


# **Customer Service – Its Everyone's Job!**

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# Course 1

## Customer Relationship Building

- Communication Skills
  - Globalization and Demographics
  - Listening Skills and Teamwork
  - Customer Etiquette
  - Assertive Responder Skills (non-emergency situations)
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# Course 2

## The Business of Customer Service

- The Business of Customer Service and Customer Relationships
  - Customer Diversity and the Utility Service Market
  - Technology and Customer Service Effectiveness
  - Assertive Responder Skills (Urgent Situations)
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# Course 3

## Utility Operations and the Vital Importance of Teams

- Water and the Workforce in the 21<sup>st</sup> Century
- Environmental Quality, Water Treatment & Society
- Conservation, Watersheds & Related Issues
- The Increasing Need for Teamwork in Utility Organizations



# Who needs customer service skills?



# Who needs customer service skills?



- Office staff
- Engineers
- Meter readers
- Locator
- Field staff

# Who needs customer service skills?

# EVERYONE!



➤ Office staff

➤ Engineers

➤ Meter readers

➤ Locator

➤ Field staff





People make all the difference  
in the success or failure of any  
utility's operations.

# Who is your customer?



# Who is your customer?

- User of water
- Purchaser of water
- Developer
- Property Manager
- Real Estate Agent
- and?



# Customer

**External:** consumers and/or purchasers of goods or services

**Internal:** Entity or person within a firm who has the requirement of an item or process and receives the item or the output of that process from one or more internal or external suppliers.



# MULTICULTURALISM







**To increase energy, those who...**

- turn to others are an E (extroversion).
- turn inward are an I (introversion).

**Those who take in information in a...**

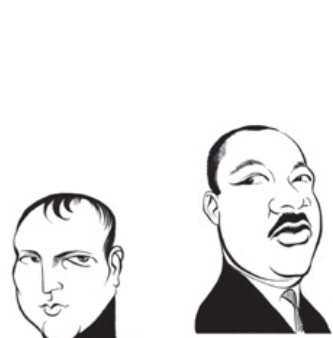
- creative way are an N (intuition).
- pragmatic way are an S (sensing).

**When making decisions, those who...**

- seek harmony are an F (feeling).
- seek objective truth are a T (thinking).

**Those who prefer to...**

- get closure and act are a J (judging).
- stay open and adapt are a P (perceiving).



**ENFJs** are goal-oriented and caring. They are highly empathetic, yet for similar reasons can be overly sensitive to criticism.  
*Martin Luther King, Jr.*



**ENFPs** are charismatic, imaginative and warm with their support. They need a lot of affirmation from others.  
*Oscar Wilde*



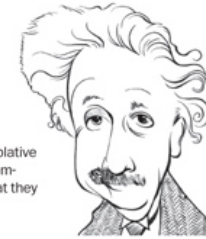
**INFPs** are idealistic, curious and loyal. They seek to understand others, yet can be less accepting of those who threaten their core values.  
*A.A. Milne*



**INFJs** are insightful and future-oriented. They are conscientious, but can be firmly decisive when it comes to their vision.  
*Mahatma Gandhi*



**INTJs** hold themselves, and others, to high standards. They are individualistic and visionary, yet have a tendency to be skeptical.  
*Ayn Rand*



**INTPs** are rational, contemplative and have a knack for problem-solving. The down side is that they can also be critical.  
*Albert Einstein*



**ENTJs** tend to assume leadership roles and solve organizational problems. They can be pushy when putting their ideas forward.  
*Napoleon Bonaparte*

**ENTPs** are clever and entrepreneurial. They dislike routine, which can make it hard for them to commit longer term to an interest.  
*Benjamin Franklin*



**ESTPs** are bold and tactical, with an energy for problem-solving. They have a harder time focusing on concepts and theories.  
*Winston Churchill*

**ESTJs** are decisive and efficient. They are systematic in their approach, but can be forceful in implementing those decisions.  
*Henry Ford*



**ESFJs** are outgoing and loyal. They are great at following through on projects, yet often seek affirmation and appreciation.  
*Andrew Carnegie*



**ESFPs** enjoy working in groups, and match common sense with flexibility. They love people and life, but can likewise be materialistic.  
*Peter the Great*



