



Smart Management for
Small Water Systems

How to **Motivate** Your **Employees** and Keep Your **Customers Happy**

Webinar| June 27, 2018

www.efcnetwork.org



American Water Works
Association

This program is made possible under a cooperative agreement with the U.S. EPA.



How to Identify a Disgruntled Employee

Disgruntled

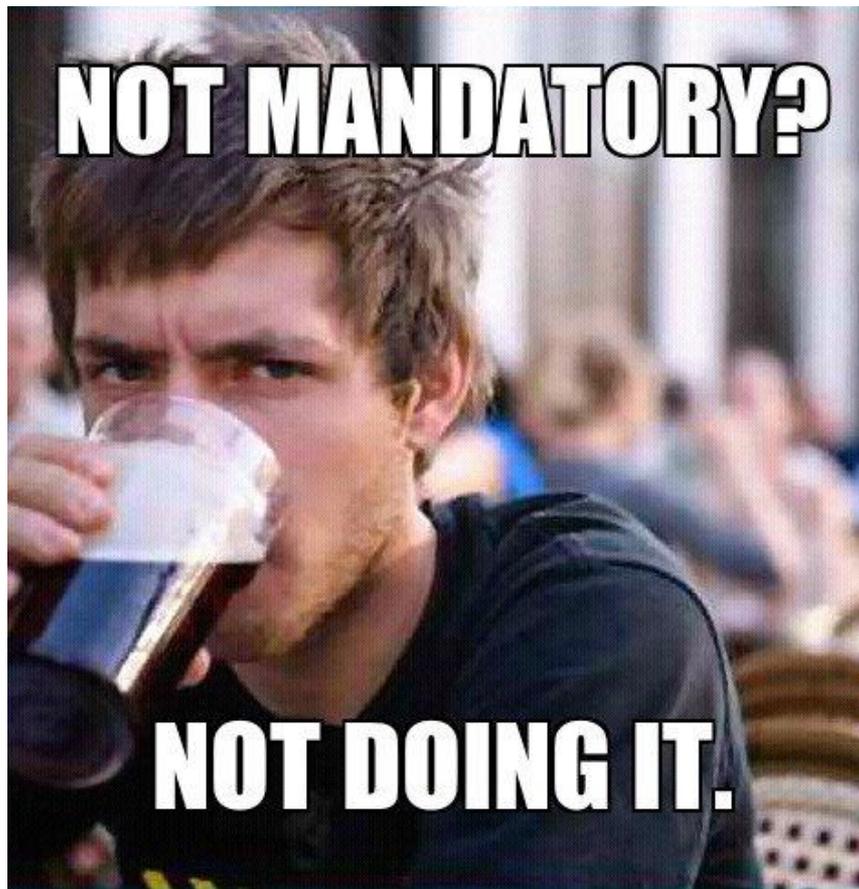


Engaged

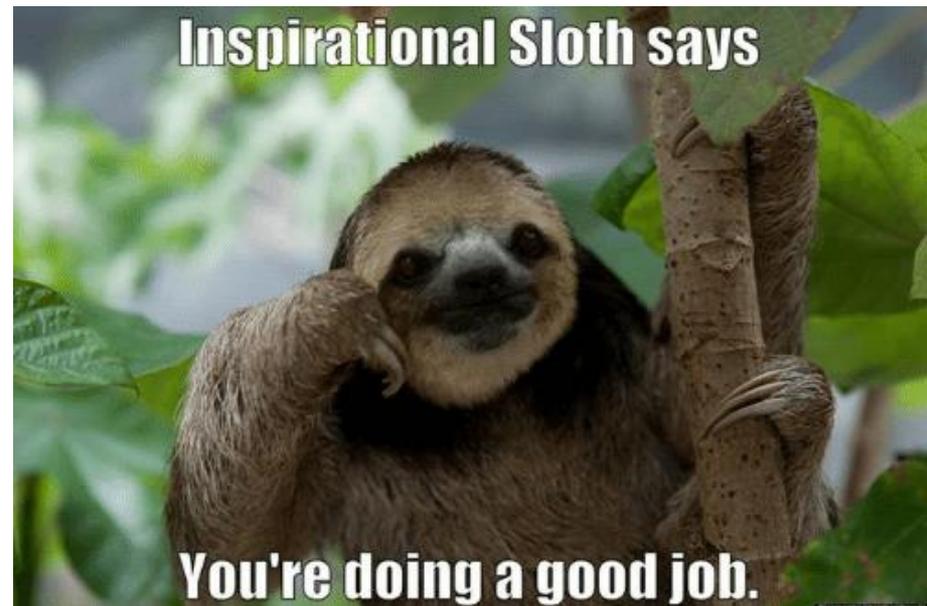




Disgruntled



Engaged





Disgruntled



Engaged





Disgruntled

Engaged



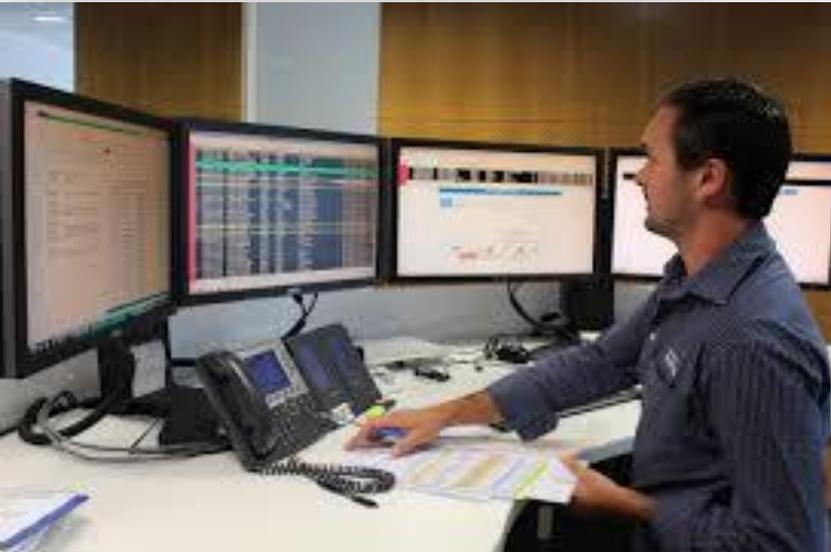


Connection



**What Do
Disgruntled
Employees
Want?**

A Full Cup



Employees
are a Water
