

boxclever



Website Journey Research

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Darmowy		
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	Wsparcie księgowo	
Wyślij pierwszą fakturę		Start księgowość

United Utilities' aim is to improve the user experience on the website homepage, specifically the menu bar, ensuring customers can locate and complete their desired tasks from the landing page easily through intuitive navigation and signposting.

We need to understand from a customer perspective the most useful taxonomy of the menu bar and the most effective way to group and signpost key customer tasks. Language for headings needs to be explored to ensure navigation flows effectively.

In preparation for the website re-launch, this research will inform taxonomy through a clear customer-centric approach to test and ensure navigation is highly intuitive and the customer journey is reduced to a seamless and simple process.

In addition, there is a need to test the updated experience across the website for a range of tasks to understand if they work for customers and aid navigation of certain tasks.



Objectives & Approach

We wanted to test four tasks representing common actions that United Utilities' customers regularly try to navigate on the website.

4 tasks completed :

1. **Reporting an issue:** Respondents asked to look to see where they would report low pressure and how to check to see if it was an issue in the area

2. **Finding the careers website:** Respondents asked to look for the page where they would expect to find information about careers and job opportunities

3. **Updating moving home details:** Respondents told to look for where on the website they would go to let UU know they are moving and submit new details

4. **Contacting United Utilities about an Issue:** Respondents asked to find the right page for the method of contact they would prefer to use (i.e. phone number, email etc.)

They also tested two new 'Contact Us' page designs

What we did:

#1. Customers completed 4 tasks on the United Utilities test website via a screncast platform. They recorded and voiced over the tasks.

#2 Moderators probed on areas that stood out during the journey to understand some customer thinking behind journey decisions.

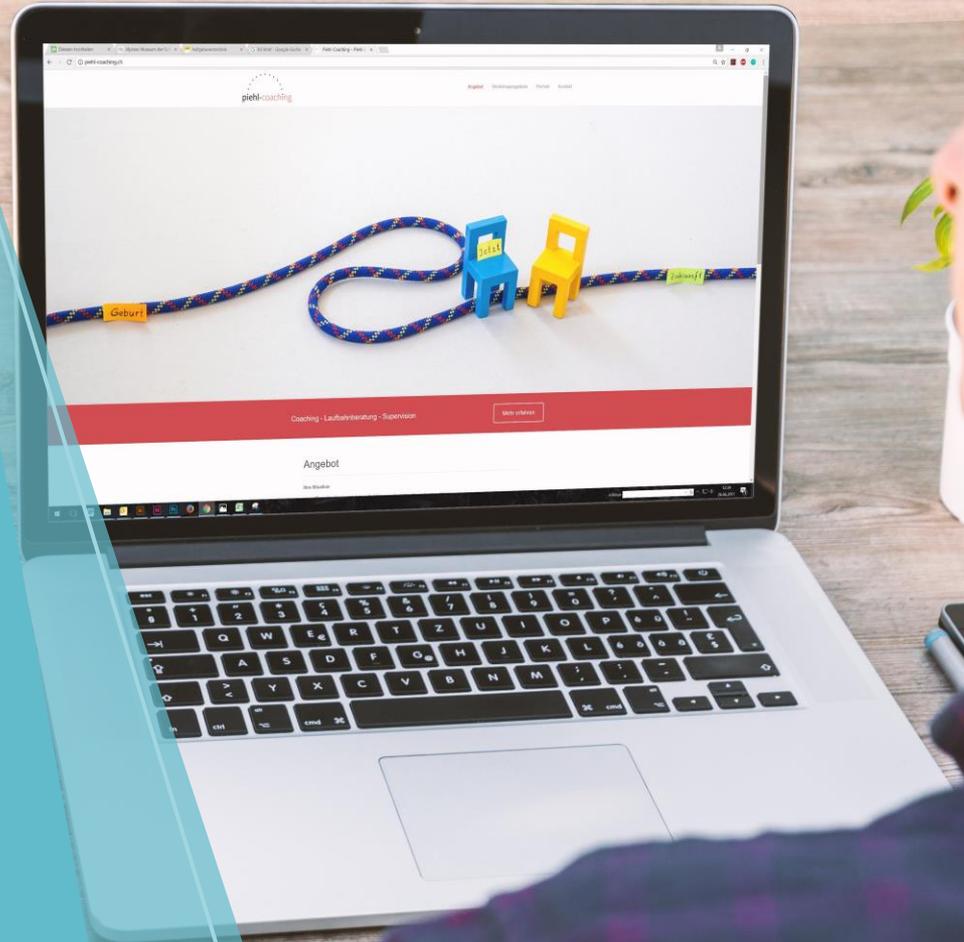
Who we spoke to:

- 10 customers of United Utilities
- A mix of age and gender

Journey 1: Reporting an Issue

Task 1: From the home page, imagine you are experiencing low water pressure and want to check if this is a problem in the area or specific to your home.

Please look to see where you would report low pressure and how you would check to see if it was an issue in the area



Reporting an issue had a clear journey route for customers

The screenshot shows the top navigation bar of the United Utilities website. It includes the logo, 'My Account', 'Help & advice', 'My local area', a search bar, and 'LOG IN / REGISTER'. Below this is a 'Help & advice' section with a grid of links: 'Your water supply' (No water, Low pressure, Colour, Taste, Odour), 'Flooding and blockages' (Flooding in my house, What not to flush, Flooding in the road, Molester found in Liverpool sewer, Our wonderful coastline), 'Leaks' (Spotted a leak? Report it, Fixing leaks in your home, Preventing leaks), and 'Contact Us'. At the bottom, there is a 'Save water' section with links for 'Taps' and 'Devices'.

The article is titled 'Water pressure a bit low?'. It explains that when water pressure is low, it might be a trickle from the tap. It advises customers to check if neighbors are affected, check for a 'known issue with the water network in your area', or call 0345 6723 723 (24-hours-a-day) or live chat. Below the text is a collage of images: a water truck, a water tap, and a person using a laptop. An 'ACCESSIBILITY HELP' icon is visible in the bottom right corner.

