

# Central Coast Council Water and Sewer Customer Satisfaction Report.

## How does Water and Sewer measure and capture customer satisfaction?

Water and Sewer measures customer satisfaction four times a year through Council's Customer Satisfaction survey. This survey captures customer interaction after the completion of a service request. It includes a Net Promoter Score question, which helps identify whether customers would recommend Council based on the Water and Sewer service received for that particular request.

### So, what's considered a good Net Promoter Score (NPS)?



NPS below 0



NPS from 0 to 20



NPS from 20+

#### Water and Sewer's current NPS score as at June 2025



Water and Sewer Current NPS +45

Water and Sewer also records Customer Effort Scores by asking customers how easy the interaction was after the service request was concluded.

### So, what's considered a good Customer Effort Score (CES)?



CES below 50%



CES from 50% to 70%



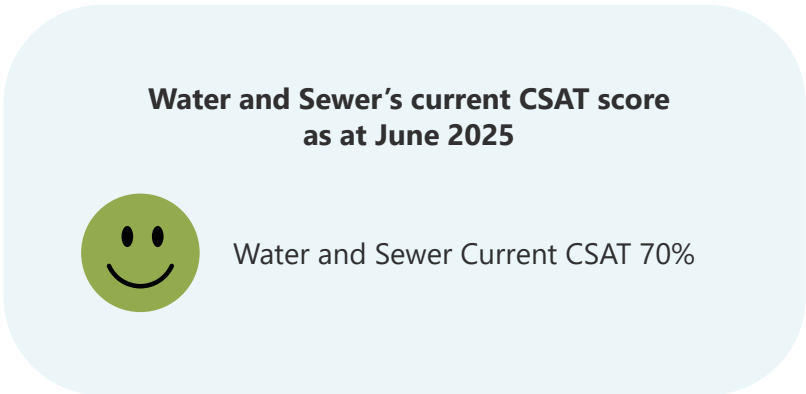
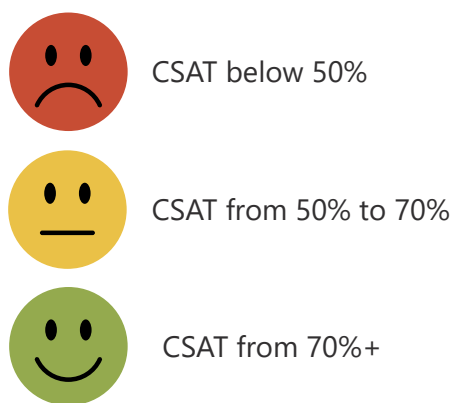
CES from 70%+

#### Water and Sewer's current CES score as at June 2025



Water and Sewer Current CES 83%

This leads to another question about overall Customer Satisfaction, where we ask customers how satisfied they are with the management of their service request, and what else could be done to improve the experience.



## How many customers were surveyed in the last 12 months?

Water and Sewer has received feedback from 270 customers in the last 12 months. Water and Sewer's average response time has been a key driver in the overall customer satisfaction scores, as described below:

Sewer – Copacabana resident	<i>"We were advised 1 to 5 days to attend problem and it was fixed within 24hrs, lady that received call would appear understood the urgency and communicated that with the service team".</i>
Water Supply – Springfield resident	<i>"I had a very quick response by email plus followed up by a personal visit by a tradesman who advised what would happen. The water leak was corrected very quickly and all staff were very polite".</i>

## What is the average response time for the surveyed customers?

Water and Sewer team takes a careful approach to ensure resources are allocated appropriately to deal with emergencies and less urgent requests. The Water and Sewer team's ability to balance both approaches results in great experiences for our customers, as mentioned below:

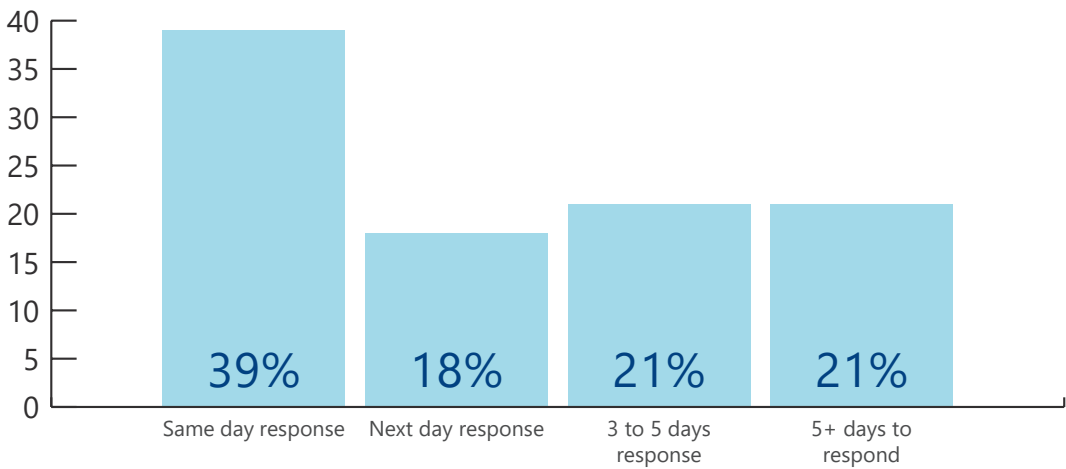
*"The service for emergency sewer issues is very very good. It should be the benchmark for all the other contact points in council"*

– Narara resident.