**ISFPs** avoid conflict and exude a quiet friendliness. They are open-minded and sympathetic but prefer not to work with others.  
*Jacqueline Kennedy Onassis*



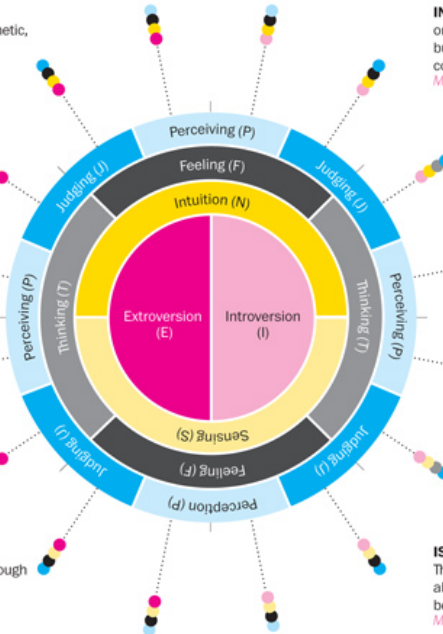
**ISFJs** are careful and considerate. They tend to remember small details about people and projects, but can be painstakingly thorough.  
*Mother Teresa*



**ISTJs** are steadfast, thorough workers who prize practicality. They have a stronger need than most for order and organization.  
*George Washington*