The page is titled 'Current incidents' and shows a map of the area. Below the map is a table of reported incidents:

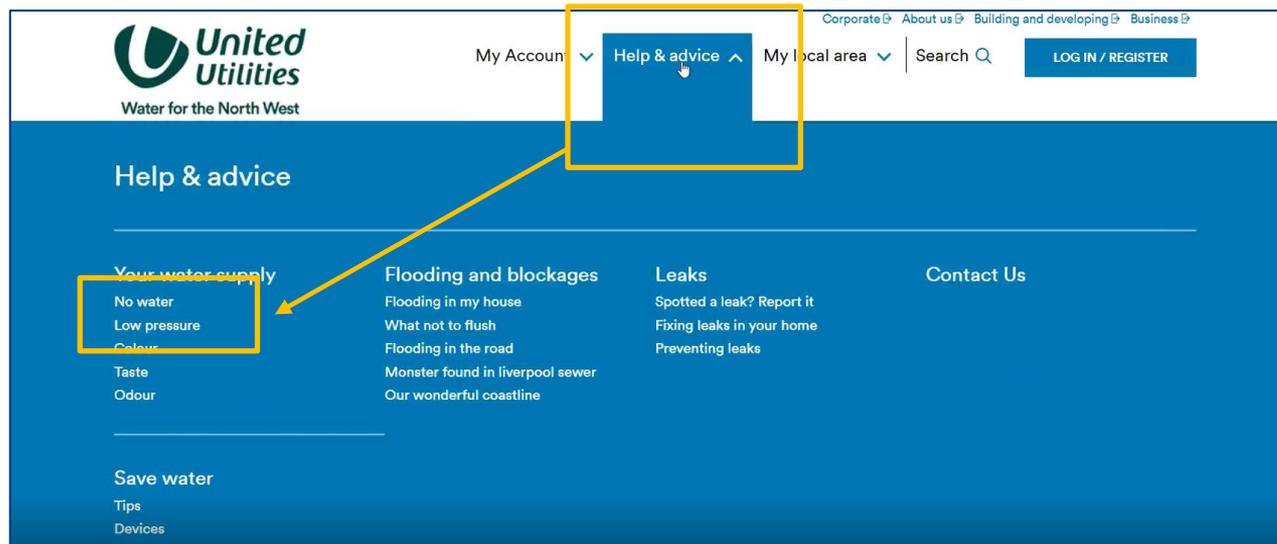
ISSUE NO.	LOCATION	LAST UPDATED	ISSUE TYPE	STATUS
00000000	TEST VIC	Mon 16th Aug at 03:10PM		ACTIVE
0037953	17, SHAW DRIVE WANG B/G	Mon 16th Aug at 10:58AM	Water Quality	ACTIVE

The form is titled 'What issue are you experiencing with your water supply?'. It has three radio button options: 'No supply', 'Poor supply', and 'High pressure'. At the bottom, it says 'United Utilities Group PLC', 'Follow us', and 'Useful links'.

The form is titled 'Please let us know a few details about you'. It includes a text box for 'First name' (E.g. John), 'Last name' (E.g. Smith), 'Mobile number' (E.g. 07890123456), and 'Landline number'. A note states: 'This will allow us to check your local area for any known issues and help us if we need to raise a job to look into this for you. If you're reporting something away from your address, that's fine, we'll give you that option later.'

A common route was taken by customers via the Help & Advice menu tab

Majority of customers found this an instinctive way to search for a low water pressure issue



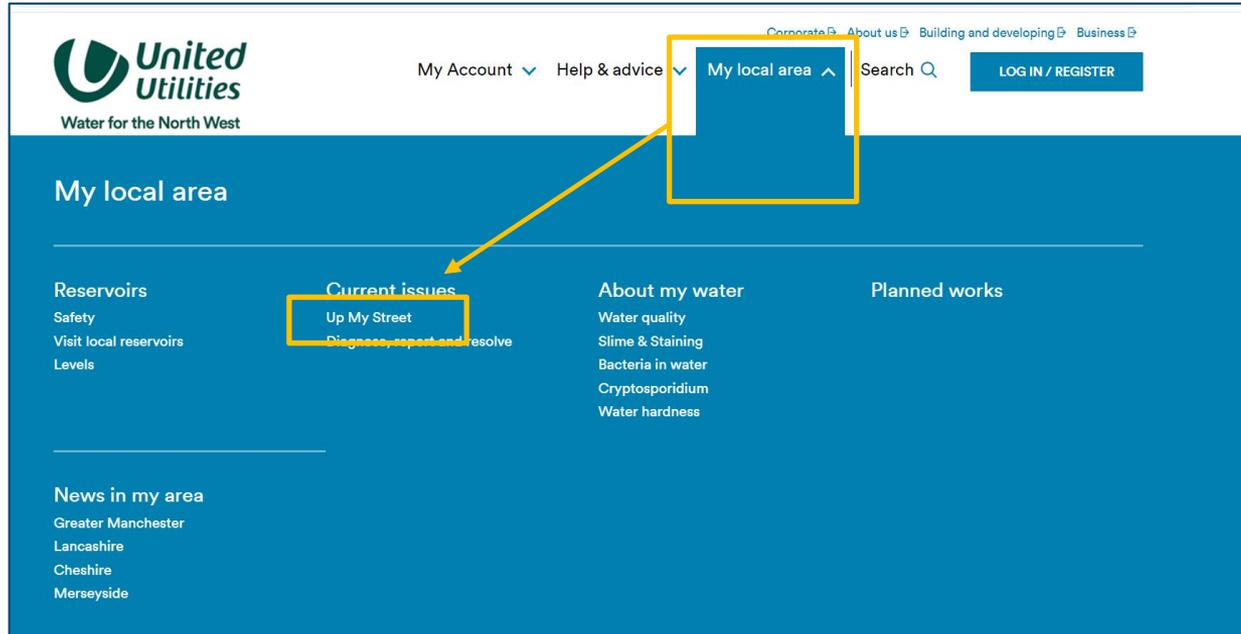
"Finding it in help and advice initially was pretty easy...I don't see how you could get that wrong"

"I found that easily – it's where it should be"

✓ This is the right place within the menu taxonomy to report an issue

A minority of customers came via My Local Area or FAQ's

Some went straight to My Local Area wanting to rule out external issues first



"I go straight to My local area – I'd think any issues causing me problems would be here"

- ❖ Consider include link to reporting a water issue on multiple pages so customer are always routed back to form

Once on this page, customers were likely to scan information and be directed to the 'Up my street' page

Text was easy to understand although some felt directions could be bigger and bolder. It made sense to check for issues in the local area first.

Water pressure a bit low?

When you turn your taps on, you can expect your water pressure to have enough force and volume to easily fill a glass or kettle, for example.

If your water pressure has dropped so there's only a trickle coming out of the tap, don't panic.

- Check to see if your neighbours are also affected
- Check your post [in case we have posted a shut off card through your door](#) to let you know we're working on the water supply network in your area
- Check if there is [a known issue with the water network in your area](#)
- If you can't see the issue listed then [please let us know here](#), or call us on [0345 6723 723](#) (24-hours-a-day) or you can live chat with us between 7am-10pm, Monday to Saturday.

"I'll rule out issues in the area first, then I know if I have to do anything"

Address: 1 Crescent Close STOCK

[Clear address](#)

We're not aware of any issues in the area you've entered. [If you think you need to let us know about a water supply issue, please let us know here](#)

Current incidents

Here's a list of the reported incidents in your area.

