

A photograph of a woman and two children. The woman is in the background, looking down at a glass of water held by a young girl in the foreground. Another child is visible on the right side of the frame, looking towards the camera. The scene is set indoors with soft lighting.

General Conditions Home Research

A WaterTalk research report prepared for United Utilities
July 2022

Agenda

What we'll cover today...

1

Background & objectives, whom we spoke to

2

A quick summary of our findings

3

Knowledge, awareness and attitudes towards cleanliness and mould, slime, film coating and discoloured water

4

Behavioural drivers of customers' cleaning behavior and subsequent contact with United Utilities

5

Evaluation of the educational webpage

6

Discussion: Next steps

Background, approach and summary

Background and objectives...

Project Background

- The number of calls United Utilities receives each year has been steadily rising* about issues relating to mould, slime, damp, film coatings and water discolouration; United Utilities is not responsible for these issues in customer homes
- These are classified as 'General Conditions' and are subject to an ODI that focuses on the reduction of these calls
- United Utilities are committed to helping customers understand the causes of these issues and how best to resolve them
- The eventual aim is to reduce contact about these issues by providing customers with a range of tools, knowledge and motivation for them to address issues themselves

Research Objectives

This research will answer the following questions:

- Customers' knowledge, awareness and attitudes towards cleanliness and maintenance in the home?
- What are customers' attitudes and experiences with: Mould, slime/jelly, film coating and damp and who do they see as responsible for solving these issues?
- What causes customers to take the actions they take when they encounter these issues through the lens of COM-B model.
 - 'COM-B' is a widely used framework to identify what needs to change in order for behavioural intervention to be effective
- What can United Utilities do to raise awareness of the cause of these issues?
- How can United Utilities encourage customers to take more ownership of these issues?

* How incoming calls are reported has changed and this may be contributing to what appears as an increase of calls to UU

Sample – 27 participants took part

Overall sample

Demographics	No. 27
Gender	
Male	11
Female	16
Property Type	
Terraced House	7
Detached House	7
Semi- detached House	12
Bungalow	1
Property Ownership	
Rent (through council/ housing)	2
Rent (privately)	5
Own Property (either outright or have a mortgage)	20
Hotspot area	
Yes	3
No	24

Contacted UU

Demographics	No. 12
Gender	
Male	4
Female	8
Property Type	
Terraced House	4
Detached House	4
Semi- detached House	3
Bungalow	1
Property Ownership	
Rent (through council/ housing)	2
Rent (privately)	2
Own Property (either outright or have a mortgage)	8
Hotspot area	
Yes	2
No	10

Haven't Contacted UU

Demographics	No. 15
Gender	
Male	7
Female	8
Property Type	
Terraced House	3
Detached House	3
Semi- detached House	9
Property Ownership	
Rent (privately)	3
Own Property (either outright or have a mortgage)	12
Hotspot area	
Yes	1
No	14

Hotspots

Demographics	No. 3
Location	
Sale	2
Lightshaw	1

Differences in attitudes and behaviour between these segments were largely anecdotal but meaningful differences will be highlighted where they occur

Ofwat standards for high-quality research

Ofwat have set out requirements for High Quality Research in their [Customer Engagement Policy](#). All water company research and engagement should follow best practice and lead to a meaningful understanding of what is important to customers and wider stakeholders.

Useful and contextualised

The insight used from this research was used to build evidence of customers' knowledge, awareness and attitudes towards cleanliness and maintenance in the home in relation to customer contacts and water quality. It was conducted and analysed using a behavioural science framework for consistency and to be able to deliver clear recommendations.

Fit for purpose

This research was designed to ensure robust insight was gained. A sequence of research activities were undertaken to gain accurate and honest views of the issues explored. The sample was carefully considered with hotspot areas explored and to ensure sub group analysis and understand differences of these groups and recruit a mix attitudes and behaviours.

Ethical

This research was conducted by Verve, which is a member of the Market Research Society. Participants were informed that they could be open and honest in their views due to anonymity and Verve and United Utilities were subject to strict data protection protocols.

Continual

The outputs of this research were contextualised using a wide evidence base including supporting analysis of customer contacts which explored customers who contact United Utilities for water quality issues.

Neutrally designed

Every effort has been made to ensure that the research is neutral and free from bias. Where there is the potential for bias, this has been acknowledged in the report. As this was a specific, exploratory piece, participants were encouraged to give their open and honest views and reassurances were given throughout the research that United Utilities were open to hearing their honest opinions and experiences.

Inclusive

Quotas were set to ensure as broad as possible a mix of United Utilities customers that fit into the key analytical subgroups. This included customers in different property types, with different tenure status and a range of ages, life stages.

Shared in full with others

The research is published and shared on our website and through our industry customer insight newsletter, The Source.

Independently assured

All research was conducted by Verve, an independent market research agency. United Utilities collaborated with Your Voice, the Independent Challenge Group, who reviewed all research materials and provided a check and challenge approach on the method and findings

Executive overview

Executive overview

1

Awareness of the causes and who is responsible for mould and damp is generally high

All other issues studied (water discoloration, slime and film coatings) are generally attributed to poor water quality, and so there is less acceptance of personal responsibility

2

Cleaning behaviour is habitual, regular and done with little thought

It can also focus on the cosmetic, small quantities of dirt are generally accepted by many

The bathroom is considered a real challenge to clean, and for many, cleaned a little less frequently than other areas of the home

3

When routine cleaning habits don't resolve their cleaning issues (mould/ damp etc.) customers may become frustrated; the less they know about a specific issue, the more likely they are to attribute its cause to 'an issue with the water' and seek help

Executive overview

4

Analysis of COM-B reveals there is opportunity for UU to put in place the right resources to prevent the need for customers to contact you

Specifically on better informing customers about the issues and their causes, and the appropriate products and techniques

5

Analysis of the relevant webpages show they are not working hard enough to effectively engage customers

Specifically, the layout of the information and navigation are in need of considerable improvement

6

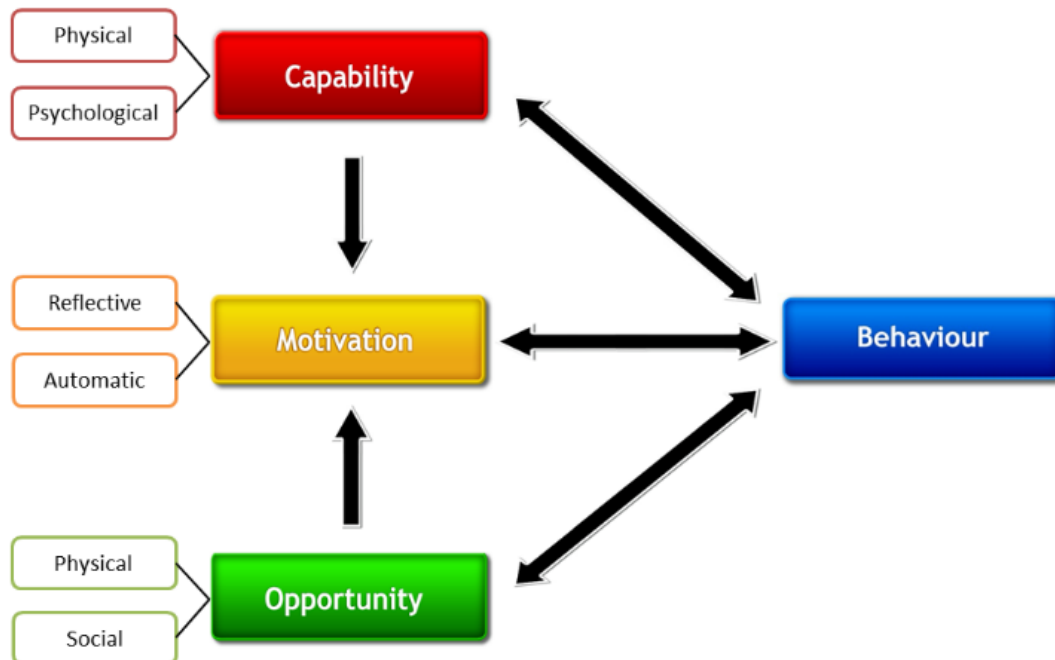
The website can work better by:

Arrange the drop down menus by cleaning issue (mould etc.) with an accompanying image

Make the callouts to specific supporting documentation clearer

Consider incorporating a short diagnostic survey or chat box to circumvent navigation issues

We used the COM-B model to explore current bathroom cleaning behaviour amongst customers:



Michie et al (2011) Implementation Science

What is COM-B?

