0%

3.2.2 Follow-up Surveys

The following tables look at the results from the follow-up surveys that aimed to ascertain the customers view on the level of service received during the project and some specific aspects around their awareness of water use. These also include a

number questions regarding their thoughts on the products received, if they were still installed and if they believed the devices were saving them water.

Table 16 displays how many follow-up surveys were returned to ESW and the split between the H_2eco style and product only appointments.

Table 16: Follow-up Surveys Received by Appointment Types

Type	Total Number of Surveys Received	Return Rate
H_2eco Style Appointment	296	39%
Product Only Appointment	328	44%
Total	624	42%

The following tables examine the customer's perception of their water consumption and awareness of their water usage before and after their H_2eco appointment.

Table 17: Follow-up Survey – Since Taking Part In The Project Do You Think Your Water Usage Is

Response	H2eco Style Appointment	Product Only Appointment	Difference
Much less	7%	10%	-3%
A little less	59%	58%	2%
About the same	33%	32%	1%
More than before	1%	1%	0%

Table 17 indicates that results were consistent with the installed products and on a whole shows just a small variations between appointment types with no significant trends. The majority of customers from both appointment types believed that they were now saving more water than before having taken part in the project, with similar increases in percentages.

Table 18: Follow-up Survey – Since Your Appointment Is Your Awareness of Your Daily Water Use

Response	H2eco Style Appointment	Product Only Appointment	Difference
About the same	34%	41%	-6%
Improved somewhat	57%	46%	11%
Improved significantly	8%	13%	-5%

When asked about their awareness of water use, Table 18 shows that the majority of customers across both appointment types felt that their daily awareness of water usage had improved. The largest change between appointment types is a difference of 11% for H_2eco style appointments stating their awareness had 'Improved somewhat'. This

increase is driven by product only customers thinking they are either about the same or of a significantly improved awareness. As product only customers were not educated on the actual volumes saved, more customers appear to have assumed that they are saving either a lot or very little.

Customers were also asked to express what direct actions they and their household had now taken to reduce water use since the appointment. These free text responses have been grouped into one or more category where responses reference specific aspects of awareness and usage, some of which related directly to the high engagement script. The categories and results for each can be seen below in Table 19.

Table 19: Follow-up Survey – What Actions, If Any, Have You And Your Household Taken To Reduce Your Water Use Since Your Appointment

Response	H2eco Style Appointment	Product Only Appointment	Difference
Taking shorter showers and using the shower timer	22%	21%	1%
Having a shower instead of a bath	4%	3%	1%
Using a bowl when hand washing dishes	2%	1%	1%
Using water In a bowl or the spray function on an eco-flow spray tap for washing food, vegetables and recycling	1%	2%	0%
Turning off the tap when not required	15%	8%	6%
Always ensuring there is a full load in the dishwasher or washing machine and only half filling the kettle	5%	4%	0%
Making use of a water butt	11%	13%	-1%
Repair dripping taps	0%	1%	-1%
Recommend a friend	0%	0%	0%
General reduction in water consumption	10%	10%	0%
Having a raised awareness of water use	8%	9%	0%
None - Customer already efficient	10%	17%	-7%
Using the small flush on the toilet if possible	5%	3%	2%
Customers are now actively using non installed products such as water saving crystals and hose gun	1%	0%	1%
Collecting grey water to use on garden or to flush the toilet	2%	3%	0%
Customers now using less water while taking a bath	2%	2%	0%
None - No water saving service provided due to unsuitable fixtures or system type	2%	3%	-1%

The majority of differences between appointment types are minimal with both of the appointment types giving similar responses to the actions that have since been implemented. The only two noticeable percentage differences relate to more H_2eco style appointments turning off taps when not required and more product only customers who had not been educated on their water usage already classifying themselves as efficient.

Table 20 compares customer's opinions of how much water they believe they were saving before and after their appointments.

Table 20: Follow-up Survey – How Much Water Do You Think You Saved Before and After Taking Part In The Project?

Response	H2eco Style Appointment		Product Only Appointment		Summary	
	Before	After	Before	After	Difference Before	Difference After
A lot	12%	24%	15%	29%	-3%	-5%
A little	65%	70%	63%	60%	2%	10%
None	23%	6%	21%	11%	2%	-5%

The largest difference is 10% showing that H_2eco style appointment customers, who had been educated on the amount of water saved, primarily saying after their appointment they were saving 'A little'. More product only customers were again (as seen in Table 18) split between the high or low options and an increased difference of 5% was seen for these customers thinking they were saving 'A lot' and another increased difference of 5% for those thinking they were saving 'None' at all.

Table 21 shows the results defining whether appointments helped customers to understand how simple changes to their daily routine can help reduce their water consumption. The differences between appointment types is small but a larger percentage of 4% is of note for product only appointments stating that the project hasn't helped them at all while there is a 3% increased difference for H_2eco style customers who replied 'Very little'.

Table 21: Follow-up Survey - Did The Project Help You Understand How Simple Changes To Your Daily Routine Can Help You Save Water?

