

				Purpose of Research	Results summary
	2018	2019	2020		
ACTION MARKET RESEARCH					
CUSTOMER SERVICE RESEARCH	\$37,000.00			To better understand our customers' preferences for how SA Water responds to them through existing and future service channels.	The feedback collected from this research assisted us in setting a service standard to ensure we improve customer satisfaction and overall service delivery outcomes.
SAW RECRUITMENT FOR INTERNAL VIDEO	\$1,950.00			To provide content for a video to help our staff to better understand the current customer experience through the voice of our customers.	Action Market Research recruited customers who share common issues, complaints etc. as well as customers who might have quite positive experiences.
STAKEHOLDER ENGAGEMENT RESEARCH	\$18,500.00			As part of our community impact evaluation, this study involved data collection using multiple methods to achieve the highest possible participation rate, including online, phone-in, hardcopy and door-to-door. Data was analysed and reported on in-house.	Measured the perceptions of residents and businesses in the vicinity or impacted by major capital works to understand satisfaction levels with various aspects of our stakeholder engagement.
CUSTOMER RESEARCH		\$16,720.00		Action Market Research was commissioned to undertake research to help us understand our recent performance in engaging with and serving major business customers.	The feedback was intended to help SA Water understand our ongoing performance in this area, the effectiveness of changes made compared to 2014 and 2016, and to understand the possible changes that can be made in the future in our engagement with this important group of customers.
FOCUS GROUPS TAP REPLACEMENT	\$9,550.00			Test effectiveness of a range of campaign concepts and elements among sporadic users and non-users of reusable water bottles.	This research was to help understand what message would be most effective for changing customer behaviours in order to reduce the amount of single-use plastic bottled water being consumed.
MARKET SIZING STUDY		\$76,090.00		To inform options and possible take-up of services enabled by smart water meters.	Action Market Research was engaged by us to understand customer interest in priced service offerings and to measure the potential size of the market; the expected revenue generated from a range of smart water meter product offerings; and evaluate the elements of the customer journey to guide marketing efforts.
OMNIBUS QUESTIONS		\$1,000.00		Research used to better understand billing and meter reading preferences.	Results helped identify if there was demand for more frequent billing options and the willingness of customers to read their own meters. Results were analysed and reported on internally.
PENNESHAW SMART METERS PILOT DEPTH		\$3,967.50		Action Market Research recruited Penneshaw customers to participate in depth interviews about the Smart Meter pilot.	Results measured how successful our communications were at making people aware of Smart Meters, if they understood how to use them and if they felt they added value.
SA WATER BILL DESIGN FOCUS GROUP RECRUIT		\$12,760.00		Recruiting customers of different income levels to attend qualitative focus groups at SA Water and test bill designs.	Results were analysed and reported on internally to inform design of new SA Water bills for later quantitative testing.
TENANT PROJECT		\$6,220.00		Recruiting customers for in-depth interviews and focus groups facilitated by our Customer Experience Design and Delivery team. The purpose of the research was to understand tenant use of water, what they expect of utilities, how they are billed and initial exploration of if they want a different relationship with SA Water.	The research highlighted pain points tenants have when it comes to water services and helped develop a framework of potential services for quantitative testing.
COLMAR BRUNTON PTY LTD					
BUSINESS CUSTOMER RESEARCH	\$16,650.00			SA Water engaged Colmar Brunton to undertake qualitative research with businesses of varying sizes to understand their thoughts around possible changes to the current service levels SA Water adheres to. The purpose of the research was to understand where businesses would accept a lower level of service or a higher level of service, or whether they were happy with the current level. The research also aimed to understand	Research informed service standard inclusions and targets and helped SA Water understand potential bill impacts changes would make.