Utility's
Greatest
Asset



Take the Temperature



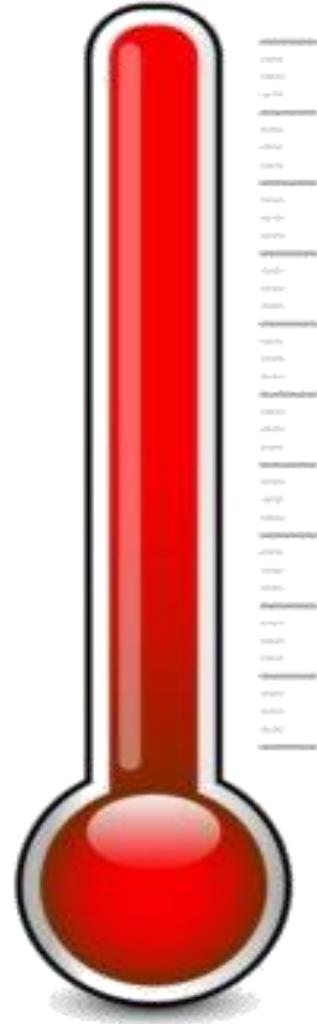
Disinterested



Engaged



Frustrated



Angry

Tough Conversation

- Address immediately
- Be unbiased
- Start a dialogue
- Remain calm
- Create a safe environment
- Understand it's a process





Engaged Employees Have Full Cups



What Do
Employees
Want...
How Do We
Get There?

Manage as a Coach





Manage as a Coach

Provide Real-Time
Feedback

Regular / Often

Communication



Manage as a Coach



Manage as a Coach



Atholton High School's field hockey coach awards player with coveted "Honey Badger Award" for playing the hardest during the game.



