

2024 Customer Satisfaction Survey

Urban



1800 808 830 www.lmw.vic.gov.au





Research methodology

Quantitative Online survey

The survey was designed and administered by JWS Research:

- A link to the online survey was emailed to customers on Tuesday, 8th October, 2024. Distribution of the survey to urban customers was undertaken by Lower Murray Water.
- A reminder email was sent to customers by LMW. The survey remained open until Tuesday, 12th November, 2024.

A total of 916 urban customers completed the survey.

The maximum margin of error on the total sample of n=916 is +/-3.2% at the 95% confidence level.

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

The data has not been weighted.



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



Snapshot of key findings

The majority of customers are satisfied with the reliability of their water supply (96%) and the colour of their water (92%). This includes:



57%

who are 'extremely' or 'very' satisfied with the **reliability** of their water supply



48%

who are 'extremely' or 'very' satisfied with the **colour** of their water

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

Telephone is the most frequently used method of contact



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



90% are satisfied with LMW's **customer service**

The topics that attract most interest for increased communication include:



'Tips and tricks to save water at home'

– 27% would like to hear 'more'



'Major infrastructure projects that LMW is working on' – 25% would like to hear 'more'



'How to report a non-urgent water leak'

– 24% of customers would like to hear 'more'.



72% say it is 'extremely' or 'very' important that LMW offers online bill payment

Nine in ten customers (89%) are satisfied with **LMW's performance overall**.

On balance, urban customers are almost as likely to be LMW **'promoters'** as they are to be **'detractors'**



LMW's Net Promoter Score (NPS) sits at -4 (promoters minus detractors).

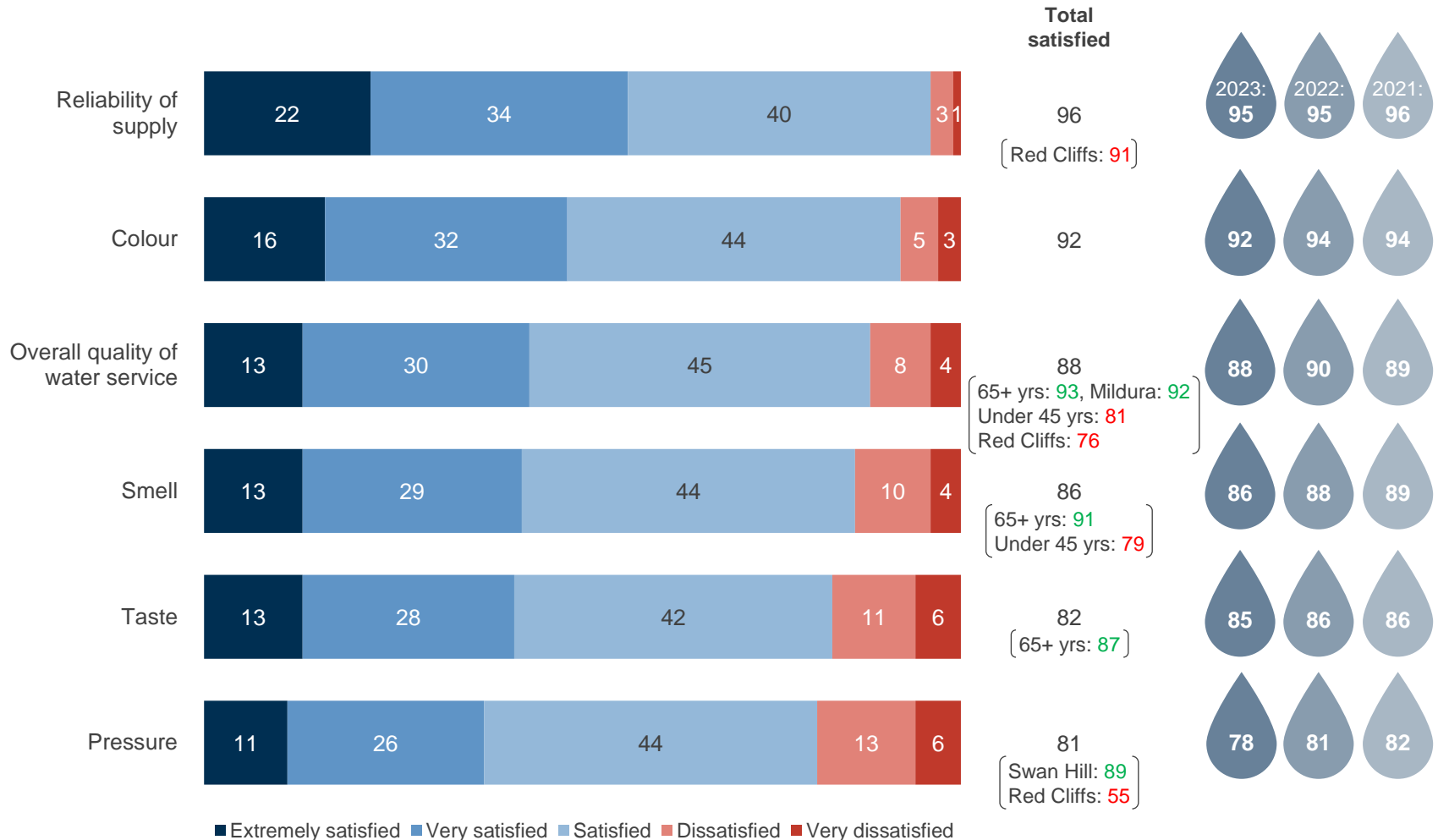


Detailed findings

A majority of urban customers remain satisfied with various aspects of their water supply from LMW



Satisfaction with aspects of water service (%)

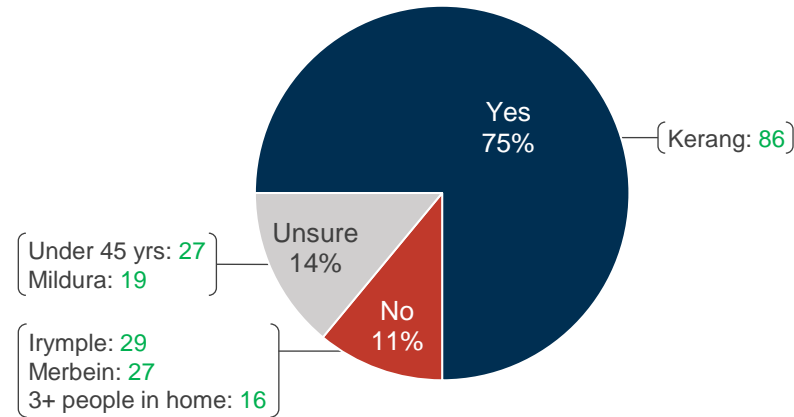


Significantly higher / lower than the total at the 95% confidence level.
 Q1. Thinking about your water supply from Lower Murray Water, how satisfied are you with:
 Base: All respondents (n=916).

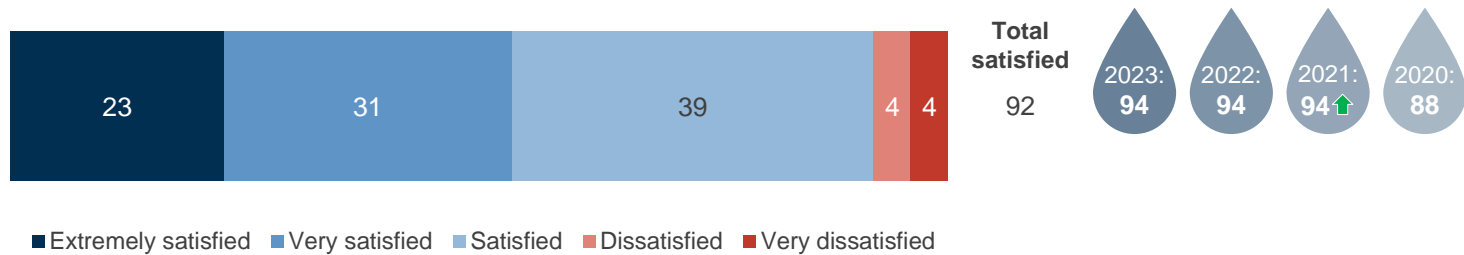
Three quarters of customers are connected to LMW’s sewerage system, and most are satisfied with the service



Connected to LMW sewerage system



Satisfaction with aspects of sewerage service (%) (among those connected)



