



**The Road to Gold:  
Elite Customer Service  
Initiative**



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## Overview of Customer Service Department Activity

- **4,076 Total Customers Served in FQ4 2021**
- **64 Days of Operation in FQ4 2021**
- 4,076 Phone Calls
  - 3,717 Inbound
  - 234 Outbound
  - 125 Internal
- No Walk-ins due to Covid-19
- Average of 64 customers per day



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## Mesa Water Notify Cogsdale Database Update Campaign

- Positive buzz in the community
- Brand-loyalty among customers
- Even as a public agency where our customers don't have a choice of their provider, this campaign is having the same effect
- The CS Team has demonstrated a commitment to this engagement
- 77% of callers have been invited to ensure their contact information is complete and up-to-date  
= nearly 4,000 customers



### Customer Engagement

is the sum of all interaction between a business and its customers, usually supported by technology that makes it possible to provide assistance to customers as well as gain insights into customer behaviour that can be used to provide better service.



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Key Performance Indicator	Industry Standard	Best Practice	KPI Weight	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Current Qtr Trend	New Goal
<b>Overall Customer Satisfaction</b>									
Phone: Very Satisfied / Satisfied	72%	80%	35%	100%	100%	100%	100%	Sustained	85%
Walk-in: Very Satisfied / Satisfied			0%	NO DATA	NO DATA	NO DATA	NO DATA	NO DATA	
<b>First Call Resolution</b>									
Percentage of customers whose needs were met on the first call	95%	97%	25%	82%	81%	92%	88%	Fluctuating	93%
<b>Overall Call Quality - Call Center Evaluations</b>									
Average Score of all Call Center Evaluations conducted (Scale is 1-12)	No data	No data	25%	97%	94%	98%	97%	Fluctuating	100%
Cogsdale Database Accuracy Campaign	No data	No data	0%	NOT MEASURED	NOT MEASURED	82%	71%	Improved	80%
<b>Service Level Agreement (Speed to Answer)</b>									
Percentage of calls answered within 20 seconds	No data	100% within 20 seconds	0%	N/A	N/A	N/A	N/A	N/A	80% within 20 seconds
<b>Call Abandonment Rate</b>									
Percentage of customers who hang up before an agent answers	8%	2%	15%	4.2%	4.7%	3.8%	3.9%	Improved	2%
<b>Current Qtr Audit Overall KPI Score</b>									
Combined and weighted five KPIs (above)	72%	96%	N/A	94%	95%	96%	96%	Sustained	98%

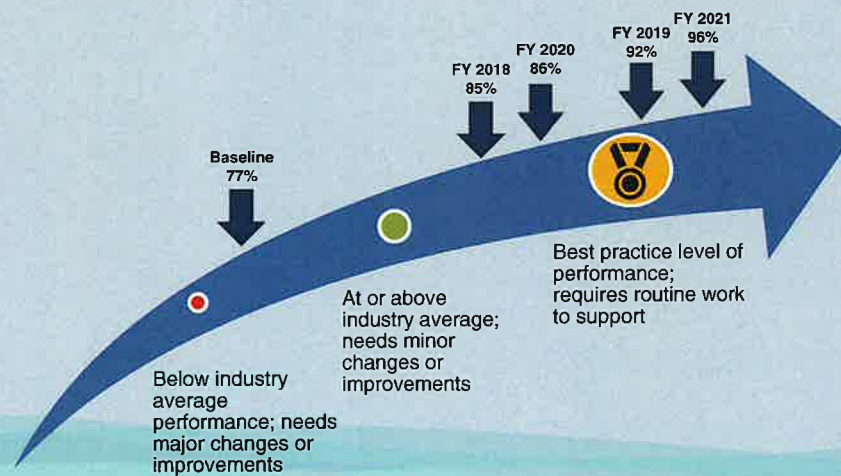


## Scorecard

- Evaluation of five key customer service metrics
- Method of rating:
  - **Gold (90%-100%)**
  - **Green (72%-89%)**
  - **Red (0-71%)**
- Each KPI weighted



## The Road to Gold Current Performance



## Recommendations for Improvement



Weekly one-on-one coaching; spot-coaching by CS Manager, based on Elite Customer Service benchmarks



Reinitiate Cross-Training in Customer Service for back-up support



Phone After-Call Survey: Reinitiate campaign to promote increased customer feedback



Recognize and praise all team members who are achieving and promoting Elite Gold Medal Customer Service at Mesa Water.

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## Questions



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