

FISCAL YEAR 2024 CUSTOMER SERVICE AUDIT

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Overview of Customer Service Department Activity

- **4355 Total Customers Served in FY 2024**
- **64 Days of Operation in FY 2024**
- 3704 Phone Calls
 - 3325 Inbound
 - 379 Outbound
- Total # of 651 Walk-in Customers
- Average of 68 customers per day



The Customer Experience: “What gets measured, gets improved.”

- Mesa Water Districts’ customers are not frequently offering feedback
 - Is it the customers?
 - Is it the customer service reps not promoting feedback enough?
 - Is it that the system is not easy to provide feedback?
 - Is it something else?
- As an agency, Mesa Water may wish to consider investigating the processes and systems and determine whether more efficient systems of obtaining customer feedback can be implemented.



Key Performance Indicator	Industry Standard	Best Practice	KPI Weight	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Current Qtr Trend	New Goal
Overall Customer Satisfaction									Overall Customer Satisfaction	
Phone: Very Satisfied / Satisfied	72%	90%	30%	100%	100%	100%	100%	87%	Fluctuating (one month only)	98%
Walk-in: Very Satisfied / Satisfied			5%	100%	100%	100%	100%	100%		
First Call Resolution									First Call Resolution	
Percentage of customers whose needs were met on the first call.	95%	97%	25%	100%	100%	99%	98%	99%	Sustained	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%	99%	98%	98%	98%	Sustained	100%
*Cogsdale Database Accuracy Campaign	No data	No data	0%	99%	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	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%	6.30%	7.80%	7.00%	6.40%	Fluctuating	2%
Current Qtr Audit Overall KPI Score									Current Qtr Audit Overall KPI Score	
Combined and weighted five KPIs (above).	72%	90%	N/A	98%	99%	98%	98%	94%	Fluctuating slightly	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 Our 7-year Progress Anniversary



Recommendations for Continuous Improvement



It's time to revisit Mesa Waters' metrics, KPI's and benchmarks.



Revisit Cross-Training in Customer Service to ensure continuity.
Brainstorm Customer Engagement opportunities.



Find new ways to promote customer feedback.



Recognize and praise all team members who are achieving and promoting Elite Gold Medal Customer Service at Mesa Water.



Questions