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

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

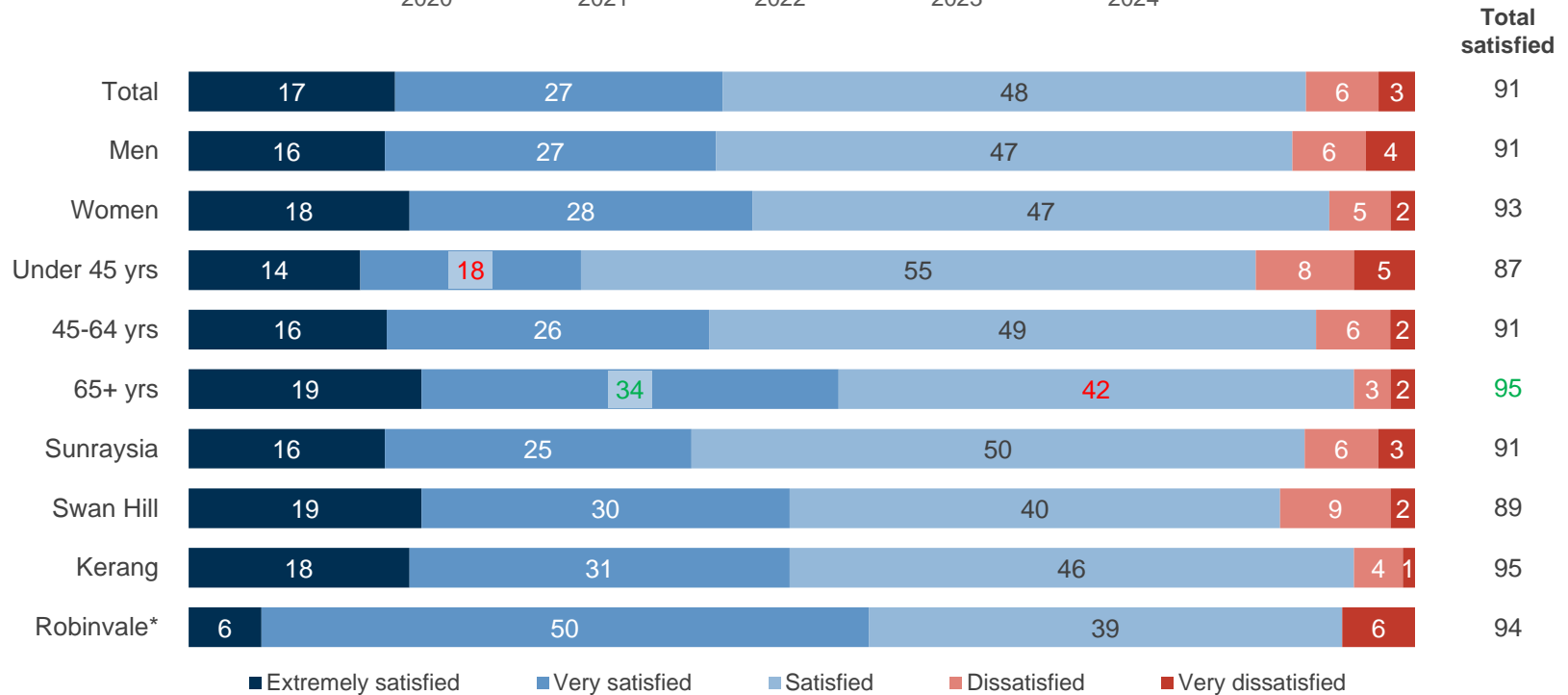
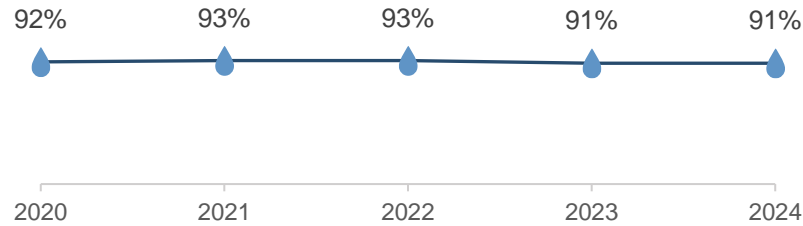
Q2. Are you connected to Lower Murray Water’s sewerage system? / Q2a. How satisfied are you with your sewerage service?

Base: All respondents (n=916); those connected to sewerage service (n=683).

Customers continue to be satisfied with the ease of contacting LMW



Satisfaction with ease of contacting LMW (%)

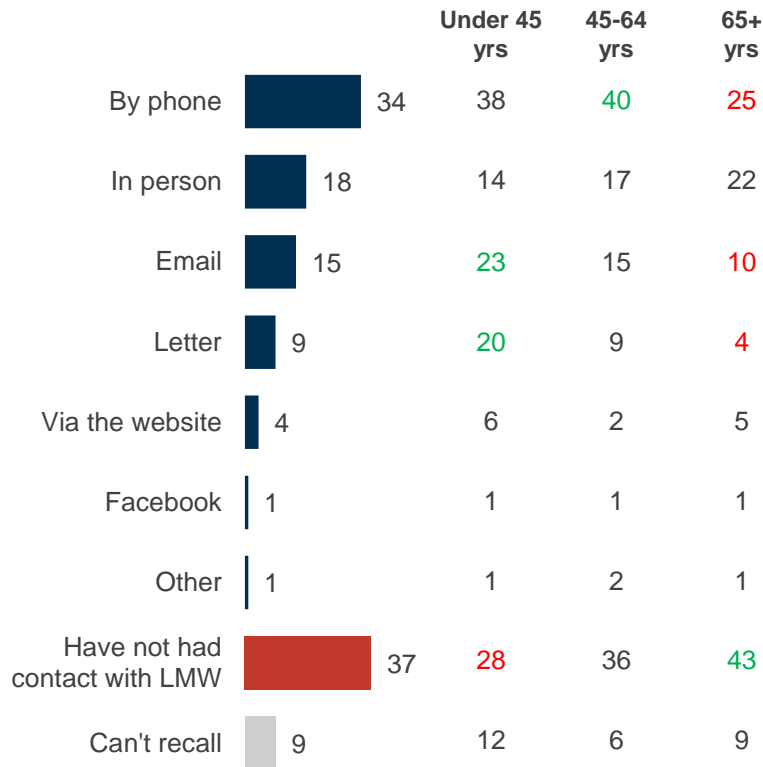


Significantly higher / lower than the total at the 95% confidence level.
 Q3. Thinking about customer service, how satisfied are you with the ease of contacting Lower Murray Water?
 Base: All respondents (n=916)
 *Caution: Small sample size (<50).

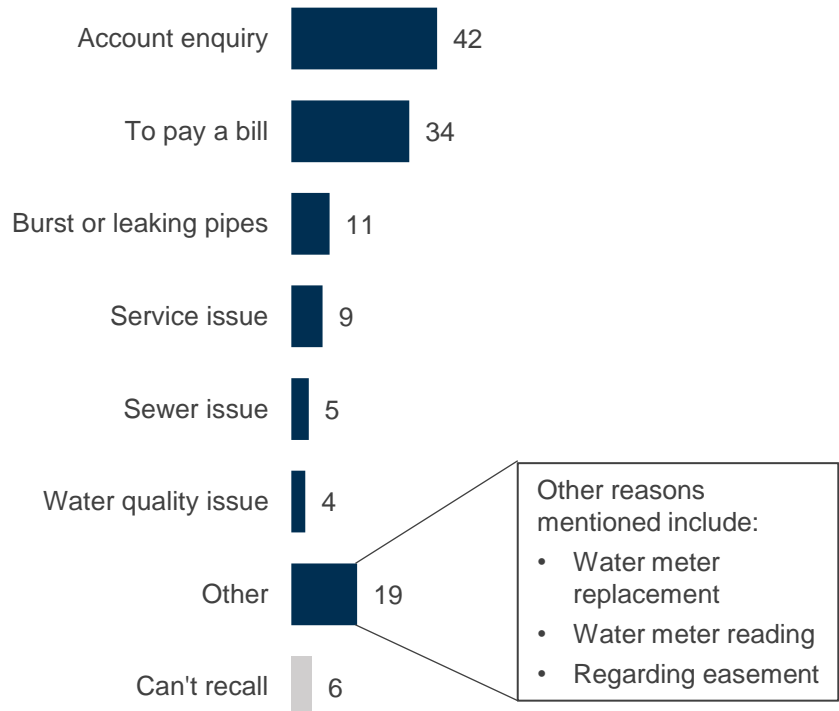


Urban customers contact LMW most often by phone, although methods of contact differ by age group

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



Reason for contact (%)
(multiple response – among those who had contact in the last 12 months)



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

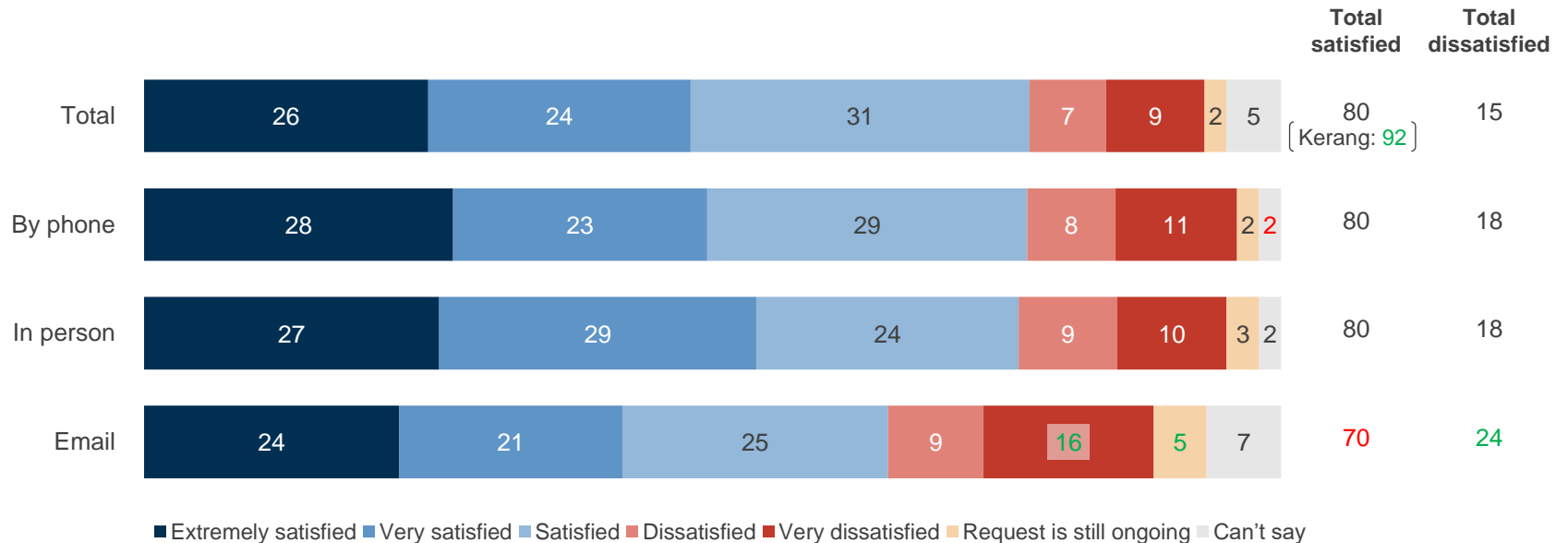
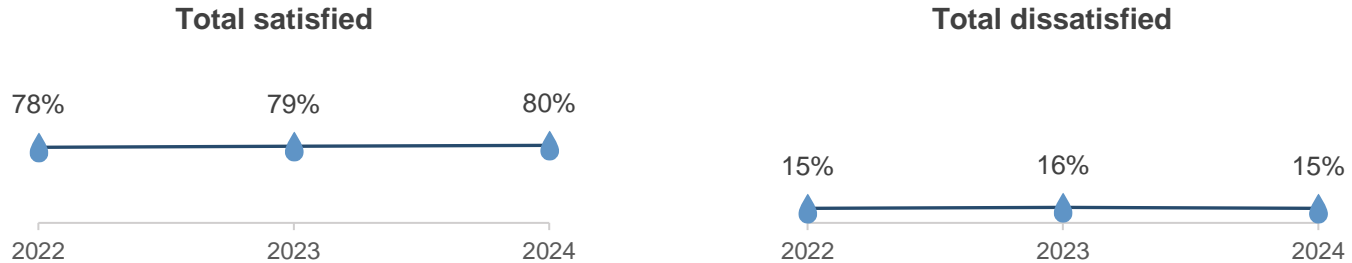
Q3a. Over the last 12 months, have you had contact with Lower Murray Water in any of the following ways? / Q3b. For what reasons did you have contact with Lower Murray Water? / Q3bi. How satisfied were you with Lower Murray Water's responsiveness to resolve your request?