Manage as a Coach



Manage as a Coach

But not this coach



Fill Up The Cups





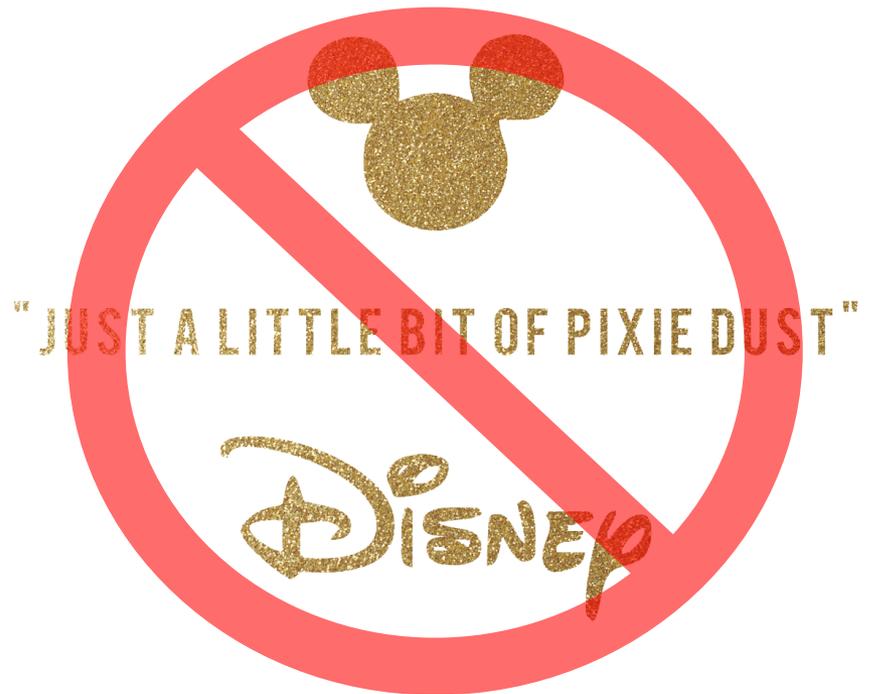
**HOW TO
KEEP YOUR
Customers Happy**

PART 2



Walt Disney World

- “Where Dreams Come True”
- “The Happiest Place on Earth”







What is the *second* most-asked question by guests at Walt Disney World Resort?





Happy Employees = Happy Customers



Transition back to the world of public water
customer service...

Why is my water bill so high?

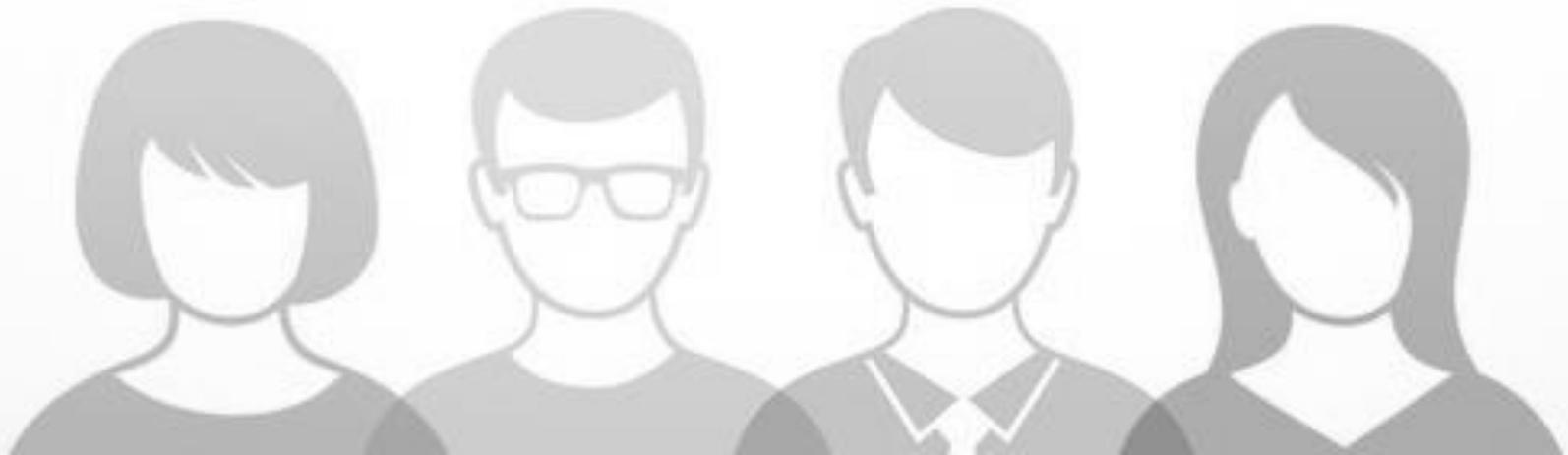
Is this tap water safe to drink?

