

LEVEL OF SERVICE



When you know better you do better

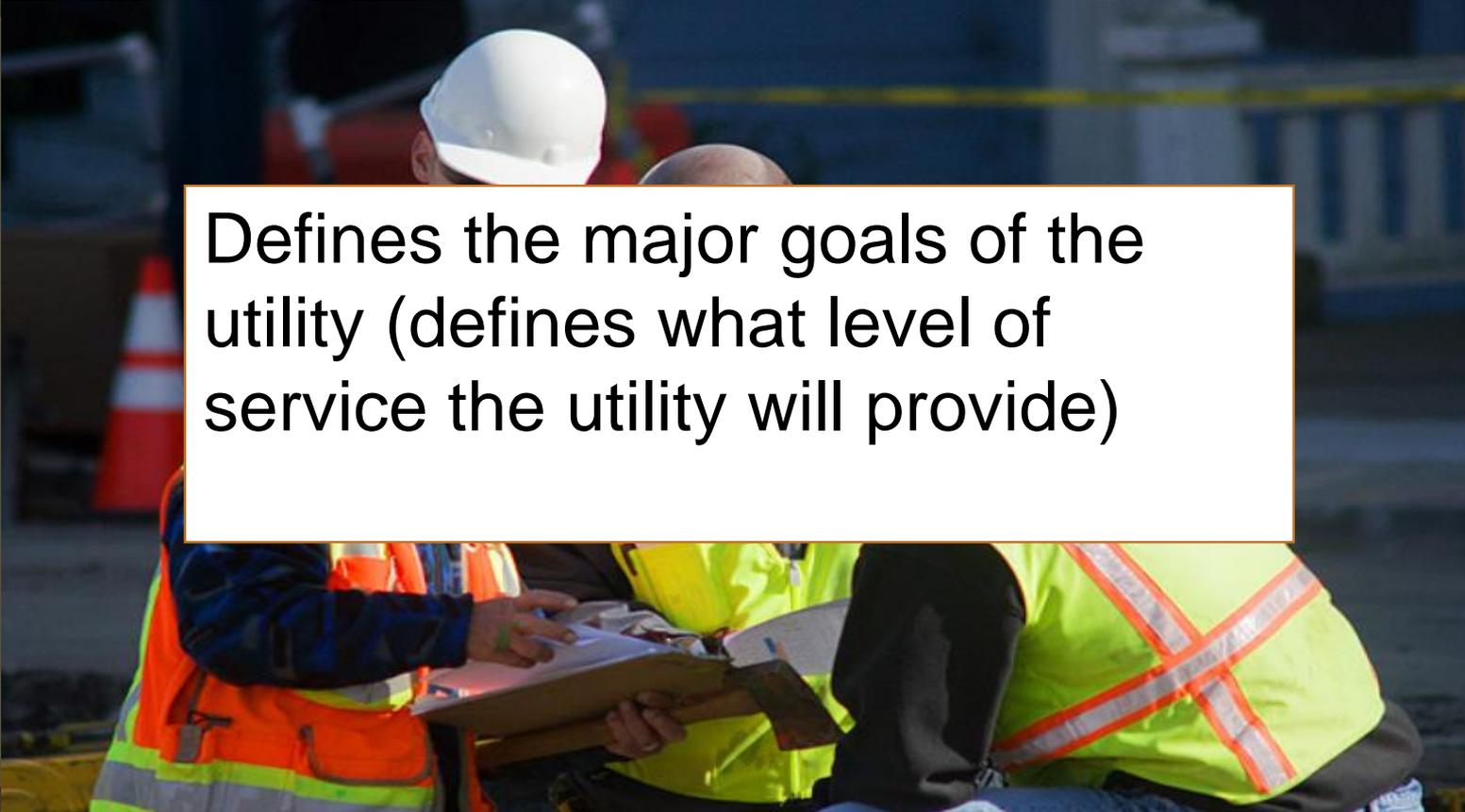
Maya Angelou

WATER UTILITIES ARE FIRST AND FOREMOST CUSTOMER SERVICE BUSINESSES



SO IT'S ALL ABOUT THE CUSTOMERS

CUSTOMER SERVICE IN ASSET MANAGEMENT TERMS

A photograph of three construction workers in safety gear (hard hats and high-visibility vests) gathered around a clipboard on a job site. One worker in a white hard hat is pointing at the documents. The background shows a construction site with orange and white traffic cones and blue safety barriers.

