



Consumer Contacts: Complaint or Opportunity

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Every contact from
a consumer is an
opportunity

Every contact from a consumer is an opportunity to:

1. Hear (NO) Listen to (NO) Learn consumer's concerns
2. Provide feedback and/or educate consumer
3. Create solutions to concerns
4. Take action to avoid other consumers having similar concerns / COMPLAINTS

Consumer Contacts:
Complaint or Opportunity

**Taking the Opportunity
to Contact your
Consumers will reduce
Complaints.**

Consumer contact can be

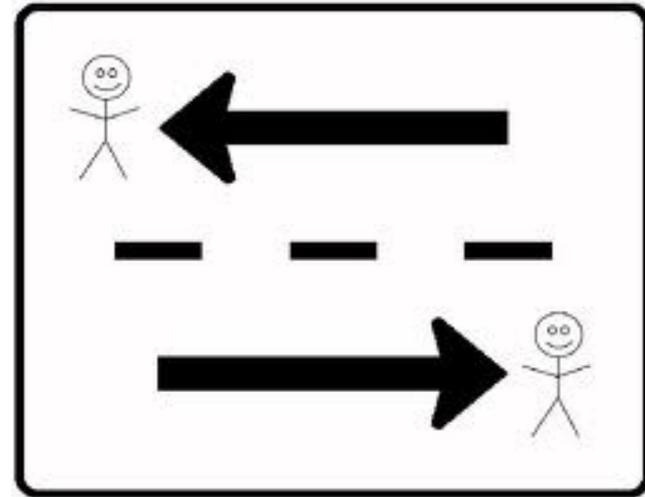
- A one way street.



This often **leads to frustration** for the consumer and then ultimately **for you**.

Frustration increases complaints. ☹️

- A two way street.



The sharing of information reduces frustration and **can increase consumer confidence, trust, and satisfaction.**

Ultimately fewer Complaints for you! 😊

1. Be Proactive

Make contact.



Making contact

1.a Means of contact

- Bills
- Signs
- Phones
- Emails
- Personal contact
- Public meetings

1.b Means of receiving contact

- Bill Payment
- Phone
- Email
- Personal
- Letter
- Public Officials
- DHEC
- ORS
- PSC

2. Under Promise & Over Deliver!

Promised



Delivered



What is the goal of your contact with consumers?



Providing service that gets you paid!!!