



The Road to Gold: Elite Customer Service Initiative

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Overview of Customer Service Department Activity

- **4,278 Total Customers Served in FQ4 2022**
- **64 Days of Operation in FQ4 2022**
- 4,203 Phone Calls
 - 3,517 Inbound
 - 410 Outbound
 - 276 Internal
- 75 Walk-ins
- Average of 67 customers per day



Mesa Water Notify Cogsdale Database Update Campaign

A brand is defined
by the customer's experience.
The experience is delivered
by the employees.
~ Shep Hyken

- Between January – June 2022, 9 out of 10 customers were invited to verify or update their customer information
- Customer Data is still actively being updated so the Cogsdale campaign continues
- Customers overall are appreciative of the interaction, even when they have already been asked



3 | October 9, 2022

Key Performance Indicator	Industry Standard	Best Practice	KPI Weight	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Current Qtr Trend	New Goal
Overall Customer Satisfaction								Overall Customer Satisfaction	
Phone: Very Satisfied / Satisfied	72%	90%	35%	100%	100%	100%	100%	Sustained	98%
Walk-in: Very Satisfied / Satisfied			0%	NO DATA	NO DATA	NO DATA	NO DATA	NO DATA	
First Call Resolution								First Call Resolution	
Percentage of customers whose needs were met on the first call	95%	97%	25%	90%	93%	94%	89%	Sustained	97%
Overall Call Quality: Call Center Evaluations								Overall Call Quality: Call Center Evaluations	
Average Score of all Call Center Evaluations conducted. (Scale is 1-12)	No data	No data	25%	98%	97%	98%	97%	Sustained	100%
*Cogsdale Database Accuracy Campaign	No data	No data	0%	98%	98%	95%	99%	GOAL ACHIEVED!	90%
Service Level Agreement (Speed to Answer)								Service Level Agreement (Speed to Answer)	
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
Call Abandonment Rate								Call Abandonment Rate	
Percentage of customers who hang up before an agent answers.	8%	2%	15%	3.80%	4.27%	3.04%	3.04%	Fluctuating	2%
Current Qtr Audit Overall KPI Score								Current Qtr Audit Overall KPI Score	
Combined and weighted five KPIs (above).	72%	90%	N/A	96%	97%	96%	96%	GOAL ACHIEVED!	95%

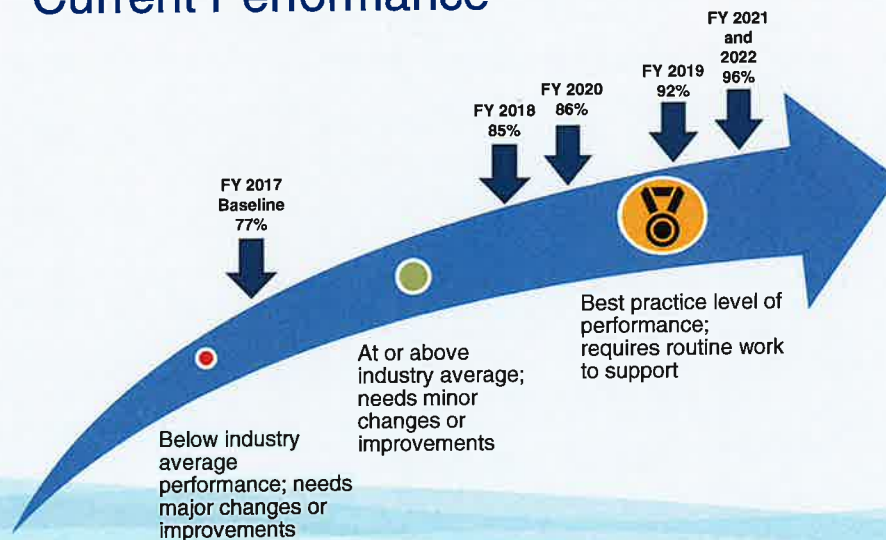


Scorecard





- 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 Current Performance



Recommendations for Improvement

-  Continue 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
Brainstorm ways Customer Service can continue to create positive Customer Engagement
-  Continue pursuing positive customer feedback!
-  Recognize and praise all team members who are achieving and promoting Elite Gold Medal Customer Service at Mesa Water.



Questions