Base: All respondents (n=916); those who had contact with LMW in last 12 months (n=498).

Satisfaction with LMW’s responsiveness is significantly lower among those who make contact via email



Satisfaction with LMW’s responsiveness to resolve your request (%)
(among those who had contact in the last 12 months)

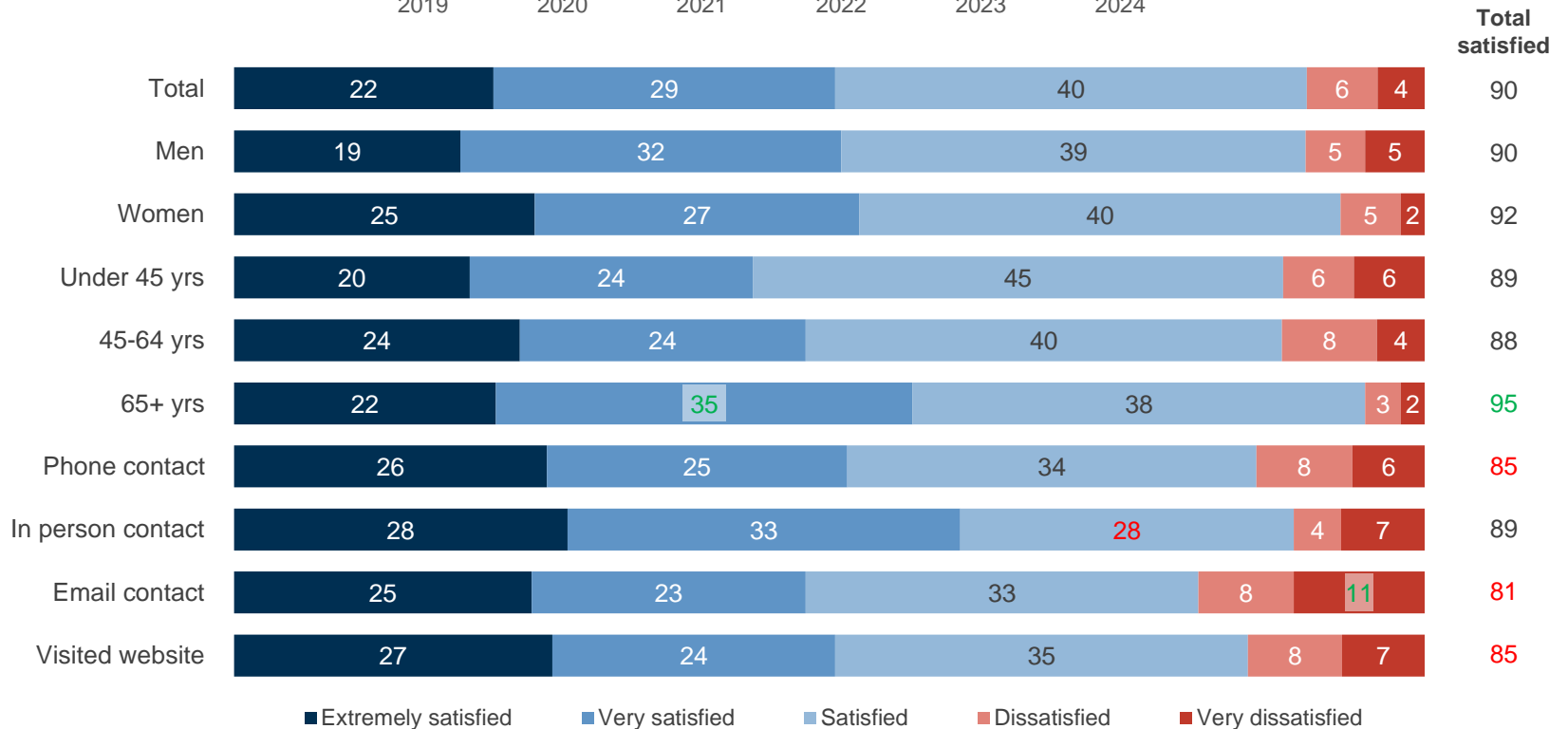
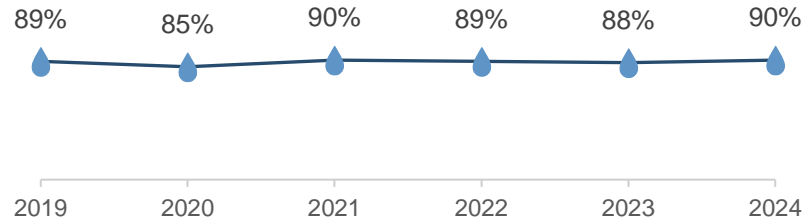


Significantly higher / lower than the total at the 95% confidence level.
 Q3bi. How satisfied were you with Lower Murray Water’s responsiveness to resolve your request?
 Base: All respondents (n=916); those who had contact with LMW in last 12 months (n=498).

Customers continue to be satisfied with LMW’s customer service, those who contact by email more dissatisfied



Overall satisfaction with LMW’s customer service (%)
(among those who had contact)

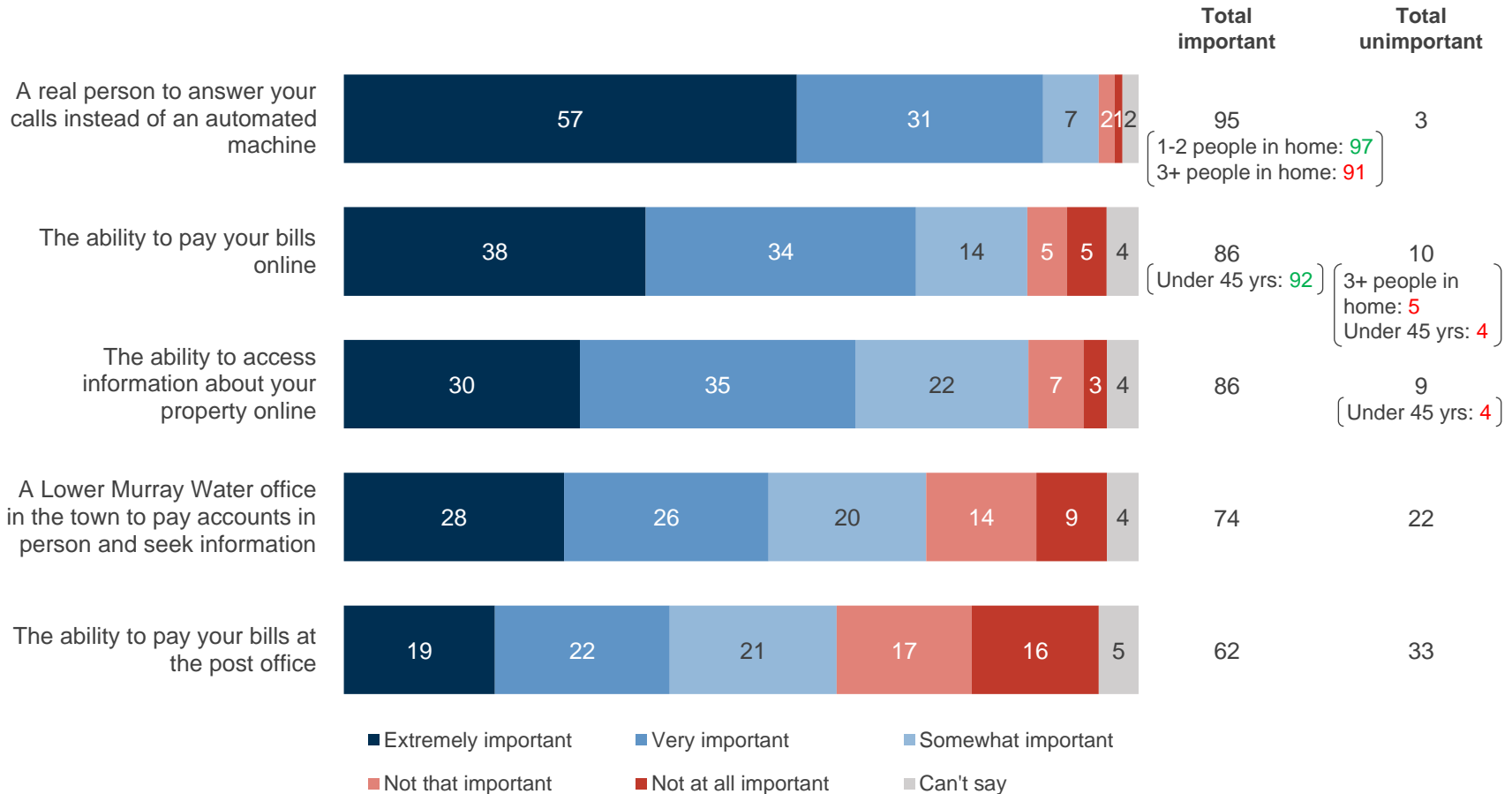


Significantly higher / lower than the total at the 95% confidence level.
Q3c. Overall, how satisfied are you with Lower Murray Water’s customer service?
Base: Respondents who had contact with LMW (n=716)