ISSUE NO.	LOCATION	LAST UPDATED	ISSUE TYPE	STATUS
00000000	TEST VIC	Mon 16th Aug at 03:10PM		ACTIVE
00137653	17, SHAW DRIVE WA16 B/J	Mon 16th Aug at 10:58AM	Water Quality	ACTIVE

"This is really helpful and easy – you can keep up to date and know it's in hand"

- ❖ Some skimmed past the text to the bold images – icons could be used for blue underlined actions
- ❖ Use of steps could be clearer i.e. 1. check for existing information 2. check area incidents 3. report problem

Phone number on the page is good to see – however not all noticed and would like to see it bigger and bolder

Some missed this option and went back through steps to reach previous page

- ❖ Consider clearer next steps – using bolder icons
- ❖ Would like to see a resolution timeframe included

The survey map worked well and felt like a satisfactory tool for reporting an incident

From 'Please let us know here'

"It would be good to still have a phone number here in case you've changed your mind and wanted a quicker response"

"This was easy – I've done my job of reporting, now it's up to them to contact me"

The image shows a sequence of two web pages. The first page is titled "What issue are you experiencing with your water supply?" and features three radio button options: "No supply", "Poor supply", and "High pressure". A blue box highlights these options. Below the options are links for "United Utilities Group PLC", "Follow us", and "Useful links". The second page is titled "Please let us know a few details about you" and contains a form with fields for "First name", "Last name", "Mobile number", and "Landline number". A small text block above the form explains that this information will be used to check the local area and raise a job if needed. A blue arrow points from the first page to the second page.

Could give explanation or descriptive examples – it could be hard for customers to decipher if unfamiliar with water pressure

✓ This is a logical route to reporting a problem

Some still felt it necessary to have something bolder on the home page for 'I have a problem' or 'Emergencies'

Concern for a quicker option if the problem was urgent and needed immediate response (including a phone number)

"It would be better to have a tab that says I have a problem, rather than searching in the menus"

"I'd like to see where to report an incident on the homepage"

"In the option that says no water, you could imagine that was a bit more of an urgent issue then low pressure – I'd expect a phone number here"

"It does feel like you have to hunt around for contact details"

❖ Consider contact details on homepage or bolder at top of 'Low Pressure' page

Overview Journey 1: Reporting an Issue

Overview of Journey

- Most customers took the same steps, indicating taxonomy provided a logical route to reporting low water pressure
- The low-pressure landing page is useful as it gives phone number and advice – but phone number can be missed, takes a little long to skim and could be more user friendly (i.e. Using clear next steps)
- ‘Up my street’ is a useful tool and allows customers to rule out area issues vs home issues
- Need faster route if it was an emergency – this is available when scrolled down but could be bolder and more visible

Customer Issues Identified

- Want to see phone number as standard to reassure
- Want to see resolution or indication/timeframe for reported incidents
- Clearer explanations for low pressure issues options

Recommendations

- Keep ‘Help & Advice’ in menu tab, it works well and is logical route for reporting an issue
- Provide clearer and bolder steps – 1,2,3
- If possible, provide indication of resolution timeframes for response to logged issue or for area incidents
- Include descriptions of terms in questions
- Keep easy and clearly visible access to phone number and chat for urgent incidents

Journey 2: Finding careers information

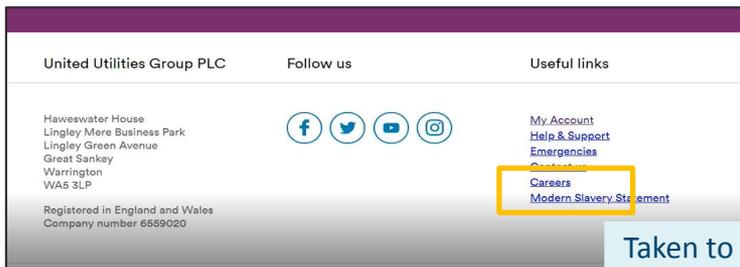
Task 2: From the home page, imagine you are looking for a job at United Utilities.

Please look for the page where you would expect to find information about careers and job opportunities



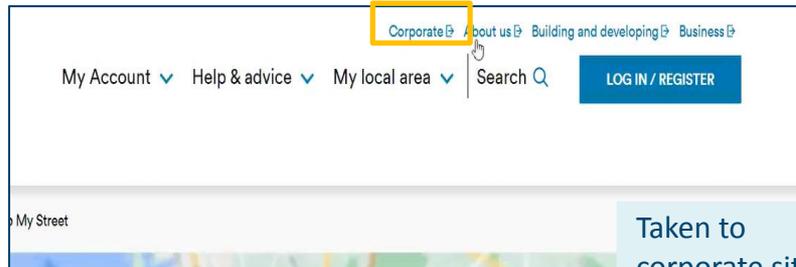
Customers used a number of slightly different routes from the homepage to reach the careers site

Route 1 – Scrolling to the bottom of the page



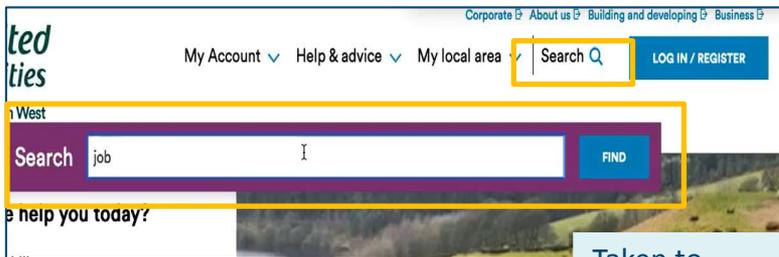
Taken to corporate site

Route 3 – Direct click on 'Corporate'



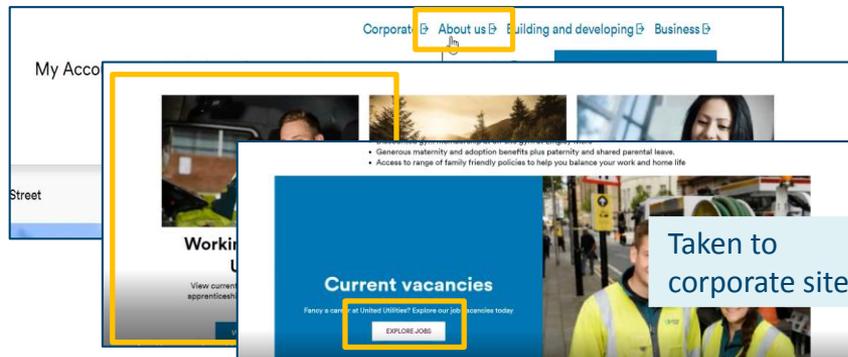
Taken to corporate site

Route 2 – Using the search function to search 'careers' or 'jobs'