				the expected impact that an increase or reduction in service, might have on the water bills received by a business.	
BUSINESS CUSTOMER SEGMENTATION RESEARCH	\$19,996.00	\$79,984.00		The objective for this research was to help SA Water better understand the segments which exist among their business customers. (Research started in late 2018 and we were invoiced in instalments which is why there are payments recorded in 2018 and 2019	Research used to inform the development of products, services, communications and experiences that meet the differing needs of business customer segments.
HEALTHY SEWERS	\$9,780.00			SA Water's role includes the provision of water and the removal of wastewater from homes and businesses in South Australia. Sanitary items being flushed down toilets poses an issue when it comes to SA Water's management of wastewater services.	Research outcomes were used to understand where, when and why women flush sanitary items and to test their reaction to a creative direction aimed at changing this behaviour.
MARKET RESEARCH - BUSINESSES		\$17,110.00		Research used to inform the development of Our Plan (2020-2024) with feedback from business customers. We sought feedback from businesses and residents across South Australia. A variety of methods were used to do this, including a survey. The survey gathered considerable feedback from residents, but businesses were underrepresented. Therefore, we conducted qualitative in-depth interviews and focus groups with business customers to ensure their thoughts and opinions on the ideas or proposals for the 2020 2024 Plan were included.	Research findings were used to inform the development of Our Plan 2020-2024.
HAYMAKR					
ANALYSIS OF WILLINGNESS TO PAY STUDY		\$10,000.00		Additional analysis for the Willingness to Pay study.	Used to inform the development of Our Plan 2020-2024
HAYMAKR SUMMARY REPORT		\$6,000.00		A summary report was prepared using the results from the Willingness to Pay study to condense the results in a way that highlighted the most important information.	Used to present results to key stakeholders and to inform the development of Our Plan 2020-2024
MCGREGOR TAN					
MAKE THE SWITCH		\$10,900.00		To understand what drives or prevents people switching from paper bills to e-billing. Data collected by McGregor Tan and then analysed and reported on by SA Water in-house.	Results used to inform service design, marketing and communication plans
TENANT PROJECT - RESEARCH		\$9,600.00		To understand how tenants perceive SA Water and if they want to have a more direct relationship with us. Data collected by McGregor Tan and then analysed and reported on by us in-house	Using the themes highlighted in the qualitative research, we were able to quantitatively test tenant pain points and potential service improvements, to see if there is a demand for a different relationship with SA Water.
NEWFOCUS					
CUSTOMER RESEARCH PROGRAM 18/19	Commercial in confidence			Our performance is measured through ongoing Customer Experience and Brand Health research, which track what is most important to our customers, strategic perception measures and identify what we can do to improve our services.	Customer satisfaction with service experience is reported monthly and customer perception of SA Water is reported quarterly. This data is used to identify opportunities for improvement to products, services and communication methods.
PAYMENT ARRANGEMENTS PROJECT RESEARCH AN				Recruitment for usability testing of customers who have previously had a payment arrangement with SA Water or another service provider (e.g. electricity retailer; telco; tax department, etc.), or believe that they may be likely to need a payment arrangement in the near future (payment arrangements defined as contacting the services provider to arrange a schedule of regular payments for a bill, rather than paying it in a lump sum).	Assisted in the development of the IVR system, to ensure it was suitable for customers who experience bill stress.
SMART METER RESEARCH				To understand customer needs and the relative importance of certain factors in order to understand how and if smart meter technology could potentially meet those needs.	This research enabled us to test number of hypotheses with a broad range of customers related to the problems and opportunities they have that a smart water meter solution may be able to solve. Results from this research informed the Penneshaw Smart Meter pilot approach and the development of product and service offerings that were tested through the market sizing research above

MARSDEN JACOB ASSOCIATES					
WOULD YOU INVEST IN THIS SURVEY?		\$59,987		Contingent valuation methodology used to confirm customer willingness to pay against initiatives being considered for inclusion in Our Plan 2020-24.	Outcomes from this research informed what initiatives were included in Our Plan 2020-24 for submission to ESCOSA
ONLINE RESEARCH UNIT					
BILL REDESIGN - QUANTITATIVE		\$6,825		The Online Research Unit was commissioned to collect data for a survey to quantitatively test potential bill designs to decide on the final design for the new bill. The data was analysed and reported on in-house.	Results informed the design of the new SA Water bill (To be released later 2020)