

CUSTOMERS PILLAR

VISION FOR THE FUTURE

The department's ratepayers deserve exceptional customer service through positive, respectful, responsive, and effective interactions. Focusing on customer satisfaction is a component of good governance and is a PCRWRD priority.

The Customer Service vision is founded on these guiding principles:

- **Service-oriented** – We listen and respond, in a timely and complete fashion, to our customers and prioritize their satisfaction as we do our work.
- **Results-focused** – We establish community-driven goals, measure our performance and report to the public on our successes in meeting those goals.
- **Innovative** – We are creative; we learn from experiences and results; and we seek new, innovative, efficient and effective ways to serve the public.
- **Quality workforce** – We develop and empower PCRWRD's most valuable asset, our employees.
- **Public engagement** – We promote robust public engagement that informs, involves, and empowers people and communities.

The vision for the next five years is to increase customer satisfaction through continuous improvement and enhanced two-way communications. This will involve gaining a better understanding of customers' needs and embedding measurable customer satisfaction goals and customer feedback loops into the continuous improvement of our operations. Enhancing internal employee capacity to respond to customer needs and solve problems is also a key component of PCRWRD's commitment to increasing customer satisfaction. Improving public access to information and awareness about PCRWRD's products, services and the benefits of infrastructure investments are other priorities.

PCRWRD also will examine how internal customers receive the information and services they need from co-workers. The timely receipt of accurate information, documents, and other work products provides the necessary tools for all employees to complete their work in a productive manner.

OPPORTUNITIES

Customer Service Key Performance Indicators

PCRWRD has a wide diversity of products, services and customers (internal and external). Therefore, it is not possible to prescribe a single customer service measurement tool or methodology that could be used by all PCRWRD processes.

Public Participation and Engagement

Open and transparent government entities focus on encouraging public participation and engagement through the use of social media. PCRWRD must seek new ways to solicit public input and increase collaborative opportunities. The department anticipates continued public demand to learn about Pima County's regional wastewater reclamation and user fees in person, online, and at public events.

OUR GOAL

To enhance customer and stakeholder trust, confidence and service through timely, accessible and accurate information; while striving for a better understanding of stakeholder and customer needs; while improving processes.



KEY PERFORMANCE INDICATORS

Number of sewer connections per month

Continuous Improvement

To achieve the vision for increased customer satisfaction, PCRWRD must openly receive customer feedback through a variety of feedback mechanisms. The department must then consider how to put customer-generated suggestions and recommendations into practice.

MAJOR PROJECTS AND PROGRAMS

Customer Satisfaction Performance Indicators

Continuous improvement methods being implemented in PCRWRD business systems include development of process-based customer satisfaction performance measures and feedback loops for internal and external customers.

Communication Channels, Methods, and Tools

In an effort to improve public education and access to current and accurate information, the department will explore a number of different communication tools. The following communication tools will be expanded or explored: bill inserts and other printed material, social media, targeted outreach events, and the department's website.

Standardized Training

A standardized customer service training program will be implemented to provide training on proper communication protocols for staff and contractors who interact with the public. In addition, training also will be provided to foster positive and productive communication between department sections and divisions, and with other county departments.

BENEFITS

Long-term benefits of the department's commitment to the Customers Pillar include:

- Increased customer satisfaction;
- Increased public awareness about ROMP, our business, rates, water quality; and the relationship between the water cycle and the wastewater treatment process;
- Increased awareness of how the community benefits from system improvements funded by sewer user fees;
- Improved customer service including timely response to requests for information from internal and external customers;
- Increased access to accurate information; and
- Improved understanding of customer needs and concerns.