Taken to corporate site

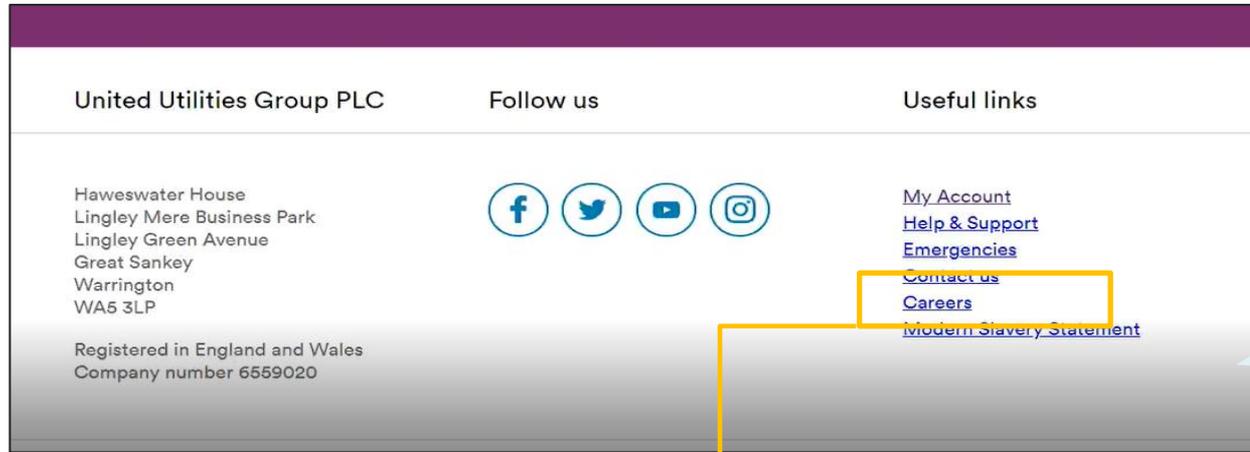
Route 3 – Click on 'About Us'



Taken to corporate site

Scrolling to the bottom of the homepage for the careers link is familiar and intuitive to about half of customers

Route 1 – Scrolling to the bottom of the page



"I thought it would be near the bottom of the page...and here it is....easy"

"I consider myself to be IT literate so I would go straight to the bottom – I think out people might struggle with that, so it could be clearer"

"Websites have it in differen't places but at the bottom is somewhere I would check if it's not immediately obvious"

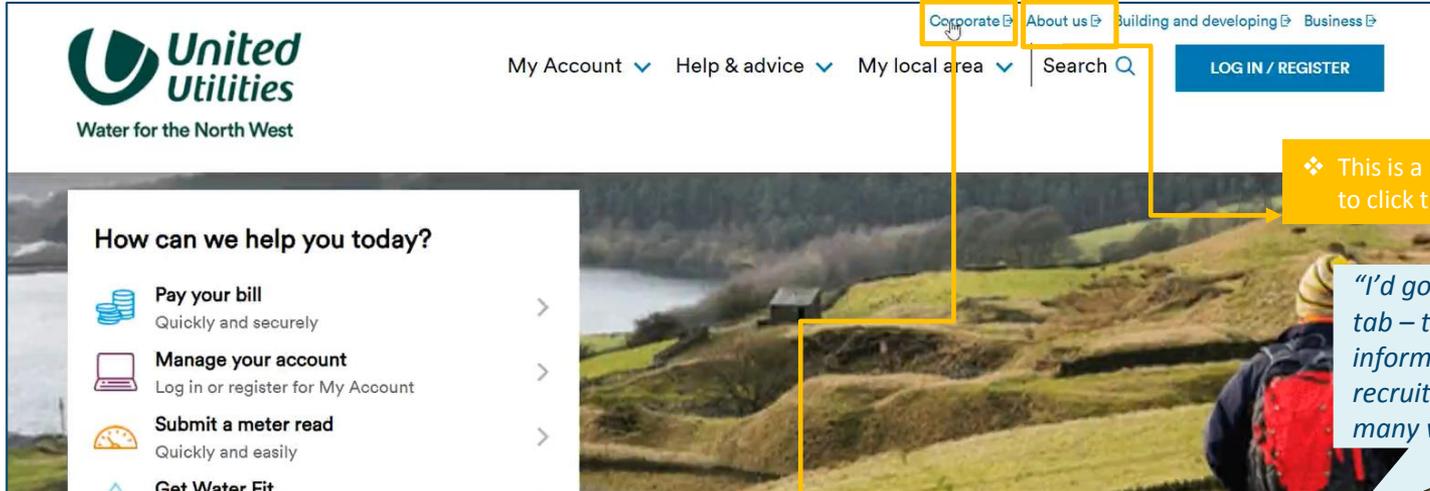
- ❖ Customers expect to have to look for it outside of main menu and accept they have to scroll to search for it
- ❖ However, others do expect to be able to reach it from the top of the page

- ✓ This is where many expect the link to be based on web experience

Others used options at the top of the page to navigate to the careers page

Route 3/4 – Clicking ‘Corporate’ or ‘About Us’

“I’ll give About Us a try – nowhere else up here looks like it would include careers”



❖ This is a longer process as customers need to click through a few different pages

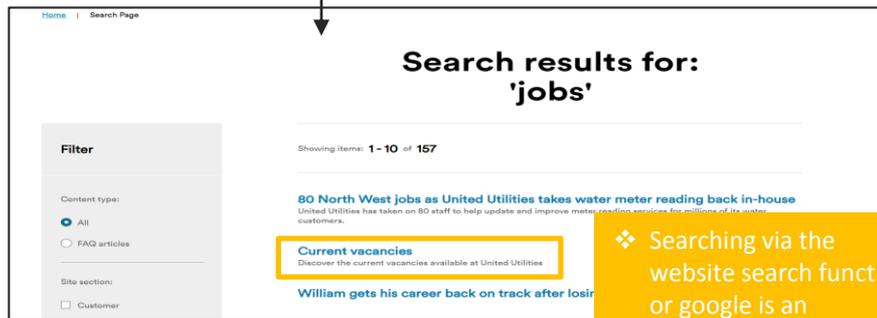
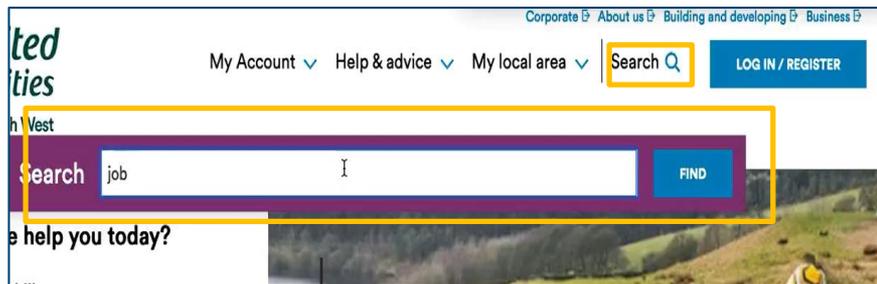
“I’d go straight to the corporate tab – tends to be where careers information is, I work in recruitment though, so not sure if many would know that”

- ❖ Offers a very direct route to the careers site
- ❖ However, not all customers made an automatic link with corporate as the place to find careers info

- ✓ A tab at the top of page would also speed up the journey for those expecting it to be there

Although it might be quicker if there was a menu tab for careers, no one really struggles to find the site