COM-B is a well-known and robust behaviour change model. It suggests that for a given behaviour to happen, there needs to be sufficient Capability, Opportunity and Motivation in place

Each of these factors then has 2 subsegments, which we will explore individually across the following slides

We used COM-B to perform a 'behavioural diagnosis' of how UU customers currently clean their bathroom. This allowed us to explore barriers and enablers to 'optimum cleaning', and pull out any opportunities for potential behaviour change that UU can leverage to discourage unnecessary phone calls

COM-B summary and opportunity areas for United Utilities

Effective areas to influence behaviour:

CAPABILITY		OPPORTUNITY		MOTIVATION	
Physical	Psychological	Physical	Social	Automatic	Reflective
Low	High	Medium	High	High	Medium

Solutions summary:

CAPABILITY

Physical:

- Highlight practical solutions that customers can consider if they have limited reach or dexterity (e.g. using long-handled cleaning equipment)

Psychological:

- Educate customers on what cleaning products and techniques actually work, e.g. using demonstration videos
- Consider a cost of living or eco-friendly angle for this – this is top of mind for some who are looking to cut back or use less bleach

OPPORTUNITY

Physical:

- Highlighting the value of cleaning ‘little and often’ will help them get into a routine that will prevent issues that might become an issue in the future
- Explore partnering with cleaning brands to offer free product samples that target specific conditions, e.g. bicarbonate of soda through Duzzit
- Consider adding advice around cheaper options for dehumidifying as not everyone can afford an extractor fan, and some customers have cost of living concerns

Social:

- Social media networks are a great channel for communicating with your customers – consider putting out the demo videos out, e.g. #CleanTok!
- Explore partnering with influencers to broaden reach and increase engagement. Mrs Hinch is a well-liked obvious choice

MOTIVATION

Automatic:

- Create a way to incentivise having a ‘nice clean bathroom’ by adding mould prevention to their repertoire. We want to encourage changing their negative emotion around mould (irritating, disgust) into a positive (pleasure, satisfaction once the clean is done)
- In the demo videos, inform and persuade around using the ‘right’ products in the ‘right’ way – this is an opportunity to disrupt their habit
- Look to add a chatbot on the UU website that can act as an authentic voice and still offer reassurance, whilst also discouraging phone calls

Reflective:

- Educate on more effective cleaning (as above), leveraging that UU is a trusted messenger and source of information
- Consider adding slight friction to the phone call process, e.g. ‘did you know there’s resources on our website?’ to redirect them in future

What have we learnt and what impact does this have?

- While not all of the issues are attributed to UU, some customers still struggle or may be alarmed by them (especially discoloured water)
- The website could be a rich source of information; at present it does not deliver what customers need
- There is an opportunity to develop a best-in-class informative and educational section of the site
- We would expect that the right content will have *some* impact on the volume of calls, but we cannot say for sure
- At the same time, with General Conditions calls often not being the main focus for customers calling (and not being the fault of UU), would the development of an engaging educational subsection of the site demonstrate that the business is doing everything it can to communicate to customers about the causes of these issues and how to remedy them?

Customers' knowledge, awareness and attitudes towards cleanliness and maintenance in the home

All segments believe a 'clean home' is essential for wellbeing and equate cleanliness with an environment *mostly* devoid of visible dirt and clutter

'Clean' is a highly valued quality that is generally attributed to the home

- Many defined 'clean' as a feeling of peace, largely derived from an absence of visible dirt
- But it is clear that not all are focusing on hygiene and cleanliness in those places where it is not obvious or visible
- They implicitly assume that the brands they use sufficiently kill harmful germs and bacteria

In their own words...

A clean maintained house is many things to many people, you try to clean all rooms if you've got time otherwise clean the rooms completely that you think visitors would be in. As my mother once said some people have a home and some have a house.

Male, 55+, Rent (Privately), Contacted UU, Flat or Maisonette

A clean home is one devoid of visible dirt and grime, animal hair.

Female, 55+, Own property, Semi - detached House

I don't like mess it stresses me out, I can't relax if the house is messy... I like to think I am very proud of my house.

Female, 18-34, Rent (privately), Detached House

Cleaning is habitual and its frequency and thoroughness seems to be dependent on the amount of free time available

Cleaning is a routine for all but its frequency seems to vary based on the amount of free time

- Older participants reported cleaner homes and higher frequency of cleaning, citing their relative abundance of time as the reason for this
- Families report that they struggle to make the time to clean, but do make the effort to do a thorough clean at least once a week
- A few busy working participants hire a cleaner once a week to do a thorough cleaning throughout the house/ the equivalent of a weekly clean

In their own words...

It is something I do as a matter of routine not because I have prioritised it in some way. Keeping things clean is also down to being a routine requirement not a priority. It's slightly difficult to explain.

Male, 55+, Own property, Semi-detached House, Hotspot

*Without boasting I think I would probably score 9 on cleanliness... **Time is such a gift and I so appreciate it.** Younger folk have higher priorities which of course I did when I was working.*

Female, 55+, Own property, Semi-detached House

*With **2 teenagers and both adults working, the house is clean but lived in.***

Male, 35- 54, Own property, Terraced House

*I find it **difficult to keep on top** of all the home maintenance. All of it. Less so the cleaning but that's only since **I recently got a cleaner.***

Female, 35-54, Own property, Contacted UU, Terrace House

The vast majority rated themselves an 8 out of 10 with regards to home cleanliness but in many cases, this is lacking – but what is influencing this?

This may be down to what is known in behavioural science as ‘the above-average effect’

- The above-average effect is a finding in social psychology that people tend to overestimate their abilities in areas they value
- A clean home is valued by customers and so its likely the above-average effect is at play
- For example, it seems to be certain areas of the house that, from a cleaning perspective, are beyond their control and so aren't included – thereby allowing one to still feel ‘clean’ while not resolving a specific issue
- N.B this is an hypothesis that can't conclusively be proven here but we believe it is likely having an effect

In their own words...



The bathroom is quite clean and tidy. It does get quite a bit of use, so I do tend to keep it clean.

*Male, 55+, Own property,
Semi-detached House,
Hotspot*



I would say my house is 8/10 for being clean & 9/10 for being well maintained.

*Female, 18-34, Rent
(privately), Detached
House*

Many see the bathroom as a real challenge to clean, resulting in less frequent cleaning compared to other areas

Bathroom seen by the vast majority as the most difficult room to clean because of the extra scrubbing required on the sink, bath/shower and toilet

This is enough of a tension point to lead many to put off cleaning the bathroom until the weekend. This is all largely subconscious (typically during a weekly clean)

In homes where the cleaning technique and products do not combat mould etc. the problem persists to the point where it becomes seen as 'a big project' which requires some kind of advice/ research to fix

This further supports the fact that things outside of normal cleaning may be excluded from 'cleaning' as they are seen as bigger issues that they may have less control over

In their own words...

*I find cleaning the bathroom **the worst job to keep on top of, it's a big job and I don't always give it the attention it deserves.***

Male, 35-54. Own property, Contacted UU, Semi- detached house

I do find it difficult to keep on top of everything and often wish I had a cleaner.

