

United Utilities – Water Tankers

Webpage Testing

Online survey

Introduction

Thank you for taking part in our survey. This survey is being conducted by Explain Research on behalf of United Utilities, it should take you approximately **X** to complete.

United Utilities currently have an area of their website that customers can visit to find out more about water tankers, what they do and why they may see them.

United Utilities has recently updated this area on the website and would like you to review the information provided.

Privacy policies

Members who participate in surveys on In the Flow are provided with an option at the end of the survey to enter a prize draw with a chance of winning 1 of 4 £25 Love2Shop vouchers. In the event of winning a prize, entrants will be contacted via a notification email from a member of the Explain team to their email address.

For further information about incentives, click [here](#).

To view the community privacy policy, click [here](#).

To view the Explain privacy policy, click [here](#).

To view the community terms and conditions, click [here](#).

Further details on how we process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>

All your responses to the survey will be treated in the strictest confidence in accordance with the

General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please click [here](#). Further details on how Explain process your data can be found here: <https://www.explainresearch.co.uk/privacy-policy/>.

Please click on the 'NEXT' button below to get started

Profiling

PQ1. How would you rate your technical ability when it comes to using online tools?

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Very unconfident
6. Prefer not to say

PQ2. Do any of the following apply to you? We would like to collect this to ensure that a variety of needs is represented in the study, but you do not need to answer if you do not wish to. Please select all that apply.

1. I or another member of my household is disabled or suffer(s) from a debilitating illness
2. I or another member of my household have/has a learning difficulty
3. I or another member of my household relies on water for medical reasons
4. I or another member of my household is visually impaired (i.e. struggles to read even with glasses)
5. I or another member of my household am/is over the age of 75 years old
6. I or another member of my household speaks English as a second language
7. I or another member of my household is deaf or hard of hearing
8. I or another member of my household is a new parent
9. None of the above – **Single code**
10. Prefer not to say – **Single code**

Feedback

Whether customers have seen a United Utilities water tanker in the street, or they would just like a little bit more information about what they do, this area of the website aims to provide customers with the right level of information they would need in one place.

Throughout this survey, you will be presented with different sections of the webpage individually, with an opportunity to comment on the whole webpage at the end of the survey. If you wish, you can view the full webpage here: [Water Tankers | United Utilities](#), however there will be images of the webpage throughout the survey to refer to.

Banner feedback

To start, we would like you to look at the introduction to the webpage which is positioned at the top of the page.



Q1. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements?

1 (strongly disagree) 2 3 4 5 (strongly agree) D/K

- A. The language used is easy to understand
- B. The tone of the language is 'just right'
- C. The information provides the right level of context to what I can find on the webpage

Q2. [If 1 or 2 to Q1A] How could United Utilities make the introduction banner easier to understand?

- Open response

Q3. [If 1 or 2 to Q1B] How could United Utilities create a more suitable tone on the introduction banner?

- Open response

Q4. [If 1 or 2 to Q1C] What do you feel is missing from the introduction banner?

- Open response

The main body of the webpage

We would now like you to read through the main body of the webpage.

While our teams carry out essential work across the North West, some customer's water may need to be turned off for the work to go ahead — cue the tankers. They'll arrive in the area to pump additional water into the pipes, keeping taps flowing and toilets flushing.

Emergencies do occur, for example a burst water main. If it's not going to be a quick fix we will deploy our water on wheels as a temporary measure, to get impacted customers back on supply. Sometimes our tankers arrive in the area so quickly, our customers won't even realise there's been a problem.

Whether the work is planned, or an emergency we assess the area affected, to ensure that no vital services are at risks e.g. hospitals and schools. If it looks like this is a possibility, we'll send our tankers to maintain supplies.

If the tankers are near you pumping away night and day, they're keeping taps flowing for potentially hundreds or thousands of customers.

We know the tankers can be disruptive; they're large, noisy and can be there round the clock until the work is complete. So if you are impacted, now or in the future, we're sorry for any inconvenience and thank you for your patience whilst we get the job done.



How do we choose where we pump in the water?

We have a team that look at the water network in depth, they look for the pumping point (hydrant) that will keep as many customers as possible with water.

Another deciding factor, is locating somewhere that will cause the least disruption in the local area e.g. avoiding traffic management or road closures.

Finally, the team will always try for a spot as far away from customers' properties as possible, however this isn't always feasible due to the makeup of our pipework. In these cases, we will have attempted all we can to avoid it and we're really sorry for the inconvenience. If you do need to contact us, [please call us on 0345 672 3723](tel:03456723723)

A bit more about our water tankers

Water tankers are vehicles fitted with large tanks for transporting water. They come in various sizes, with capacities ranging from **5,000 litres** in smaller trucks to **30,000 litres** in larger tankers — that's the equivalent of **200 bathtubs**. The type of vehicle we send depends on the specific job requirements. We operate one of the largest fleets among water companies in the UK, with **45 tankers** across the North West.

Q5. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements?

1 (strongly disagree) 2 3 4 5 (strongly agree) DK

A. The language used is easy to understand

B. The tone of the language is 'just right'

C. The information provides the right level of information about water tankers

Q6. [If 1 or 2 to Q5A] How could United Utilities make the main body information easier to understand?

- Open response

Q7. [If 1 or 2 to Q5B] How could United Utilities create a more suitable tone ~~on~~ throughout the main body?

- Open response

Q8. [If 1 or 2 to Q5C] What do you feel is missing from the main body of the webpage?

- Open response

Additional support

The final part of the webpage we would like you to review is a section providing direction to additional support should a customer need it.

<p>Incidents in your area</p> <p>Check the status of active issues in your area.</p> <p>UP MY STREET</p>	<p>How we manage incidents</p> <p>Find out more about what we do when an incident occurs</p> <p>FIND OUT MORE</p>	<p>Appearance of your water</p> <p>Our tankers pumping into the network will sometimes cause aerated or discoloured water.</p> <p>FIND OUT MORE</p>
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Q9. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements?

1 (strongly disagree) 2 3 4 5 (strongly agree) DK

A. The language used is easy to understand

B. The tone of the language is 'just right'

C. The information provides the right level of additional support

Q10. [If 1 or 2 to Q9A] How could United Utilities make the additional support information easier to understand?

- Open response

Q11. [If 1 or 2 to Q9B] How could United Utilities create a more suitable tone for the additional support?

- Open response

Q12. [If 1 or 2 to Q9C] What additional support do you feel is missing?

- Open response

Overall feedback

Q13. Overall, how customer friendly do you feel the supply interruption webpage is? Using a scale of 1-5, where 1 is 'not at all customer friendly' and 5 is 'extremely customer friendly'

Q14. Do you feel there are any improvements that can be made to the webpage? If so, please let us know in as much detail as possible.

- Open response

Thank and close

Thank you for taking part in our survey – to enter into the prize draw to win 1 of 4 £25 Love2Shop Vouchers, please enter your email below and click submit!

1. Open