BR-MeX webinar

Introducing the BR-MeX agent and outlining the process
Link to recording

24 March 2025

Housekeeping

1. Mute microphones

2. Questions

3. Captions

   ‘More’ – ‘Language and Speech’ – ‘Turn on live captions’

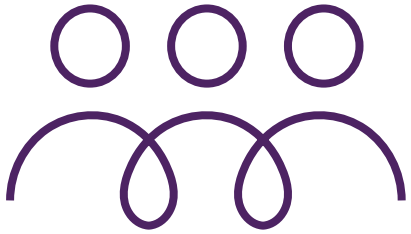
What is BR-MeX?

Business Customer and Retailer Measure of Experience (BR-MeX) is a new common performance commitment for English water companies to capture both the experience of business customers and retailers when engaging with wholesalers, as set out in PR24.

BR-MeX will focus on incentivising water companies to provide an excellent customer experience to business customers and to retailers operating in the market.

BR-MeX components

There are three components to BR-MeX:



B-MeX survey

Customer experience survey based on a direct sample of customer interactions from wholesalers and indirect sample taken from MOSL's Bilaterals Hub

R-MeX survey

Retailer experience survey rating the experience with each wholesalers they have contracts with

MPF metrics

Three metrics which measure the accuracy of wholesalers' premises and address data and the timeliness of resolving bilateral service requests

MOSL process

Transition away from Operational Performance Standards to Market Performance Framework metrics –MPF metric measurement and reporting will start on 1 April 2025.

New and/or improved MPF metrics – wholesaler premises and address accuracy and the timeliness of bilateral service requests.

MOSL administration – we manage the contract with Accent and provide samples for B-MeX 'indirect' contact and continue to run the R-MeX.

Data provision – MOSL reports B-MeX, R-MeX and MPF to industry and Ofwat to allow BR-Mex calculation*.

MOSL is not responsible for customer sample data or has any control over this element of the survey.

The BR-MeX is an Ofwat owned performance commitment.

MPF metrics

MOSL

M12

Proportion of premises with verified supply address and premises data.

The Metric

What proportion of premises have verified supply addresses, Unique Property Reference Numbers (UPRN) and Valuation Office Agency (VOA) Billing Authority References.

The Rationale

Knowing where premises are located is fundamental to serving them and for retailers to read meters.

M18

Proportion of Service Level Agreements (SLAs) completed in month completed on time.

The Metric

What proportion of bilateral service requests are completed by wholesalers within the expected time.

The Rationale

Finding, fixing, disconnecting, reconnecting, and sourcing account information in a timely manner is crucial to serving customers.

M15

Total and average days late for late SLAs.

The Metric

If a bilateral is late, how late is it?

The Rationale

If a bilateral has already failed its SLA, this incentivises wholesalers to still resolve them in a timely manner.

B-MeX

B-MeX is the **Business Customer Measure of Experience** survey.

When

Will run monthly – wholesalers have an obligation to upload their sample data by the 5th business day (BD) of each month. The first uploads will be in **May 2025** containing the data relating to the April contacts.

Who

Accent is the chosen supplier for the B-MeX – they ran the shadow year between May 2024 and Feb 2025.

What

Wholesalers' 'sample' will include the information relating to the direct customer contacts made to them as a wholesaler i.e. those that have not gone through a retailer. This is known as the '**direct**' sample.

MOSL

MOSL also has an obligation to upload a sample to the supplier by the 5th BD each month. This sample is known as the 'indirect' sample and is taken from the Bilaterals Hub requests/interactions.

Accent process

Accent takes the sample each month and 'cleans' it i.e. removes duplicates, or contacts with missing information and any customers who have either been contacted in the last three months or are on the Do Not Contact list.

Once the sample has been cleaned, Accent contacts as much of the sample as needed to hit the targets for each wholesaler, as agreed with Ofwat during the pilot and shadow running.

Some wholesalers have a much smaller sample size due to their customer base and the number of contacts they receive each month.

This survey is completed monthly.