**Why do you charge for water
when it is free in the river?**



Why communicate with customers?

- 1. Communication = Trust**
- 2. Communication = Alignment**
- 3. Communication = Understanding**







Ways to Communicate About Water With Customers

1. On their water bill – or bill stuffers





Ways to Communicate About Water With Customers

1. On their water bill – or bill stuffers
2. Revamp your Consumer Confidence Report





The 2018 Water Quality Report is Now Available

It's like a nutritional label for water, the one product you probably consume the most of. [Click here to read it now.](#)

Consumer Confidence Report vs. *Water Quality Report*

Pro Tip: Avoid using water industry jargon and abbreviations when talking to customers.

Great example of a revamped Consumer Confidence Report – www.waterone.org

WHAT IS THIS REPORT?

This report is to let you - our customers - know that water produced by WaterOne meets or exceeds all standards for safe, high-quality water.

WaterOne is required by drinking water regulations to make this water quality report available to customers. It's like a nutritional label for the substance you probably consume the most - water!

This data and information can be complex, so we've tried to make it readable while also including the required language. Congress, the Environmental Protection Agency (EPA), and WaterOne want to be sure that consumers know what's in their drinking water.

WHAT DO WE TEST FOR?

WaterOne tests for over 100 regulated and unregulated contaminants in drinking water. Our state-of-the-art water quality lab utilizes multiple monitoring systems, and our water is continuously checked every single day of the year to ensure the finest water reaches our customers' taps.

All data in this report is from 2017. **If a known health-related contaminant is not listed in this report, WaterOne did not detect it in the water.**

HOW MUCH WATER DOES WATERONE PRODUCE?

In 2017, WaterOne treated a total of 21.9 billion

SETTING THE STANDARD FOR UTILITY EXCELLENCE

WaterOne is certified as a Platinum Level utility for excellence in utility management by the Association of Metropolitan Water Agencies. WaterOne continues to hold the Phase III Directors Award from the Partnership for Safe Drinking Water, which recognizes water system operations and encourages performance above and beyond even proposed regulatory levels. WaterOne has also been recognized with the "Best Tasting Water In Kansas" award by the Kansas Rural Water Association. We are proud to deliver great-tasting, high-quality water to your tap.



WATER AT A GLANCE

ENSURING SAFE, RELIABLE WATER

Some people may be more vulnerable to contaminants in drinking water than others. Immuno-compromised persons such as persons with cancer who have undergone organ transplants, persons with HIV/AIDS or other immune deficiencies, and infants can be particularly at risk from infections.

These people should seek advice about drinking water from their health care provider. The EPA and Centers for Disease Control and Prevention (CDC) recommend that people at high risk of infection by Cryptosporidium and other microbial contaminants should boil their drinking water. For more information, call the National Lead and Copper Hotline at **800/426-4791**.

MORE ABOUT WATERONE

WHERE DOES YOUR WATER COME FROM?

WaterOne's drinking water comes from the Kansas and Missouri Rivers. With multiple water sources, we have less vulnerability during drought and an ample supply of fresh water year-round.



