

CAPITALIZING ON CUSTOMER SERVICE

the defining element

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PART 1: Customer Service

PART 2: You

Customer Service is produced at the very instant of contact

**OUR PERFORMANCE
— THEIR EXPECTATIONS**

= THEIR SATISFACTION INDEX

Some utilities research and explore...

- Core expectation of customers
- Service attributes and characteristics most important to customers
- General attitudes towards public utilities
- Demographics and methods of communications that are most effective
- Customer Service Surveys

Changing Expectations

As society progresses, as changes occur and as demands fluctuate, utilities must be ever aware of the expectations of their customers

Past Expectations

- Tap water is safe to drink
- Water will come out of the tap when it is turned on
- Wall bill will be accurate

Current Expectations

- Levels of chemical in the water (chromium, lead, fluoride, etc.)
- Potential issues with water (algal blooms)
- Color, taste, smell and clarity of the water
- Water pressure
- Notification about disruptions in service (newspaper, reverse calls, social media, etc.)
- Readability of the water bill
- Payment options
- Location of customer service representatives
- Website
- Average wait time when a customer calls
- Weekend hours and flexibility for those are work during the day
- Advanced notice when water bill is high
- Facility tours
- Etc.

ATTITUDE IS A CHOICE

Sainsbury's



31st May 2011
 Dear
 Sainsssssssssssssssssbbsbbbbbbsbbbsbbbs.
 Why is tiger bread c\alled tiger bread?
 It should be c\alled giraffe bread.
 Love from Lily Robinson age 3 ½

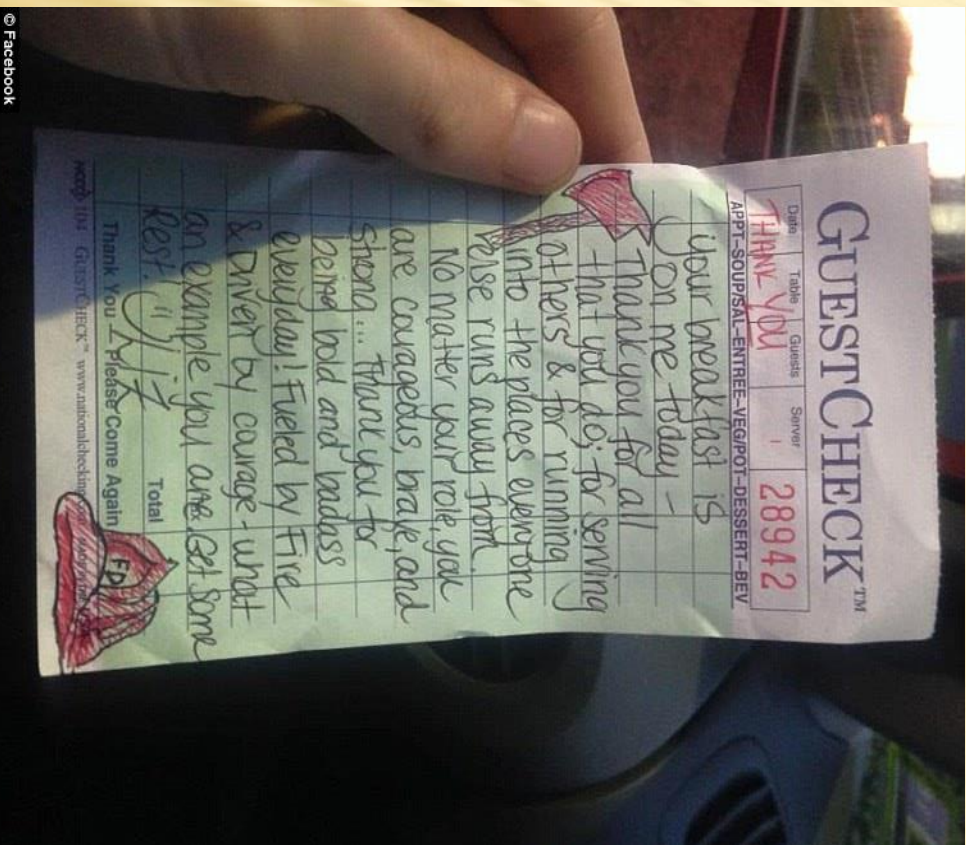
Our reference: 108116204
 31 May 2011
 Dear Lily
 Thanks so much for your letter. I wish someone your tiger giraffe bread is a brilliant idea - it looks much more like the giraffe than the tiger.
 It is called tiger bread because the first baker who made it a long time ago thought a loaf of bread looks like a tiger. Maybe they were a bit shy.
 I really liked reading your letter so I thought I would send you a little present. It's a Sainsbury's gift card. If you ask your mum or dad to take you to the shop you can get some of the lovely things we sell. I'm sure you'll be glad you wrote to us and hope you like spending your gift card. See you in action soon.
 Yours sincerely

 Chris King (age 27 & 10)
 Customer Manager
 Enclosed: £3 gift card

White Giraffe Bread
 400g
 0.75
 Sainsbury's Supermarkets Ltd

Thanks to a clever suggestion from one of our customers, we've change the name of our tiger bread to giraffe bread. Don't worry, the recipe hasn't changed and the bread still tastes as great as ever.

The power of customer service...



What are the benefits of excellent customer service?

- **Saves time (first-call-resolution concept)**
- **Increases efficiency**
- **Develops credibility**
- **IT'S EASY TO BE NICE...AND IT'S FREE**

What are the consequences of poor customer service?

- Increased time by multiple people to address a repeated concern
- Organizational and personal shame
- Embarrassment for staff and publically elected officials
- Tarnished views from the public at large
- Plummeting morale to be associated with working for “that company”
- Increased turnover
- Loss of customer confidence
- Decline in integrity

The power of **YOU**

The extra degree...

212°