

Municipal Consortium Strategic Sharing Groups: Advancing Levels of Service in the Context of Uncertainty – Meeting 4

Meeting 4: Developing Customer Levels of Service

The fourth meeting of the Levels of Service Strategic Sharing Group is scheduled for Thursday, April 8th, 2021 from 1:00 – 3:0pm (EDT) and marks the group's halfway point. Scheduled to be completed in September of 2021, CWN would like to take a pulse on how participants are feeling about the format, structure and content so far. There will be opportunities during this meeting to provide feedback and suggestions that could inform the group going forward. The meeting will be held on Microsoft Teams and will be facilitated by CWN. Please join the meeting by clicking on the link provided in your calendar invite.

Strategic Sharing Group participants have identified that defining customer levels of service is critical to effective and efficient utility management. The challenge lies in understanding how to meaningfully engage with customers and what strategies and measures can be adopted to successfully monitor and evaluate progress. The ultimate goal of building valuable and relatable customer levels of service that reflect the needs of the customer comes down to finding the right tools for the right context. Whether the customer is a municipality, a business or a resident, adopting effective practices is critical to success.

The purpose of this call will be to:

- 1) Gain an understanding of how to approach **meaningful** customer engagement as a starting point to developing relatable customer levels of service;
- 2) Explore strategies and tools that utilities can adopt to either kick-start or further develop their customer levels of service; and,
- 3) Identify effective communication methods and strategies that align with your customer base.

Discussion Format

- Please consider the discussion points outlined in the agenda below to bring forward your unique experiences with creating a culture of levels of service within your organization and goals for advancing customer levels of service.
- Q&A: If you'd like to ask a question or contribute to the discussion, please use the "raise hand" feature on the Microsoft Teams platform.

Agenda: Strategic Sharing Group Meeting 4	
Thursday, April 8th, 2021	
1:00 – 1:10 pm	<p>Welcome</p> <ul style="list-style-type: none"> • Welcome new members • Feedback and Evaluation
1:10 – 1:35 pm	<p>Group Discussion: Utility Needs for Advancing Customer Levels of Service</p> <ol style="list-style-type: none"> 1. With respect to customer levels of service; <ol style="list-style-type: none"> a. What engagement strategies and initiatives is your utility currently using (if any) and, what challenges, benefits and drawbacks have you experienced? b. What guidance/support do you need to further advance this initiative at your utility?
1:35 – 2:30 pm	<p>Guest Presenter: Troy Sykes, Technical Advisor & Steve Verity, Principal Advisor, NamsCanada / Institute of Public Works Engineering Australasia</p> <ul style="list-style-type: none"> • Asset Management Levels of Service and Integrated Planning
2:30 – 2:55 pm	<p>Break-Out discussions – Feedback and Evaluation</p> <ul style="list-style-type: none"> • Strategic Sharing Group participants will move into breakout rooms of 4-5 people for interim feedback and evaluation of SSG content. The following questions will be addressed: <ol style="list-style-type: none"> 1. Provide comments and recommendations on the content and discussion of the Advancing Levels of Service in the Context of Uncertainty SSG. Consider: <ol style="list-style-type: none"> a. Inclusion of guest experts; b. quality and timelines of post-meeting materials; c. meeting discussion topics; and, d. CWN meeting facilitation 2. Moving forward, what topics and issues would you like to explore to help advance levels of service in the water, wastewater and stormwater sectors?