Tualatin Valley Water District

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What's a Customer Service Certificate Program?

PNWS Customer Service Committee

It is the mission of the Customer Service Committee of the Pacific Northwest Section of the American Water Works Association to inform members of the increased importance of Customer Service and to coordinate education and training for the purpose of providing excellent service to our customers.

It's 27 Hours of Training for Customer Service Reps & Supervisors Developed by AWWA & Customer Service Professionals

American Water Works Association

The Authoritative Resource on Safe Water

Agenda

- Who is AWWA?
- Certificate Program
- A Train-the-Trainer Approach
- The Customer Service Curriculum
- Questions

Who is the American Water Works Association?

- AWWA is the authoritative resource for knowledge, information, and advocacy to improve the quality and supply of water in North America and beyond
- Largest organization of water supply professionals in the world.
- Membership includes more than 4,700 utilities that supply water to roughly 180 million people
- PNWS - one of 43 Sections

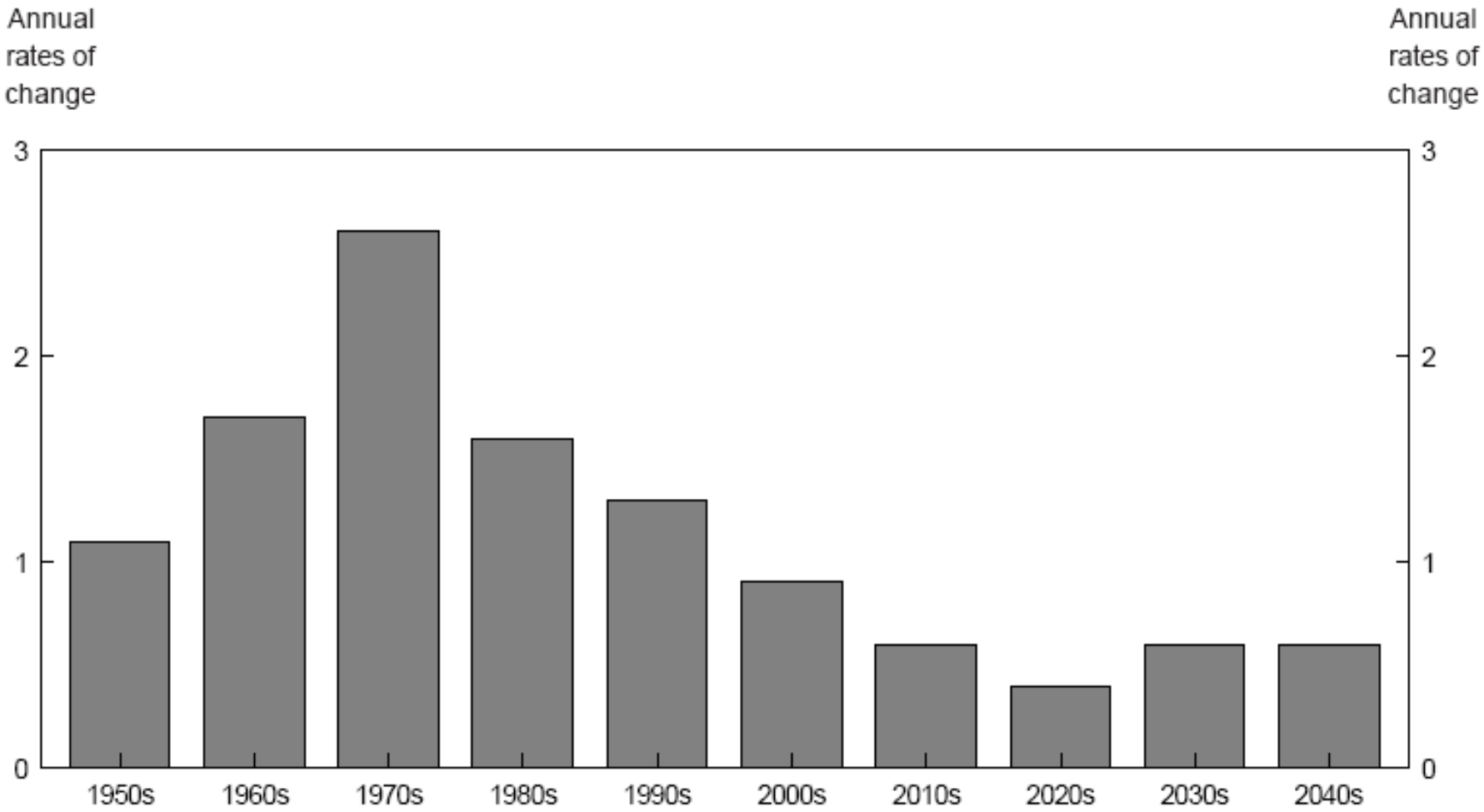
AWWA Membership

- About 59,000 members
- Utilities, consulting firms, manufacturers, individuals
- About 53,000 are individuals
- Engineers, operators, scientists, regulators, manufacturers, environmentalists, CUSTOMER SERVICE PROFESSIONALS

Future Workforce

- Serious Competition Across Industries, Countries
- Increased Workforce Diversity and Globalization
- More Opportunities for Employees
- Fewer People Working, Less Time for Training
- Generational Issues

Chart 1. Labor force growth, by decades, 1950s to 2005 and projected to 2040s



SOURCE: Bureau of Labor Statistics.

Trained Employees

- What are you going to offer
- Benefits of this CS certificate training opportunity

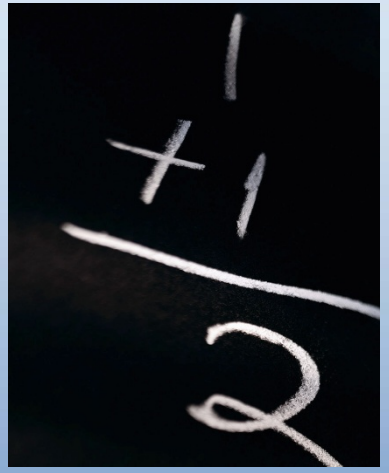
AWWA Credentialing

- ***Credentialing*** is the umbrella term for different types of training programs, including licensure, certification, accreditation, recognition designation, and certificate programs.

