

## 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?
- Hallmarks of Customer Service
- Understanding Our Customers

#### **Noon Lunch** *(on your own)*

#### **1:00 p.m. Section Three**

- Changing Demographics of Public Power Workforce and Customers
- Evolution of Customer Expectations and Preferences

#### **3:00 p.m. Break**

#### **3:15 p.m. Section Four**

- Building Customer Service Around Your Customers
- How to Create a Culture of 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. Course Adjourns**

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### Upon completion of this course, participants will be able to successfully:

1. Define the basic requirements for offering good service to electric utility customers.
2. List the most commonly used categories of customers.
3. List the Hallmarks of excellent customer service.
4. Describe what today's customers expect and strategies for understanding their opinions and preferences.
5. Accurately identify the components of a utility's customer service operation, including call centers, customer service offices, and web access to account info.
6. Explain the changing demographics of today's public power workforce and customers, as well as how to design customer service strategies that address these market changes.
7. Identify how to build your policies and operations around the needs and preferences of your customers.
8. Describe the role of utility governing officials, policymakers, and managers in creating a culture of excellence in customer service.