The targets

MOSL

Wholesaler	Minimum number of completed interviews to be achieved per month
Affinity Water	75
Anglian Water	75
Bristol Water	35
Northumbrian Water	75
Portsmouth Water	10
SES Water	15
Severn Trent Water	75
South East Water	75
South Staffordshire Water	15
South West Water	75
Southern Water	75
Thames Water	75
United Utilities	75
Wessex Water	75
Yorkshire Water	75

B-MeX

PR24 B-Mex Year 1, 2025-26

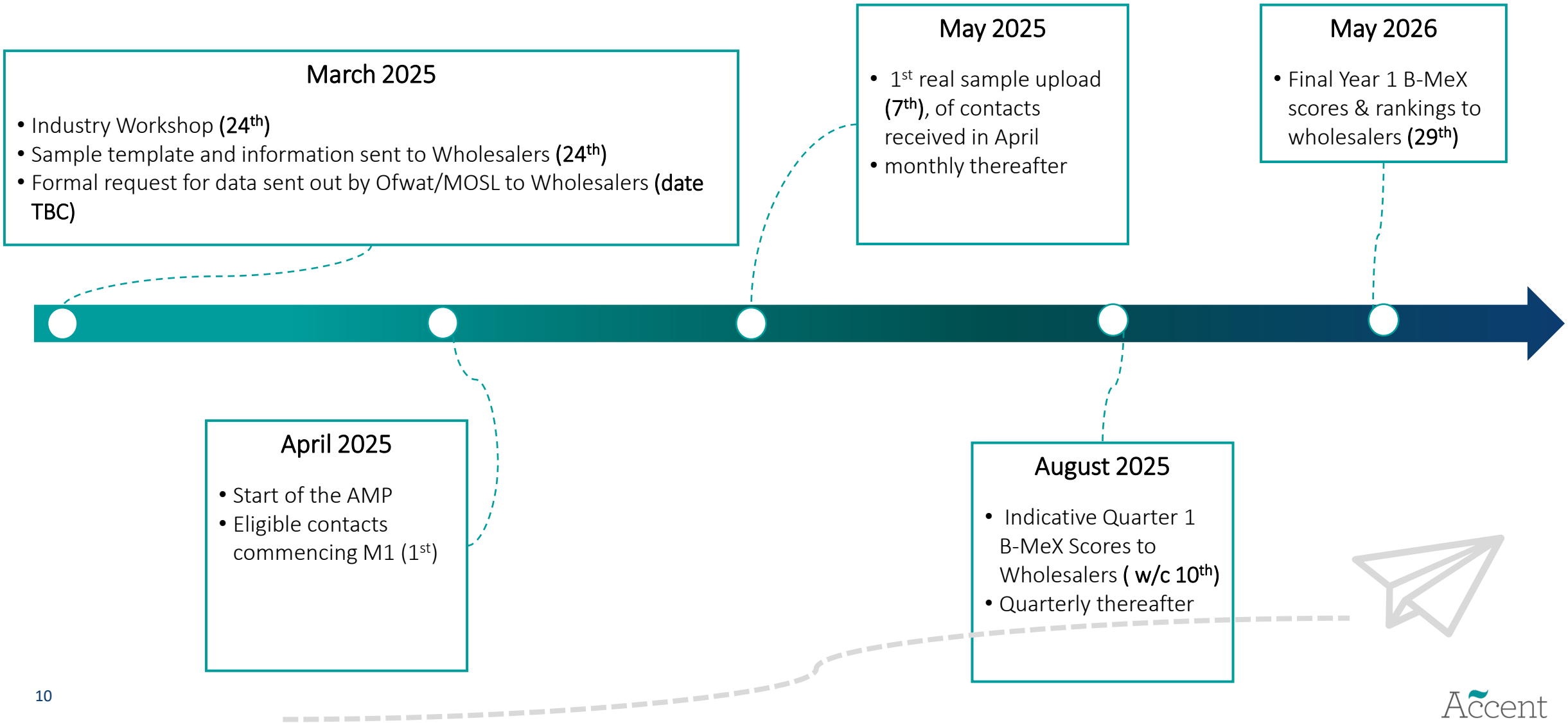
Accent

MOSL
MARKET OPERATOR SERVICES LTD

V12

Project Plan and Milestones

Year 1



Accent

