

GOVERNMENT · UTILITY SERVICES

Building a Culture of Service

A large, multi-district water utility asked Moran to lead an organization-wide culture improvement initiative, including an assessment, customer service training for all staff, leadership training and new service standards.

RESULTS

What changed

+27%

overall customer satisfaction with the organization

+10%

first-call resolution

Stronger

supervisors equipped to lead great customer service

Resolve it the first time, and customers notice.

THE CHALLENGE

What they were facing

Customers and employees were both feeling the effects of silos and unclear expectations.

- ✓ Poor satisfaction on empathy, tone of voice and word choice
- ✓ Long call wait times and customer needs going unaddressed
- ✓ Departments in silos, with little cross-training to cover staffing gaps
- ✓ Leaders unsure of their role in the organization's success

THE APPROACH

What Moran did

- 1 Service Essentials™ Plus**
Service training for all staff across face-to-face, phone and email.
- 2 Service Essentials™ for Leaders**
Coaching managers to inspire people, give feedback and measure progress.
- 3 Universal service standards**
Built with frontline staff and leaders for buy-in and lasting change.
- 4 Reinforcement and quarterly audits**
Mini-modules in team meetings, plus audits on five service KPIs.

MORAN SERVICES IN THIS WORK

Service Essentials™ Training

Sustainable Reinforcement

Standards Development

Customer Loyalty

What's standing between your organization and *where you want to go?*

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