Below is a graph demonstrating the average response time for Water and Sewer customers for the last 12 months

Below is a graph demonstrating the average response time for Water and Sewer surveyed customers for the last 12 months

## Water and Sewer response time from June 24 – June 25.



## How are our customers being contacted, and why does it matter?

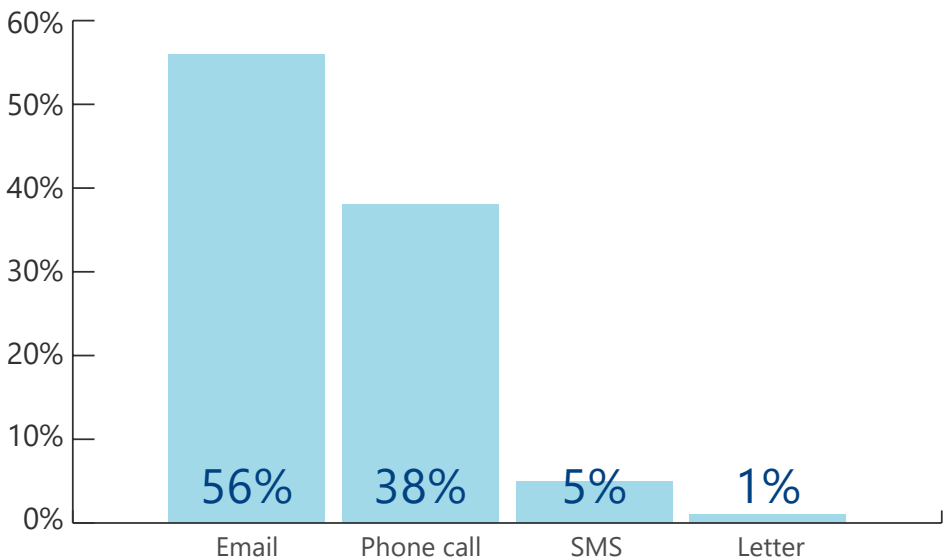
Water and Sewer respond to customers according to the nature of the request and in a way that is meaningful to the customer. This helps to provide a positive customer experience, as highlighted below.

*“Text messages received were clear and kept me updated with attempts to solve my water leak issue. the council plumbers who attended the following morning were extremely professional and helpful in solving our issue and providing advice to prevent it from occurring again. We are only new to the area and the service was far more helpful and professional than our dealings with our previous council”*

- Woy Woy resident.

Data extracted from surveys conducted in the last 12 months.