Customers prioritise speaking to a real person, followed by ability to access property information and pay bills online



Importance of services (%)

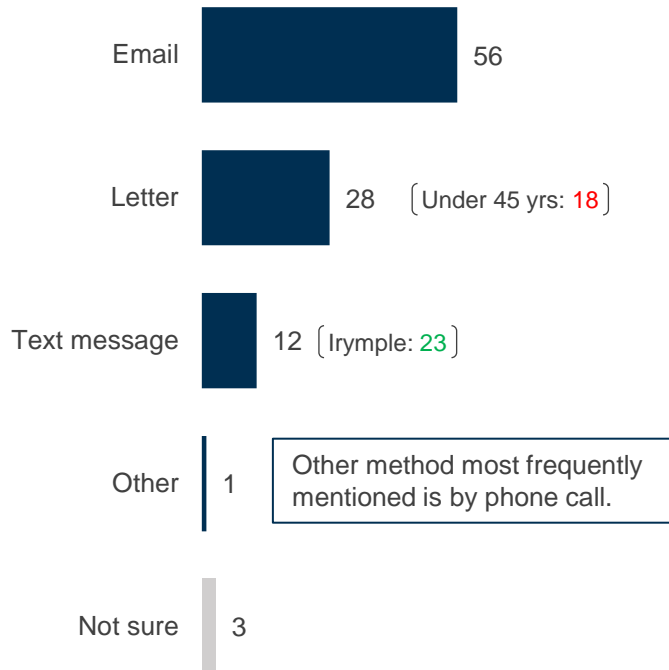


Significantly higher / lower than the total at the 95% confidence level.
 Q22. How important is it to you that Lower Murray Water provides the following services?
 Base: All respondents (n=916).

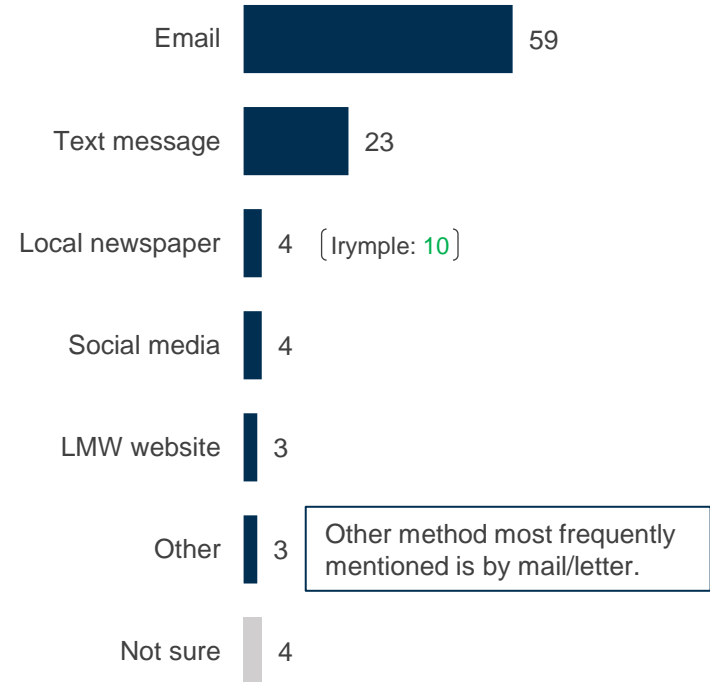


Most customers prefer to receive both account and general information from LMW via email

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



Preferred method of contact for general information (%)



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

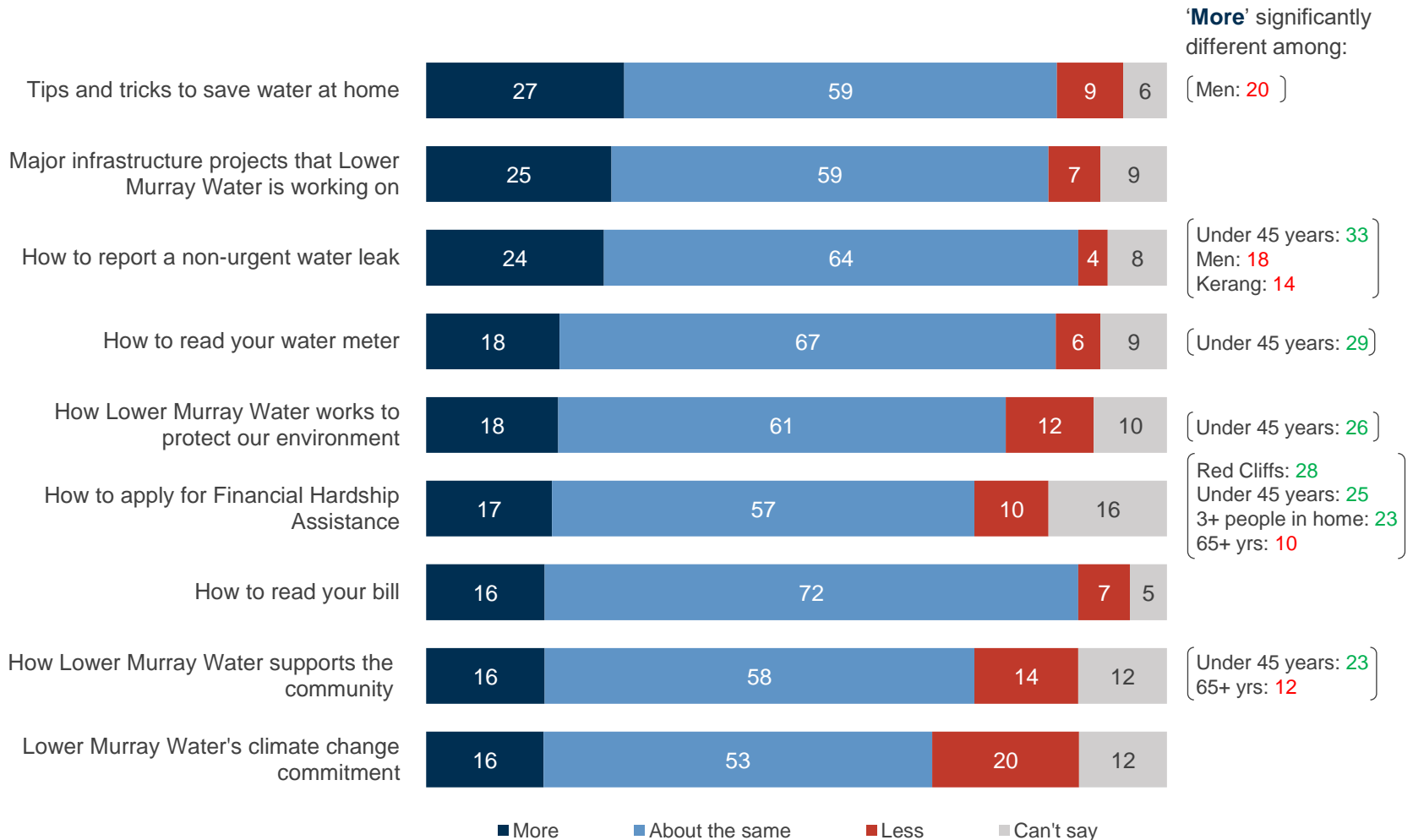
Q4. Which is your preferred way for Lower Murray Water to provide you with information about your account, including about your bills and any planned interruptions to service? / Q5. Which is your preferred way for Lower Murray Water to provide you with general information, including about public works,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

Base: All respondents (n=916).

Under 45-year-olds are significantly more likely to say they would like to hear more from LMW on a range of issues



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

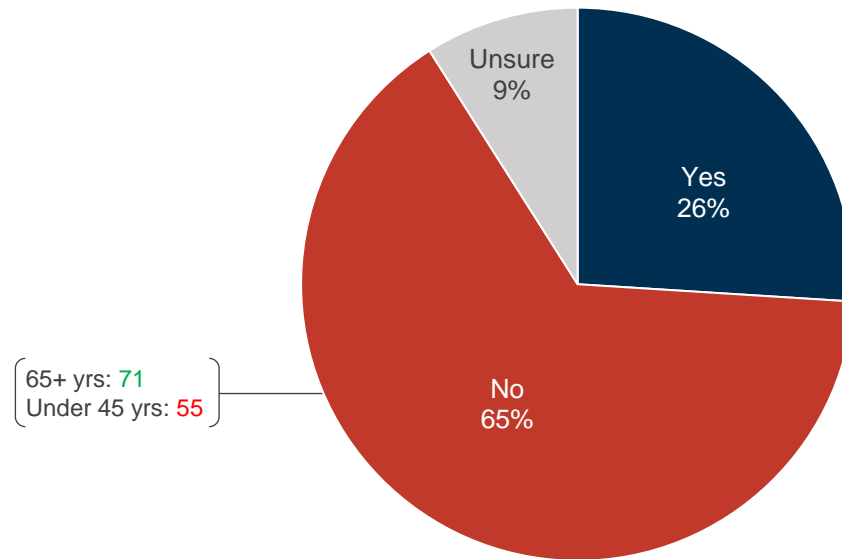
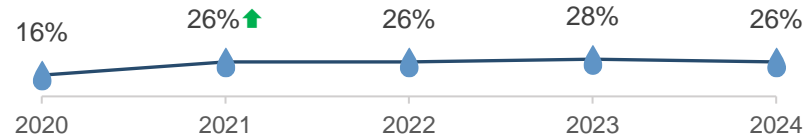


Significantly higher / lower than the total at the 95% confidence level.
 Q6. And would you like to hear more, less or about the same from Lower Murray Water in relation to...
 Base: All respondents (n=916).

