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CONTACT: Tamra Ingersoll, 623-930-2964, Public Information Office

GLENDALE CUSTOMER SERVICE OFFICE BOASTS IMPROVED NUMBERS *Continued Improvements to Ease of Service for Utility Customers*

Glendale, Ariz. – The City of Glendale starts the new year celebrating dramatic improvements to customer services.

In the past year, the city’s Customer Services division saw the volume of customer calls answered within the first 30 seconds go from 22 percent to 75 percent with nearly 90 percent of all calls now answered within the first two minutes. A year ago, the average customer wait times were closer to seven minutes.

Answering calls more efficiently has also contributed to a vast decrease in the number of abandoned calls or callers who hung up before being connected to customer service representative. Last year about 25 percent of incoming calls were abandoned, a number that is now less than two percent.

Improvements are being attributed to a redesigned call flow structure, a focus on performance metrics and improved call monitoring.

“These efforts go far beyond customer service,” Glendale’s Finance Director, Tom Duensing explains. “To provide this type of quality service to the residents builds trust in our city, and I feel trust is the ultimate compliment.”

Glendale’s Customer Service Manager, Don Rhoden said Glendale has continued plans for improving customer service for residents and businesses in Glendale. “Wait time complaints are part of our past as we are now focused on compliments about our excellent service today.”

Among those plans soon to be implemented are the ability for residents to pay their water bills with cash or credit cards at payment kiosks located inside various Circle K stores around Glendale. This means saving customers a trip to City Hall because they only have cash. We continue to evaluate other improvements to the automated phone system and the city’s website which should add more features for customers to service their accounts 24 hours a day, 7 days a week in addition to the payments they can already make.

“Our goal”, according to Rhoden, “is to provide our residents with cost effective options for how they want to interact with us as our water customers. This means understanding their needs, leveraging technology and doing so with a focus on service delivery excellence.”

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