



# FISCAL YEAR 2023 CUSTOMER SERVICE AUDIT

November 8, 2023



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## Overview of Customer Service Department Activity

- **16,889 Total Customers Served in FY2023**
- **238 Days of Operation in FY2023**
- 14,646 Inbound Handled Phone Calls
- 2,243 Walk-in Customers
- 71 Average Customers Per Day



# Customer Experience “Love Languages”

(\*Source March 2023 Genesys Systems Virtual Roundtable)

## CX LOVE LANGUAGES

1. Empathy
2. Personalization
3. Seamless omnichannel interactions
4. FCR, fast response, short hold times
5. Proactive outreach/service

- ➔ • Uncertainty? Complex interactions?
  - Who are our vulnerable customers?
- ➔ • What do our customers really need?
  - Quality Information, Flexibility, Choice?
- ➔ • Consistency whether speaking to Customer Service, a Technician, or P.R.
- ➔ • Demonstrate we value their time!
- ➔ • Customer: “What is Mesa Water doing to make my life better?”



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Key Performance Indicator	Industry Standard	Best Practice	KPI Weight	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Current Qtr Trend	New Goal
<b>Overall Customer Satisfaction</b>								<b>Overall Customer Satisfaction</b>	
Phone: Very Satisfied / Satisfied	72%	90%	30%	100%	100%	100%	100%	Sustained	98%
Walk-in: Very Satisfied / Satisfied			5%	NO DATA	100%	100%	100%	Sustained	
<b>First Call Resolution</b>								<b>First Call Resolution</b>	
Percentage of customers whose needs were met on the first call.	95%	97%	25%	92%	92%	74%	100%	HIGHEST EVER!	97%
<b>Overall Call Quality: Call Center Evaluations</b>								<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%	98%	97%	96%	97%	Sustained	100%
*Cogsdale Database Accuracy Campaign	No data	No data	0%	89%	87%	82%	99%	HIGHEST EVER!	90%
<b>Service Level Agreement (Speed to Answer)</b>								<b>Service Level Agreement (Speed to Answer)</b>	
Percentage of calls answered within 20 seconds	No data	100% within 20 seconds	0%	NA	NA	NA	NA	Not measured due to inaccurate reports	100% within 20 seconds
<b>Call Abandonment Rate</b>								<b>Call Abandonment Rate</b>	
Percentage of customers who hang up before an agent answers.	8%	2%	15%	5.31%	6.71%	6.60%	6.20%	Fluctuating	2%
<b>Current Qtr Audit Overall KPI Score</b>								<b>Current Qtr Audit Overall KPI Score</b>	
Combined and weighted five KPI's (above).	72%	90%	N/A	92%	91%	92%	98%	HIGHEST EVER!	95%

# 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 Ongoing Performance Our 5-year Progress Anniversary



# Recommendations for Continuous Improvement



Continue weekly one-on-one coaching; spot-coaching as needed,  
\*\*It's time to revisit and re-check our benchmarks!



Revisit Cross-Training in Customer Service to ensure continuity.  
Brainstorm Customer Engagement opportunities throughout Mesa Water.



Continue pursuing all customer feedback; Always Improving!



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

# Questions