Female, 18- 35, Own property, Semi- detached House

*The hardest thing about cleaning and maintaining the house is **getting rid of a black mould in the bathroom once per several months, because the ventilation there is rubbish and putting it properly is a big project, which someday I would have time to start, I hope.***

Male, 35-54, Rent privately, Detached House,

Customers' knowledge, awareness and attitudes towards specific water based issues

All segments claim a good understanding of what causes damp but are generally unsure how best to resolve the issue



Level of understanding/ attributed responsibility

- Some had faced issues of damp previously
- Causes were attributed to lack of ventilation, build up of moisture and leaky pipes
- Most take responsibility for resolving the issue but believe the most effective solutions are out of budget (installing a fan to improve ventilation). N.B- tenants attribute the responsibility to their landlords
- Many see this as a problem that requires external help



Perceived urgency to resolve this issue

- Many accept 'damp' as an unavoidable condition that recurs seasonally
- Most accept this as a quirk of the way their home is built and so do not see this as an urgent issue to resolve
- Initial actions consist of opening bathroom doors, buying a dehumidifier and upgrading extractor fan
- Some feel damp is a prerequisite to mould, hence only take action at that later stage



In their own words

*I try to keep the house well ventilated to prevent it being an issue, **if I had damp I would tackle it either by a dehumidifier or damp course depends how serious it was***

Female, 35-54, Own property, Semi- detached House,

*We had damp on the front living room wall recently but it wasn't excessive. It was **caused by a cast iron down pipe** which was leaking. **We ended up paying a builder to replace the downpipe***

*Male, 35-54, Own property, Semi- detached House,
Hotspot*

*In the **depths of winter we may notice damp***

Male, 55+, Own property, Contacted UU, Detached House

Mould in small quantities is accepted, but when their routine doesn't keep this in check, they are unsure how to resolve this



Level of understanding/ attributed responsibility

- Most have experienced some degree of mould
- It is considered to be a common problem caused by bad ventilation which leaves excess moisture in the air
- Very few knew of the health implications
- Most feel it is their responsibility, even when the problem worsens
- And therefore integrate the removal of mould into their cleaning routines



Perceived urgency to resolve this issue

- Many perceive mould as akin to dust in their house- a nuisance that is cleaned weekly
- Process of removing mould is repeated habitually
- Preventative measures are seemingly not a priority; many do not know how to prevent mould forming and accept it as an inevitability
- Most are overwhelmed by severe cases but still react with little urgency



In their own words

***It does bug me a little as it doesn't look great...** In all honesty it is **something I can live with** and will probably do so till I refurbish the kitchen at some point
Male, 35- 54, Own Property, Semi- detached,*

*In old house I had a poorly ventilated bathroom so the silicon and surrounding areas used to get mouldy. I **had to reseal every couple of years but never addressed the problem of ventilation**
Male, 35- 54, Own property, Contacted UU*

***Removing the mould when it appears is not a priority, it is simply part of my bathroom cleaning routine**
Male, 55+, Own Property, Semi- detached House, Hotspot*

Water discoloration can causes alarm; most attribute responsibility to UU and want assurance the water is safe



Level of understanding/ attributed responsibility

- Few report they have ever experienced this
- Understanding of why this occurs is near non-existent
- Regardless of segment, most fathom a guess that water discoloration is due to a problem with their water supply
- And therefore, **believe this is the responsibility of UU**



Perceived urgency to resolve this issue

- When UU have communicated in advance, this prompts little to no urgency
- However, for many, they immediately worry about water contamination and seek to contact someone for assurance
- They worry about:
 1. How much this could potentially cost to fix
 2. The possibility of no useable water for an unspecified amount of time (assuming the water is unusable)



In their own words

*I've usually been informed in advance that it's happening. If it continued then that's a supply problem. And **would have to contact the company.***

Male, 35- 53, Own Property, Contacted UU, Semi-detached House

*I would run the taps to see if ran clear and if not **would ask neighbours if they were affected too if yes would pop onto UU website** to see if works had been done or any update on there.*

Male, 35- 54, Own property, Semi- detached House,

*I'd worry about **having to find a plumber and how much it'd cost, the upheaval**, whether it's covered by my home insurance etc. Even if it was something that was outside my property boundary, it's possible that it would require access to my property and **perhaps a period of time without access to running water** while the issue is rectified.*

Male, 35- 54, Own Property, Semi- detached House,

Little is known about the causes of slime/jelly and how best to treat this; most believed it was due to the quality of water



Level of understanding/ attributed responsibility

- Few report they have directly experienced this
- Many guessed that this was due to a problem with their water supply
- Therefore, they believe this is the responsibility of UU
- Those renting, thought that it was their responsibility to inform the landlord, who would then need to contact UU



Perceived urgency to resolve this issue

- More urgency was placed here because most equated this with a potential health risk to themselves
- This is also because it was seen as a more 'novel' issue, that was more likely to indicate something was wrong and likely needed external support



In their own words

*We get a black slime coming from the bathroom cold taps in both the sink and the bath. **I try to clean this out regularly, but it continues to come back. I have presumed this is due to the age of the plumbing in the house** as the house is 50 years old and has original plumbing and bathroom. **I would assume it is the landlords responsibility to maintain the plumbing.***

Female, 35- 54, Rent (privately), Semi- detached House

*Responsibility may be joint between the house owner and the water company. The house owner needs to keep his taps functioning and ensure pipes are OK in the house, and the **water company is to ensure the delivery to the house of potable water, no slime** and appropriately treated, including by chlorination.*

Female, 55+, Own property, Contacted UU, Detached House, Hotspot

Film/coating in areas of water was also poorly understood and most believed this was due to poor water quality



Level of understanding/ attributed responsibility

- Most had never encountered this issue
- Subsequently many had minimal knowledge of its cause
- It was unclear who's responsibility this



Perceived urgency to resolve this issue

- Most were not overly concerned by it's presence, again, due a lack of awareness of the potential health implications
- No specific methods employed outside of their regular cleaning routine
- Even when presented with new information, most won't change what they are already doing



In their own words

*The only coating I get is limescale build ups around the mouths of the taps in the bathroom and kitchen. **Again, I look to clean this off from time to time using white vinegar, patience and a little elbow grease. It is caused by the water content in in this area. There is nothing I can do about it.***

Male, 55+, Own Property, Semi- detached House, Hotspot

***I didn't realise that this was a fungi.** The only way I know how to keep on top of it is regular cleaning and using good cleaning products.*

Female, 18-34, Rent (privately), Detached House,

*Around the kitchen tap there is discolouration and on the part of the draining board under the tap but **it is more than 10 years old so I think this is wear and tear.***

Female, 55+, Own property, Semi- detached House

Recap of attitudes and awareness; slime/jelly, film coating and water discoloration are the biggest opportunity areas to increase awareness

Damp

- High awareness of what causes this
- High awareness this is the responsibility of the individual
- High awareness of how to mitigate this though some reluctance to get an extractor fan



Mould

- High awareness of what causes this
- High awareness this is the responsibility of individual
- **Low awareness of how best to resolve this issue, especially when it worsens**



Slime/jelly

- Low awareness of what causes this – most believe it is due to poor water quality
- Low awareness of who is responsible, most believe UU may be responsible
- **Low awareness of how best to resolve this issue and virtually no awareness of what this would look like**



Film coating

- Low awareness of what causes this – most also believe it is due to poor water quality
- Low awareness this is the responsibility of the individual
- **Low level of awareness of how best to resolve this issue**

Water discoloration

- Low awareness of what causes this – most guess this is due to poor water quality
- Most assume UU is responsible for this
- **Low level of awareness of how best to resolve this issue**
- Increased concern water may not be safe

In summary, when habitual cleaning habits don't resolve their cleaning issues, they become frustrated and concerned and may seek help from UU

Awareness

Customers generally accept mould/slime as something they will constantly have to take small actions against to keep it at bay

Action

In cases when these get worse, customers try to clean the area more often or attribute this to a supply problem with their water

Despite our cleaning, the problem became serious and I tried to find the cause. After some research I found a hint that it may be due to water contamination, so I called United Utilities to get help.