Route 2 – Using the search function to search ‘careers’ or ‘jobs’



❖ Searching via the website search function or google is an automatic response to not knowing where to find careers info

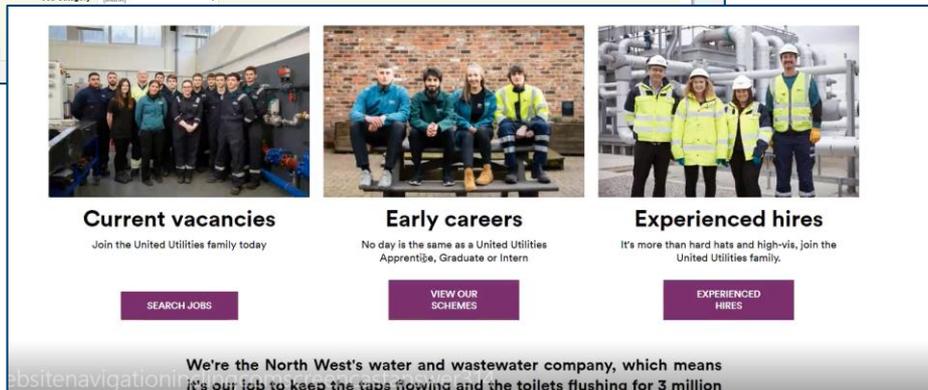
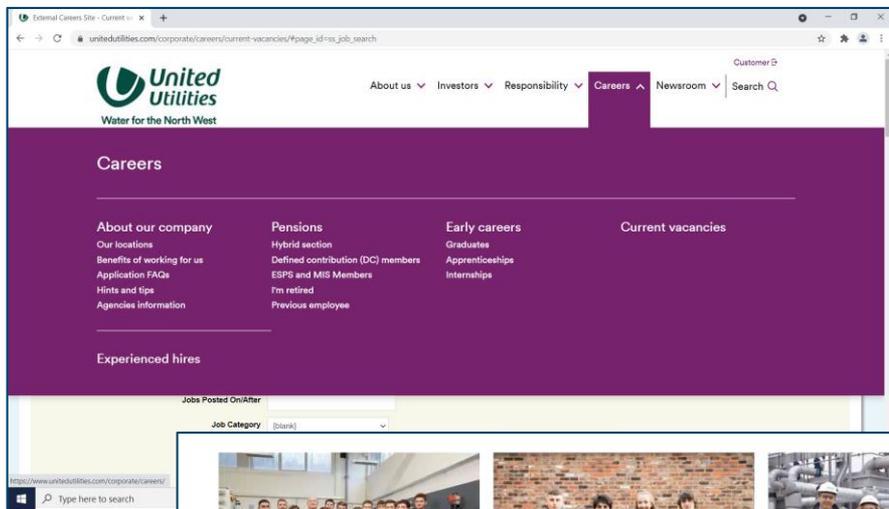
“It’s not the main reason people come to this website so you expect to have to look a little harder”

“It could be slightly easier if it was part of the pain menu”

“I can’t see it so I’ll just do a quick search - I might just do this from google”

- ✓ Having a few routes leading to careers information (such as via ‘corporate’ and through ‘about us’) as well as the link at the bottom, would allow most customers to navigate to careers easily
- ✓ Search box also does a quick enough job to navigate to the careers site

When on the careers page, information is logically laid out and easy to navigate



- ✓ Good to see salary information on the vacancies page
- ✓ Useful to see an option to save details on file if no current vacancies are available
- ✓ Like to see the video showing company facilities and culture
- ❖ Some confusion arose from landing on a separate site

✓ Careers pages work well and are fit for purpose

➤ Consider easy link back to main website as some don't notice new tab

Overview Journey 2: Finding Careers Information

Overview of Journey

- There were a few different routes customers used to reach the careers site but all were quick and efficient
- It is familiar to see a careers tab at the bottom of the page and many intuitively scroll straight to the bottom of the page to look for it
- Minority use Corporate or About Us
- Search tool works well and some would automatically revert to this or a Google search
- Generally working fine and not causing frustration
- Career pages and information layout liked and fit for purpose

Customer Issues Identified

- Some expect careers at top of website but not necessarily needed

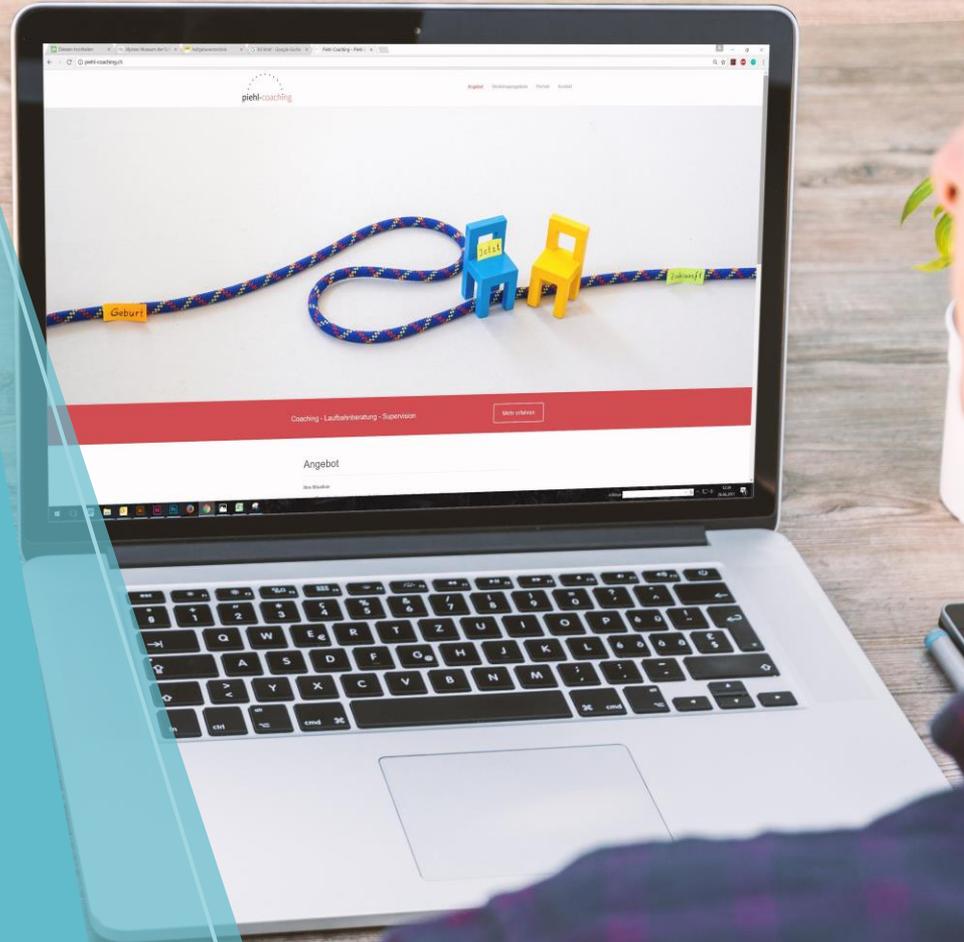
Recommendations

- Do include a careers tab in footer list at bottom of the page
- Consider Careers next to Corporate and About Us to cater to those who expect to see at top of page

Journey 3: Moving home

Task 3: From the home page, imagine you are moving house (within the area so will remain a customer of United Utilities).

