

THE ROAD TO GOLD: ELITE CUSTOMER SERVICE INITIATIVE

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Overview of Customer Service Department Activity

- **4,022 Total Customers Served in FQ4 2025**
- **64 Days of Operation in FQ4 2025**
- 3,178 Phone Calls
 - 2,953 Inbound
 - 225 Outbound
- Total # of 844 Walk-in Customers
- Average of 63 customers per day



8-Years of Progress

- Since 2016, Moran Consulting has been working with Mesa Water. What did we accomplish?
 - Powerful Organization-wide Discovery process
 - All Hands Service Essentials workshops
 - Enhanced Leadership Development using DiSC
 - Executive Team Development combining Service Essentials and DiSC along with elements of The Five Behaviors of a Cohesive Team
 - 8-years of data from Customer Services Department Audits, which were followed-up by Customized Training and Targeted Coaching
- What now?
 - Identify new metrics that are meaningful to Mesa Water now
 - Find ways to encourage customer feedback to keep improving!

3 | September 24, 2025



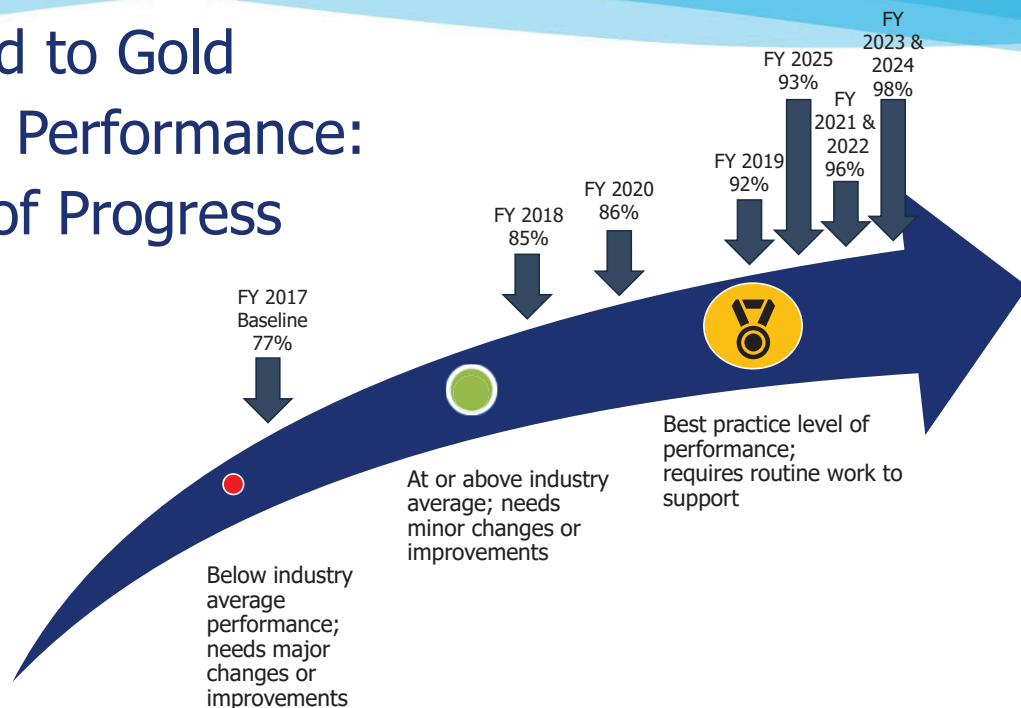
Key Performance Indicator	Industry Standard	Best Practice	KPI Weight	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Current Qtr Trend	New Goal
Overall Customer Satisfaction								Overall Customer Satisfaction	
Phone: Very Satisfied / Satisfied	72%	90%	30%	82%	85%	81%	89%	Improved	98%
Walk-in: Very Satisfied / Satisfied			5%	100%	100%	90%	95%	Improved	
First Call Resolution								First Call Resolution	
Percentage of customers whose needs were met on the first call.	95%	97%	25%	99%	99%	98%	99%	Improved	97%
Overall Call Quality: Call Center Evaluations								Overall Call Quality: Call Center Evaluations	
Average Score of all Call Center Evaluations conducted. (Scale is 1-12)	No data	No data	25%	97%	98%	96%	95%	Sustained	100%
*Cogsdale Database Accuracy Campaign	No data	No data	0%	100%	100%	100%	100%	Sustained	90%
Service Level Agreement (Speed to Answer)								Service Level Agreement (Speed to Answer)	
Percentage of calls answered within 20 seconds	No data	100% within 20 seconds	0%	NA	NA	NA	NA	Not measured due to inaccurate reports	100% within 20 seconds
Call Abandonment Rate								Call Abandonment Rate	
Percentage of customers who hang up before an agent answers.	8%	2%	15%	6.20%	7.30%	9.00%	5.97%	Improved	2%
Current Qtr Audit Overall KPI Score								Current Qtr Audit Overall KPI Score	
Combined and weighted five KPI's (above).	72%	90%	N/A	93%	94%	91%	94%	Improved	95%

Scorecard

- Evaluation of five key customer service metrics
- Method of rating:
 - **Gold (90% - 100%)**
 - **Green (72% - 89%)**
 - **Red (0% - 71%)**
- Each KPI weighted



The Road to Gold Ongoing Performance: 8-Years of Progress



Recommendations for Continuous Improvement



New metrics - "Who dis?"



Where do we want to improve now?

What will help us, as a whole organization, to get there?



Promote and foster meaningful customer feedback.



Never stop recognizing the work and accomplishment of your Customer Services Team.

7 | September 24, 2025



QUESTIONS?



THANK YOU!