Response	H2eco Style Appointment	Product Only Appointment	Difference
Not at all	5%	9%	-4%
Very little	17%	15%	3%
Somewhat	58%	57%	1%
To a great extent	19%	20%	0%

The results in Table 22 indicate which elements of the appointment customers have explained to the rest of their household. The information passed onto other members of the household saw that H_2eco style customers were more likely to pass on details of the hints and tips on how to save water as well as information about the project, while product only customers were more likely to pass on information regarding the plumber and the products. It is noteworthy that 23% of product only customers still selected 'Hints and tips to save water' which indicates that these customers felt that they had

been supplied a satisfactory level of information during their appointment despite the removal of the behaviour change material.

Table 22: Follow-up Survey – Have You Taken The Time To Explain The Following With Other Members Of Your Household?

Response	H2eco Style Appointment	Product Only Appointment	Difference
About the plumbers visit	21%	23%	-2%
About the project	18%	16%	3%
I live on my own	12%	14%	-2%
Hints and tips to save water	25%	23%	2%
The products and how they work	24%	26%	-1%

Customers were also asked to express their views on the products they specifically had installed and if they thought the products were saving them water. Tables 23, 24 and 25 below highlight the key questions that were asked to customers to determine if there was any identifiable change between appointment types.

Table 23: Follow-up Survey – Are The Following Products Still Installed?

Product Types	H2eco Style Appointments		Product Only Appointments	
	No	Yes	No	Yes
ecoBETA	3%	97%	3%	98%
Save-a-Flush	8%	92%	7%	93%
Showerhead	4%	96%	6%	94%
Inline Shower Regulator	18%	82%	10%	90%
Shower Timer	22%	78%	27%	73%
Tap Insert	1%	99%	6%	94%
Eco-flow Tap Spray	0%	100%	0%	100%
Trigger Hose Gun	15%	85%	14%	86%
Crystals	27%	73%	25%	75%
Water butt	7%	93%	13%	87%
Kids Pack	0%	100%	13%	88%
Average %	9.6%	90.4%	11.1%	88.9%
Change Between %	-1.5%	1.5%	1.5%	-1.5%

Table 23 could indicate that there is a slightly higher percentage of H2eco customers who kept bathroom products such as the shower timer or tap inserts installed although the percentage difference is still relatively small and not constant with all products.

Water butts also have an unexpected difference between appointment types in favour of the product only appointment style.

Table 24: Follow-up Survey – Are You Happy With The Products?

Product Types	H_2eco Style Appointments		Product Only Appointments	
	No	Yes	No	Yes
ecoBETA	8%	92%	8%	92%
Save-a-Flush	10%	90%	7%	93%
Showerhead	4%	96%	6%	94%
Inline Shower Regulator	19%	81%	10%	90%
Shower Timer	9%	91%	13%	87%
Tap Insert	7%	93%	5%	95%
Eco-flow Tap Spray	0%	100%	1%	99%
Trigger Hose Gun	2%	98%	1%	99%
Crystals	5%	95%	5%	95%
Water butt	1%	99%	4%	96%
Kids Pack	8%	92%	14%	86%
Average %	6.6%	93.4%	6.8%	93.2%
Change Between %	-0.2%	0.2%	0.2%	-0.2%

Table 24 when averaged across the products has no significant differences between the appointment types even though some of the changes, such as the inline adaptors, shower timer and kid's packs are relatively large. Overall the changes seen within Table 23 and Table 24 are on average are similar and show that across the range of devices provided, the variance remains very similar.

Table 25: Follow-up Survey – How Much Water Do You Think The Product Is Helping You Save?

Product Types	H_2eco Style Appointments			Product Only Appointments		
	A Lot	A Little	None At All	A Lot	A Little	None At All
ecoBETA	30%	60%	10%	26%	63%	11%
Save-a-Flush	10%	49%	41%	6%	59%	35%
Showerhead	32%	59%	9%	20%	69%	11%
Inline Shower Regulator	6%	69%	25%	17%	64%	19%
Shower Timer	13%	64%	23%	15%	50%	35%
Tap Insert	23%	67%	10%	20%	69%	11%
Eco-flow Tap Spray	38%	62%	0%	26%	68%	6%
Trigger Hose Gun	17%	61%	22%	20%	62%	18%
Crystals	14%	62%	24%	7%	67%	26%

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Water butt	67%	28%	5%	63%	28%	9%
Kids Pack	0%	91%	9%	17%	66%	17%
Average %	22.7%	61.0%	16.3%	21.4%	60.5%	18.1%
Change Between %	1.3%	0.5%	-1.8%	-1.3%	-0.5%	1.8%

Table 25 indicates that a higher percentage of customer from the H_2eco style appointments thought they were saving 'A lot' across the product range. Although this change is marginal, it shows that more H_2eco style customers felt that their products were saving them more water on average.

Customers were also asked what the most influential element of the appointment on their water use habits was. A total of 460 responses were seen from customers almost equally split between the H_2eco style and product only customers. The range of responses were varied but consistent across both appointment types with customers commenting primarily on themes such as awareness, products, information, monetary aspects and service.