## Communication Channel June 24 – June 25

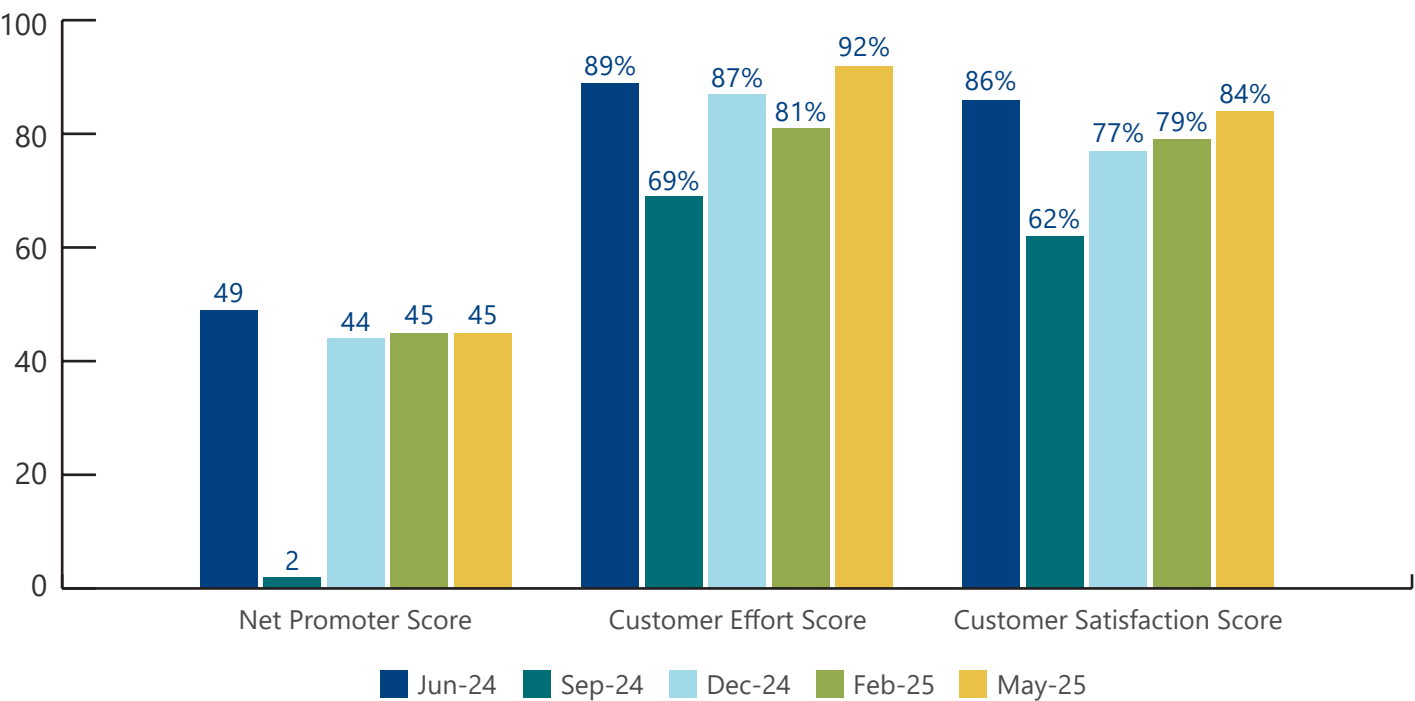


Water and Sewer’s response times, combined with our ability to engage with customers based on their preferences, make it easy for customers to interact with us. As a result, Water and Sewer has achieved an average Customer Effort Score of 77% over the past 12 months. The feedback below reflects our customers’ sentiments:

- “Very Friendly and easy to deal with staff on phone and in person and issue was resolved promptly”*
- Lisarow resident.
- “Easy to contact and same day commenced the job...brilliant”*
- North Avoca resident.

Below are the customer metrics results from surveys conducted in the last 12 months.

Please note: Survey timings were adjusted to prevent overlap with other active surveys in the community and minimise survey fatigue. The next survey is set for July 2025.



Water and Sewer’s average score for the above metrics over the last 12 months is listed below:

- Net Promoter score - (+37)
- Customer Effort Score - (83%)
- Customer Satisfaction Score - (77%)

The past twelve months have been consistent. In September 2024, we were impacted by the onboarding of new staff, which affected internal processes. As a result, the Water and Sewer department listened to customer feedback, focused on upskilling new staff and quickly re-established operations.

# Looking back on the last four years, how much have we improved?

## The Big Picture in the last four years: Customers Are Happier

Net Promoter Score improved from +18 to +45 (+27)

Customer Effort Score improved from 73% to 92% (↑19%)

Customer Satisfaction Score improved from 71% to 84% (↑13%)

## What's working well

- **Speed to respond** – Customers appreciate how fast we deliver on our services
- **Contact methods** – Customers feel connected and appreciated with our communication
- **Easy to interact** – Customers continue to value simple interactions with Water and Sewer

## What still needs work?

- Closing the loop – Customers have expressed the desire to have communication advising when a job is completed.
- Proactive in setting expectations – There is an opportunity to set better expectations when speaking to customers regarding certain request types.
- Explore further communication methods – Customers have expressed a desire for formalised text message service.

## Conclusion: Listening, responding, improving

Over the past 12 months, Water and Sewer has delivered consistent results in our Customer Centric Metrics, Net Promoter Score, Customer Effort Score and Customer Satisfaction. We listened to our customers and learned from our opportunities. This has been consistent over the past four years, resulting in significant progress in how we connect with and support them. The improvement over the last four years in customer satisfaction scores — from a Net Promoter Score of +18 to +45, a 19% increase in Customer Effort Score, and a 13% increase in customer satisfaction — reflects the team's strong focus on delivering timely, helpful, and respectful service.

By responding faster, using the correct contact methods, and making it easier for customers to interact with Council, Water and Sewer is delivering experiences that are increasingly valued by the community.

But we know there's still more we can do.

Customers have told us they want more clarity when jobs are complete, clearer expectations upfront, and better communication options — especially via text. These insights are not criticisms but opportunities. They show our customers care about the service and are helping shape what comes next.

As we continue to measure and improve how we serve our community, one thing is clear: **customer experience is not just a metric — it's a responsibility.** Water and Sewer is proud of the gains we've made and remains committed to the journey ahead.

Because every request matters. Every conversation counts. And every improvement brings us closer to the service our community deserves.