WaterOne's drinking water comes from the Kansas and Missouri Rivers. With multiple water sources, we have less vulnerability during drought and an ample supply of fresh water year-round.



We're proud to carry an average overall customer satisfaction score above 90%. Our customers consistently give us high marks for water quality, reliability, customer service, and the responsiveness of our friendly, professional staff.

GREAT VALUE

WaterOne customers enjoy some of the lowest rates for water service in the metro area.

Did you know?

A PENNY
buys
you **2**
gallons of
WaterOne.



Based on 2017 rates for average residential customers.



Ways to Communicate About Water With Customers

1. On their water bill – or bill stuffers
2. Revamp your Consumer Confidence Report
3. Use Social Media





Twitter

- Quick News/updates
- Feature stories/tips
- Joining the conversation in real time

Instagram

- Cool photos
- Glimpse behind the scenes
- Connecting with others in the water industry.

Facebook

- Videos
- Tips/Information, News and Updates
- Showing the faces behind your utility.



DC Water 
@dcwater

Tweets
25.1K

Following
565

Followers
16.3K

Likes
4,179

Lists
10



DC Water  @dcwater · Jun 8

Congrats @Capitals! It will take a lot of water to fill that cup 😊. #AICAPS 
#StanleyCupChampions





WaterOne ✓

@MyWaterOne

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Notes

Instagram

Posts

Community

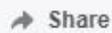
Create a Page



Liked ▾



Following ▾



Share



recognize as well. 😊

Like · Reply · 3w



2



WaterOne

May 22 at 10:00am · 🌐

Have you started your sprinkler system yet? We don't want you get get any surprises on your water bill this summer, so check out our sprinkler tips at waterone.org/SmartWatering.



It's Sprinkler Season!

Learn More

8.3K Views



Like



Comment



Share

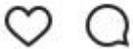


62

Most Relevant ▾



americanwaterworksassociation



53 likes

americanwaterworksassociation Meet Pablo Filiberto Tamez Guerra is a quality control manager at Servicios de Agua y Drenaje de Monterrey in #Monterrey, #Mexico.

*

When he isn't in the lab analyzing the quality of potable and #wastewater he likes to skydive, mountain climb and enjoys watching musical comedies at the theater.

*

Read the full interview by clicking the link in our bio.

*

#AWWAMembershipMatters #AWWAMember #AWWAMembershipMonday #Monterrey



wsu_effc

WSU Environmental Finance Ctr

Stories

Watch All



wichita_state_u

10 MINUTES AGO



shannon.mclay

15 HOURS AGO



gilbertyourtown

22 HOURS AGO

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Ways to Communicate About Water With Customers

1. On their water bill – or bill stuffers
2. Revamp your Consumer Confidence Report
3. Use Social Media
4. Update your website





[My Account](#) [Pay Your Bill](#) [Report a Problem](#) [Find a Job](#) [Get a Permit](#) [Contact Us](#)

[View Customer Center](#) >

[About DC Water](#) [Projects](#) [Resources](#) [What's Going On](#) [Work with Us](#)

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FAQs

[Drinking Water Quality Report](#)

[Lead](#)

[HOW CAN I MINIMIZE MY EXPOSURE TO LEAD?](#) +

[WHY IS MY WATER BROWNISH IN COLOR?](#) +

[WHY DOES TAP WATER SOMETIMES LOOK MILKY OR CLOUDY?](#) +

[WHY DO I SOMETIMES SEE BLACK PARTICLES IN MY TAP WATER?](#) +

[SOMETIMES I SMELL AN ODOR FROM MY TAP. WHAT COULD THIS BE?](#) +

[THE STRAINERS IN MY FAUCETS ARE CLOGGED WITH WHITE PARTICLES. WHAT COULD THIS BE?](#) +

[WHAT IS THE WHITE RESIDUE I SOMETIMES FIND ON COOKWARE, IN THE SHOWER AND EVEN IN ICE CUBES?](#) +

[HOW HARD IS THE WATER IN THE DISTRICT OF COLUMBIA?](#) +

[WHAT CAN I DO IF MY WATER SMELLS AND TASTES LIKE CHLORINE?](#) +

[HOW CAN I GET MORE INFORMATION ABOUT LEAD IN DRINKING WATER?](#) +

[WHAT IS CORROSION CONTROL TREATMENT?](#) +

[IS ORTHOPHOSPHATE SAFE IN MY DRINKING WATER?](#) +



Ways to Communicate About Water With Customers

1. On their water bill – or bill stuffers
2. Revamp your Consumer Confidence Report
3. Use Social Media
4. Update your website
5. Get involved in your community