There were no particular trends evident across the responses as the range was so large and the comments could refer to multiple aspects of the appointment. Some examples of responses from H_2eco style appointments are;

- *'Confirmation that we were already acting appropriately to minimise water usage'*
- *'How easy the tap inserts were to insert and save a lot of water'*
- *'I was upset at not being able to have the shower head but am pleased with the tap adaptors. I should save a lot in the summer with the water butt'*
- *'It has made us more aware not to waste water in the future'*
- *'Realising where you can save money using products i.e. in the shower using a timer'*
- *'The kitchen tap adaptor is great, very happy with the service'*
- *'To save water and money'*
- *'Toilet ecoBETA dual flush converter. Did get tap inserts for downstairs and these are in use. Got a water butt delivered later and this is installed'*

Some examples of responses for product only appointments are;

- *'Awareness of products and their savings'*
- *'Focused my thoughts on water saving. Raised my awareness. Very helpful plumber. Thank you!'*
- *'I am now saving money on my water bill. Thank you'*
- *'Swivel tap adaptor is excellent. Shower head is so much more efficient too'*
- *'The enthusiasm by your representative to save water transferred to me'*
- *'The water butt will be extremely useful. The dual flush is excellent'*
- *'To save water and money'*
- *'Water butt –This is where I save most water in the summer'*

There were also a selection of negative comments which often referred to disappointment of products not being installed. These were again consistently spread across both appointment types with no particular trend. These comments included;

- *'How much time and money was wasted on the visit'*
- *'Unfortunately not much could be altered in my home so my habits have not changed'*
- *'There was very little benefit from the appointment. I was told my toilet and taps leaked which I thought would be changed but nothing was changed'*
- *'Very disappointed that shower head was not installed as shower is electric. These heads are available to purchase for electrical showers'*
- *'None, we have a pumped hot water system. Tap inserts were not suitable and your plumber was not able to fix my dripping shower'*
- *'Knew a lot of stuff already but engineer was unable to install most of the items due to the design of the taps installed already'*

To conclude the follow-up surveys, customers were asked to rate the level of service provided by the project. The results of this are seen below in Table 26 and shows that 88% of both appointment types were either satisfied or very satisfied with the service provided by the project.

Table 26: Follow-up Survey – Overall How Would You Rate The Level Of Service Prodivded

Response	H2eco Style Appointment	Product Only Appointment	Difference
Very Dissatisfied	2%	3%	-1%
Dissatisfied	1%	2%	0%
Neither satisfied or dissatisfied	9%	8%	1%
Satisfied	46%	44%	2%
Very satisfied	42%	44%	-1%

4 Project Evaluation

It is through the successful delivery of the project that the results give an indication of the true impact of the behaviour change material and an insight into door knocking as a potential means of customer recruitment and its effectiveness amongst customers. The information outlines some similarities and key differences regarding the removal of behaviour change material and the undertaking of door knocking. Analysis of the research data shows that across both appointment types there were no solid changes between the levels of products installed and customer satisfaction. Expected changes were noted with regards to customer's perception of saving water and their understanding of what was being saved and consumed across their household. With the calculated and Ofwat savings reflecting one another, these results indicate that the measured consumption changes seen are attributable only to the change in approach and therefore the behaviour change information itself directly saved an additional average saving of 38% across the H_2eco style appointments, which equates to 7 l/prop/per day.

These points are evaluated in additional detail throughout this section.

4.1 Door Knocking

The results from the door knocking trial show that as a source of recruitment, door knocking would not be an efficient or economical way to engage with customers when compared to other methods of engagement.

The data shows that 74% of the total door knocks undertaken were not answered and of the 142 customers who were spoken to, only 10% completed an appointment there and then. A further 13% of customers did apply after their door knock although it is not conclusive whether this was due to the door knock card left or if it was for another reason all together.

As customers who had no contact number available were chosen for a door knock, they were consequently scattered across the project area. This meant that the foreseen efficiency of door to door knocking was not possible and excessive amounts of time was spent travelling between doors. As these door knocks were undertaken by a qualified plumber ready to complete an appointment at the time of the door knock, the majority of time spent was not utilising their skills and therefore the higher cost is less justifiable. Over the 7 days, the plumber completed an average of two appointments per day as opposed to a normal working day where they can complete between 8 and 10 prearranged visits. When compared to other methods of recruitment such as reminder calling, a member of the contact centre staff can call up to 25 customers an hour and recruit often in excess of 10 customers in a 7 hour working day. It would therefore be

conclusive to say that door knocking is not the most efficient or cost effective method of recruiting customers in the first instance.

Despite the inefficiency and uneconomical nature, the door knocking approach still succeeded in engaging a percentage of customers who otherwise would not have been contacted through other recruitment methods, such as reminder calls due to the lack of contact details. There can be a benefit to the approach which, if judged to be reasonable, could potentially be included to increase future customer participation levels. It is also noteworthy that a much higher rate of both answers and acceptance for an appointment were seen with customers categorised as an Acorn group 1 and 4. This could indicate that these groups could be the best to target if door knocking is used in future phases however further data would be required to reinforce this.