Just over a quarter of urban customers visited the LMW website in the last year, consistent with previous years



Visited LMW website in last 12 months

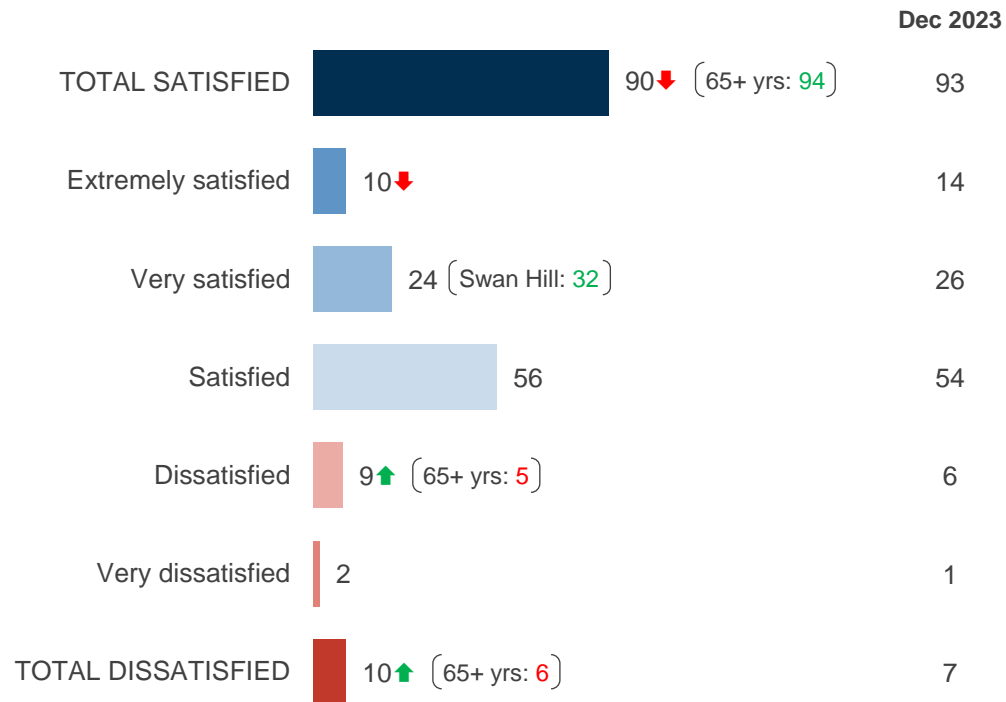
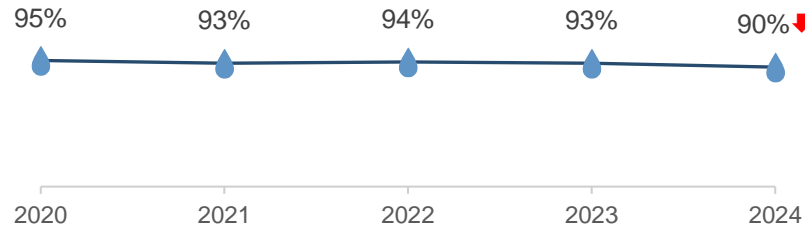


Significantly higher ↑ than the previous wave at the 95% confidence level.
 Significantly higher / lower than the total at the 95% confidence level.
 Q7. Have you visited the Lower Murray Water website in the last 12 months?
 Base: All respondents (n=916).

A significant decline in satisfaction with understanding bills, coupled with a significant increase in dissatisfaction



Satisfaction with ability to understand bill (%)



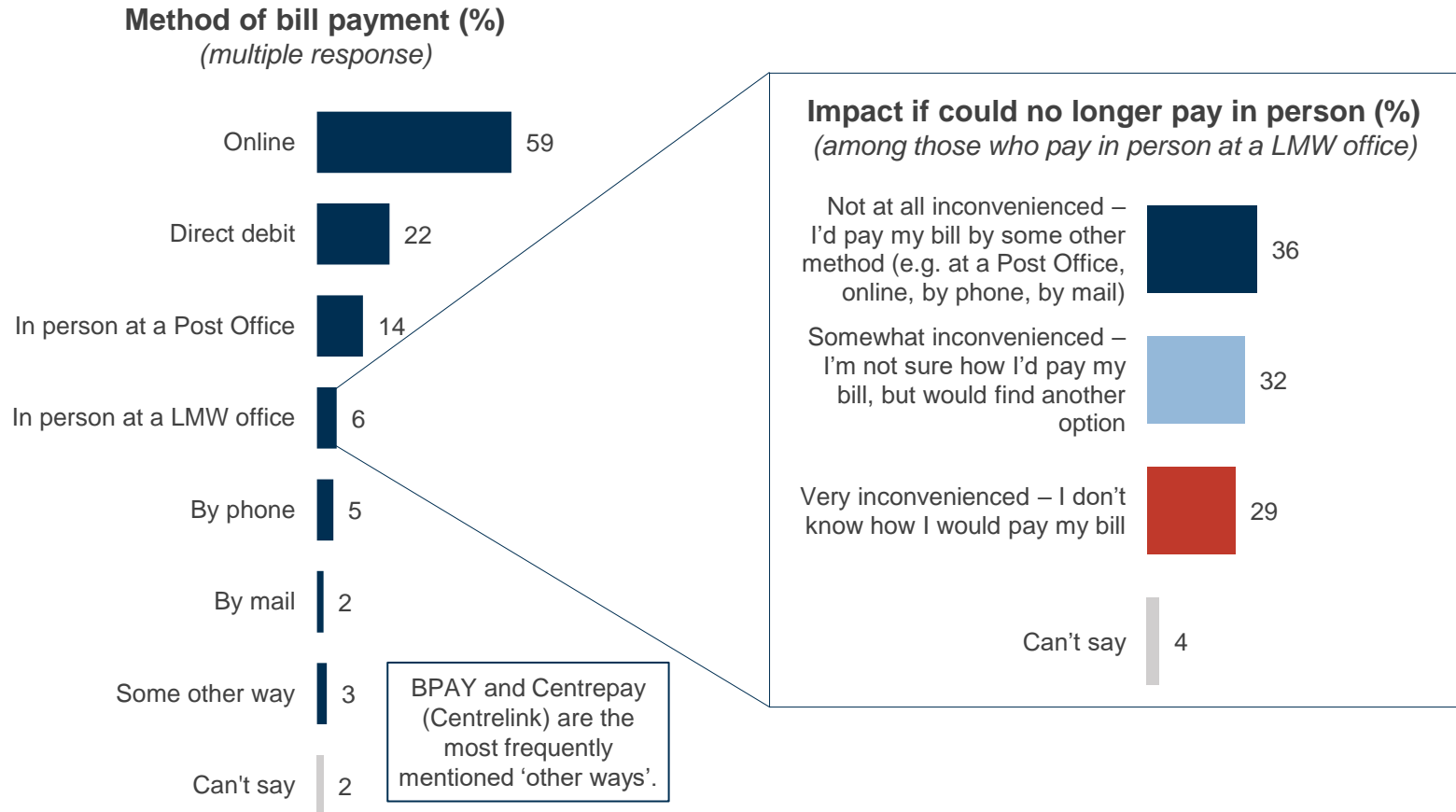
Significantly higher ↑ / lower ↓ than the previous wave at the 95% confidence level.

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

Q8. How satisfied are you with your ability to understand your bill?

Base: All respondents – Dec 2024 (n=916), Dec 2023 (n=783).

Most customers pay their LMW water bills online, with only a small proportion opting to pay in person at an LMW office

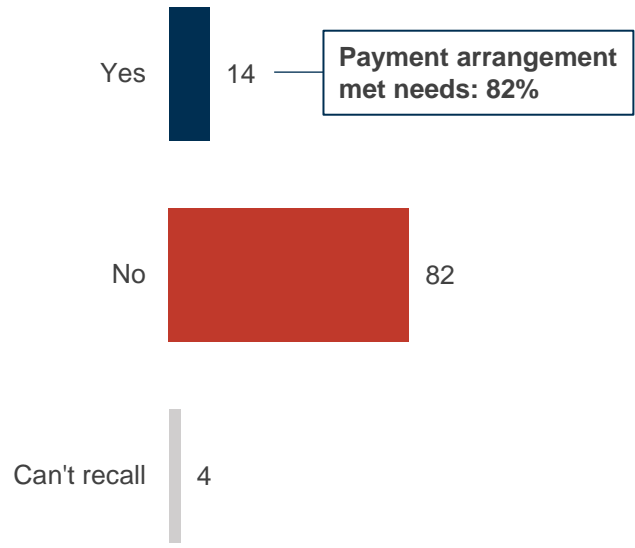


Q23. In which of the following ways do you typically pay your Lower Murray Water bill? Please select the methods you use regularly or most of the time. / Q24. To what extent would you be inconvenienced if you could no longer pay your water bill in person at MWower Murray Water office?
Base: All respondents (n=916); those who pay in person at a Lower Murray Water office (n=56)