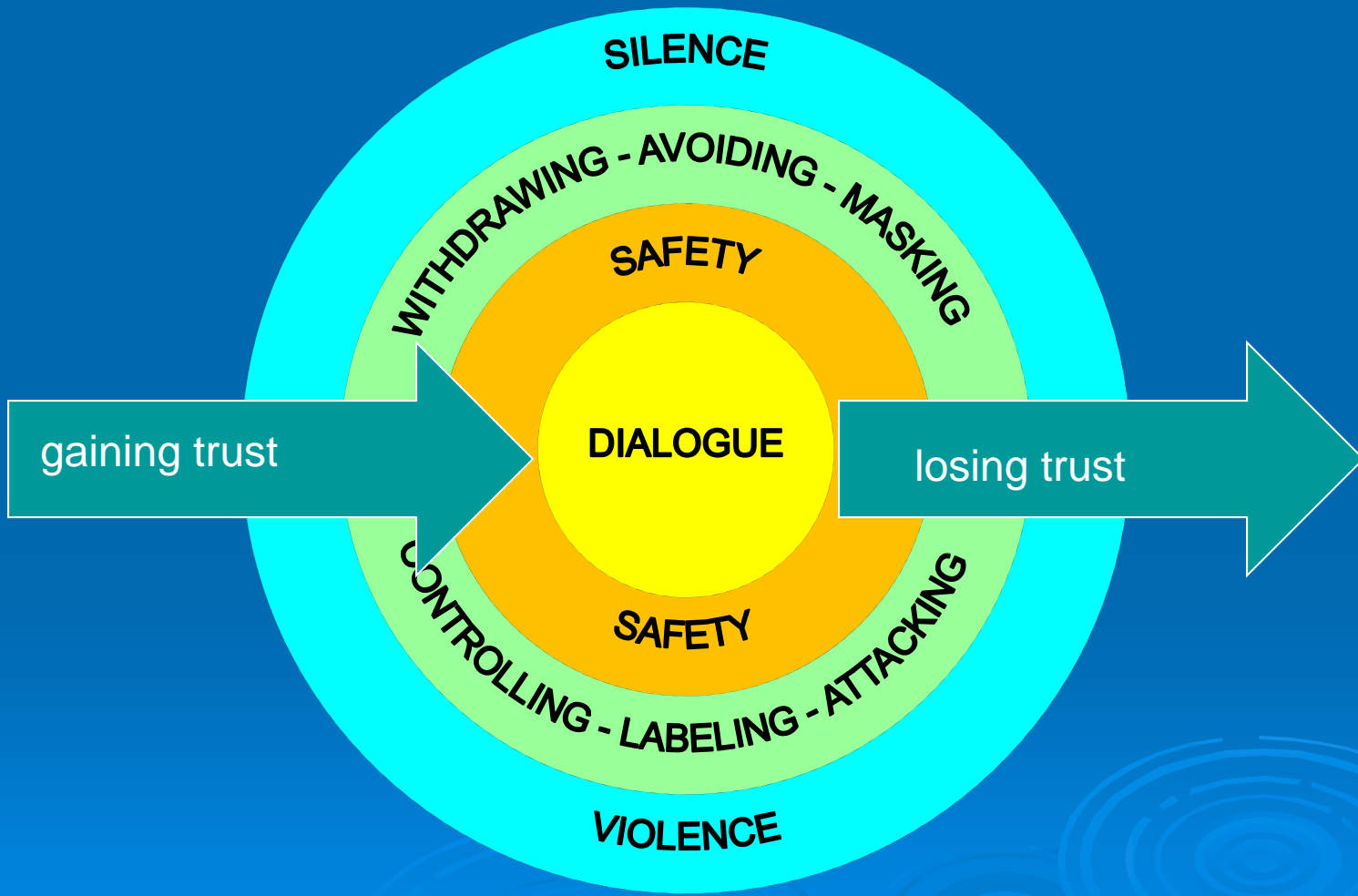


**ISTPs** tend to be tolerant and candid. They are quick with solutions, yet spend a lot of time silently observing.  
*Frank Zappa*

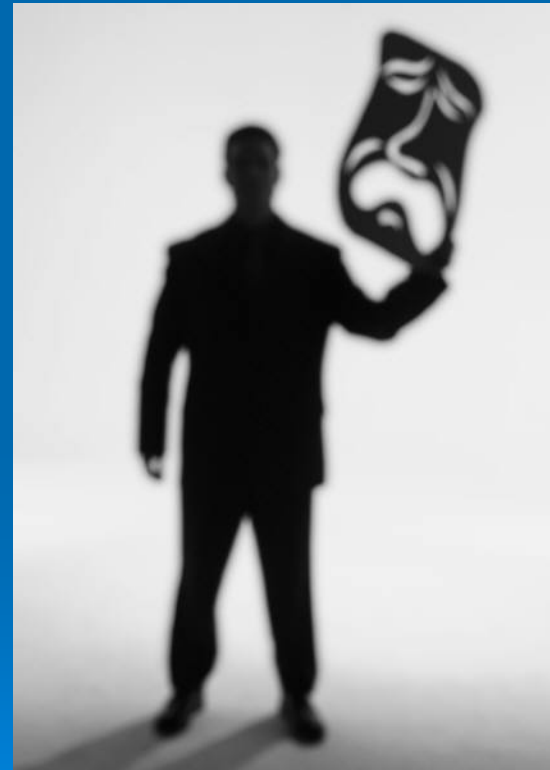
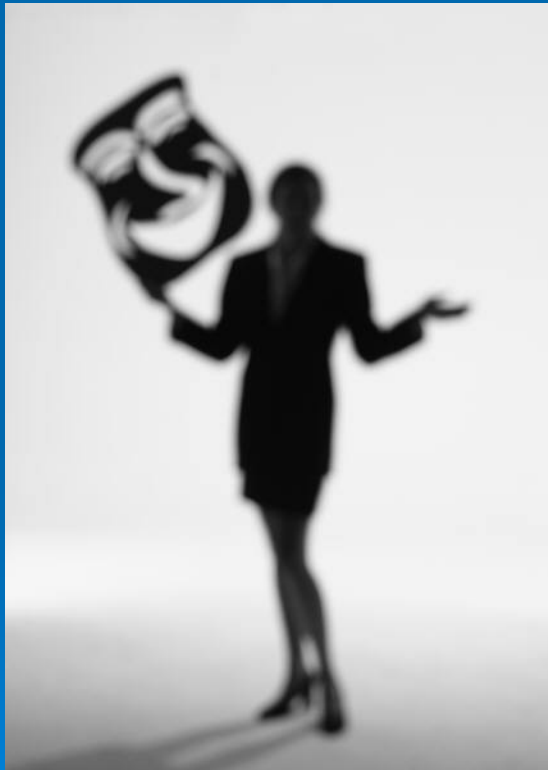