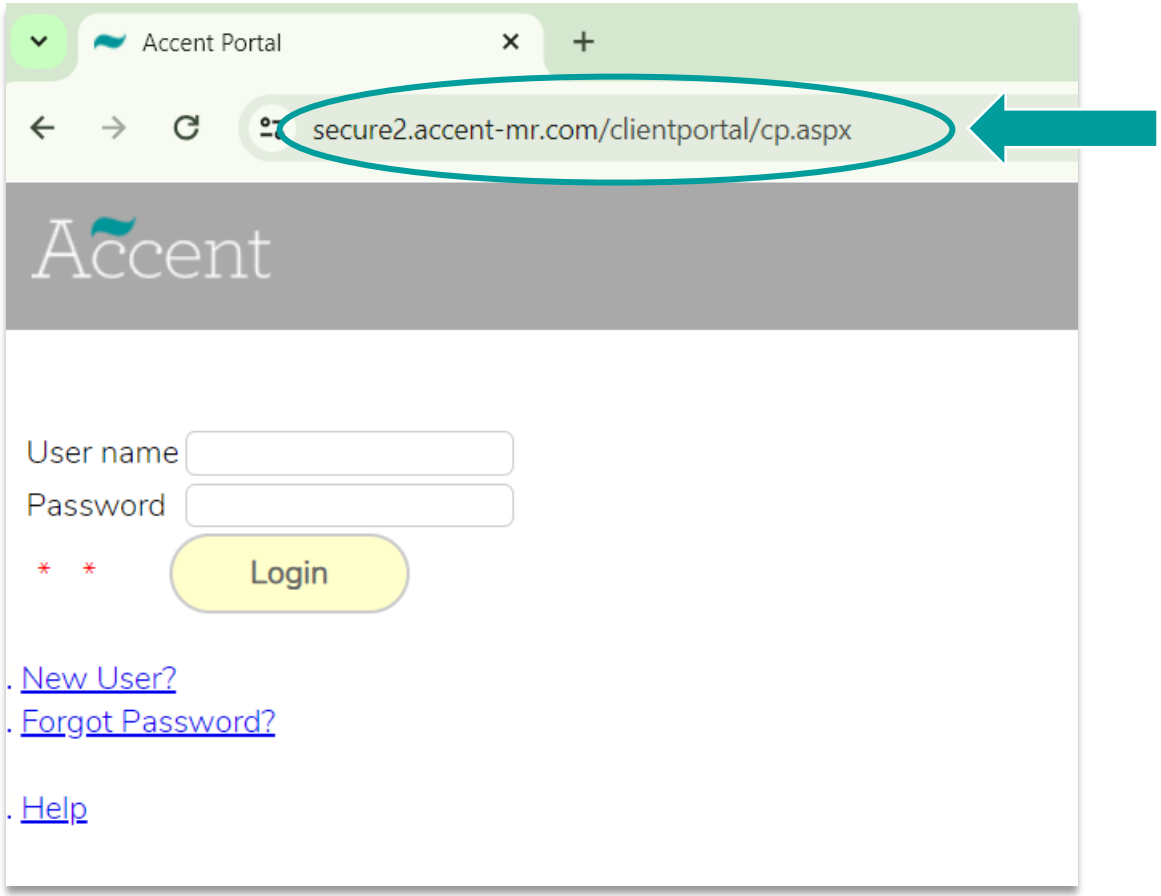
What do Wholesalers need to do?

1. **Review** Data Template

2. **Familiarise** themselves with the Accent's Secure Data Transfer portal https://secure2.accent-mr.com/clientportal/cp.aspx

3. **Upload** all eligible contacts from April to the Accent Portal on the 7th of May

4. **Continue uploading** all eligible contacts for the previous calendar month to Accent's portal within 5 working days of the end of that month



A quick look at the Data Template

The sample file format is identical to that used in the shadow period.