Please look for where on the website you would go to let UU know you are moving and submit your new details



It isn't always obvious to all customers which heading Moving Home should come under, although the majority find it quickly in My Account

United Utilities
Water for the North West

Corporate | About us | Building and developing | Business

My Account | Help & advice | My local area | Search | LOG IN / REGISTER

My Account

Your bill
Ways to pay
Is your water bill higher than expected?

Moving home
Existing customer
New customer?
Moving out of your home
Landlords
Student moving home?

All about water meters
You can save with a water meter
Submit a meter reading
How to find & read meters
Water usage calculator
Apply for a water meter

Manage your account online
Login
Register

How can we help you today?

- Pay your bill
Quickly and securely
- Manage your account
Log in or register for My Account
- Submit a meter read
Quickly and easily
- Get Water Fit
Save water, save money and get FREE gadgets
- Register for Priority Services
Extra help due to age, ill-health or disability
- Cold weather advice
Protect your home this winter

"I am hovering over the three options....looking for Moving Home"

✓ This is the right place within the menu taxonomy to have moving home

➤ Should also be included on main page options as per current homepage

❖ Some customers expect to see it on the main page menu

The menu options cause confusion and don't deliver a call to action so customers default to 'moving out of home'

The screenshot shows a website navigation menu with three main categories: 'Your bill', 'Moving home', and 'All about water meters'. The 'Moving home' category is expanded, showing sub-options: 'Existing customer', 'New customer?', 'Moving out of your home', 'Landlords', and 'Student moving home?'. A yellow box highlights the 'Moving out of your home' option, and a yellow arrow points from it to a callout box. A light blue callout box is positioned above the 'Moving out of your home' option, and another light blue callout box is positioned below it. A pink callout box is positioned to the right of the 'Moving out of your home' option. A speech bubble callout is positioned to the right of the 'All about water meters' category.

Your bill
Ways to pay
Is your water bill higher than expected?
Our household charges 2020/2021
Difficulty paying your bill?
Understanding your bill

Moving home
Existing customer
New customer?
Moving out of your home
Landlords
Student moving home?

All about water meters
You can save with a water meter
Submit a meter reading
How to find & read meters
Water usage calculator
Apply for a water meter

"Moving out of your home sounds like you are leaving UU for good"

"I just clicked on moving out of your home as it sounded like the most general option"

❖ Customers are drawn to 'moving out of your home' as a catch all option
❖ This causes confusion as other items and avoids customer having to select next question

➤ Consider either removing 'moving out of home' option or reduce drop down to one option leaving customers to select whether they are an existing customer/new customer/landlord on next page

The moving house page has a lot of information but slows completion of main task as steps to fill in details are not clear

I'm moving house, what do I need to do?

It's quick and easy to tell us you are moving home online. You can find out everything you need to know as well as [updating your address details here](#).

Ideally we need to know about your move no more than 28 days before the removal van turns up on your doorstep.

Are you registered with [My Account](#)? This is the easiest and fastest way to manage your water account online, [including updating your address details](#).

Related Frequently Asked Questions



Moving out of your home

If you're moving out of the North West or moving into a property where you're no longer responsible for paying water bills, please let us know so we can make sure your final bill is right - you can do this on [My Account](#).

It's quicker to move home online with My Account

Login or register for My Account to update your address details

[MOVE HOME ONLINE](#)



If you don't wish to register for my Account you can [complete our online moving form](#).

You will need

- the date you moved (or are due to move) out of your home
- the final reading from your old address, if you have a meter
- your new address to send your final bill or refund to

We still need you to let us know where you're moving to, as well as any  [ACCESSIBILITY HELP?](#)

- ❖ Missing key actions within links
- ❖ Customers end up going around information a few times before making action

"It is a lot harder to find out the best way to fill in my details than it should be"

- Consider sending customers straight to clearer options by making 'Updating your address details here' much bolder

The 'update your address details' page is very clear and should be the first page customers reach

From 'Update your address details'

Moving home

It's quick and easy to tell us you are moving online - If you're already registered for our [My Account](#) service you can log in to your account.

You must already have an account number to register - if you have [never been a UU customer you can tell us you are moving here](#).

If you're new to the North West and not sure if we're your water supplier, [check our map](#) to see if you're in our supply area.

Existing customer

If you're moving within the North West, we'll get your account updated in no time

GET STARTED

New customer

If you're responsible for your water bill for the first time, we'll set you up in no time

SIGN UP NOW

Closing account

If you are no longer responsible for your water bill we're here to help you

GET STARTED

Existing customer

If you are moving within the North West region it's simple to let us know you are moving home.

The easiest and fastest way is to log in to My Account. If you have never signed up for My Account, no problem, you can register now and then log in to proceed.

You can also tell us you are moving using the guest form, however this does require us to ask you some additional information.

The best time to let us know you're moving is on the day itself, but anytime within a couple of days of moving in would be great too!

Log in to move

Log in to tell us you're moving

LOG IN

Register

Never set up My Account? Register now to complete the moving form

REGISTER

Move using guest form

Move home without logging into My Account

MOVE HOME FORM

- ❖ Some landed on this page from the first link 'updating your address details here'
- ❖ However, others scrolled through pages including FAQ's – these get in the way of reaching intended destination
- ❖ Route not straight forward

"I can see what I need to do here"

"Ah, now this is the page I was looking for – I got here by clicking on one of the FAQ's"

- ❖ 'Guest form perhaps not the right language – prefer 'online form'

- ✓ Direct customers straight to this page is far simpler and gives customers clear choices

The majority of customers would be happy to log in and manage details from their online account although some still prefer to use a manual form

Log into account

- ✓ Oneoff pain of registering but then in control of account
- ✓ It's the norm to manage online
- ✓ Trust that the right details are saved

Online form

- ✓ Might be quicker
- ✓ Less hassle of finding passwords etc.