ILLUSTRATIONS BY CHRIS MORRIS





# ROLE PLAY!

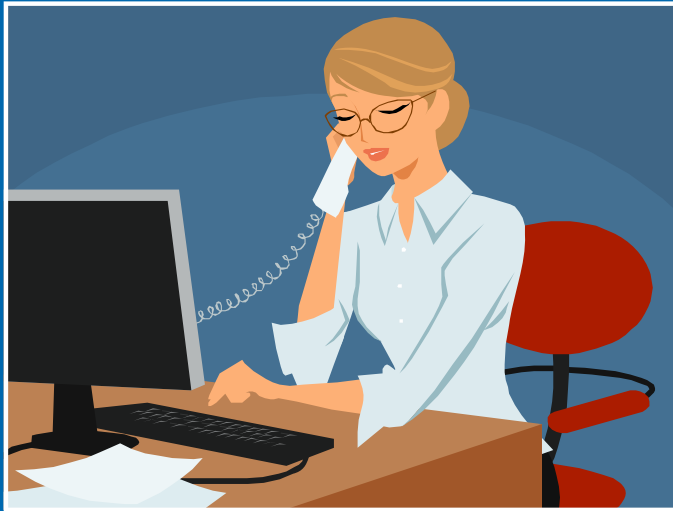


# Communication

“The problem with communication is the illusion that it has occurred.”

George Bernard Shaw

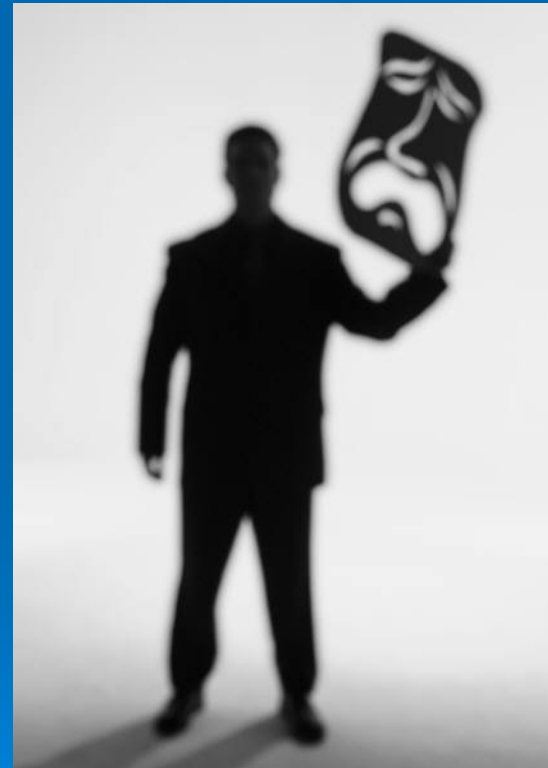
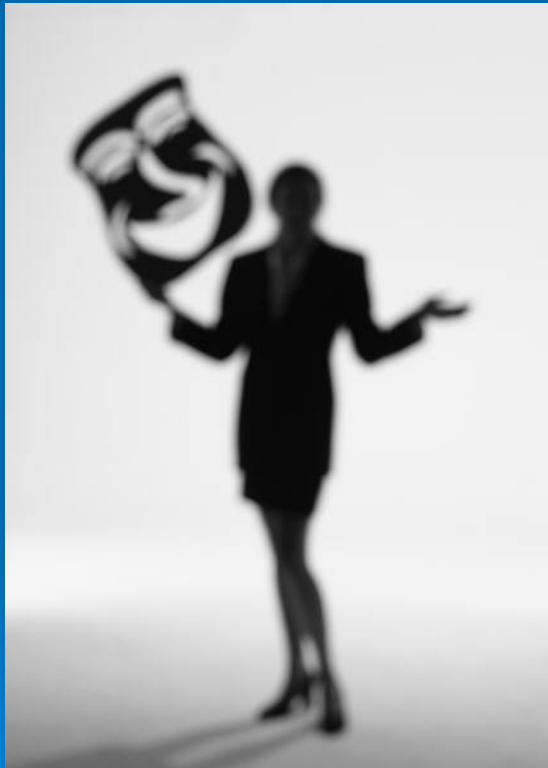




VS.