Data Field	Must be fully populated?	Notes
PARENT_WHOLESALER	Y	Text field
WHOLESALER_BRAND		Optional - use if the customer is a customer of a brand you would like us to quote that is different from the parent brand
REFERENCE		Optional - your internal a reference number (to help identify the participant in the interview data, where consent is given)
CONTACT_NAME	**Y**	Text field
CONTACT_JOBROLE		Text field
CONTACT_TEL	**Y**	Numeric - must be valid telephone number
CONTACT_EMAIL		Text field
BUSINESS_NAME		Text field
BUSINESS_ADD1		Text field
BUSINESS_ADD2		Text field
BUSINESS_ADD3		Text field *(Leave blank if not required for address)*
BUSINESS_ADD4		Text field *(Leave blank if not required for address)*
BUSINESS_ADD5		Text field *(Leave blank if not required for address)*
BUSINESS_POSTCODE		Text field - must be valid postcode
RETAILER		Text field
CONTACT_CHANNEL	**Y**	Coded field (see below)
HIGH_LEVEL_REASON_FOR_CONTACT	**Y**	Coded field (see below)
CONTACT_DATE	**Y**	Date field - format DD/MM/YYYY
RESOLUTION_STATUS	**Y**	Coded field (see below) - *Status at point contact ended*
LOWER_LEVEL_REASON_FOR_CONTACT	**Y**	Coded field (see below)
LOWER_LEVEL_DESCRIPTOR		

Data Field	Code	Label	
CONTACT_CHANNEL	1	Letters	
	2	Telephone	
	3	Whatsapp	
	4	Visits	
	5	SMS	
	6	Fax	
	7	Email	
	8	Apple chat	Included
	9	Social Media	
	10	Web form	
	11	Web chat	
	12	Online account	
	13	Landlord portal	
	14	Other digital	
	15	App	
	16	Exclusions	Excluded
HIGH_LEVEL_REASON_FOR_CONTACT	1	Water	
	2	Wastewater	
CONTACT_OUTCOME	1	Resolved	
	2	Not resolved	
	3	Unknown	

A	B	C	D	E	F	G	H	I
PARENT_WHOLESALER	WHOLESALER_BRAND	ID	CONTACT_NAM	CONTACT_JOBROLE	CONTACT_TEL	CONTACT_EMAIL	BUSINESS_NAME	BUSINESS_ADD1
XXXXXX Water	YYYYYY Water	EXAMPLE123	Joe Bloggs	Accountant	01234 567891	joe.bloggs@bloggs	Bloggs & Co.	Unit 10

Accent

A quick look at the Data Template (cont.)

The sample file format is identical to that used in the shadow period.

Data Field	Code	Label	
LOWER_LEVEL_REASON_FOR_CONTACT	1	About a faulty meter	
	2	About a meter installation	
	3	About finding the location of water equipment (incl. pipes/meter/stopcock)	
	4	About the taste or smell of the tap water (quality)	
	5	About the colour of the tap water	
	6	Because the tap water is/was making me feel ill	
	7	Because of a water leak/burst on the road	
	8	Because of a water leak/burst on my property	
	9	Regarding low pressure of tap water	
	10	No supply/water gone off	Water
	11	Asking for water supply to be turned on or off	
	12	About flooding with clean/drinking water	
	13	About a leak on my meter	
	14	About a connection to the water supply network	
	15	About the Lead and Common Supply Pipe Scheme	
	16	About defective/dangerous water equipment	
	17	High pressure from my tap	
	18	About the hardness of the water	
	19	Other Water related query	
	20	About a blockage in the sewer/drains	
	21	About faulty wastewater equipment or sewer pipes	
	22	About flooding with sewerage or foul water	
	23	About smells from sewers and sewage treatment works	
	24	About finding the location of sewers, drains etc	
	25	About a connection to the sewer, wastewater network	Waste
	26	Empty septic tank	
	27	Private sewer query	
	28	Regarding a poor reinstatement	
	29	Toilet query	
	30	Other Waste related query	

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A quick look at the Audit Sheet Template

The Audit Sheet file format is identical to that used in the shadow period.

