

Customer Service Training Program

Course 2: The Business of Customer Service

Declaration of Relevancy:

It is imperative in today's world for all 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. When we understand how to interact positively with individuals from a variety of backgrounds and with differing personality types, necessary and sometimes critical communications are much more likely to be received and understood by both utility staff and customers/consumers. 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. Utility staff being able to recognize and respond to people from a variety of backgrounds and with differing personality types is critical in often highly charged interactions with customers/consumers.

Declaration of Use:

Field personnel can no longer expect to perform their jobs without interaction with the public. Water customers and consumers 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. And the key to positive communication is to be able to interact effectively with individuals. Not being able to recognize and respond to people from a variety of backgrounds and with differing personality types hampers communication and could create an unsafe condition - whether that be in regard to water quality or even personal safety.



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