4.2 Products

Investigation of the research data has shown that the quantity of products and product types installed has been consistent across both appointment types with an average 0% difference between them (see Table 7 and 8). Although there were minor percentage differences with some specific products this could not be accredited to the appointment type and these variations could be expected during any normal H_2eco phase dependent on individual customer preference and existing property fittings. This indicates that the removal of the behaviour change material had no impact on customer willingness to participate in trialling water saving devices and did not affect the plumber's ability to recommend a product.

The follow-up surveys also contained questions specifically designed to determine any effect the behaviour change material may have on a customer's satisfaction, awareness of the level of water being saved and customers thoughts on the products they had installed. The individual product results that are worth noting show H_2eco style customers to be more likely to leave their products installed across the product range even though they are as satisfied as product only customers with the devices. Slightly more H_2eco style customers also believe that these devices are saving 'A lot' or 'A little' water with more product only customers believing they are saving 'A little' or 'None at all'. Although the average differences seen in Tables 23 and 24 were small, the larger individual product percentages were investigated in greater depth and it was established that these numbers were affected significantly by very low response levels and therefore the data for products such as the inline adaptors and kids packs could not be considered statistically reliable on their own.

Due to the small number of remedial jobs that were undertaken during phase 10, it is difficult to establish if any of the reasons were related directly to the removal of the behaviour change information. There was a small difference of 4% for product only customer remedial visits seeing customers requesting their fittings to be reverted back to

their original state. The increase could possibly be attributed to the removal of the water saving information as the customer could be less inclined to keep the product installed if they are unaware of the actual saving benefit; however there is very limited evidence to support this.

The product installation and follow-up survey tables show that the majority of results had small differences between appointment types. It is clear that although there may be some higher variations between individual products, the average change across each table was very small indicating little tangible difference. Customer's perception of water saved and likelihood for a remedial visit increased slightly for product only customers but not to any significant level. Overall this indicates that the behaviour change material removed from the product only appointments had no substantial effect on product installations but did leave these product only customers with a lessened appreciation for the savings achieved by individual devices.

4.3 Appointments

The appointment process and data recorded was successfully delivered by the plumbers with no noticeable differences between the appointment types. The appointments were split equally between the two types and the time the plumbers spent in each averaged the same with all feedback indicating that customers from both appointment types received an equal service regardless of the behavioural and water saving information's inclusion. Despite the absence of behaviour change information, the plumbers still actively installed water saving products wherever possible and spent the time necessary during the appointment to ensure professionalism, accurate installations along with excellent service.

As additional appointments had to be undertaken due to a shortage in meter read data, extra customers were recruited and a total of 1,495 appointments were completed. Out of these 1,495 appointments there were only 4 product only appointments that had to be abandoned indicating the plumber's high attention to detail and a firm understanding of the task they had been instructed to undertake. This is primarily merit to the use of an experienced plumbing team armed with the additional training to deliver these multiple appointment types. As the team possessed comfort, familiarity and confidence in the standard processes and equipment, they were able to focus their efforts on the accuracy of the product only delivery style.

The recommend a friend scheme has been utilised in recent phases of H_2eco as a means of promoting customer-to-customer recruitment for the project. As seen in Table 9, there was a difference of 3%, almost 100% increase in recommendations from customers who had undertaken a product only appointment. This result is unexpected and cannot be attributed to any of the behaviour change media included or excluded from the appointment types without understanding why these customers had chosen to

recommend and whether it was simply for the financial gain. As this question was not asked amongst any of the surveys for feedback, the result is unable to be evaluated further.

The follow-up surveys aimed to ascertain the customer's awareness of their household's water usage before and after the appointment and understand what the most beneficial aspect of the appointment was for customers. The 624 follow-up surveys received supplied a valuable insight into the views of 42% of customers across both appointment types.

Throughout the follow-up survey results, the majority of H_2eco style customers generally thought they were saving a moderate amount or a lot of water. Product only customers were more often divided between the high and low options, assuming they are either saving a lot or that they were saving nothing at all having had no information provided to support this. In some cases H_2eco style customers were less often seen to think they were saving a significant amount of water from products or the visit. This could indicate that educating customers on their consumption can give an understanding that they are saving a smaller quantity of water than they would otherwise assume themselves. This realistic understanding of saving may be less in some cases but is thought to be more beneficial than customers wrongly assuming their savings to be excessively high or low.

Product only customers were also noted more often to classify themselves as already efficient or to state that the appointment had no impact on their daily routines. This indicates that the education and behaviour change messages can completely alter a customer's attitude and understanding of their consumption which can have a big effect on how they think of and utilise water.

A large percentage of product only customers also stated they had passed 'Hints and tips to save water' to other members of their household even though these had been omitted from the appointment. This could indicate that some customers still feel that having taken part in a water saving project they are able to contribute information gained from their experience to their household even if they did not receive specific hints and tips during the visit.