Male, 55+, Own Property, Contacted UU, Detached House

Outsource/ignore

Many then search their water supplier online for help and assurance, and land on the main UU website. If they do not immediately find assurance/ the help page, they then call UU. Alternatively the issue may be consigned to the back of the mind as something that they have little control over.

Frustration/concern

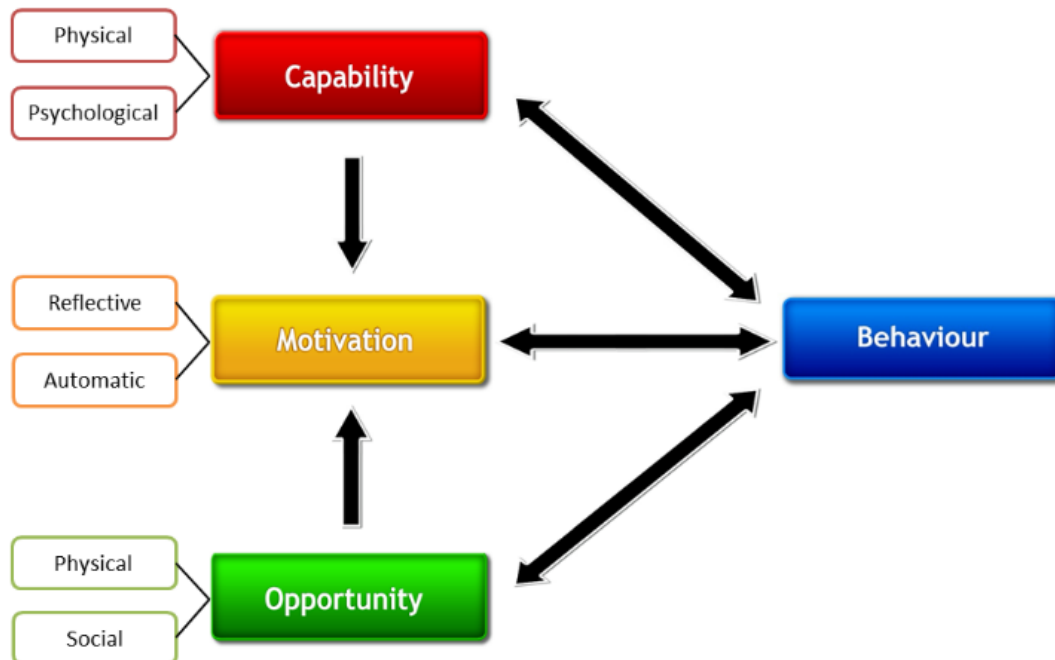
Customers become irritated by these issues as they don't know how to resolve them and are concerned something might be wrong with their water supply

N.B this supports other research carried out by UU, whereby people stated they called in 'as a last resort' i.e. after their reactive measures fail. There is a period of despondency/ frustration that leads to people seeking help from UU

Customer's current bathroom cleaning behaviour

Diagnosing their current behaviour and suggesting potential opportunities for UU to influence change

We used the COM-B model to explore current bathroom cleaning behaviour amongst customers:



Michie et al (2011) Implementation Science

What is COM-B?

COM-B is a well-known and robust behaviour change model. It suggests that for a given behaviour to happen, there needs to be sufficient Capability, Opportunity and Motivation in place

Each of these factors then has 2 subsegments, which we will explore individually across the following slides

We used COM-B to perform a 'behavioural diagnosis' of how UU customers currently clean their bathroom. This allowed us to explore barriers and enablers to 'optimum cleaning', and pull out any opportunities for potential behaviour change that UU can leverage to discourage unnecessary phone calls

COM-B summary and opportunity areas for United Utilities

Effective areas to influence behaviour:

CAPABILITY		OPPORTUNITY		MOTIVATION	
Physical	Psychological	Physical	Social	Automatic	Reflective
Low	High	Medium	High	High	Medium

Solutions summary:

CAPABILITY

Physical:

- Highlight practical solutions that customers can consider if they have limited reach or dexterity (e.g. using long-handled cleaning equipment)

Psychological:

- Educate customers on what cleaning products and techniques actually work, e.g. using demonstration videos
- Consider a cost of living or eco-friendly angle for this – this is top of mind for some who are looking to cut back or use less bleach

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- Social media networks are a great channel for communicating with your customers – consider putting out the demo videos out, e.g. #CleanTok!
- Explore partnering with influencers to broaden reach and increase engagement. Mrs Hinch is a well-liked obvious choice

MOTIVATION

Automatic:

- Create a way to incentivise having a ‘nice clean bathroom’ by adding mould prevention to their repertoire. We want to encourage changing their negative emotion around mould (irritating, disgust) into a positive (pleasure, satisfaction once the clean is done)
- In the demo videos, inform and persuade around using the ‘right’ products in the ‘right’ way – this is an opportunity to disrupt their habit
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Reflective:

- Educate on more effective cleaning (as above), leveraging that UU is a trusted messenger and source of information
- Consider adding slight friction to the phone call process, e.g. ‘did you know there’s resources on our website?’ to redirect them in future

Physical Capability

aka “can I physically clean my bathroom?”



What did customers say?

Enablers

- The **vast majority** of customers have the physical capability to clean their bathrooms and are able to **reach all areas** of their bathroom and have the **stamina** to complete a full clean
Female, 55+, Own Property, Detached House

- There are some instances where customers may **struggle to reach all areas** of the bathroom they want to clean, but some are able to overcome this through the **help of another person** in their home

Barriers



What does it mean?

- For most customers, physical capability won't be a barrier to cleaning their bathroom. However, it's important to consider the needs of those who may not have this physical capability (e.g. those with physical disabilities) when providing cleaning advice:
 - For example, while many of these customers may be able to get help from other members of their household, consider suggesting practical solutions that they can try to help them clean independently (e.g. using long-handled cleaning equipment)

Physical Capability

aka “can I physically clean my bathroom?”



“

I’m quite fit - I have no problems reaching the tiles in the shower.

Female, 55+, Own Property, Contacted UU, Detached House

Psychological Capability

aka “do I have the knowledge of how to clean my bathroom?”



What did customers say?

Enablers

- Most customers have **some idea of which products and techniques to use** when cleaning their bathroom – this is often acquired through recommendations from **family or friends** as well as via **online forums** and **influencers**
- Many customers have tried several different products and through **trial and error** have found a solution that works for them

- Some customers are **unsure** about which products are best to use for different conditions in their bathroom
- Even amongst customers who think they have the relevant knowledge, this is often **received wisdom** and may not be the most effective techniques or products for cleaning in reality



What does it mean?



Most customers are open to trying new products and techniques and seek recommendations from others, but there is uncertainty around what *actually* works.

- Therefore, there is an opportunity for United Utilities’ website to be positioned as the go-to trusted source for advice on which products and techniques customers should be using to clean their bathroom, e.g.:
 - Re-educating about the types of products customers should be using for each condition (e.g. which active ingredients do they need to look out for?) An eco-friendly or cost of living angle might be a useful route in
 - Step-by-step videos of how to clean different parts of the bathroom, and how to tackle different conditions

Barriers

Psychological Capability

aka “do I have the knowledge of how to clean my bathroom?”



“

I don't know if there's a right way to do this, but this is the way I've always done it.

Female, 18-34, Own Property, Semi-detached House

Physical Opportunity

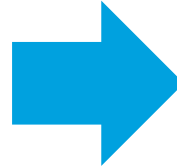
aka “does my environment give me opportunity to clean my bathroom?”



What did customers say?