**Take time to LISTEN
to Customers**

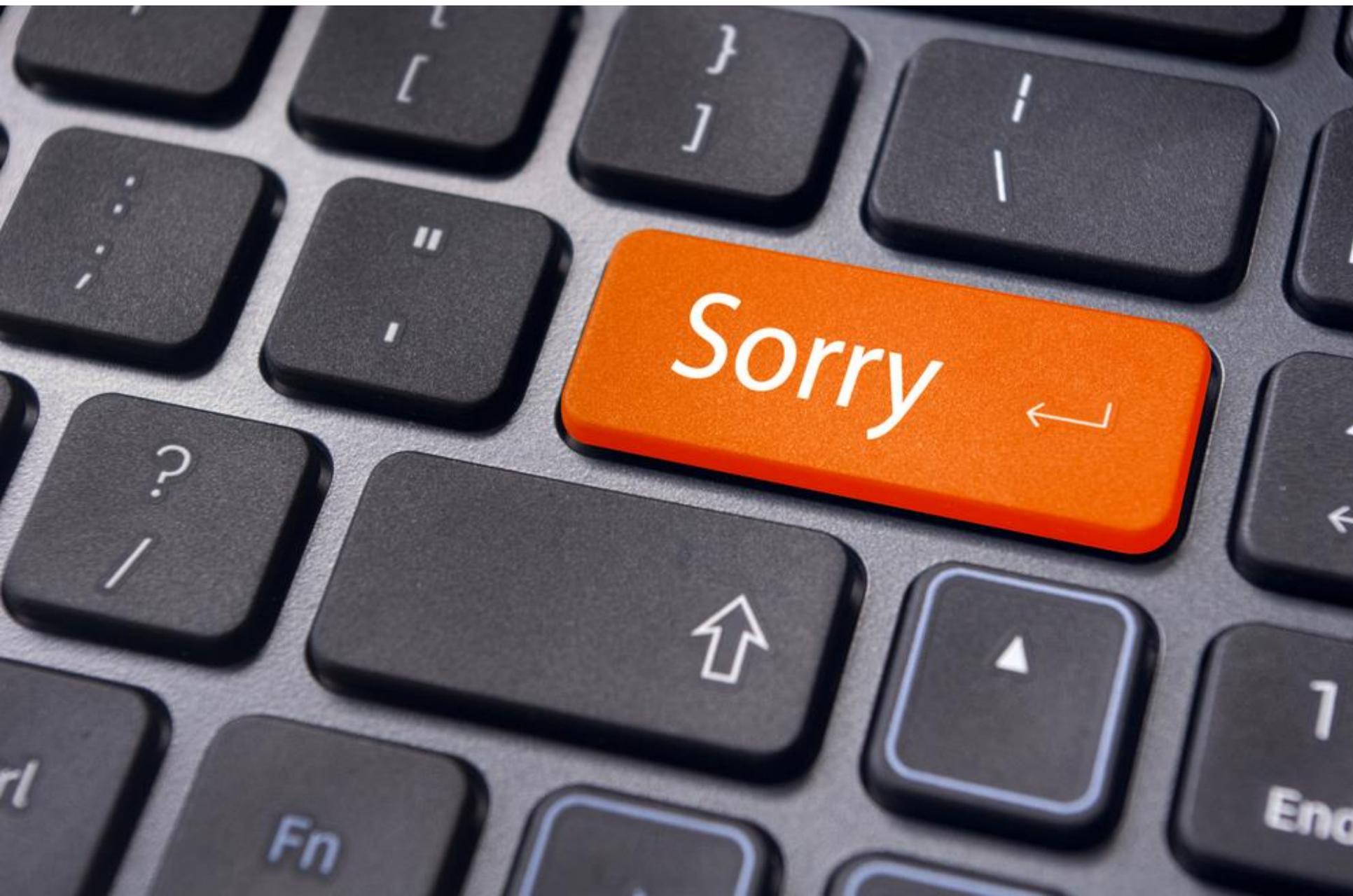
Back to the real world of public water customer service...