Most customers who sought a payment arrangement had their needs met



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

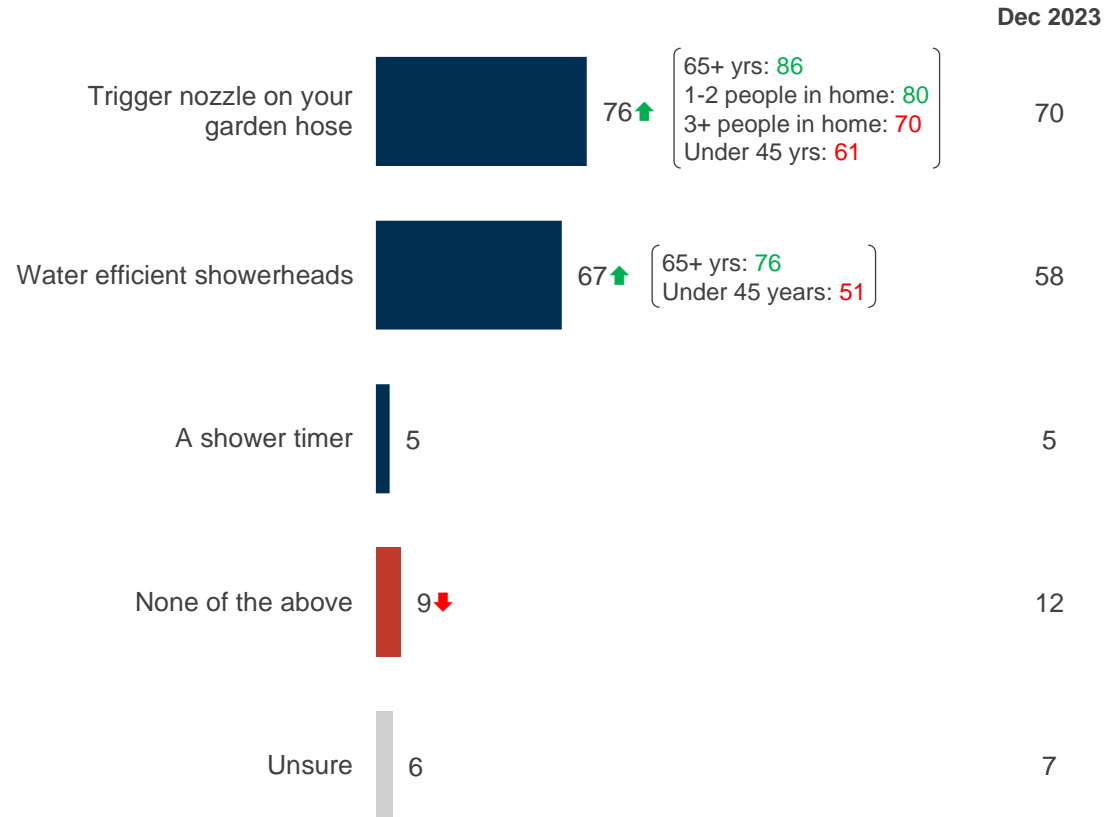


Q9. In the last 12 months, have you contacted Lower Murray Water about a payment arrangement for your bill? / Q10. Was a payment arrangement agreed that met your needs?
 Base: All respondents (n=916); those who contacted LMW regarding payment arrangement in last 12 months (n=125).

Significant increase in households using trigger nozzles on garden hoses and water efficient showerheads



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

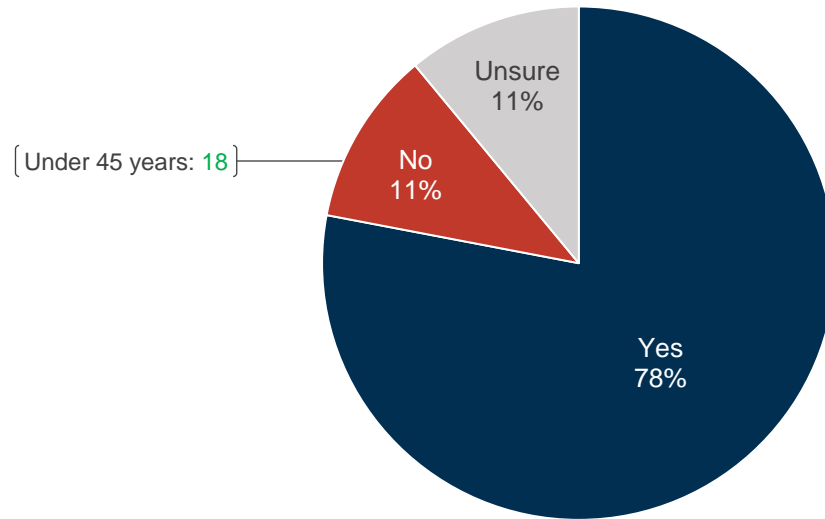


Significantly higher ↑ / lower ↓ than the previous wave at the 95% confidence level.
Significantly higher / lower than the total at the 95% confidence level.
Q18a. Which of the following do you have in your home? Please select all that apply.
Base: All respondents – Dec 2024 (n=916), Dec 203 (n=783).

Close to four in five of customers claim to understand the water saving rules



Understand Permanent Water Saving Rules for water use



In 2023, 75% of customers claimed to understand the Permanent Water Savings Rules.

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

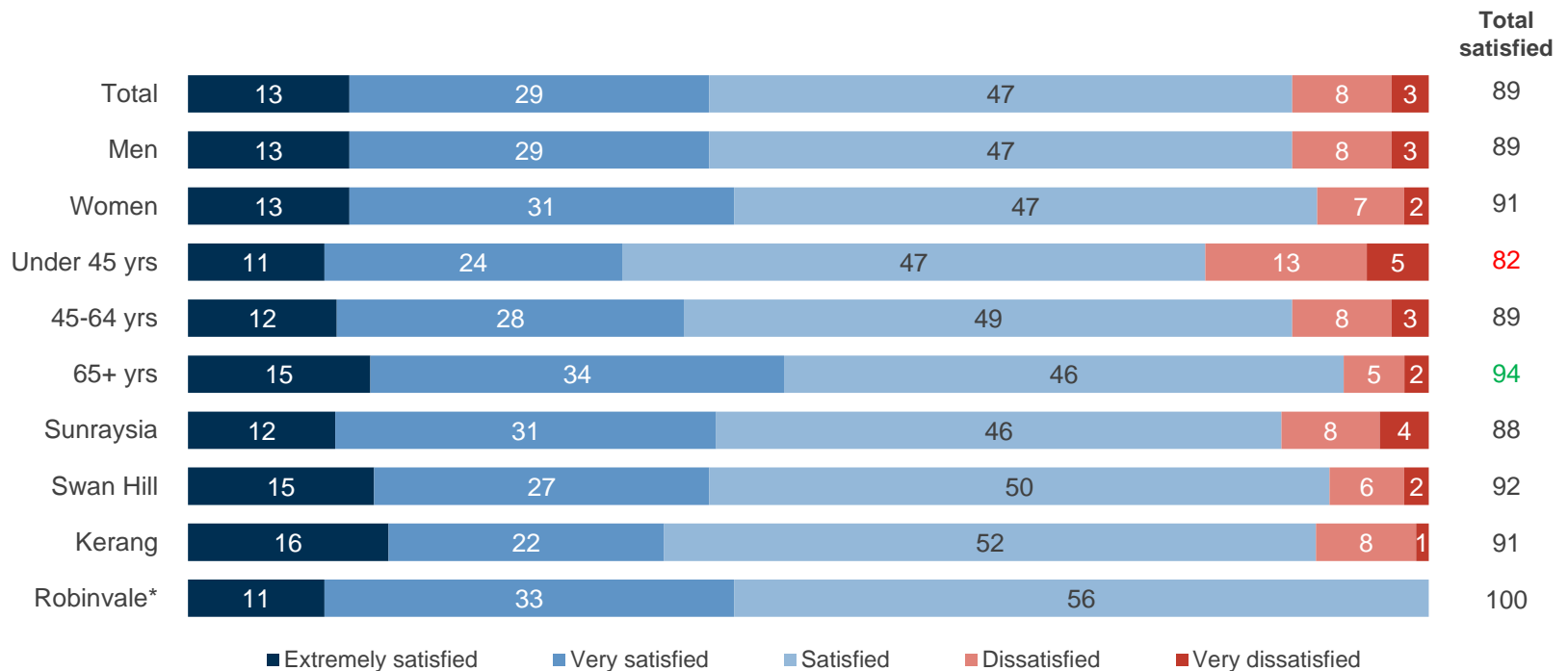
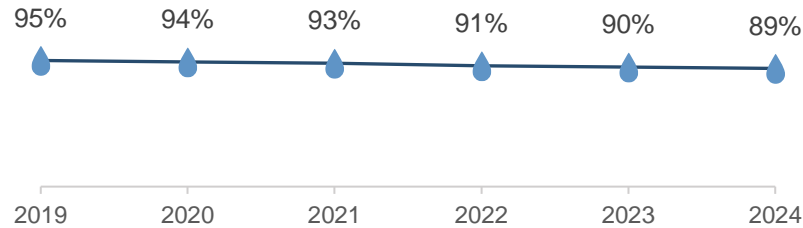
Q19. Do you understand the Permanent Water Savings Rules for water use? (Applicable to residential / business – garden watering 6:00pm to 10:00am on any day).

Base: All respondents (n=916).