Enablers

- Most customers have the **time and/or money** (for **products** or to **pay a cleaner**) to clean their bathroom
- Many customers have a **routine** when it comes to cleaning the bathroom (e.g. light clean once a week then deep clean every few months) so they have the **time blocked into their schedule** - others choose to clean it **ad-hoc when necessary**



Barriers

- Some customers may be **too busy** to clean their bathroom as regularly as they’d like to
- While customers didn’t mention **product cost** being an issue, this is something we could see become more top of mind as the **cost of living continues to increase**. Similarly, those who currently pay a cleaner to clean **may choose to start doing it themselves** to save money

What does it mean?



To help people who may struggle finding time to clean their bathroom...

- Highlight the value in getting into a cleaning routine (e.g. a regular light clean will help prevent issues that require more time in the future).
- To help people who may struggle to afford to buy various cleaning products (especially if they are not sure if the product they are buying will even work)...
 - Could UU partner with cleaning brands to offer free product samples to customers that target specific conditions in their home?
- It’s also important to consider that some customers may not be able to afford more expensive solutions (e.g. installing an extractor fan), so when giving out advice try to also suggest a cheaper alternative (e.g. dehumidifying crystals)

Physical Opportunity

aka "does my environment give me opportunity to clean my bathroom?"



“

I clean the bathroom myself on a weekly basis but "tickle it up" daily. I find cleaning the bathroom really easy... I think this is because I clean regularly and in the long run this serves to keep the work to a minimum.

Female, 55+, Own Property, Semi- detached House,

Social Opportunity

aka “what do others do around cleaning their bathroom?”



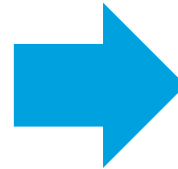
What did customers say?

Enablers

- Many customers use cleaning products and techniques they’ve picked up from **childhood** (e.g. they use what their parents used). As well as this, many look **online** and to **social media** for advice and to copy what others are doing to clean their bathrooms
- Some customers also **compare** their bathrooms to people they know (e.g. family, friends, neighbours etc.). This can lead to various behaviour enablers – e.g. **anxiety** around ensuring your bathroom is clean for guests
- In several households, more than one person contributes to the bathroom cleaning, which promotes a sense of **joint responsibility**

- Some customers justify **inaction** towards dealing with bathroom conditions if they **know other people who also have the same condition** (e.g. ‘everyone has some mould in their bathroom’)
- As customers get their information on cleaning from a **variety of sources** – some more reliable than others – it means they could be following the **wrong advice** that isn’t helpful when it comes to tackling various conditions

Barriers



What does it mean?

- UU should leverage social media as a key communication tool, as this is where customers are already looking for help - #cleanTok is a current phenomenon, for example
- Consider partnering with influencers already in the home / cleaning space (e.g. Mrs Hinch) to broaden reach and increase engagement with content
- Communicate clear facts around cleaning (e.g. products, techniques and conditions) to tackle misconceptions and misinformation that is currently spread socially (both on social media and through real life social connections – i.e. friends and family)

Social Opportunity

aka “what do others do around cleaning their bathroom?”



“

“I think possibly the pink slime used to be even worse than it is now. It's certainly been an issue in all the homes I've had in Liverpool so I assume it's a common problem locally.”

Female, 35-54, Own Property, Contacted UU, Terraced House

Automatic Motivation

aka “how do I feel about the behaviour, and is it a habit?”

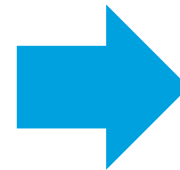


What did customers say?

Enablers

- Cleaning the bathroom **feels like a ‘job to be done’** – few enjoy it, it’s just something they need to keep on top of. Possibly because the **effects of *not* doing it are visually very obvious**
- But customers do **fear being embarrassed or shamed** if it isn’t kept on top of., and **having guests visit brings this to the fore** – there’s a social pressure to do a deep(er) clean
- Most **have a set routine for cleaning the bathroom**, e.g. once a week for a deep clean, but for others it’s a case of ‘as and when’

- **Cleaning behaviours are habitual.** They stick to one repertoire they learned many years ago, and few look beyond this **until they have a problem** (like ‘too much’ mould)
- Most issues are seen as part of life – annoying but not the end of the world. **Water discolouration is the exception.** Although no one we spoke to were experiencing this, a handful said they felt **panicked and worried** at the thought, and **would phone UU for info – and reassurance**



What does it mean?

- Explore incentivising adding mould prevention to their cleaning repertoire, similar to having a ‘clean bathroom’ - like [Febreze!](#) The emphasis is on the reward of ‘what it gets you’ and a positive emotion
- Campaign to inform and persuade around using the ‘right’ products the ‘right’ way. UU’s website ([link](#)) recommends using a mild bleach and bicarbonate of soda – but we only had 2 mentions of bicarb during this activity
- UU are trusted. Look to provide a reassuring ‘real UU person’ that still implicitly discourages phone calls. A chat bot on the website can be that authentic UU voice – *without* customers feeling the need to phone up. Alternatively, direct improvements to the help page will help reassure customers (see later slide)

Barriers

Automatic Motivation

aka “how do I feel about the behaviour, and is it a habit?”



“The shower makes me feel really dirty..” Female, 55+

“

I think the bathroom is probably the most hated room for cleaning. It is not a quick job to do and is quite hard to keep on top of on a daily basis

Male, 35-54, Own Property, Contacted UU, Terraced House, Hotspot

Reflective Motivation

aka “what are my perceptions and beliefs around cleaning the bathroom?”



What did customers say?



What does it mean?

Enablers

- Customers **feel confident that they are cleaning their bathroom correctly**, and **feel like what they do works for them**. It looks ‘clean enough’ but in reality, they may not always be effective
- Although they have their existing routines, **occasionally they’ll seek advice on how to deal with an issue**, usually by researching online
- The benefits of cleaning the bathroom is that **it looks tangibly and obviously good, it’s hygienic**, and they **no longer feel disgusted or embarrassed** once it’s done
- These outweigh the costs – **it takes time, it’s unpleasant** – but just seen as **a part of life**

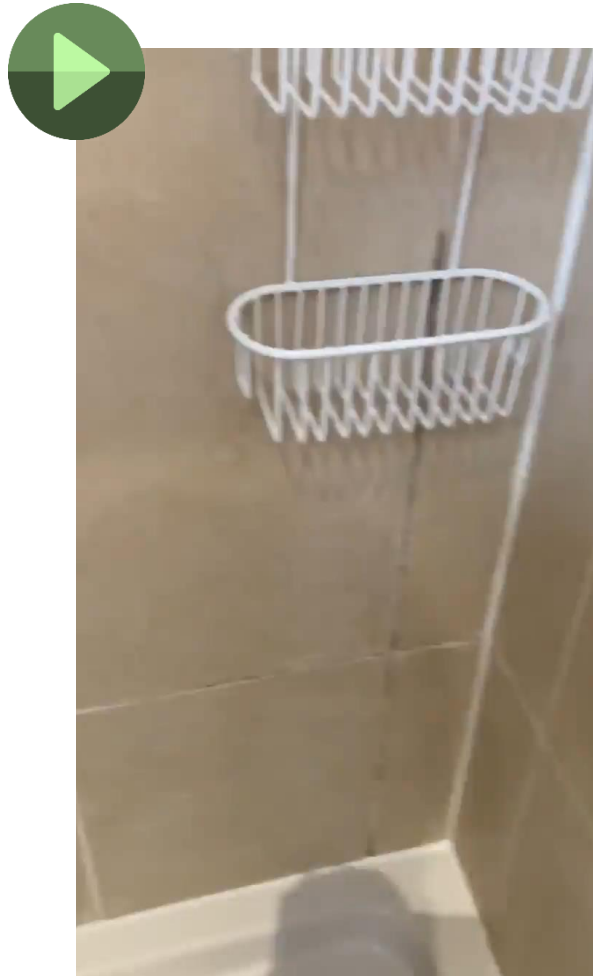
- **Mould is polarising**. Some are proactively keep on top of it, others leave it and replace the sealant when it gets ‘too bad’. But largely **it is seen as normal and commonplace**, and a bit is acceptable
- **Cleaning tends to be superficial and cosmetic**, e.g. wiping down the exteriors of taps, but not the inside of spouts



- Educate on more effective cleaning, e.g. instructional short and fun demo videos that can be shared on social media. These could focus on:
 - Mould and UU’s recommended way to keep on top of it – short term steps now saves long term pain (having to remove and replace the sealant) later. UU are a trusted source of information
 - The importance of cleaning the interior of the tap, as well as cleaning off water stains
- Consider posting a factsheet to hotspot areas with cleaning tips and hints to pre-empt calls to UU.