4.4 Customer Satisfaction

Customer satisfaction remained consistently high throughout the research seeing levels similar to those experienced during previous phases. Across both types of appointments customers gave almost 100% 'Yes' responses on the satisfaction surveys provided at the end of each appointment for the service they received. The responses to the follow-up surveys also showed no difference between appointment types seeing 88% of customers being either 'Very satisfied' or 'Satisfied'.

This high level of satisfaction across both appointment types shows no indication of customer awareness or dissatisfaction at the removal of the behaviour change material and reinforces the accuracy of delivery. Any dissatisfaction seen was consistent with other phases of H_2eco and although it was anticipated some customers may feel less enriched by the lessened experience, they however did not know there was a difference and therefore were satisfied with the experience all the same.

4.5 Water Savings

Through the conclusive analysis of the data, the benefits of the behaviour change information provided to H_2eco style appointments has achieved an actual metered increase in savings of 7 l/prop/day. This represents an increase of 38% more water savings for customers receiving the H_2eco style over the product only appointment.

As the project was conducted attentively to ensure that the research was completed in the most consistent and accurate manner possible, all data supports the fact that there was no tangible difference between the other variants in the appointments especially in regard to products installed or customer satisfaction. To ensure that the data is represented by a fair occupancy across both appointment types, Table 27 shows that the average occupancy level seen was the same and reinforces that the additional savings were not attributable to customer or property circumstances.

Table 27: Average Occupancy

Appointment Type	Average Occupancy
H_2eco Style Appointment	2.28
Product Only Appointment	2.28

Based on the products installed and measurements collected, both the Ofwat assumed savings and the calculated savings show that the appointment types should be consistently saving similar amounts of water following the appointments. Therefore the only conclusion for the increase in metered saving for the H_2eco type appointment is the awareness of usage and the behaviour change information supplied by the plumbers to customers regarding their current usage, how much water can be saved following the installation of products and how best to save water in the future. These quick and simple behaviour change messages have an astounding impact on real customer savings and should not be dismissed when considering the successful deliverance of future domestic water efficiency appointments.

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5 Conclusions

H_2eco phase 10 was designed to establish the true value of the behaviour changing information included in the H_2eco appointment process. This was achieved by using an established and proven appointment template as a base from which to evaluate the implemented changes. Through the research and subsequent data acquired, it was hoped that future appointments could then be tailored to maximise customer savings while still delivering the highest level of customer service.

On completion of phase 10 and through evaluation of the data collected, it can be concluded that not only was the project successful in achieving the aims and objectives outlined at inception but also in verifying the importance of the behaviour change material in optimising customers' water savings.

The objectives were all successfully accomplished through the use of an experienced team, effective and comprehensive training and careful management throughout the lifespan of the phase. The appointment target was reached with a near 50/50 split of appointment types. Although some meter reads were not successfully undertaken, additional appointments were included in order to ensure a sufficient amount of data was captured and used as evidence to the value of the behaviour changing information.

The high standard of customer service achieved in previous phases was effectively maintained in phase 10 which is proven with the satisfaction surveys returning a near 100% customer satisfaction score. The removal of the behaviour change and water saving facts did not affect the time plumbers spent with customers in their appointments and did not affect the quantity of products that were installed in each appointment type, maintaining the service quality and reputation of ESW and the H_2eco framework.

From examining the data, the key significant result of the removal of the behaviour changing material was seen through the collected meter reads. Those that received the water saving and behavioural information saved a substantial 38% more water totalling 7 l/prop/day through the increased customer awareness.

Table 28: Achieved Savings

	Project average saving (l/prop/per day)	Average saving (l/prop/per day) H_2eco Style Appointment	Average saving (l/prop/per day) Product Only Appointment	Change (l/prop/per day)
Ofwat assumed saving	56.3	56.7	55.9	-0.8
Calculated saving	49.4	49.9	49.6	-0.3
Metered saving	21.5	24.9	18.0	-7.0

This reduced awareness for product only customers often showed that customers would classify themselves as already efficient or would state that the appointment had no impact on their daily routines. This indicates that the education and behaviour change messages do alter a customer's attitude and understanding of their consumption and will reduce their consumption rather than leaving customers believing they are already doing everything they can and consequently using the same or more water.

In summary, this level of saving is considerable when compared to the level of effort required to deliver the behaviour change material included in an H_2eco style appointment. The approach can continuously be reviewed and assessed to incorporate new features or alternative techniques but it is clear from the results delivered during this research phase that inclusion of the behaviour change material should remain a crucial part of future appointment processes to ensure the maximum level of savings are achieved.

Door Knocking

A total of 544 door knocks were delivered across a selection of customer Acorn types to establish the effectiveness of door to door engagement as a means of customer recruitment. These door knocks proved uneconomical using a trained plumber due to the scattered nature of the selected customers, the low answer rate and lower acceptance rate for an appointment on the doorstep. These door knocks did however successfully recruit some customers who otherwise would have had no further follow up contact and likely not have participated in the project at all.

Acorn categories 1 and 4 appeared more likely to answer the door and subsequently accept an appointment and therefore should be investigated further as the first and potentially more fruitful Acorn categories to target.

