

Customer Service Training Program

Course 1: Building Customer Relationships

Declaration of Relevancy:

This course is relevant to all water system personnel. It is imperative for utility personnel to be able to understand and communicate with the public at all levels of interaction with customers - whether via phone, email, or in person. Providing safe and uninterrupted water service involves clear and concise communication and today's diverse customer base requires excellent listening and communicating skills as well as respectful assertiveness. Helping customers understand how they can help to protect their drinking water is tantamount to protecting and preserving this resource into the future.

Declaration of Use:

Water customers and consumers (the public) must trust that the water system personnel operating and maintaining their water system are first and foremost protecting their health and the health of the water system by understanding the necessity of the work that drinking water professionals perform. Positive communication with customers in all forms is the key to safeguarding that trust. Additionally, public support of utility projects helps ensure that necessary projects secure funding to protect and preserve this resource into the future.

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