Barriers

Customer Case Study – Big mould problem



Capability

- Feels she's tried nearly all the products on the market, and uses a nail brush to get into the grouting
- She is physically fit and able to do all of her own cleaning, and has no problem with reach

Opportunity

- She **looks online**, and **asks friends**, for mould advice
- The only product that works for me is 'the new Cif in the black bottle' – but it's not a solution. *"It **got rid of the black marks** but **took the colour out of my tiles** and **the grouting was eaten away** so am now careful what I use"*

Motivation

- What would it mean to stop the mould issue? *"[It would] **stop me being embarrassed** when visitors use the toilet and face the shower"*
- *"It would be nice to fix the problem and one day someone will find the answer until then just keep trying new products until the golden one is found"*

Customer Case Study – Small mould problem



Capability

- Manages to keep on top of the mould, but little spots are still present
- Uses bleach and mould spray to tackle the issue

Opportunity

- Relies on other people for advice – *“I normally just Google whatever information I’m seeking, then make my way through the websites that come up and gather as much information as possible from multiple sources/websites. I found the most helpful was forum type websites where it was ‘real’ people who have been through the same thing to get real reviews and experiences. I think I would definitely turn to Facebook groups to find out information and tips for [very bad mould]”*

Motivation

- *“I clean the master bathroom about once a month just to keep on top of it.. It probably doesn’t need it.. But I like to know it’s clean.”*
- *“I use bleach where I can to get rid of patches of mould but when it’s quite bad I like to use the proper mould spray stuff. I find the bleach gets rid of it but [doesn’t] completely stop it coming back. If I didn’t do it I worry that mould would slowly take over the bathroom”*

Evaluation of educational web content

In general, customers applaud the effort UU has made on its webpage, believing that UU are doing their best to inform customers

After reading the causes, responsibility is felt to lie with the homeowner

- Most felt informed after reading through the website
- Many claimed to already 'mostly know' the causes of these issues after reading but had a greater appreciation there was more they could be doing to resolve their cleaning issues

"When I see mould or a dripping tap I see this is a localised problem within my own home, so deal with it myself without contacting UU as I see it as purely my responsibility."

Male, 55+, Own Property, Semi-detached House, Hotspot

Customers felt like United Utilities was a company that cared about them

- Many customers appreciate the effort UU have made with this additional help and believe it is commendable
- Providing this resource deepens trust toward United Utilities

"I don't think that it is United Utility's responsibility to help or advise on issues that are beyond their control. However, offering free advice to help their consumers to deal with these issues can only be a positive move."

Female, 55+, Own Property, Semi-detached house

The information presented enthused some to take more responsibility

- Initial impressions of the website were positive
- And a greater sense of responsibility was expressed for customers to resolve issues themselves

"I love the idea of United utilities giving cleaning tips that's how we learn and share that's great."

Female, 35-54, Own Property, Contacted UU, Flat or Maisonette

BUT: overall the website could work *a lot* harder in terms of information and navigation to help support customers and mitigate against subsequent contact

The opening paragraph affirms assumptions that their issues are UU's responsibility and therefore, may not engage with the rest of the material

Looking after water in your home

It's our job to get water safely to your home, but there are things you can do to ensure that the water you drink, cook with and wash in is of the very best quality.

You can find out more information below including hints and tips to help overcome any problems you may experience in your home.

In its current format, the opening paragraph could do more to encourage the reader to engage with the material

- When customers are on this help page, they admit they would likely attribute many of their issues to poor water quality
- Rather than reassure customers that they might easily be able to mitigate issues affecting their home, it instead places responsibility on UU
- This leads some to have their assumptions confirmed and not engage with the rest of the material (i.e. scroll to find contact details)





Recommendations:

1. Directly address the mindset of customers who are coming to this page by acknowledging they might be worried something is wrong with their water. This will likely lead to greater engagement with the content
2. Explain that if there are no problems in their area (direct them to the hyperlink that allows them to search issues by postcode) then their specific issue, the most common being (list these below in hyper links) are often preventable with easy implement practical steps, which are fully explained with accompanying visuals

The top tips were generally felt to be too vague and did little to alleviate concerns about cost, convenience and how best to follow the advice

Here are our top tips to keep your house stain, slime and mould free

We also recommend making these clickable

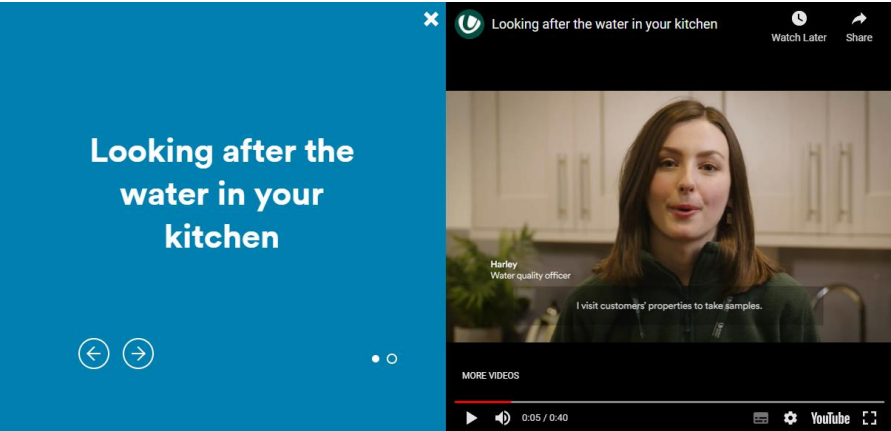
 <p>Cleaning products</p> <p>Our faves for targeting unwanted build up are bleach (mild solution), bicarbonate of soda, cleaning cloths and some elbow grease</p>	 <p>Keep your kitchen and bathroom ventilated</p> <p>Bacteria and mould love a damp environment, so improve the ventilation, leave a window open for a while or fit an extractor fan.</p>	 <p>Check your water fittings</p> <p>Check the quality of your fittings, such as taps, aerators and showerheads in case they're ready for an upgrade.</p>	 <p>After cleaning, wash your used cloths</p> <p>Damp flannels or dishcloths provide a breeding ground for bacteria. Wash and dry them after use.</p>
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Recommendations

<p>Alleviate worries about bleach</p> <p><i>I'd love to see comments from other people with cleaning product recommendations as bleach is great but its not everyone's cup of tea.</i></p> <p><i>Female, 18-34, Rent (privately), Contacted UU, Terraced House, Hotspot</i></p>	<p>Alleviate concerns of convenience and cost</p> <p><i>Improving the ventilation in my bathroom is not really an option as that would cost money that I do not have.</i></p> <p><i>Male, 55+, Own Property, Semi-detached House, Hotspot</i></p>	<p>Clarify what constitutes as 'good quality'</p> <p><i>Without using images, there's an assumption that people will understand and be able to identify the appropriate solution for themselves.</i></p> <p><i>Male, 35-54, Own property, Terraced House, Hotspot</i></p>	<p>Add more detail to solutions</p> <p><i>It is very simply set out but could do with a little bit more info in drop down box, like the rubber seal round the washing machine door which you need to dry every time.</i></p> <p><i>Male, 55+, Rent (privately), Contacted UU, Flat or Maisonette</i></p>
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The videos are considered to be highly informative but many suggest visual aids and written steps are required to call out their specific issue