"I'd prefer to do it from my account, it would be more secure and I would trust that it had all been updated"

"I would be happy to create an account, it's always there then and I can probably do other things like water meters and manage my bills"

"Much easier to log in – it's just done then and you go back and make any changes anytime"

"Setting up an online account would take some time – I think it would be quicker to fill in the form"

"I would think they'll need loads of details – like all my water and bill information to set up an account"

- ✓ Having two options works for both sets of customers however online account assumed as easiest and most natural option for majority so potential to phase out online form

Overview Journey 3: Moving Home

Overview of journey

- Customers don't assume it is within My Account on menu, however, most find it quickly when looking
- Menu options are confusing, with 'Moving out of your home' standing out as general catch all option but taking customers on a longer route
- Sometime FAQ's get in the way and reroute customers away from main page
- The general 'moving out of your home' page has lots of information but doesn't make action of updating details simple enough
- Once you have clicked updating your details options become much easier and clearer
- Given the choice, most are happy to log on to an account

Customer Issues Identified

- Confusion over menu options
- Missing a direct route from the 'moving out of your home' page so often going around same information twice

Recommendations

- Keep within 'My Account' but consider including on homepage as per current site
- Simplify options in menu, either remove 'moving out of your home' or just have one main route
- Make 'updating your address details' link much bolder
- Maintain two options for changing details but phase out online form (if company decision) by allaying concerns over time taken to complete and details needed

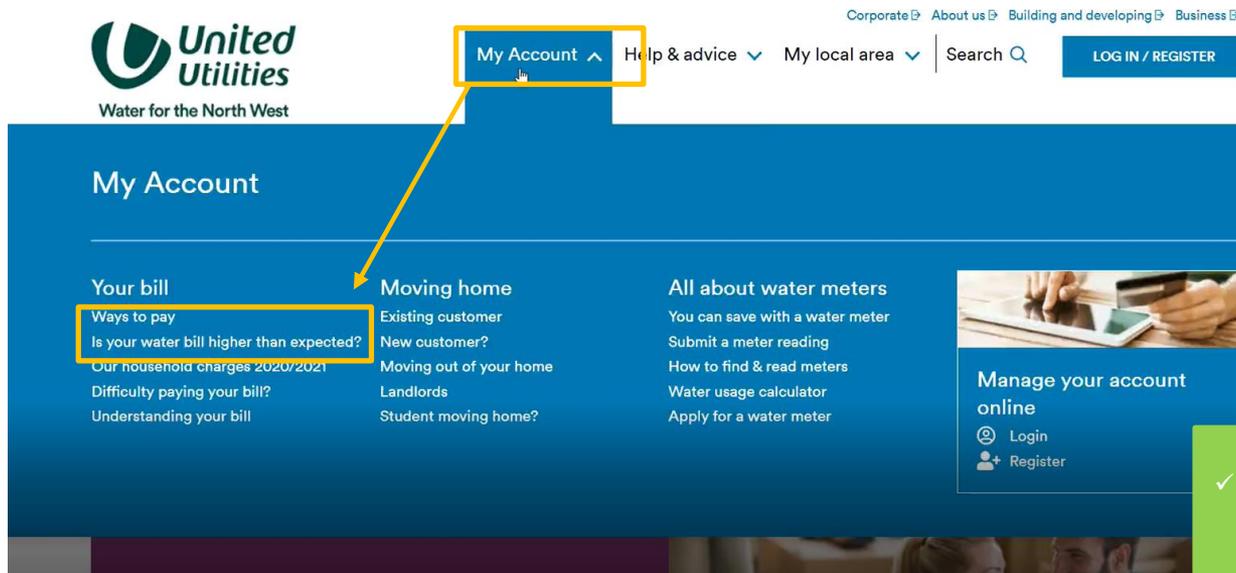
Journey 4: Contacting United Utilities about my bill

Task 4: From the home page we would like you to try and contact United Utilities to let them know your bill this month was higher than normal.

Please find the right page for the method of contact you would prefer to use (ie. A phone number, email etc.)



Most customers look for bill information under My Account although some would expect in Help & Advice



“In this case, if the bill was really high you might expect to see it in help and advice, if it was something outside of the normal”

“I would start looking for contact details – I’d want to speak to someone”

✓ This is the right place within the menu taxonomy for bill information

➤ Consider easier access to contact details for those who prefer to look for support

Some go straight to Contact Us and are directed to 'My bill is higher than expected' page from there

From 'Contact Us' at bottom of the page

The screenshot shows the United Utilities website's 'Contact us' page. At the top, there is a navigation bar with 'My Account', 'Help & advice', 'My local area', a search bar, and a 'LOG IN / REGISTER' button. Below this, the 'Contact us' heading is followed by a sub-heading: 'Let's get you to the information you are looking for - select what you need to contact us about using the options below.' Underneath, there is a section titled 'Bills and account' which contains four cards: 'Ways to pay your water bill', 'Tell us you're moving home', 'Struggling to pay your bill', and 'Bill is higher than expected'. The 'Bill is higher than expected' card is highlighted with a yellow border. A blue callout bubble points to the 'Contact us' heading, and another blue callout bubble points to the highlighted card. A green callout bubble is located at the bottom right of the page.

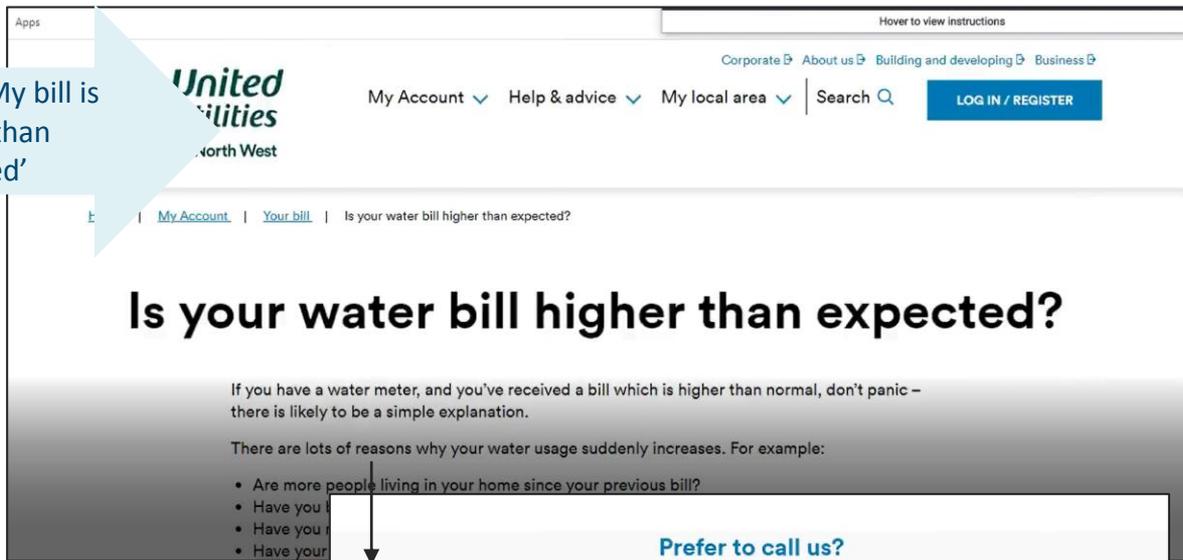
"It's right here so I can go straight to the right place which is good"

- ❖ Useful to have specific area to go for this issue
- ❖ However expect to be taken directly to contact details

✓ It is useful to have tabs specifically for different areas of concern

However, they are routed back to the same bill page which is frustrating as expecting contact details

From 'My bill is higher than expected'



"This is annoying, I'm back to the same information – I just want to find a contact number"

"I don't want to read through lots of information that I've already seen"

❖ Customers had to scroll down for contact information which is easily missed, adding to frustration

➤ Consider more prominent contact information, easily visible and higher up on page

'Yes or No' information given about potential cause of bill increase is more helpful than initial page of text

Water Fittings

- Have you recently had any new appliances fitted in your home that use water?
- Have you noticed any issues with your toilet, for example water dripping through the overflow pipe, water overflowing into the bowl, or the push button sticking?
- Have you noticed any water dripping from your taps, shower heads, boiler or radiators?
- Have you installed a new power shower?
- If you have a water tank in the loft, have you noticed if this is leaking through the overflow pipe?
- Have you seen a dip in your water pressure?