# ROLE PLAY!



# Tap Water vs. Bottled Water



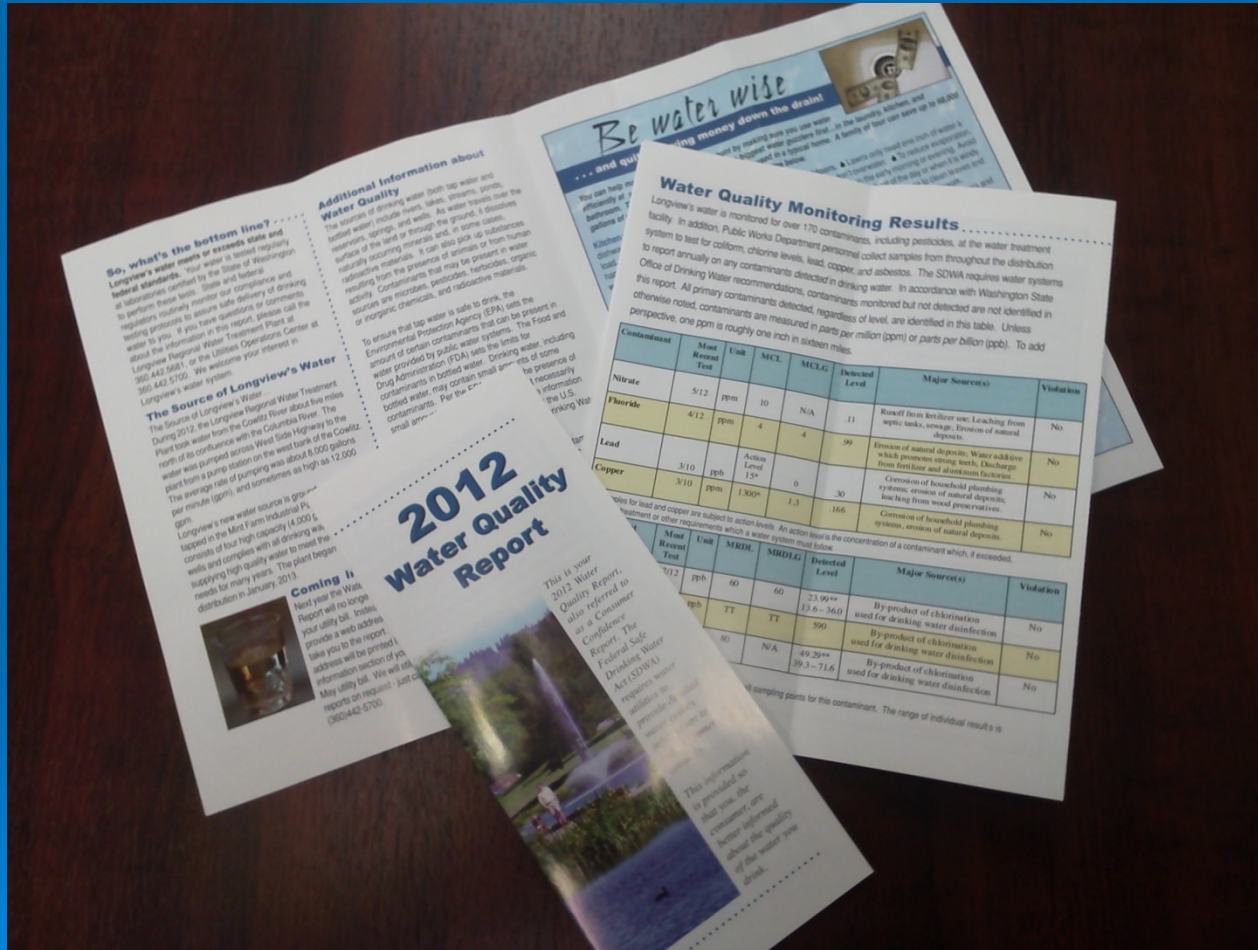
- Cheaper
- Readily available
- Regularly monitored

- Expensive
- Not ecological
- Usually bottled tap water

**ADVERTISING!**



# Consumer Confidence Report



**So, what's the bottom line?**  
 Longview's water meets or exceeds state and federal standards. Your water is tested regularly at laboratories certified by the State and federal regulators routinely monitor safe delivery of drinking water to you. If you have questions or comments regarding problems for future safe delivery of drinking water to you, please call the Utilities Operations Center at 360.442.5681 or the Utilities Operations Center at 360.442.5700. We welcome your interest in Longview's water system.

