



June 16, 2010 Customer Service Seminar report for August 2010 WWA Board meeting
Contact Rosalind Rouse, committee chair, 414-286-2803 (Milwaukee Water Works)

Attendance – 34

Location: Cabela's in Richfield, Wis.

Topics included:

- Customer service best practices, on the phone and in person.
- Water utilities face budget, operating, personnel, and unique customer service issues caused by the economic downturn. Regulatory guidelines from PSC Consumer Affairs staff; panel of personnel from Wis utilities about how they are coping.
- Wellness Speaker = Choices + Exercise + Diet.
- Social Media 101 speaker- how to use Facebook, LinkedIn, and other social media for utility communications or at home.
- Entrance survey discussion of "our utility problem and how we solved it"

Of 20 post-program surveys returned:

Overall rating of seminar 4.23 of possible 5 points

Seminar provided useful info 4.22/5

Rate the speakers 4.28/5

Of 20 survey respondents, 17 listed their occupations:

Utility clerk/customer service 4

Manager 5

Admin/front desk 2

Billing clerk 2

Billing accounts manager

Accounting assistant

Deputy city treasurer

Consultant

Topics suggested for next year: examples of how other communities use social media, facilitated discussion using entrance survey, foreclosures, employee safety when disconnecting service, customer service tips for utilities