Yes

No

"You can clearly see they are trying to be informative and give people a heads up"

"This is easier than scrolling through lots of text"

"Useful to rule out and understand what cause bill to be higher.....I still would want to speak to someone though"

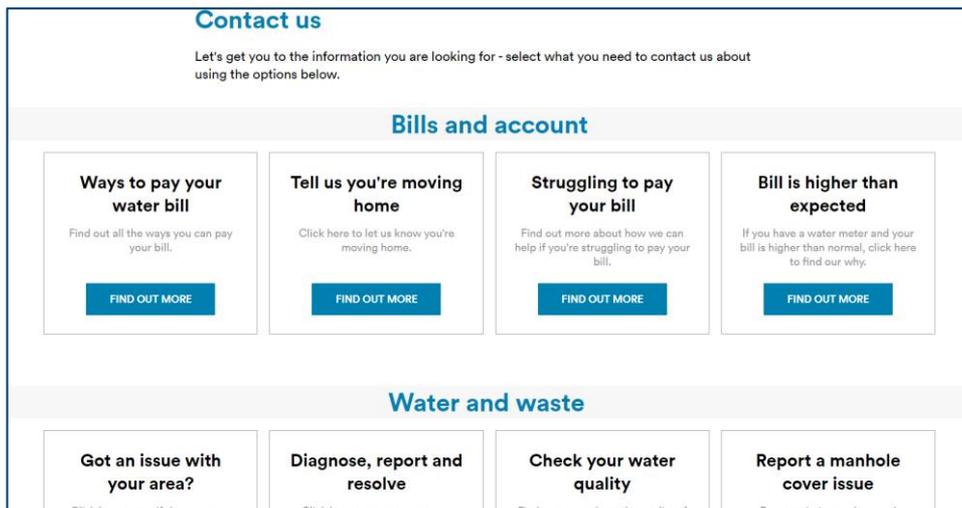
- ❖ Not many are directed to this as 'Are you moving?' isn't relevant to most people on 'my bill is higher' page
- ❖ Also unlikely to deter those who want to speak to someone – it can feel too complicated

"I'm not good at house/technical stuff – I would want to speak to someone who knows what they are doing"

✓ Useful to rule out and provide information but an addition to direct contact rather than replacement

➤ Consider all information for possible reasons in this format

Contact Us Page: Option 1 was liked for design and keeping within the website style



- Design is appealing and fits with the website
- White and fresh, easy to scan over icons and see options



- Missing clearer contact information – will they be directed to a phone number?
- Lacks the number of contact options in comparisons to option 2
- More time consuming

“The design is nice and fresh, it looks good”

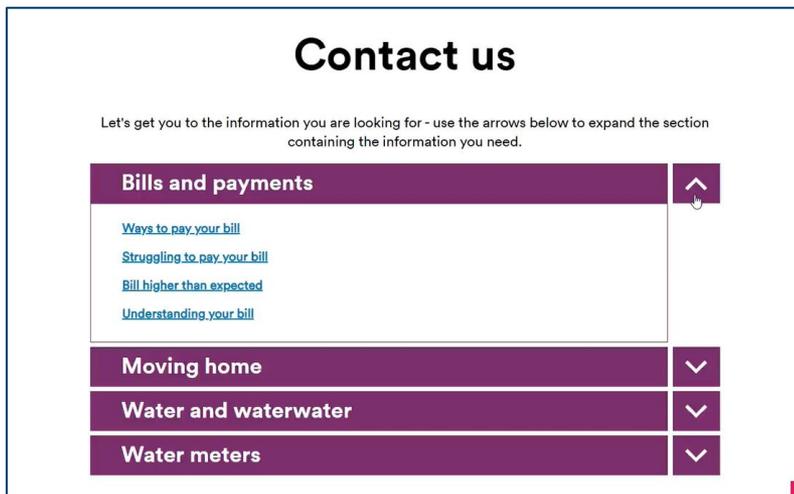
“The other page had more specific options than this one – you just want to go the right place quickly not have to go through pages and pages”

“It feels too time consuming – I just want to get to the contact numbers”

✓ Looks easy to navigate due to clean design

- Needs to include the right detail of specific contact channels to be useful and save time
- They want to see evidence of number of email provided

Contact Us: Option 2 was preferred for functionality and easy access to the right contact details



"It's good to see a specific line for bereavement"

"It's great to have the specific options – the other version didn't have as many options"

Customer with Meter	0345 333 3
Customer without Meter	0345 333 334
Water or wastewater query	0345 333 335
Bereavement	0345 333 336
Ringling from abroad	0345 333 337
Email us via our contact us form	Email form

United Utilities Group PLC Follow us Useful links

- ✓ Easy functionality for finding the right number
- ✓ Numbers clearly available and easy to find the right place to call
- ✗ Looks unappealing
- ✗ Not keeping in with website colours
- ✗ Text in drop down not easy to read
- ✗ Some don't like drop down function as feels clunky

✓ Functionality is the most important thing to customers – they want actions to be fast and easy, therefore seeing simple list is helpful

➤ Consider use of website colors and elements of design from from Option 1

Overview Journey 4: Contacting United Utilities

Overview of journey

- Most expect to see bill information in My Account however in case of higher bill some want help and to speak to someone straight away
- 'Yes or No' Information about why bill might be higher, was intuitive to click through and helped them to understand reasons, this was useful information to rule out
- However most still want to speak to someone as information still needed to allay concerns (although this might depend on how much water bill had changed)
- Of the two site designs – option 2 was preferred for easy access to phone numbers
- Option 2 was clearer to find specific options for support and felt it would save time and required less clicks
- However general design and colours of the first design was liked and was in keeping with rest of site
- Option 1 also seen as easy to scan

Customer Issues Identified

- Frustrating that 'My bill is higher than expected' section on contact us doesn't contain contact information and sends customers back to the same page as on menu option
- Some customers continue to want direct access to speak to someone regarding bills

Recommendations

- Have a Contact Us option including phone number and email readily available on 'My bill is higher than expected' page
- A/B testing needed to establish best design with comparable information using a larger sample

QUESTIONS?





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