

Leep Networks (Water) Limited  
(LNWL)

Customer Focused Performance Summary  
2024 - 2025

LNWL is a New Appointee operating in the New Appointments & Variations (NAV) market. As a small company, LNWL is not required to provide the same level of information in its returns as larger 'monopoly' companies. Nevertheless, LNWL has the same duties and responsibilities as a water and sewerage undertaker as those larger companies.

In November 2020, Ofwat published an information notice IN 20/08 Regulatory accounting guidelines 2020 – 21 (<https://www.ofwat.gov.uk/publication/in-20-08-regulatory-accounting-guidelines-2020-21/>). The Notice identified that Small Companies (NAVs) were required to produce a customer-focused performance summary, incorporating their annual return, a summary of payments made under the guaranteed standards scheme and how they have complied with the no worse off principle. Ofwat subsequently published "Regulatory reporting requirements for new appointees for 2024 – 25 onwards – Guidelines and line definitions" in April 2025 (<https://www.ofwat.gov.uk/wp-content/uploads/2025/01/Regulatory-reporting-requirements-for-new-appointees-for-2024-25-onwards-.pdf>).

The NAV market is a commercially competitive environment, in which developers have significant choice as to which partner not only adopts the new networks but also provides a top end-user experience. Thus the competitive environment helps to drive good customer outcomes.

LNWL is committed to continuous improvement in delivery of services to our customers and to enhancing our understanding of our customer base from the point at which they join us and throughout the ongoing relationship. We recognise that as residential customers are not able to choose their supplier, we have an added duty to ensure fairness and clarity in our dealings with those customers.

### **No Worse Off**

A key principle in the NAV market is that, in the round, customers should be no worse off than if they had been served by the previous Appointee. This level of service is not restricted to pricing but encompasses other elements of service, such as, for example, provision of billing, ways to pay, compensation if things go wrong, social tariffs and services to vulnerable customers.

LNWL publishes Codes of Practice covering Customer Services, Leakage and Debt. These are available on our website at <https://www.leeputilities.co.uk/regulatory/>. We monitor our performance, recording complaints and queries. Complaints may attract payments under the Guaranteed Standards Scheme and are published on our website as our KPI performance.

Our published charges scheme demonstrates that our prices charged to customers will not exceed those in the previous appointee's area. Customers at some of our sites benefit from discounts on their standing and / or volumetric charges.

Ensuring that our codes of practice remain fit for purpose is central to our approach to maintaining our levels of service and reviews are completed periodically.

### **Guaranteed Standards**

Customers of water and sewerage companies are entitled to guaranteed minimum standards of service, as laid down by the Government in the Water Supply and Sewerage Services (Customer Service Standards) Regulations 2008. The table in Appendix 1 sets out the number of areas where Leep Networks (Water) Limited has had failures in standards performance, with the associated levels of payments made.

### **Vulnerability**

Customers may experience a wide range of factors that have an impact on their lives in terms of their ability to afford the services they require, or the way they need to receive those services, including utilities. Customers may have short or long-term illnesses or periods of unemployment that affect their income or require them to use a greater level of service than the average. There may be requirements in terms of communication, which could be language or physical barriers.

We consider it our duty to enable customers to express their needs and for us as a company to do our best to provide for those needs.

We have published our vulnerability strategy which details the services available for customers requiring extra help and details planned activities to broaden our extra help services for our customers.

## **Complaints & Customer Satisfaction**

**Our commitment to continuously improving the customer journey is firmly embedded across all our operations. A key milestone in this journey has been the implementation and ongoing development of our Kraken Customer Relationship Management (CRM) system. As the first water company to adopt Kraken, we successfully completed the full migration of our customer base to the platform in early 2024–25.**

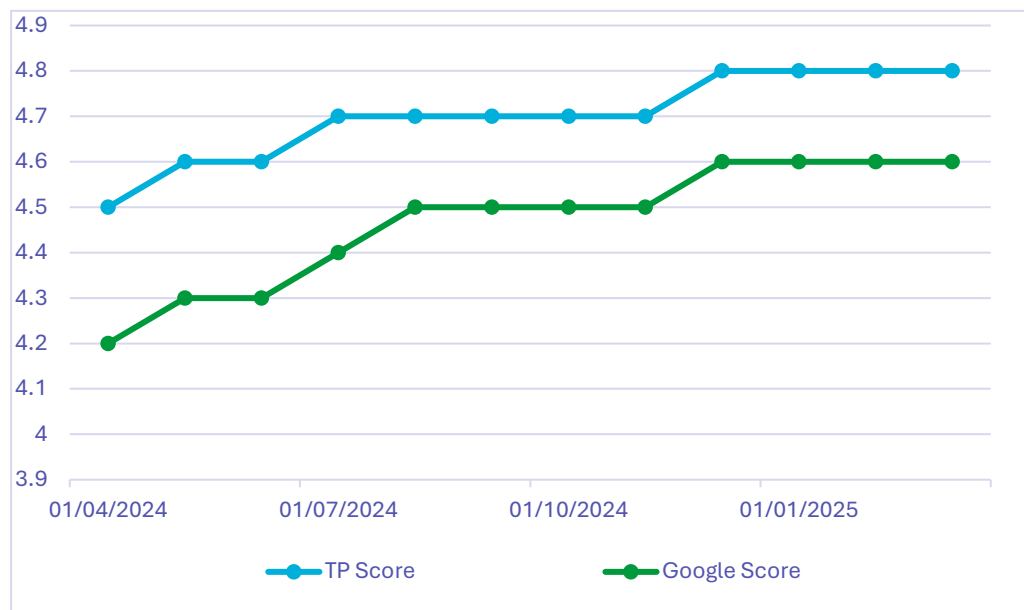
**Since then, we have worked proactively with Kraken to enhance, automate, and personalise our customer journeys. A significant outcome of this collaboration has been the development of comprehensive self-serve functionality. Customers can now view bills and usage data, submit meter readings, update Priority Services Register (PSR) information, manage move-ins and move-outs, set up or amend Direct Debits, and make payments—all through digital channels. This enhances customer autonomy and provides greater choice in how customers engage with us.**