Although not a key source of engaging customers, door knocking could be considered in future phases as a potential means of recruiting customers who otherwise would have no further contact from the project after the invitation and reminder card. This however may be considered a last resort depending on alternative means and the increased costs and effort associated with its delivery.

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6 Recommendations

Considering the information and observations throughout this project, there are a number of recommendations that should be considered for the future phases of H_2eco and any further research undertaken.

Behaviour Change Material

Based on the findings in this report it is recommended that behaviour change material is included in all future H_2eco and water efficiency projects due to the additional savings associated. Further research to establish the most efficient method of delivering the information or the water saving message, whether it be paper form or spoken by the plumber would be beneficial to potentially increase the level of savings achieved.

Door Knocking

Although door knocking did not prove to be particularly efficient with regards to recruitment during the trial period, further investigation to its potential to engage customers who would otherwise be non-contactable should be explored. Where customer doors could be knocked consecutively (for instance, before the mail out or in conjunction with a mail out) the process would be far more efficient and potentially yield better results.

As only 2.6% (14 customers from the 544 door knocks) accepted an appointment on the door step, it is recommended that if door knocks were to be undertaken in future, a project representative is used rather than a trained plumber. This would ensure best value for money is achieved through the door knocks.

The results from this project have also shown that Acorn group 1 and 4 were the most likely to answer the door and then accept an appointment there and then. As these findings are from a relatively small amount of customers it is recommended that targeting door knocks for certain Acorn categories of customers is investigated further.

Recommend a Friend Scheme

As part of the recruitment process it would be beneficial in future projects to include a focus on why customers have chosen to recommend their friends. This would give insight into whether it is the success of the appointment process and levels of customer satisfaction that inspire customers to recommend the project or for a financial gain.

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7 Appendices

7.1 Appendix A: Door Knocking Invitation Letter

H2eco Help the planet, help your wallet.

«TopDate»

Property ref number «Propref»

«Name»
«AddressNoCounty»

Take advantage of our new free water-saving opportunity

Dear «ShortName»

Essex & Suffolk Water has specifically chosen you to take part in our **free** H2eco project to help you save water, save money, and save energy. The H2eco project will arrange for a plumber to fit suitable water saving products in your home at no cost to you. **All water saving products will be provided and fitted for free** (with a total value of up to £200).

Since October 2010, 14,999 homes in Wickford, Basildon and Benfleet have taken part in H2eco. In the latest two phases of H2eco, each home saved an average of £32 a year on their water and sewerage bill, with 98% of customers stating they were happy with the water saving products fitted.

What's in it for me?

- Free water saving products worth up to £200
- Free installation by a plumber
- Save money on your water and sewerage bill and your energy bill

And there are even more benefits!

- Save water
- Save energy through using less hot water
- Help the environment by reducing your carbon footprint

What to do next:

- Sit back, relax our plumber will be in your area during October to book you an appointment and will even complete it on the same day if you so wish.
- **Alternatively Call: free** on 0800 369 9933 to request an appointment (phone lines are open Monday to Friday 8am-7pm)
- **Text:** 'Water' to 86688 and we will call you back within 2 working days*
- **Online:** Complete the application form at www.watersavingproject.co.uk entering your property reference number *«Propref»* and your password *«Password»*
- **Application form:** Return the form found on the back page of the enclosed leaflet (**To H2eco**) using the pre-paid envelope provided.

We look forward to hearing from you and working with you to save you money and water.

Yours sincerely

K Russell

Kerri Russell, H2eco Project Manager

*Texts will not be included in your inclusive text bundles, and the exact cost of each message depends on your service provider - it is typically between 10 and 15 pence per message.

7.2 Appendix B: High Engagement Script

H2eco Help the planet, help your wallet.

Project Handbook

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WATER SAVING FACTS

1. **Taking shorter showers.** The average person spends 6 minutes in the shower, spending one minute less in the shower could **save you around 40 glasses of water.** Use the 5 minute shower timer and challenge yourself and, where applicable, your family.

2. **Taking a shower not a bath.** In the past taking a shower was always more water efficient than having a bath as **a bath would normally use 60-80 litres.** However this depends on the type of shower and the amount of time you spend. **A 10 minute power shower could use as much as a 120 litres per use.** Also 25% of energy use in the home is in heating water so there are more financial savings as well. You can even save water in the bath; **filling it just 1 inch less will save about 15 litres.**

3. **Using a bowl when hand washing dishes** can save you **7 litres every time.**

4. **Use water in a bowl or the spray function on an Eco-flow spray tap for washing food, vegetables and recycling**, the full flow rate is not required for these tasks.

5. **Turn off the tap when cleaning your teeth**, this can save up to **13 litres of water every time.** Why not use the sticker to remind your children? You can use the beaker in the children's detective kit to rinse your mouth out with so you do not leave the tap running.

6. **Using a plug in the washbasin for personal washing**, doing so saves running the tap therefore only using what you need. **Always use a full load in the dishwasher and washing machine.** A washing machine will use between **45 and 70 litres of water per cycle.** Use the half load setting when appropriate, but be careful as two half loads use more water than a full load.

