



PALMDALE WATER DISTRICT  
A CENTURY OF SERVICE

**AGENDA ITEM NO. 8.2.a.2**

# CUSTOMER CARE

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October 10, 2022

# WE WELCOME YOU TO PALMDALE WATER!



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# What is the role of Customer Care?

In 2015, the process to separate Customer Service and Finance departments was started in an effort to embrace a customer care culture.

- ▶ Customer Service transitioned to Customer Care, creating a new culture splitting from Finance.
- ▶ Office and field united as a team, including hybrid team members.
- ▶ Embraced a more relaxed environment, transferring that approach to our customer interaction.
- ▶ Focus was targeted on advocating for our customers.
- ▶ We empowered CCRs to “think out of the box” to more efficiently help our customers.
- ▶ Effectively assisting our customers throughout the pandemic.





# FACE OF PWD



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Hybrid =  
Stronger  
Team



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# Variance/Adjustments, Rebates and Programs offered:

- Variance for Increased Water Allocation
- Rate Assistance Program (RAP)
- Courtesy Leak Adjustment



# STRATEGIC INITIATIVE NO. 6 - CUSTOMER CARE, ADVOCACY AND OUTREACH:

- Enhance customers' experience through communication and feedback
- Evaluate, develop, and market additional payment options
- Point of communication for customers' water-related public concerns
- Effectively assisting customers through pandemic



# VISIT OUR 100-YEAR ANNIVERSARY LOBBY DISPLAY



# CUSTOMER CARE STATISTICS

2021

	Office	Phone
CCR's Office/Field	12 + 1 temp	
Customers Served	34,000	
New Customers	2066	
Rate Assistance Applications	710	
Courtesy Leak Applications	211 = \$38,669	

## Customer Appreciation Day



# WATER METER

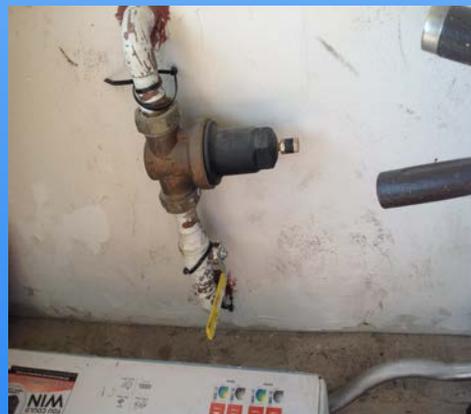
## Irrigation Valves



## Isolation Valves



## Pressure Regulator



# WHAT DOES A FIELD CUSTOMER CARE REPRESENTATIVE LOOK LIKE?



- Will *NEVER* accept payments
- Will have a PWD badge with picture ID
- Will drive a truck with PWD logo
- Will exchange faulty meters
- Will perform a leak check
- Will replace broken meter lids
- Will diagnose pressure complaints
- Will help locate an isolation valve
- Will be happy to assist you

# WORK HARD, HAVE FUN!





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**THANK YOU!**