Almost nine in ten customers are satisfied with LMW’s performance, though satisfaction has declined over time



Overall satisfaction with LMW’s performance (%)

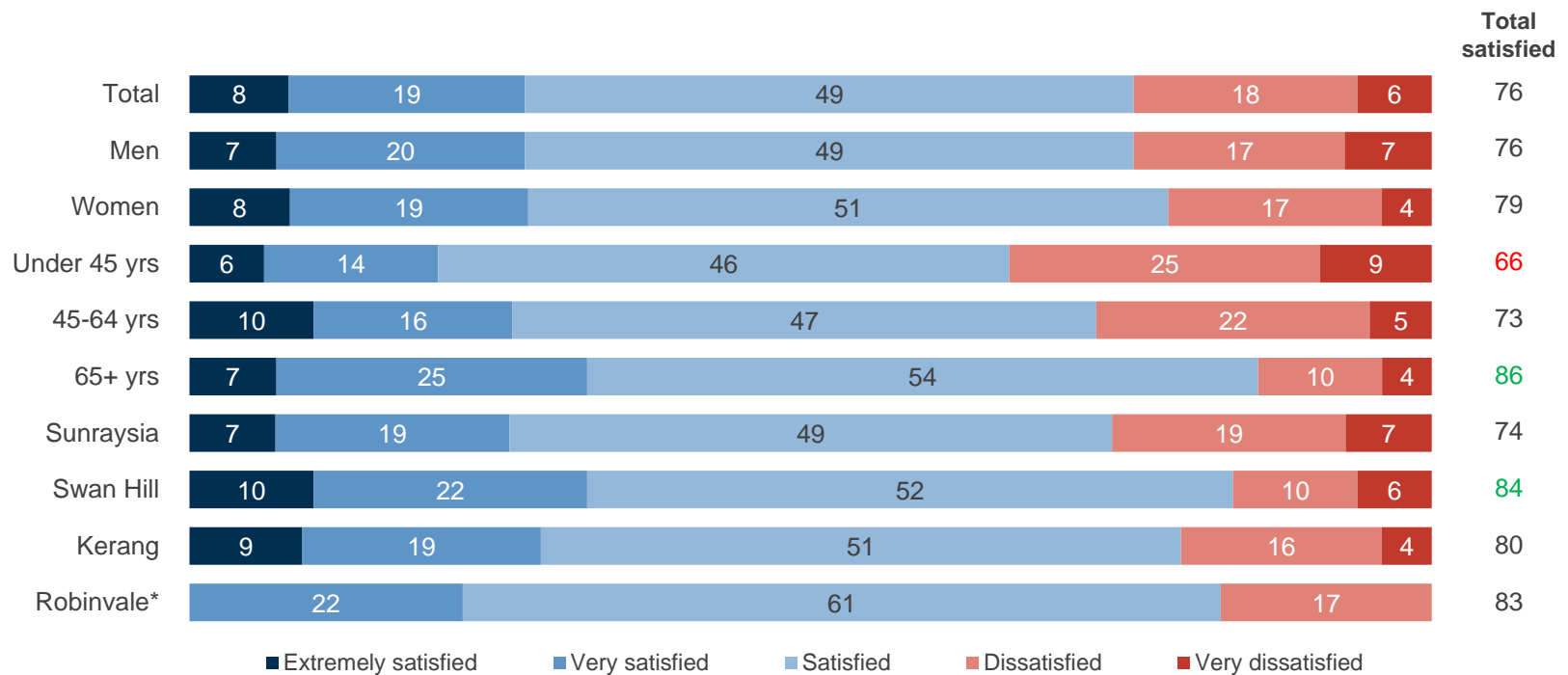
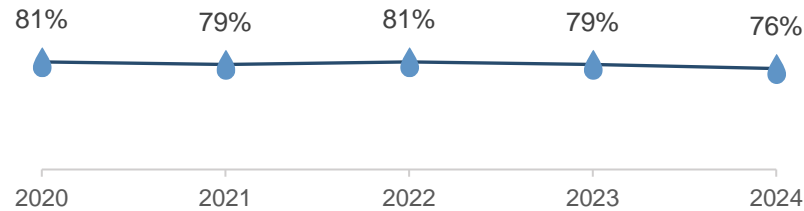


Significantly higher / lower than the total at the 95% confidence level.
 Q14. Overall, how satisfied are you with Lower Murray Water's performance?
 Base: All respondents (n=916)
 *Caution: Small sample size (<50).

Just over three quarters of urban customers are satisfied with the value for money that LMW services provide



Satisfaction with value for money of water service (%)

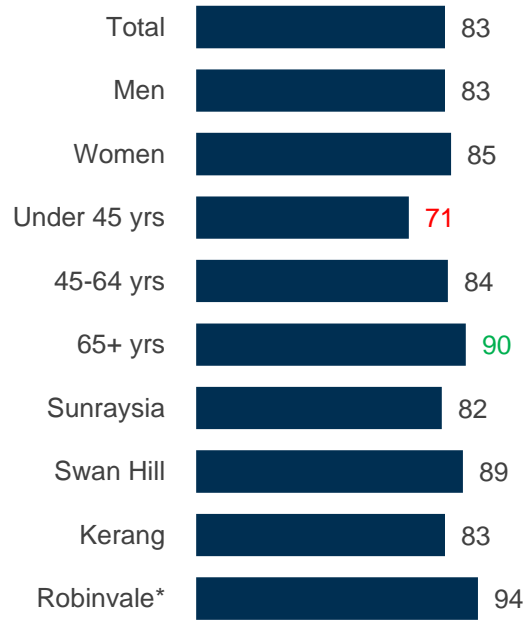
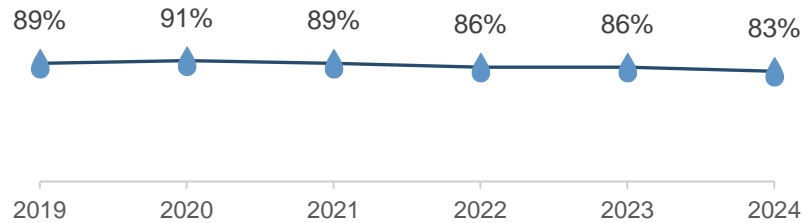


Significantly higher / lower than the total at the 95% confidence level.
 Q14a. Overall, how satisfied are you that Lower Murray Water services provide value for money?
 Base: All respondents (n=916)
 *Caution: Small sample size (<50).

More than eight in ten urban customers feel that LMW meets their expectations as a water service provider



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

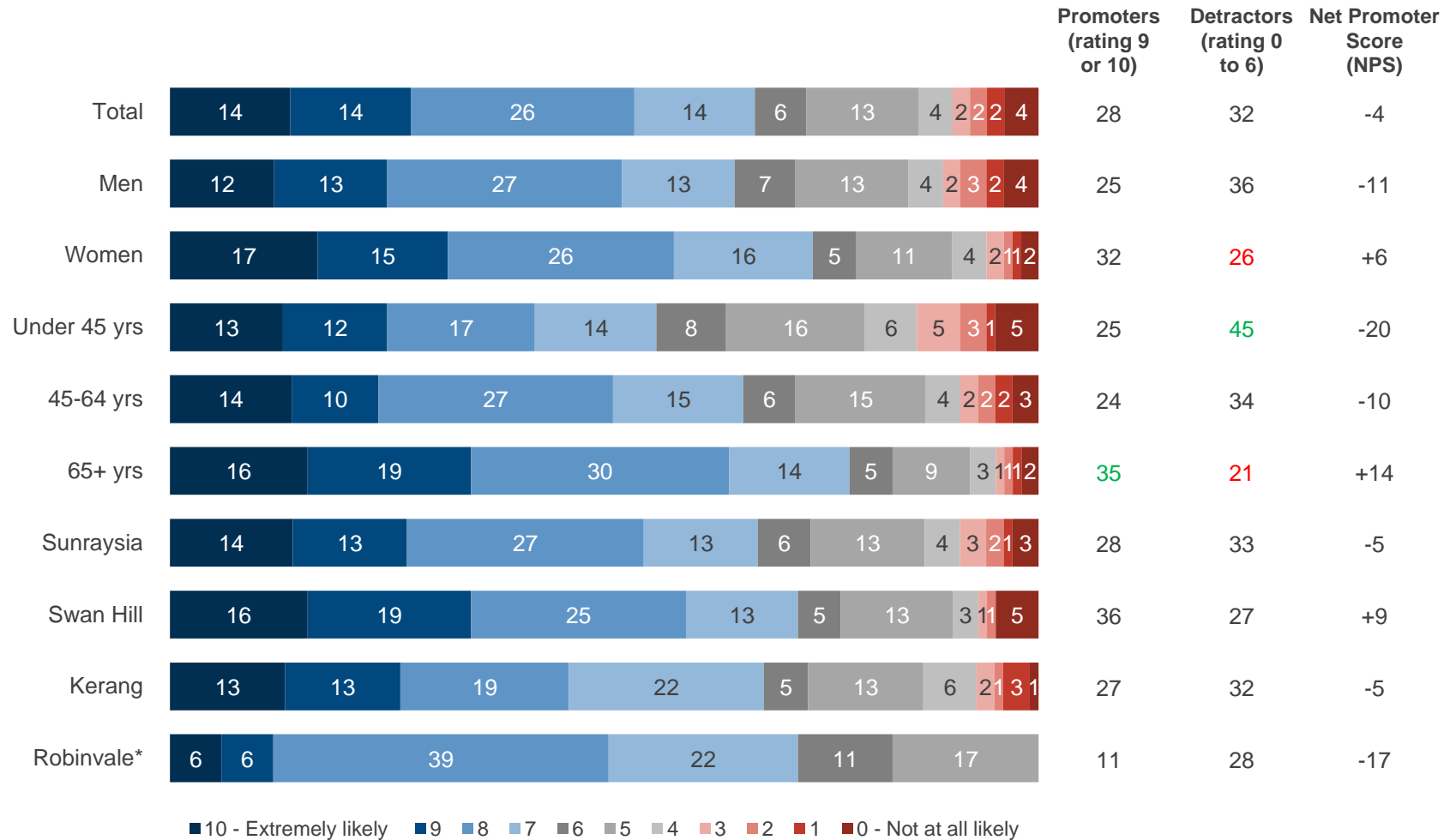


Significantly higher / lower than the total at the 95% confidence level.
 Q15. Is Lower Murray Water meeting your expectations as your water service provider?
 Base: All respondents (n=916)
 *Caution: Small sample size (<50).