7. **A huge amount of water is poured and sprinkled onto the garden in the summer months.** Use a water butt to feed the plants and use water saving crystals and mulch to retain water in the soil. Buying drought tolerant plants and only watering in the evening when the temperature is cool are also easy ways to use less water.

8. **Repair dripping taps**, an easy way to save water as some can waste as much as **26 litres of water per day.**

9. **Recommend a friend.** Households in your area have been invited to take part, and have a Water Efficiency survey. Please encourage your neighbours and any friends and family living locally to take part in the Project.

10. **If we all cut our water use by 20 litres a day, the companies could reduce their yearly greenhouse gas emissions by up to 8%.** This is roughly equivalent to the annual emissions from 90,000 cars, or from supplying the population of Liverpool with electricity for a year. **On top of that, the reduction in greenhouse gas emissions from households would be even greater – the equivalent of annual emissions from 620,000 cars**, or from supplying nearly half the population of Greater London with electricity for a year.

7.3 Appendix C: We Missed You Card

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building great relationships

ESSEX&SUFFOLK WATER living water

WE MISSED YOU!

We called by your home today to try and book you a free H2eco appointment

It is not too late to book your water saving appointment and receive free products worth up to £200.

Property Reference

0800 369 9933

Call today to speak to one of our operators who will be very pleased to help you book your appointment.

WE'RE COUNTING ON YOU TO SAVE MORE WATER

H2eco Help the planet, help your wallet.

For more information call 0800 369 9933

7.4 Appendix D: Satisfaction Survey

ESSEX&SUFFOLK WATER *living water*

YOUR SATISFACTION SURVEY

As your water company, we are constantly striving to provide you with the level of service you require. To help us continue to do that, please spend a few minutes answering the questions below.

Name .....

Address .....

.....

..... Postcode .....

1 Did the introductory letter clearly explain what the project was about?		Yes	No
2 Were you clear about how the project would operate? (i.e. you had to apply online, by post or by phone, would then be telephoned and an appointment would be made to deliver and/or install your products).		Yes	No
3 Did the information book provide you with sufficient information about the products on offer?		Yes	No
4 Were you happy with the telephone service?		Yes	No
5 Was the person who made the appointment helpful and courteous?		Yes	No
6 Are you happy with the products you have received?		Yes	No
7 Are you happy with the quality of the plumbing service?	n/a	Yes	No
8 Was the plumber helpful and courteous?		Yes	No
9 Are you happy with the overall level of service you received?		Yes	No

If you have answered no to any of the above please provide us with details or any further comments.

What did you find most useful about the project?

Thank you for taking the time to complete the satisfaction survey. Your views and opinions are very useful and will help us to improve future projects. Please return your satisfaction survey in the pre-paid envelope provided.

For further information on water efficiency email demand.planning@eswater.co.uk

Essex & Suffolk Water, Sandon Valley House, Canon Barns Road, East Hanningfield, Essex, CM3 8BD www.eswater.co.uk

7.5 Appendix E: Follow-up Survey Pages 1 & 2

ESSEX&SUFFOLK WATER living water

Essex & Suffolk Water
Sandon Valley House
Canon Barns Road
East Hanningfield
Essex
CM3 8BD

H2eco

Follow-up Survey

«appTitle» «appInitial» «appSurname»
«appAddress1»
«appAddress2»
«appTown»
«appPostcode»

Questionnaire ID: «QID»

Property reference: «bcustPropRef»

You recently took part in our H2eco water saving project. At Essex & Suffolk Water we are continually trying to improve our projects and understand how they influence water use. We would be very grateful if you could spend a few minutes answering the questions below. Any information you provide will be held in accordance with the Data Protection Act. If you would like further information, please refer to our Privacy Policy which can be found on our website (www.eswater.co.uk).

This questionnaire will be electronically scanned so please place a CROSS (X) in the boxes and write clearly in CAPITAL LETTERS.

Q1. Since taking part in the project do you think your water use is (please select ONE):

☐ *Much less* ☐ *A little less* ☐ *About the same* ☐ *More than before*

Q2. Since your appointment is your awareness of your daily water use (please select ONE):

☐ *About the same* ☐ *Improved somewhat* ☐ *Improved significantly*

Q3. What actions, if any, have you and your household taken to reduce your water use since your appointment?

_____
_____
_____

Q4. How much water do you feel your household saved **before** taking part in H2eco?

☐ *None* ☐ *A little* ☐ *A lot*

Q5. How much water do you feel your household is saving **after** taking part in H2eco?

☐ *None* ☐ *A little* ☐ *A lot*

Q6. Did the project help you understand how simple changes to your daily routine can help you save water?

☐ *Not at all* ☐ *Very little* ☐ *Somewhat* ☐ *To a great extent*

Q7. If appropriate, have you taken the time to explain the following with other members of your household? (Please CROSS (X) all that apply):

☐ *The products and how they work* ☐ *Hints and tips to save water*

☐ *About the plumbers visit* ☐ *About the project*

☐ *I live on my own*

Please see overleaf

Water Saving Products

The next few questions ask you to think about the water saving products you had fitted in your home. If you see a CROSS (X) in a 'Not supplied' box this indicates the product was not suitable for your home and therefore was not fitted.

