

# LEVEL OF SERVICE



*When you know better you do better*

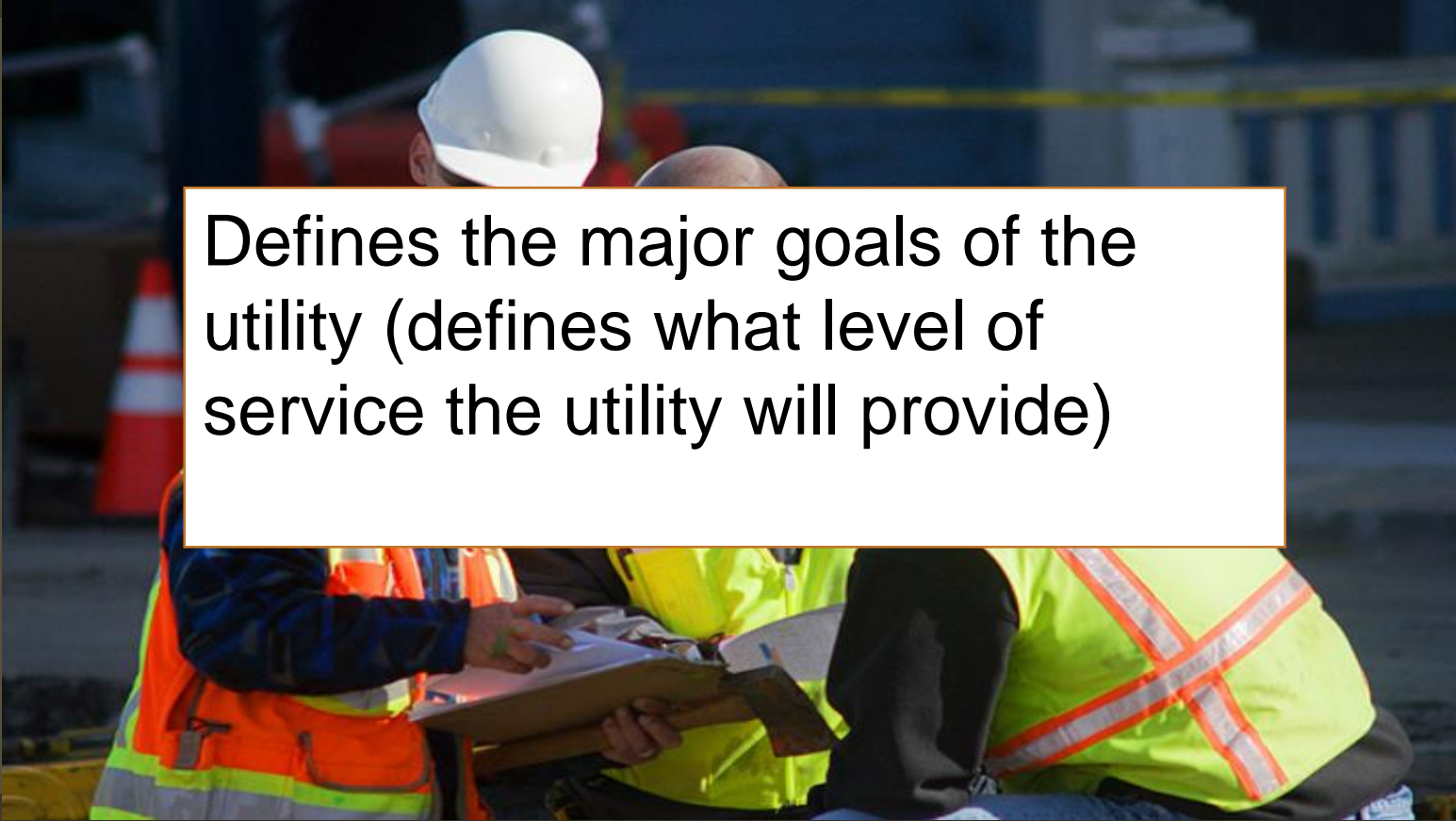
*Maya Angelou*

# **WATER UTILITIES ARE FIRST AND FOREMOST CUSTOMER SERVICE BUSINESSES**



## **SO IT'S ALL ABOUT THE CUSTOMERS**

# CUSTOMER SERVICE IN ASSET MANAGEMENT TERMS



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”**

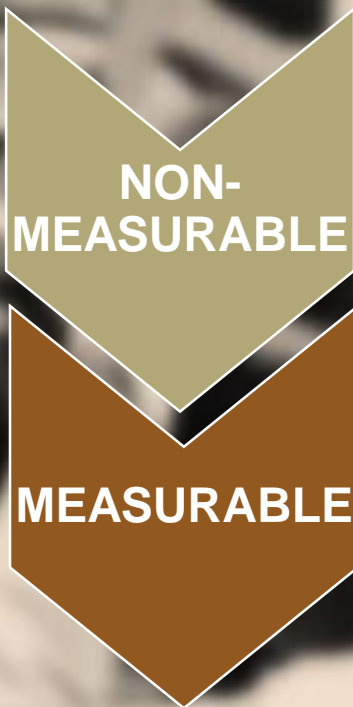
**“HAVE GOOD PRESSURE”**

**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



# GOAL ARE NOT SET IN STONE

**GOALS  
CAN BE  
CHANGED**



**GOALS  
CAN BE  
ADDED OR  
REMOVED**

**OR  
ADJUSTED  
OVER  
TIME**



# QUESTIONS?