The purpose of it is simply to confirm the volume of sample you intended to send.

	A	B
1	**Sample Requirement**	**No. of contacts**
2	All eligible contacts received in the calendar month:	

Fieldwork timeline step-by-step for each month and quarter

Quarter	Month	Data period	Sample receipt	Fieldwork completion
Q1	M1	Apr-24	07/05/2025	05/06/2025
	M2	May-24	06/06/2025	05/07/2025
	M3	Jun-24	07/07/2025	05/08/2025
Q2	M4	Jul-24	07/08/2025	05/09/2025
	M5	Aug-24	05/09/2025	05/10/2025
	M6	Sep-24	07/10/2025	05/11/2025
Q3	M7	Oct-24	07/11/2025	05/12/2025
	M8	Nov-24	05/12/2025	05/01/2026
	M9	Dec-24	07/01/2026	05/02/2026
Q4	M10	Jan-25	06/02/2026	05/03/2026
	M11	Feb-25	06/03/2026	05/04/2026
	M12	Mar-25	07/04/2026	05/05/2026

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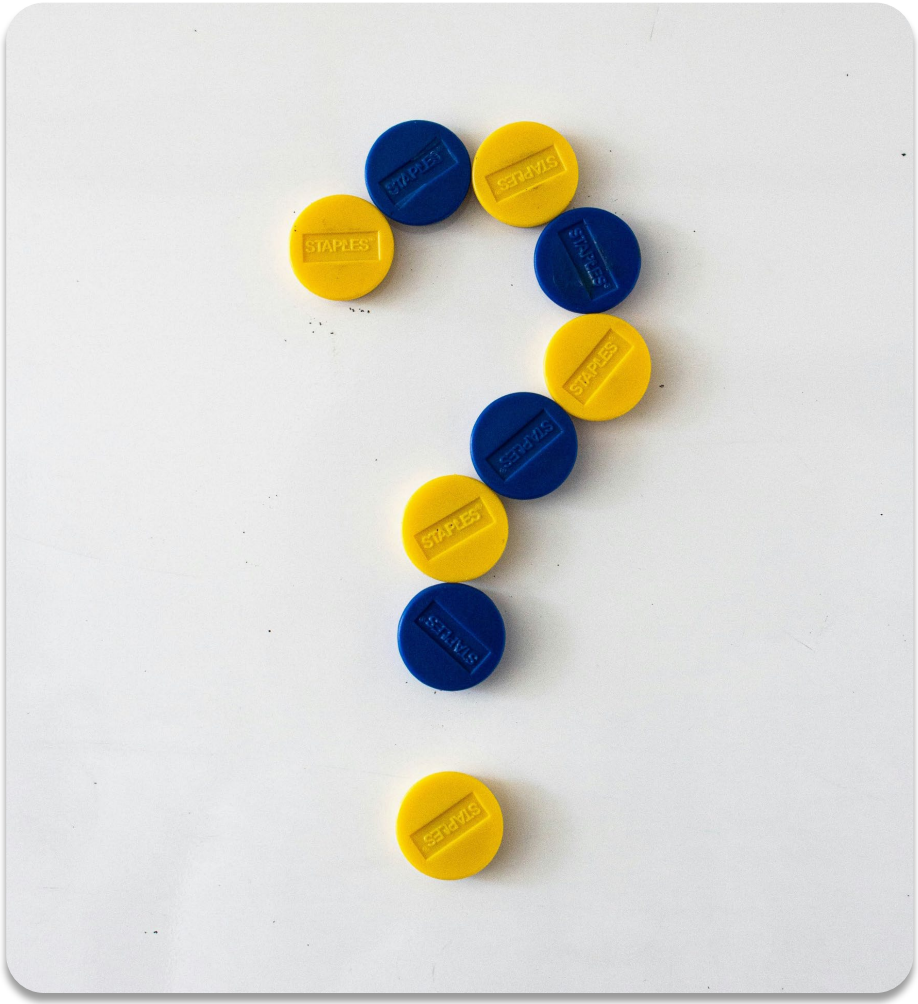
Any Questions? AOB



R-MeX

R-MeX is the **Retailer Measure of Experience** survey.

