

Media Release

FOR IMMEDIATE RELEASE

NWC Delivers Best Overall Customer Experience, Says OUR's 2025 Mystery Shopping Study

(Kingston, Jamaica; 2026 July 14): The National Water Commission (NWC) emerged as the top-performing utility provider in overall customer experience, according to findings from the Office of Utilities Regulation's (OUR) 2025 Mystery Shopping Study.

The annual research, which, among other things, evaluated customer interactions across multiple service channels, including in-store locations, call centres, website chats, social media platforms and mobile applications, found that although the major utility providers have made notable strides in customer service, performance continues to vary across channels and entities.

NWC at 79% saw an increase of 21 percentage points over the previous year and achieved the highest total customer experience score. This was built on notable progress of its call centre, which increased by 43%, and in-store performance, up by 22%. However, digital engagement (-3) saw a relatively small decline. Digicel at 76% (+12) followed closely, driven by improvements in call centre (+8) and in-store (+30), though it experienced a relatively minor decrease in digital engagement (-4). The call centre is now a major strength for NWC and Digicel.

JPS at 74% (+4) continued its upward trend from 2024, boosted by improvements in its mobile app (+24) performance and relatively consistent performance across the modalities. Flow at 67% trailed the other service providers but was bolstered by strong in-store (+13) and digital (+4) service improvements. Its overall performance was negatively impacted by a significant decline in call centre (-25) performance.

Table: Performance in Total Customer Experience (In Store, Call Centre, Website Chats, Social Media & Mobile App)

	TOTAL SCORE			PEAK TIME			OFF-PEAK TIME		
	2024	2025	%Change	2024	2025	%Change	2024	2025	%Change
Flow	70%	67%	-3	78%	62%	-16	62%	72%	+10
DIGICEL	64%	76%	+12	62%	77%	+15	67%	75%	+8
JPS	70%	74%	+4	67%	73%	+6	72%	74%	+2
NWC	58%	79%	+21	60%	80%	+20	55%	77%	+22
AVERAGE	66%	74%	+8	66%	73%	+7	64%	74%	+10

The above scores represent an average (mean) of the in-store score, the call centre, and online chats (chatbot, mobile app, and social media) with a comparative view of scores obtained during peak and off-peak periods.

(Source: 2025 OUR Mystery Shopping Survey)

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QUALITY POLICY STATEMENT

OUR RULES: The management and staff of the OUR are committed to Regulating Utility services in accordance with our Legislative powers and to the Enhancement of customer Satisfaction through continual improvement of our quality management system.

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The study identified gaps in basic customer engagement behaviours across the industry, as Mystery Shoppers highlighted:

- Limited greeting, acknowledgement, or courtesy.
- Customers were left waiting without updates.
- Weak empathy when dealing with billing problems or service disruptions.
- Low enthusiasm or disengagement by some agents was shown.

OUR's annual Mystery Shopping research, conducted by Market Research Services Ltd., involved selecting a range of individuals across all demographic groups who visited, called, and participated in online chats with the various stores, call centres, and chat rooms of the different utility providers. There was a total of four hundred and thirty-seven (437) interactions. The data was collected between August 2025 and October 2025.

OUR's Director of Consumer & Public Affairs, Yvonne Nicholson, is urging service providers to improve digital channels to better manage issues end-to-end, for example:

- Enable full case resolution via mobile app (refunds, payment clarifications, contract termination applications and service requests).
- Introduce AI-based triaging that routes issues seamlessly from bot → human agent.
- Allow customers to upload documents, track requests, and receive status updates via various digital portals.

Other specific recommendations include improving customer engagement skills across all frontline teams through training that incorporates greeting and acknowledgement protocols; active listening and empathy; clear communication of steps and timelines; and closing the interaction (confirming that all questions were answered). Plans are underway to implement OUR's 2026 Mystery Shopping research.

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