Video content is praised but some feel they oversimplify how easy the cleaning process is



*Maybe the **topics could be explained in a little more depth** perhaps looking at what could be done if the advice didn't solve the problem.
Female, 55+ Own Property, Semi-detached House,*

Example provided by participant that highlights different colours of water, and more specific drop downs, thereby increasing engagement



*The only issues for me is **I'm a visual person so seeing actual images of these common problems would have helped me** to spot them more in real life.
Female, 18-35, Own property, Contacted UU, Flat or Maisonette*

Participants are most critical of the drop down menu options, as it doesn't align with the specific issues they are looking for

For most customers, 'Your washing machine' is **not as relevant** as other options, so it **feels out of place** positioned first on the list

As 'Your taps' is more relevant for most customers, they **expect it to be higher up** the list. However, many customers **don't attribute** bathroom conditions to taps anyway, so it may still not be the most relevant option and could be scrolled past

How to clean different areas of your house

Your washing machine	▼
Your toilet	▼
Your taps	▼
Other areas	▼

You may notice black or pink stains, slime or mould in your bathroom or kitchen:

- In or around the sinks and baths
- The grout between tiles
- On taps
- On showerhead

Whilst not necessarily harmful to your health, this staining can be unsightly and is easy to deal with and prevent with regular cleaning and ventilation.

Remember, leaving even the smallest amount will cause the problem to return.

For most customers, 'Your toilet' is **not as relevant** as other options, so it **feels out of place** positioned second on the list

'Other areas' is **too vague** – while it contains some **useful information**, customers may simply **scroll past** and not click the dropdown box

Consider using specific conditions as menu options, rather than bathroom appliances / features, as this is more aligned with what customers are looking for when browsing. If focusing on conditions, it's important to use simple language and visual aids (e.g. photos, illustrations) to help with clarity. Ensure that the order of menu items is from most relevant to least relevant to help customers find what they are looking for quickly



Participants also felt the website could be enhanced with more detailed 'how to steps' for each problem

Example provided by participant of a 'step by step' guide that they would appreciate when referring to the cleaning process

Which varnish should I use?

^ Step 1

- Water-based varnishes are a quality all-purpose varnish to use. They are low odour, low toxicity and dry more quickly than oil-based varnish. They are ideal for indoor wooden furniture in particular. Water-based varnish is best applied with a synthetic bristle brush.
- Traditional oil-based varnishes are more durable than water-based varnish. They can cope better with temperature variations, so are more suitable for use on exterior wood. Oil-based varnish takes longer to dry though. It is best used with a natural bristle brush.

What is the best way to apply varnish?

^ Step 1

- A question commonly asked with varnishing is "how do I get a smooth finish?". Luckily there are several tips to help you achieve this.
- Stir the varnish gently but well – shaking the tin produces bubbles, which can prevent you achieving a smooth finish.
 - Don't overload the brush and just dip the tip when brushing edges.
 - Apply the varnish evenly with smooth light brush strokes, working in the direction of the grain.
 - For the best finish it's important to "tip off" after application. This means lightly dragging the tips of an unloaded brush across the wet varnish, whilst holding the brush at a steep angle. Tipping off also prevents any runs or pools before the varnish starts to dry.

Example provided by participant of a video that does an excellent job at acknowledging the cleaning difficulties, thereby creating immediate engagement with the promise of how best to mitigate this

*The people in the videos would talk about the reasons **why these things happen** then talk about prevention and to **make life easier for themselves**. At the end of **each episode point the audience in the direction you want them to go** to gain more information if required.*

Male, 55+, Own property, contacted UU, terraced house, hotspot

Navigation from the main UU website to the help-page is not intuitive

When people are struggling to remove mould/dirt etc. from the bathroom and believe the issue may be do to water issues, two typical journeys emerge, neither of which guides the user to the help page

Journey 1 - 'I have issues with my water'



Journey 2 - 'I need help from UU and its probably something to do with my water supply'



N.B- Journeys from main website are derived from a mix of customer feedback and more through testing by 8 Verve employees testing a theoretical scenario 'if you believed you had a problem with your water, what would you do'. This supports recent UX research on the main website, which is currently in development


Also, some highly useful information within the help page itself is missed by many, who regularly request info in this format

[Find more advice about looking after the water in your home](#)

[Find out more about slime and staining](#)



Slime and staining (also known as 'biofilms')



Bacteria and fungi present naturally in air and water can attach to damp surfaces and multiply to form a visible black slime or stain in various colours (black, red, pink).

These growths are known as biofilms or 'microbial slime' and are most noticeable in bathrooms and kitchens. If not dealt with at their onset some biofilms can grow into certain materials and become a permanent feature.

What are biofilms?

Biofilms contain bacteria and fungi that have grown and multiplied on a surface. To grow, bacteria and fungi require water and a source of food. If both are present on the surface then the organisms will grow and multiply to produce a grey/black jelly-like (slime) growth or produce a pink/red staining. Some species of bacteria and fungi that survive in biofilms around taps and on pipes produce compounds that can give an earthy or musty flavour to the water.

Where do biofilms occur?

Biofilms can form on any surface that comes into contact with water. They are commonly found:

- on the inside of cold water taps
- around the base of tap fittings
- in shower heads and on shower curtains
- on tiles in the bathroom/shower area
- in and around drains and plugholes
- in toilet cisterns and toilet bowls
- in refrigerator drip trays
- in dehumidifiers
- in washing machines particularly around the powder drawer and the rubber seals

Are biofilms harmful?

Although these biofilms can appear very unpleasant they are generally harmless and do not pose a risk to health.

Your water quality

Certain plumbing materials can also promote growth of the biofilm, for example rubber washers in taps. Simply changing the washer for a non-rubber material can reduce the amount of biofilm. The organisms attach and grow more rapidly on rough surfaces such as limescale. Limescale can be removed using a solution of sodium bicarbonate (bicarbonate of soda), clear vinegar or a proprietary cleaning product.

The use of in-line filters and softeners can also encourage biofilm growth. It is important that if in-line filters or softeners are used they are serviced according to the manufacturer's instructions.

What can I do to remove growth?

Black slime associated with tap fittings can be removed by cleaning the inside of the tap or around the base of the tap with a small brush dipped in a mild solution of bleach.

Kitchen surfaces and bathroom fittings can be wiped with a household cleaner or mild bleach solution that will kill the bacteria and fungal spores.


Staining

Occasionally other sorts of stains can be observed which are not due to biofilms but due to fine particulate material.

Green/blue - copper
Purple/black - manganese, lead
Brown/rusty - iron
White/brown - calcium carbonate

The presence of this material is likely to be associated with a disturbance in the property or distribution system. Generally such deposits can be rinsed away.

For further information



unitedutilities.com/waterquality



- The most commonly requested web page improvement from participants was more detailed and specific Q&A style questions. However, There is not a strong enough cue that this can be found by clicking on the hyperlinks
- The format and layout of the slime document excels in parsing the information in a Q&A format that **directly answers their main questions which are: What is this and what can I do about it?**
- This can be further improved with photographs and imagery of issues in question so participants can confirm the information is directly addressing their problem

The most useful information is contained in the well presented 'Looking after water in your home' PDF document reached from a link on the page. I think it be worth adding a sentence of explanation above the link that tells a visitor that the link will take them to a much more detailed set of help, advice and explanations. As it stands, the link could be pointing to just another set of brief outlines like those provided on the main page. Visitors need to be told/encouraged to visit the much more helpful detailed explanations in the linked document.