Definitions

- ***Curriculum-Based Certificate*** is a comprehensive training program on a focused topic for which participants receive a certificate after completing coursework and demonstrating that they've attained the specified learning objectives.

Certificate Program ≠Certification



Training

+

Work Experience

+

<u>Testing =</u>

Certification

Certificate Program = Training

AWWA Programs

- Start with Curriculum-Based Certificate Programs
- What AWWA offers:
  - Customer Service (3 courses, 4.5 days)
  - Public Officials (3 courses, 12 hours)
  - Water Treatment Operations (4 levels, 40 days)
  - Hi-Tech Operator (3 courses, 6 days)

History of the Customer Service Certificate Program

- AWWA Customer Service Committee (>30 members)
- AWWA Book, <u>Focus First on Service: The Voice and Face of your Utility</u>
- How do we make CSR training accessible to small and medium sized systems?

Why a Train-the-Trainer Model?

- Supports the research findings
- Consistent with Best Practices
- Cost Effective Delivery of Training
- Customer Service as a Critical Occupation
- Opportunity for Skill Practice
- Sustainability of the CSR

Course 1
Customer Relationship Building

- Communication Styles
- Globalization & Demographics
- Listening Skills & Teamwork
- Telephone Etiquette
- Assertive Responder Skills

Course 2
The Business of Customer Service

- Relationships
- Customer Diversity and the Water Utility Service Market
- Technology and Customer Service Effectiveness
- The Billing Cycle
- The CSR’s Role in Emergency Preparedness

Course 3
Water Utility Operations

- Water Quality
- Water Conservation
- Water Treatment
- What is the Media paying attention to?

PNWS Training Opportunities

- 2010 trainings
  - Tualatin Valley Wter District, Beaverton, OR
    - Sept. 30 – Oct. 1
  - Alderwood Water & Wastewater District, Lynnwood, WA
    - October 13 - 14
- Certify additional trainer(s)
  - October 2010 - Denver

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Thank you!

Questions?