Copyright 2007 by Randy Glasbergen.
www.glasbergen.com



“We’d like to hire you for our Customer Service Department. It’s practically impossible to look at a penguin and feel angry.”







Response Time is Important

Set a goal that customer complaints are addressed or followed up within 24 hours or less.

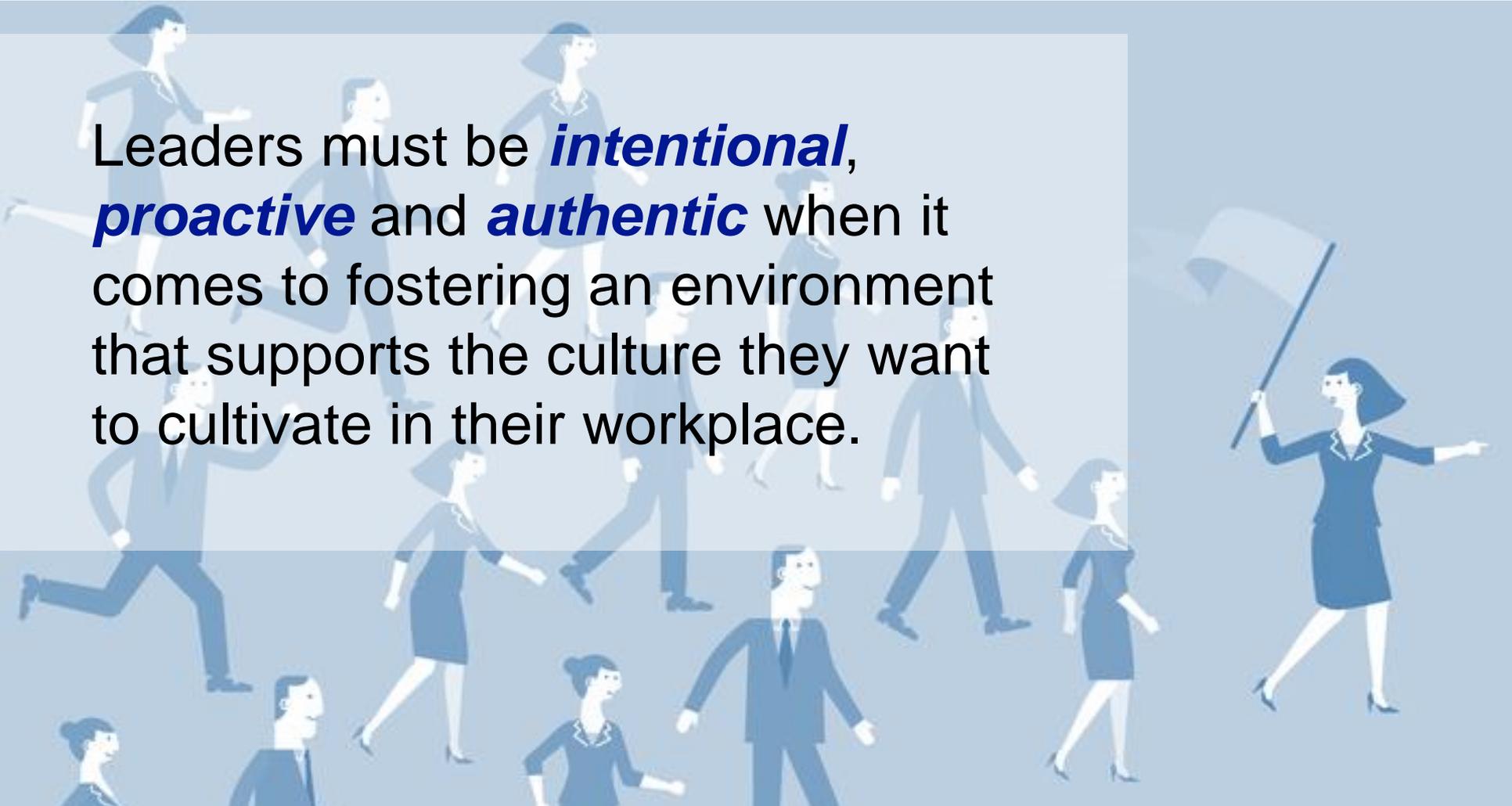
Enable your frontline employees to provide solutions to customer complaints quickly.