When The survey is run twice a year in August and February and has been running since October 2020. From April 2025, the results will be shared with Ofwat for use in its BR-MeX calculation.

Who MOSL runs the survey and retailers fill it out.

What It involves a survey being sent to retailers who are given the opportunity to rate their wholesalers on the services they are obligated to provide.

MOSL Responses are pulled together by MOSL, checked for consistency and once confirmed, published to the market showing the wholesalers ranked against each other.

MOSL R-MeX process

Step	Process step
1	Following the submission of a survey response from a retailer, MOSL will read through the responses to ensure completeness and consistency.
2	If any inconsistencies are found (high/low scoring, wrong wholesaler attributed, inconsistencies in retailer scoring, etc.) the retailer will be contacted by MOSL* to confirm actions i.e. a change in score, comment or no action needed.
3	Once determined and actioned, the comment/score will be marked to show it has been confirmed or if required, amended.
4	Final review and sign off – a meeting is held with the Head of Market Assurance to discuss all comments and scores that have been marked as reviewed to ensure agreement with changes that have/have not been made.

*Next financial year, MOSL will have additional resource within the team to assist with the work and overall support of the R-MeX survey.

Timeline

	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26
B-MeX														
MOSL and Wholesaler uploads		BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5	BD 5
Survey outputs published and shared with Ofwat					BD 15			BD 15			BD 15			BD 15
R-MeX														
Survey run					Survey 1						Survey 2			
Survey outputs published and shared with Ofwat							Within 6 weeks of survey completing						Within 6 weeks of survey completing	
MPF metrics														
Data published/shared with Ofwat		BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10	BD 10

Note: Wholesaler to amend/assure M12 data before end of month

Resources and contact

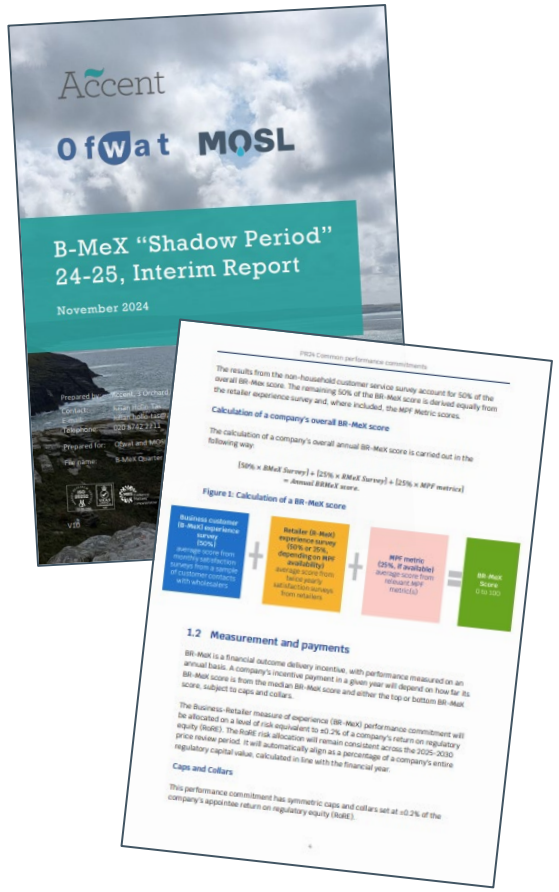
Resources

MOSL

- BR-MeX webpage
- BR-MeX Code Change

Ofwat

- BR-MeX webpage
- BR-MeX publication
- B-MeX guidance
- B-MeX shadow period report
- Final determinations



Contacts

MOSL

- My MOSL: Raise a MPF Reform ticket, or performance ticket

Ofwat

- Email: Robert.Hetherington@ofwat.gov.uk

Accent

- Email: b-mex@accent-mr.com

Questions