Defines the major goals of the utility (defines what level of service the utility will provide)

CALLED LEVEL OF SERVICE

LEVEL OF SERVICE IS A CHANCE TO



What's really important

HAVE A CONVERSATION WITH CUSTOMERS

UNDERSTANDING OF COSTS



Service and
cost are related

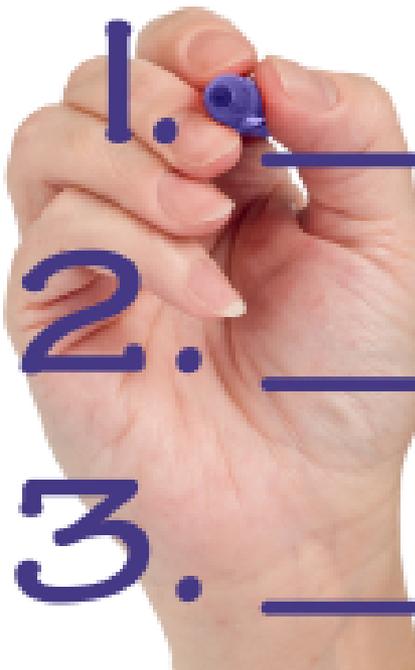
higher levels of service = higher costs
lower levels of service = lower costs

AM IN ACTION: IT'S ABOUT CUSTOMERS



Kevin Campanella,
City of Columbus, OH

Goals



1. _____

2. _____

3. _____

SETTING SMART GOALS



SPECIFIC



**NON-
SPECIFIC**

“PROVIDE GOOD WATER”

“HAVE GOOD PRESSURE”

SPECIFIC

**“MEET SDWA PRIMARY DRINKING WATER
STANDARDS 100 % OF THE TIME”**

**“PROVIDE MINIMUM WATER PRESSURE OF 50
PSI THROUGHOUT THE SYSTEM 95% OF THE
TIME”**

MEASURABLE



“HAVE EXCEPTIONAL CUSTOMER SERVICE”

“PROVIDE RELIABLE WATER SERVICE”

“RESPOND TO WATER QUALITY COMPLAINTS BY NEXT BUSINESS DAY 95% OF THE TIME”

“PROVIDE WATER CONTINUOUSLY TO ALL CUSTOMERS 95% OF THE TIME”

ATTAINABLE



**NON-
ATTAINABLE**

PROVIDE RESPONSE TO ALL CUSTOMER COMPLAINTS WITHIN 15 MINUTES AT ALL TIMES (IS NOT ACHIEVABLE IF YOU HAVE NO STAFF AVAILABLE TO RESPOND TO COMPLAINTS)

ATTAINABLE

PROVIDE CUSTOMER SERVICE RESPONSE WITHIN 8 HOURS DURING NORMAL BUSINESS OPERATION (M – F, 8 – 5)

REALISTIC



NON-
REALISTIC

**“REDUCE OVERALL WATER USE BY 20%
WITHIN SIX MONTHS THROUGH A WATER
CONSERVATION PROGRAM”**

REALISTIC

**“REDUCE PER CAPITA WATER USE BY 20%
WITHIN 3 YEARS THROUGH A WATER
CONSERVATION PROGRAM”**

TIME BOUND



NOT TIME
BOUND

**“BREAKS WILL BE FIXED WHEN
DISCOVERED”**

TIME
BOUND

**“BREAKS WILL BE FIXED WITHIN 8 HOURS
OF DISCOVERY 90% OF THE TIME”**

AM IN ACTION: MEASURING LEVEL OF SERVICE GOALS



Stacy Gallick,
Formerly with Johnson County Wastewater, Kansas

ONE MORE ACRONYM.....KISS

“Everything should be made as simple as possible, but not simpler.”

Albert Einstein



Keep it Simple and Sustainable

AM IN ACTION: KEEP IT SIMPLE



Kevin Campanella,
City of Columbus, OH

CONSIDER HOW GOALS CHANGE YOUR OPERATION AND MANAGEMENT



GOALS ARE NOT SET IN STONE



**GOALS
CAN BE
CHANGED**

**GOALS
CAN BE
ADDED OR
REMOVED**

**OR
ADJUSTED
OVER
TIME**

