Divining Diversity for Customer Service

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Aqua Vitae

Introduction

- Good business practice
- Due diligence
- Right to know
- Compliance
- Core Customer Service Competency

Background

- Public Health
- Emphasis on diversity
- Change in customer norms and expectations
- Consumer Confidence NDWAC workgroup

Where to start?

- Utility Resources
- Regulatory Guidance
- Local Government
- Community Organizations
- Universities

Consumer Confidence Report

- Right to Know includes non-English and other specific populations
- Requirements to for translation based on population
- Resources for Outreach

Preparedness and Security

- Exercises
- Relationships
- Emphasis in Public Health
- Urgency

Lead and Copper Rule

- Revised Public Education and Public Notification in 2007
- Extensive list of organizations for Outreach
- Emphasis on special populations

Local Public Health

- Supported under preparedness and flu response
- Outside of Environmental Health
  - Maternal and Child Health
  - Community Health

So, now what?

- Apply existing resources
- Use existing guidance
- Multiple Benefits
- Utility Commitment
- CSR Training

Steps

- Know your community
  - Census Data
  - Health Department and Public Schools
  - Specialized Media
  - Community Based Organizations

Steps

- Assess Utility Capacity
  - Staff
  - Resources
  - Ability to contract

Steps

- Identify Preferences
  - Types of media by population
  - Mass media and direct communication
  - Written, oral or visual

Steps

- Establish Agreements
  - Understand public health and organization resources
  - MOUs
  - Contracts
  - Mutual Aid

Steps

- Implement
  - Utility Commitment
  - Policies and procedures
  - Agreements in Place
  - Develop strategy and materials

Steps

- Evaluate and Revise
  - Informal
  - Formal
    - Surveys
    - Focus Groups
  - Review CS Data
  - Revise and update

Small System?

- Prioritize
- Develop a plan
- Local Government

PNWS AWWA

- Support training
- Exchange strategy and materials
- Mutual Aid

Summary

- Meet customer and community expectations
- Responsive customer service

Thank you

Questions?

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