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

Likelihood to speak favourably about LMW (%)

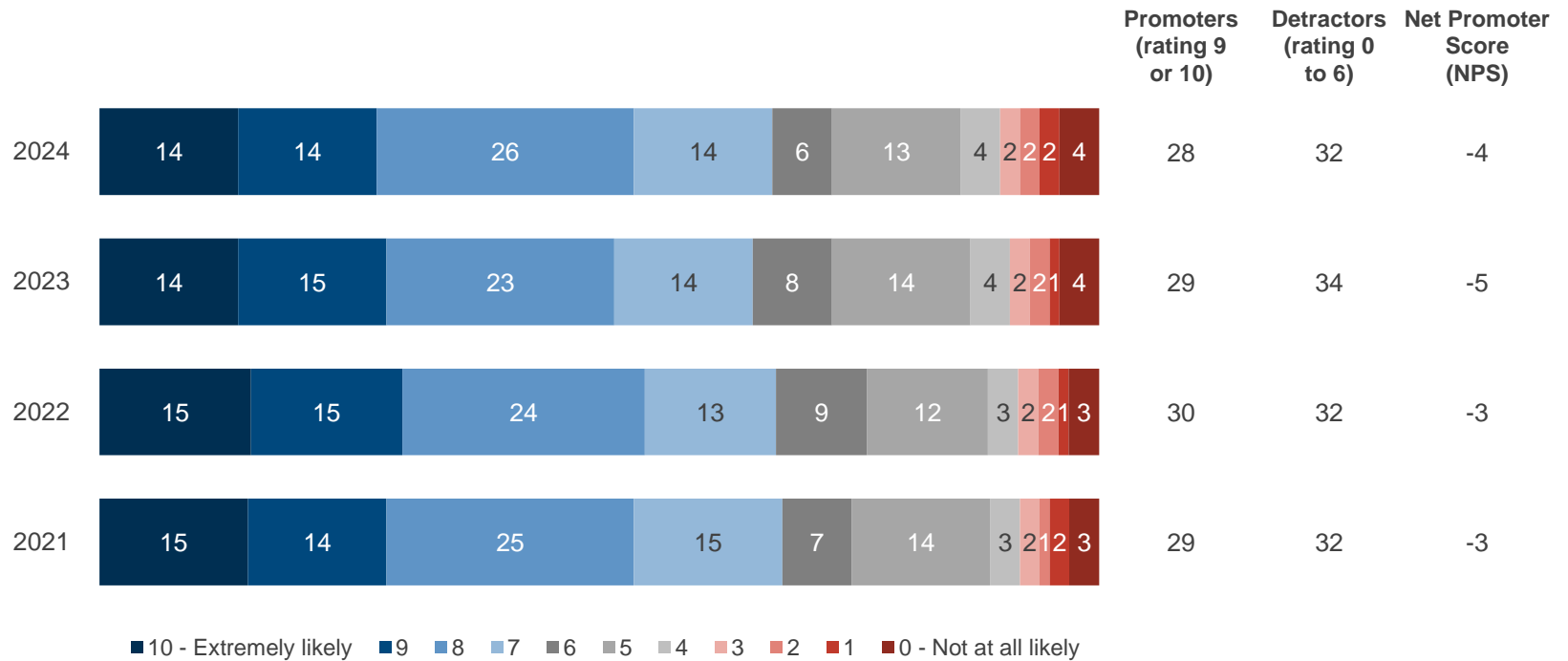


Significantly higher / lower than the total at the 95% confidence level.
 Q17. If asked, how likely would you be to speak favourably about Lower Murray Water?
 Base: All respondents (n=916)
 *Caution: Small sample size (<50).

The likelihood of urban customers speaking favourably about LMW has remained relatively stable over time



Likelihood to speak favourably about LMW (%)

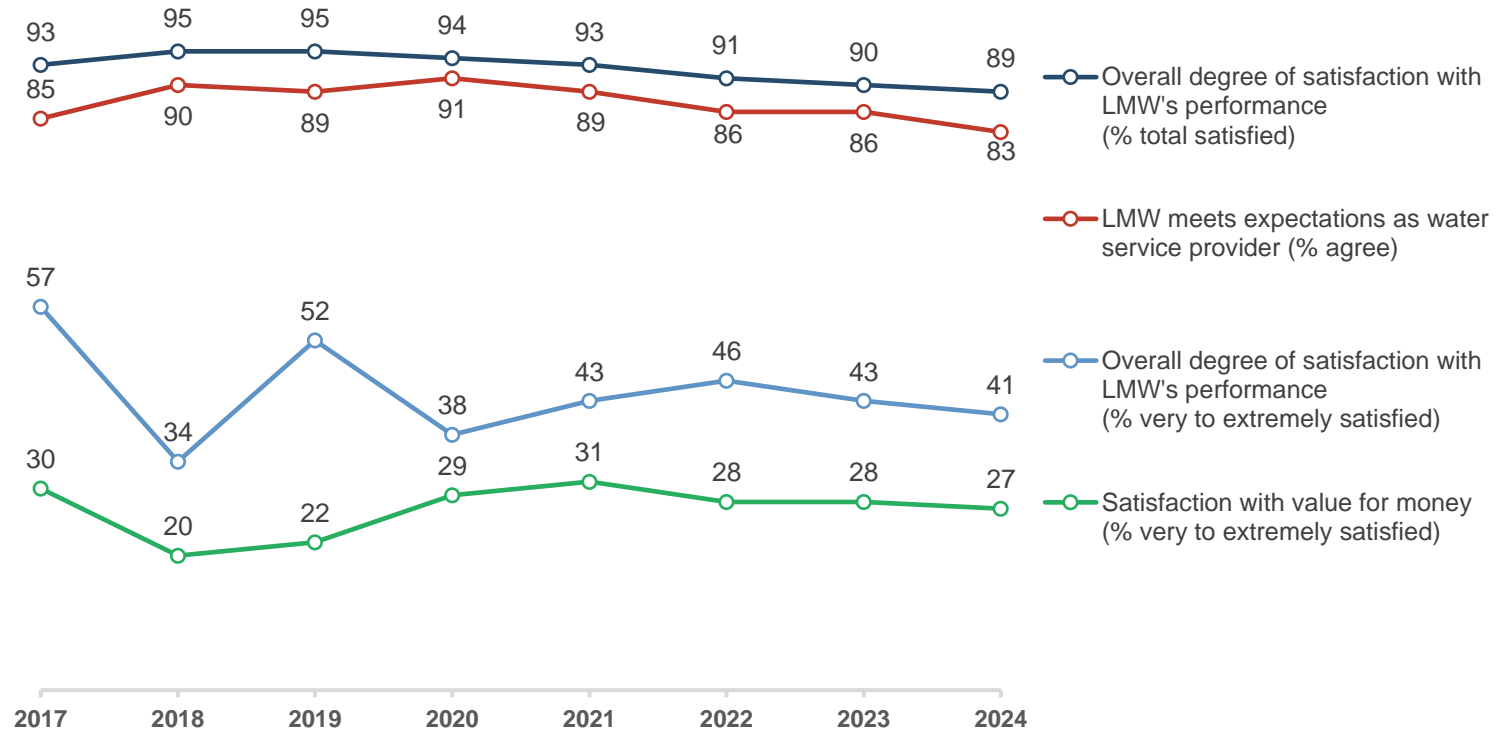


Q17. If asked, how likely would you be to speak favourably about Lower Murray Water?
Base: All respondents (n=916).

Comparison of customer satisfaction survey results over time: Key metrics



Urban Customer Satisfaction Survey results 2017-2024 trend



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

Q14. Overall, how satisfied are you with Lower Murray Water's performance? / Q15. Is Lower Murray Water meeting your expectations as your water service provider? / Q14a. Overall, how satisfied are you that Lower Murray Water services provide value for money?
 Base: All respondents 2024 (n=916).



Considerations

LMW continues to perform consistently well

The vast majority of urban customers continue to be satisfied with LMW's quality and delivery of water services. Notwithstanding this, satisfaction with the taste of the water is declining over time and is an area worthy of some attention. Satisfaction with water pressure continues to be significantly lower in Red Cliffs.

An opportunity to provide more information about the bill

Most customers (90%) claim to be satisfied with their ability to understand their bill. That said, satisfaction has decreased significantly this year and dissatisfaction has increased. Account enquiries continue to be the most frequently cited reason for contacting LMW. Indeed, 16% of customers want 'more information' on 'how to read their bill'.

Customers aged under 45 years are less satisfied

Customers aged under 45 years provide lower than average ratings of satisfaction on many metrics. This age group is more likely than other age groups to contact LMW – providing an opportunity to engage with the cohort. Customers under 45 years of age also express an interest in receiving *more* information from LMW.

Email service interactions may warrant some attention

Among customers contacting LMW by email, satisfaction with LMW's responsiveness to resolve the request is significantly lower than average as is satisfaction with LMW's customer service. Given 15% of customers claim to have contacted LMW by email (rising to 23% of those aged under 45 years), improving service interactions here could assist to lift overall perceptions of LMW.

Reputational ratings largely stable

Perceptions of LMW's overall performance, value for money, meeting expectations and net promoter score are largely stable over time, although at some risk of an ongoing downward trend. Customers aged under 45 years are less positive in their assessment of LMW and should be a focus to shore up overall perceptions.

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

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



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