These navigation issues could be largely circumvented by directing customers to a chat bot or short diagnosis survey



Customers arrive on the UU website looking for help and guidance



We know from website feedback that customers currently struggle to find this information themselves

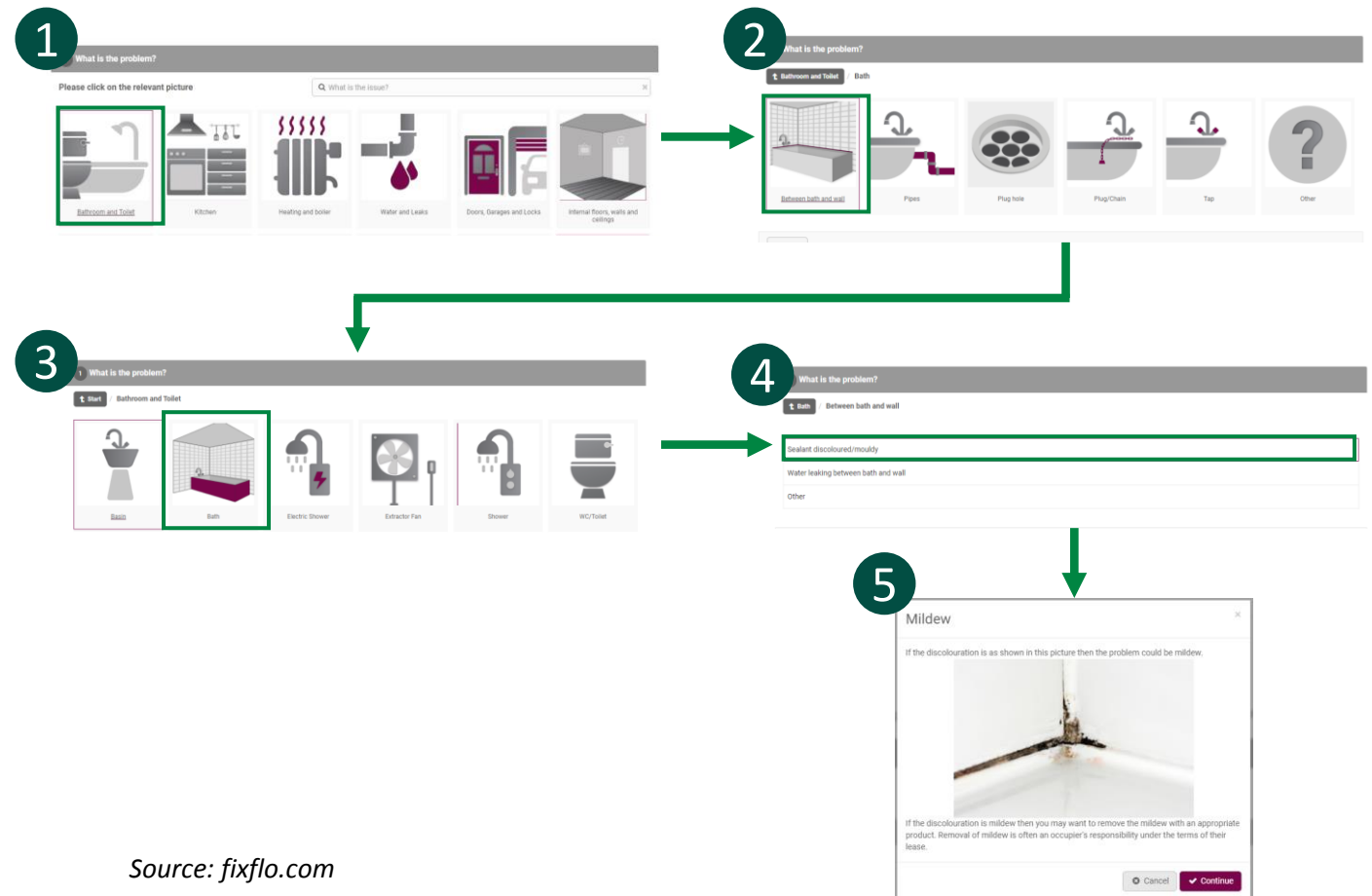


By using a chat bot or diagnosis survey, customers can answer simple questions to quickly find the relevant information they need

What makes a good chat bot or diagnosis survey?

- ✓ Clear and easy to understand language
- ✓ Visual aids (e.g. illustrations / photos)
- ✓ As short / efficient as possible

Real-world example from a home maintenance provider



Source: [fixflo.com](https://www.fixflo.com)

Greater contact via social media may be productive; there is some appetite for tips videos and potentially partnering with an influencer

Many believe that a hacks and tips style of video on their social media feed would grab their attention

- They suggested the format should be succinct and follow the format of:
 1. Situation/ issue e.g. too much mould
 2. What specific product to buy and how to use them
 3. Before and after images (validation of method)

I'm a big social media user and often click on posts for "hacks and tips" especially if it's cleaning and makes my life easier. I'd do something similar with a video of the problem, flick to an "aftershot" then talk about the products used to achieve it.

I'd definitely partner with a brand or influencer. A big name would grab my attention straight away, domestos comes to mind for example. I think it should be straight to the point, issue, products, results.

Female, 18-34, rent privately, contacted UU, terraced house, hotspot

Partnering up with known cleaning gurus was a popular idea

- Ideas for a partner to help customers improve their awareness of how best to improve their home conditions was very popular
- Well known cleaning gurus (see right) was the general recommendation given by customers
- Another point raised by some was that eco-credentials are becoming increasingly important, and should be factored in when choosing a potential partner

*There are thousands of Instagram cleaning influencers such as **Sophie Hinchcliffe** (who interestingly already collaborates with a major high street supermarket), **Clean Mama and Lynsey Queen of Clean**. An Instagram campaign would work well if linked to green and ecologically sound products. United Utilities could provide an expert on sustainability and the environment*

It is very important to make the campaign multi cultural and multi generational.

Female, 55+, rent privately, semi-detached house,

Suggestions to improve the help page

- Consider a different opening that immediately acknowledges the mindset of most consumers, who will likely believe their water quality may be the reason for their growing mould etc. and will be seeking assurance
- Rework the drop down menus to be arranged by cleaning issue (mould etc.) with an accompanying image so participants can easily identify this
- Make the callouts to specific supporting documentation clearer
- Consider incorporating a short diagnostic survey or chat box to circumvent navigation issues
- Assess both pathways that customers typically take from the UU website to the help page
- Social media 'hacks and tips' videos via social media was a popular idea as was partnering with cleaning influencers
- **NOTE:** these recommendations are based on a small sample of customer feedback; the semiotics stage will aim to consolidate this and create a set of more concrete recommendations

Discussion: next steps

What have we learnt and what impact does this have?

- Many customers have these issues and in many cases they are *not* attributed to UU
- However, the website could be a rich source of information; at present it does not deliver what customers need
- There is an opportunity to develop a best-in-class informative and educational section of the site
- We would expect that the right content will have *some* impact on the volume of calls, but we cannot say for sure. This is because people are generally coming to the website as a last resort and are generally seeking reassurance (which they are not getting and so may default to a call)
- At the same time, with General Conditions calls often not being the main focus for customers calling (and not being the fault of UU), would the development of an engaging educational sub-section of the site demonstrate that the business is doing everything it can to communicate to customers about the causes of these issues and how to remedy them?
- **Semiotics:** it is suggested that the most productive use of the semiotics review would be to decode in more detail existing information and work across a range of other information and cultural resources to understand how best to optimise the site and maximise the likelihood of behaviour change

The WaterTalk panel

- Water Talk is an online community designed to reflect the views of those in the North West who have access to the internet (circa 90% of the population)
- Customer panels typically provide a deeper level of engagement with customers than ad-hoc pieces of research
- It provides rapid research access to UU customers
 - This can provide fast and cost effective feedback on a wide range of issues
- Where appropriate, work is supported with other methodologies and samples to represent those not present on WaterTalk
- Nearly 8,000 UU customers are on the panel:
 - 3,600 have taken part in a research activity in the last 6 months

To find out more about using the WaterTalk panel to meet your business needs, please contact **Shy Sharma**:



Shy Sharma

Customer Insight and Exploration Manager

Shy.Sharma@uuplc.co.uk