	Is the product still installed or being used?	Are you happy with the product?	How much water do you think the product is helping you save?
Toilet - ecoBETA dual flush device	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Toilet - Save-a-flush	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Shower - Showerhead	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Shower - Inline adaptor	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Bathroom - Shower timer	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Bathroom - Tap inserts	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Kitchen - Swivel tap adaptor	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Garden - Hose gun	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Garden - Water saving crystals	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Garden - Water butt	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot
Childrens pack	☐ Yes ☐ No ☐ Not supplied	☐ Yes ☐ No ☐ Not supplied	☐ None at all ☐ A little ☐ A lot

8. If you ticked 'No' to any of the above questions, please use this space to detail further (please use CAPITAL letters):

_____
_____
_____

9. What was the most influential element of your H2eco appointment on your water use habits (please use CAPITAL letters?

_____
_____
_____

10. Overall, how would you rate the service provided by Essex & Suffolk Water?

☐ *Very Dissatisfied* ☐ *Dissatisfied* ☐ *Neither satisfied or dissatisfied* ☐ *Satisfied* ☐ *Very satisfied*

Thank you for completing our follow up survey, your answers are very valulable to us and will help us shape our future projects. Please return your survey using the pre-paid envelope provided with the address **Demand Planning, Sandon Valley House, Canon Barns Road, East Hanningfield, Chelmsford, CM3 8BD**

Please see overleaf

7.1 Appendix E: Plumber's Product Only Guide

Product Only Audit (Non-High Engagement)

For the extension of H_2eco (Phase 10), we would like to evaluate and ultimately quantify the impact that behavioural messaging has on a customer's water consumption and further savings.

For this trial, we aim to undertake 700 'product only' audits whereby an H_2eco style audit is delivered but **all** references to the high engagement script (behavioural messages) are omitted. These 'product only' audits should remain the same as the usual H_2eco audit, except we must refrain from providing tips on how to save water, encouraging the customer to save water and general advice on how to save water around the home and garden.

High engagement items include, but are not limited to;

- By reducing your shower time by XX minutes you can save XX
- This equates to a financial saving of £XX
- Use a full load when washing your clothes and this will save you XX
- By using a bowl when rinsing your dishes you can save XX
- By turning the tap off when cleaning your you can save XX
- By using a trigger hose gun to water your garden you have the ability to stop the flow of water at any time by releasing the trigger – this will save you XX

To ensure that the 'Product Only' Engagement approach is consistent throughout the project, all plumbers must adhere to the rules outlined below:

Plumbers must NOT -

- Use the High Engagement script or make reference to anything on it
- Supply the customer with any general water saving facts
- Quantify monetary savings associated with water saving devices
- Quantify water saving levels achieved through the installation of devices
- Supply the customer with pre or post installation flow rates
- Provide the Additional Information pack and only a Feedback Survey and Reply Envelope

Plumbers MUST -

- Remain in a polite, professional and friendly manner at all times
- Subtly record all flow rates and measurements of fixtures in the property on the PDA

- Obtain permission from the customer to fit all products and devices prior to installation
- Record any issues on the PDA and explain the details clearly to the customer
- Be tactful in responses and conscious of the customer's engagement with the process

Plumbers CAN -

- **If a customer requests,** provide 'headline savings' for each product that do not relate to this behaviour
- **If a customer is engaged and persists of more detailed information that you must NOT provide,** you shall fall back to a standard H_2eco style audit and completed the Water Saving facts and revisit all audited areas of the property providing the standard behaviour facts, flow rates and monetary savings attached. You must call this through to the office and leave a comment on the PDA stating the 'Product Only audit was abandoned'.

Additional 'Product Only' Guidance

Plumbers may experience customers who insist on further information regarding their water usage and any achieved water or monetary savings. These subjects should be evaded by diverting customer to a different topic of conversation or supplying an answer that satisfies any interest without revealing water saving facts or saving related information.

The dialogue with the customer can still talk about the products and how much water they save, but would stop at the point of going beyond this, i.e. we are fitting this showerhead, this is how much it saves (30 litres a day), but then refrain from encouraging behaviour change by discussing how long members of the household spend showering.

Examples of possible questions and ways to deflect them are:

Q: "Why are you measuring the water from my taps?"

A: "I just have to check the tap before I try fitting anything. That's good, it's all normal"

Q: "Wow that looks good. Is that now saving me water?"

A: “Yeah it looks really good in here and is much more efficient than your original filter so you should see the benefits soon”

Q: “So with all these devices fitted how much water do you think I’ve saved?”

A: “It’s hard to say at the moment but hopefully quite a bit. The devices all help in their own way so hopefully you should see the benefits soon”

If a customer persists in requesting additional information regarding their audit and associated savings the plumber can switch back to the High Engagement approach if required. This should only occur as a last resort to provide the best possible service once all attempts using the Low Engagement approach have been exhausted or if the customer seems dissatisfied with the Low Engagement information provided by the plumber.