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## Top rating for water company site

**A water company's website has been rated as the most customer-friendly in the utility industry.**

Southern Water came top in the annual assessment by Webcredible. It had an overall score of 77% compared to the industry average of 58.9%.

Last year the firm was fined £20.3m for misreporting information and giving customers poor service.

The company provides water and waste-water services in Kent, Sussex, Hampshire and the Isle of Wight.

The UK's six main energy suppliers and 11 water companies were included in the survey, published in industry magazine Utility Week.

### 'Company focus'

The research, carried out in November, rated websites on 24 areas to see how easy customers found it to navigate around and use the site.

Southern Water's site, which was developed with Brighton-based company Boxharry, received full marks for its advice to customers on the information needed to fill in forms such as changing address.

The report said: "With just one website gaining any points against this guideline, too many websites are running the risk of forcing users to abandon a half-completed form, wasting their effort."

Pete Soulsby, Southern Water's website co-ordinator, said: "Southern Water's website has become a real focus for the company in the last few years as more and more customers turn to the internet as their first point of call."



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