**The Source of Longview's Water**

The Source of Longview's Water... During 2012, the Longview Regional Water Treatment Plant took water from the Cowlitz River about five miles north of its confluence with the Columbia River. The water was pumped across West Side Highway to the plant from a pump station on the west bank of the Cowlitz. The average rate of pumping was about 8,000 gallons per minute (gpm), and sometimes as high as 12,000 gpm.

Longview's new water source is groundwater applied in the Mini Farm Industrial Park, consists of four high capacity (4,000 gpm) wells and complies with all drinking water supply for many years. The plant began supplying high-quality water to all customers in January, 2013.

**Coming in Next Year's Water Report will no longer be referred to as a Consumer Confidence Report, the Federal Safe Drinking Water Act (SDWA)**

Next year's Water Report will no longer be referred to as a Consumer Confidence Report, the Federal Safe Drinking Water Act (SDWA). It will be called a Consumer Confidence Report. We will still provide you with the information you need to know about the quality of your water. Just call 360.442.5700.

**Additional Information about Water Quality**

The sources of drinking water (both tap water and bottled water) include rivers, lakes, streams, ponds, reservoirs, springs, and wells. As water travels over the surface of the land or through the ground, it dissolves naturally occurring minerals and, in some cases, radioactive materials. It can also pick up substances resulting from the presence of animals or from human activities. Contaminants that may be present in water sources are minerals, pesticides, herbicides, organic and inorganic chemicals, and radioactive materials.

To ensure that tap water is safe to drink, the Environmental Protection Agency (EPA) sets the amount of certain contaminants that can be present in water provided by public water systems, including drinking water. The Food and Drug Administration (FDA) sets the limits for contaminants in bottled water. Some small amounts of some contaminants in bottled water, may contain small amounts of some contaminants. For the U.S. drinking water.

## 2012 Water Quality Report

This is your 2012 Water Quality Report, also referred to as a Consumer Confidence Report, the Federal Safe Drinking Water Act (SDWA)

**Be water wise**  
 Saving money down the drain

... and quickly

The can help you efficiently at bathroom, kitchen, clothes, and laundry.

by making sure you use water...  
 biggest water consumers...  
 in a typical home. A family of four can save up to \$400 a year.

Labels only show one inch of water...  
 to show the amount of water...  
 necessary to fill the tank...  
 and...

**Water Quality Monitoring Results**

Longview's water is monitored for over 170 contaminants, including pesticides, at the water treatment facility. In addition, Public Works Department personnel collect samples from throughout the distribution system to test for coliform, chlorine levels, lead, copper, and asbestos. The SDWA requires water systems to report annually on any contaminants detected in drinking water. In accordance with Washington State Office of Drinking Water recommendations, contaminants monitored but not detected are not identified in this report. All primary contaminants detected in drinking water, in accordance with Washington State otherwise noted, contaminants monitored but not detected are not identified in this table. Unless perspective, one ppm is roughly one inch in sixteen miles.

Contaminant	Most Recent Test	Unit	MCL	MCLG	Detected Level	Major Source(s)	Violation
Nitrate	5/12	ppm	10	N/A	11	Runoff from fertilizer use; Leaching from septic tanks, sewage; Eviction of natural deposits.	No
Fluoride	4/12	ppm	4	4	4	Eviction of natural deposits. Water additive from fertilizer and aluminum factories.	No
Lead	3/10	ppb	Action Level 15*	0	0	Corrosion of household plumbing systems, erosion of natural deposits, leaching from wood preservatives.	No
Copper	3/10	ppm	1.300**	1.3	166	Corrosion of household plumbing systems, erosion of natural deposits.	No

\*Values for lead and copper are subject to action levels. An action level is the concentration of a contaminant which, if exceeded, treatment or other requirements which a water system must follow.

Most Recent Test	Unit	MRDL	MRDLG	Detected Level	Major Source(s)	Violation
7/12	ppb	60	60	23.99**	By-product of chlorination used for drinking water disinfection	No
7/12	ppb	TT	TT	590	By-product of chlorination used for drinking water disinfection	No
8/10	ppb	N/A	49.29**	39.3-71A	By-product of chlorination used for drinking water disinfection	No

\*\*The range of individual results is 39.3-71A. The range of individual results is 39.3-71A.



WORTHY RENT-A-CAR



Customer Service  
is a Product that  
*Everyone* Delivers!

