



AGENDA

Strategies for Successful Customer Service Operations

Recommended CEUs .7/PDHs 6.5/CPEs 7.8

Field of Study: Specialized Knowledge

Tuesday

8:30 a.m. Section One

- Course Introduction and Overview
- Discussion of Learning Objectives
- What Is Good Customer Service?
- How to Segment Customers into Categories and Identify Their Specific Requirements
 - Residential
 - Business
 - Commercial/Industrial Key Accounts
- Who Are the Utility's Internal Customers and Other Stakeholders? Why Are They Important?

10:00 a.m. Break

10:15 a.m. Section Two

- What Do Our Customers Want and Expect?
 - Value of Objective Customer Research/Actionable Data
- Results of APPA Annual Customer Service Survey for Public Power Utilities

Noon Lunch *(on your own)*

1:00 p.m. Section Three

- Operating with the Customer's Needs in Mind When Determining Service Hours, Locations, Payment Policies and Options and Web-Based Access to Account Info
- How to Manage Your Physical Facilities to Create a Safe and Welcoming Environment
- Exercise: Break out into groups to identify primary customer service Challenges back at the office. Report back and discuss with class.

(over)

3:00 p.m. Break

3:15 p.m. Section Four

- The Role of Utility Governing Officials, Policymakers, and Senior Managers in Creating a Culture of Excellence in Customer Service

4:15 p.m. Concluding Remarks, Course Review and Assessment

- Course review/assessment
- Q & A with the instructor
- Course/instructor evaluation

4:30 p.m. Adjourn for the Day