Leading by Example is Important

Leaders must be *intentional*, *proactive* and *authentic* when it comes to fostering an environment that supports the culture they want to cultivate in their workplace.





Training Frontline Staff is Important



Customers will already feel a level of **reassurance** from knowing that the **first person they encounter** can actually help them

WUMMO

BY WULFF & MORGENTHALER

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**The customer *is not* always right.
But they are your customer...**

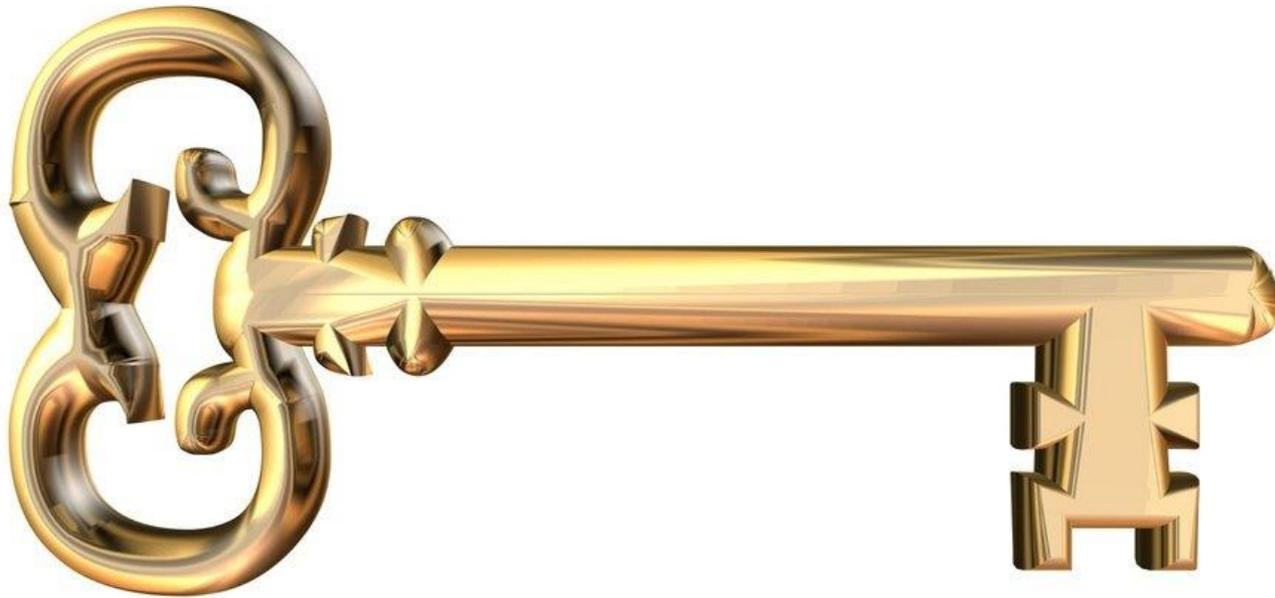


Remember

Losing a customer's support may be bad – although sometimes it's the right or best outcome – but ***losing a good employee is far worse.***







**Communicating with customers
makes our customers happier.**

Happy employees = Happy Customers



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