**In parallel, we have embedded a "universal agent" model within our operations. This ensures that our customer service representatives are water specialists trained to resolve a broad range of queries—from account setup and management to billing and payments. We have supported this model with enhanced induction programmes and ongoing refresher training to build and maintain deep expertise within the team.**

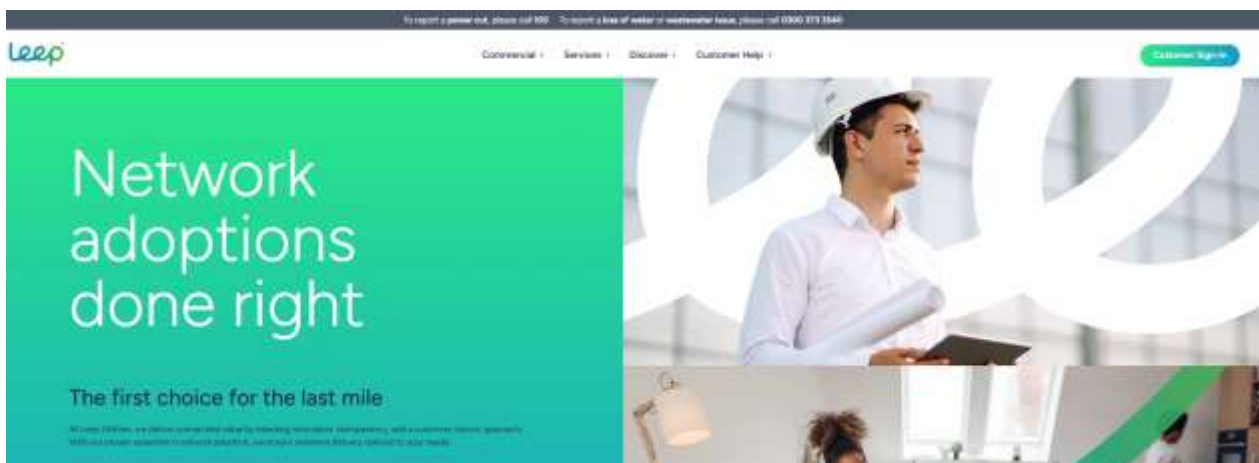
**Recognising the ongoing cost-of-living pressures and wider affordability challenges across the sector, financial vulnerability has remained a key focus. We have taken care to revise our Direct Debit adequacy communications and processes to more clearly explain the customer charging changes taking effect this year. This is helping to ensure that customers are well-informed and avoid unintentionally falling into debt. At the same time, we have actively driven increased registrations to the Priority Services Register and significantly expanded uptake of our social and WaterSure tariffs, ensuring tailored support is available to those most in need.**

**From a customer satisfaction perspective, we continue to record excellent feedback, with scores of 4.8 on Trustpilot and 4.7 on Google Reviews—clear indicators of our ongoing commitment to customer service excellence. We operate a structured 1-star review process in which Customer Service Management teams engage directly with the customer to understand the issue and complete a root cause analysis. Insights gained from this process are systematically fed into**

continuous improvement activity, ensuring we learn from customer feedback and prevent recurrence.



Based on customer feedback and in recognition of the growing maturity of our business, we have completed a full revamp and rebranding of our website. This has improved navigation and ensured clearer signposting of key customer information—including incident notifications and support pages. The new site not only improves accessibility and usability but also provides a robust platform for future enhancements as part of our ongoing digital channel development.



Continuing to evolve and modernise our services remains a key focus for the year ahead. Further to this theme, we are actively exploring opportunities to integrate AI into our customer function—particularly generative AI—to help address known customer pain points. This will ensure we build on the progress of recent years and that our service remains responsive, efficient, and best-placed to meet the changing needs of our customers.



**Leep Networks (Water) Limited**

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## Appendix 1 – Guaranteed Standards Performance

Description of Standard	Number of failures	Total amount of compensation paid £
KEEPING OF APPOINTMENTS		
Failure to provide notice in the required form	0	£250
Failure to attend appointment on day specified	0	£50
Failure to attend appointment during the time specified	0	£0
COMPLAINTS, ACCOUNT QUERIES AND REQUESTS ABOUT PAYMENT ARRANGEMENTS		
Failure to reply to a complaint or query within 10 working days	26	£900
Failure to reply to a request to change payment arrangements within 5 working days	0	£300
NOTICE OF INTERRUPTION OF SUPPLY		
Failure to provide at least 48 hours notice of an interruption of supply	0	£20
ENTITLEMENT TO PAYMENT OR CREDIT WHERE SUPPLY NOT RESTORED AS PROMISED		
Failure to restore supply by the time and date specified in the notice	0	£0
Failure to restore supply within 48 hours of a leak or burst	0	£0
Failure to restore supply within 12 hours	1	£0
PRESSURE STANDARD		
Failure to meet the pressure standard	0	£0
FLOODING FROM SEWERS - INTERNAL FLOODING OF BUILDINGS		
Number of internal sewer flooding incidents	0	£406

FLOODING FROM SEWERS - EXTERNAL FLOODING		
Number of external sewer flooding incidents	0	£0
TIMING OF PAYMENTS		
Penalty payments made	0	£105