



Customer Satisfaction

**Austin Water's Data-Driven
Approach to Improving
Customer Experience**

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Director



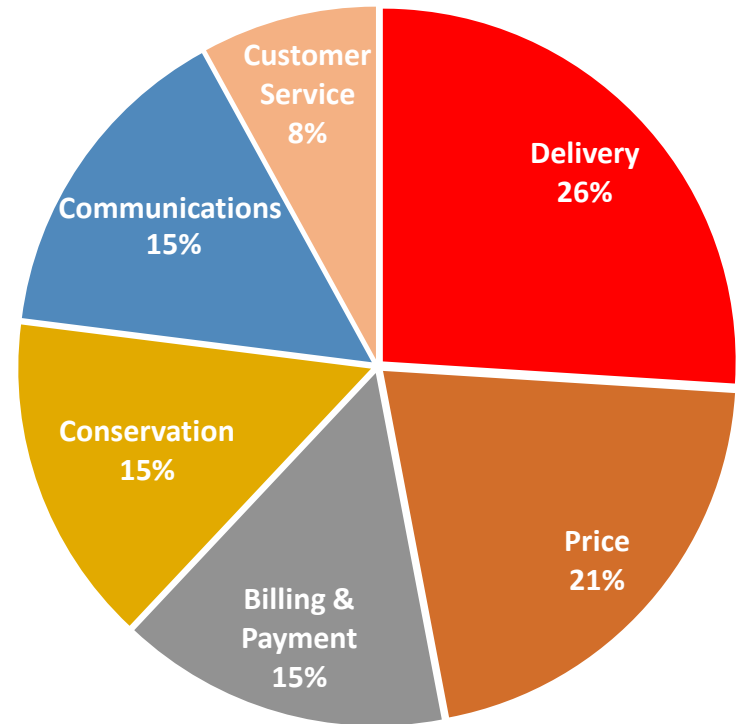
Effective Utility Management

- 💧 Evaluated 10 attributes for current performance and criticality to the organization
- 💧 Selected “Focus Four” areas for 3-5 year horizon
- 💧 Launched March 2017 with cross-utility teams
- 💧 Each team given specific deliverables
- 💧 Customer Satisfaction Deliverable #1: **Define Customer Satisfaction**



JD Power Residential Water Customer Satisfaction Survey

- Initiated in 2016, Austin Water subscribed in 2017
- Collects detailed feedback for utilities serving 400,000+ customers
- Index model uses six elements of customer experience to predict overall customer satisfaction
- Provides insights into what drives customer satisfaction, and how customers perceive your utility

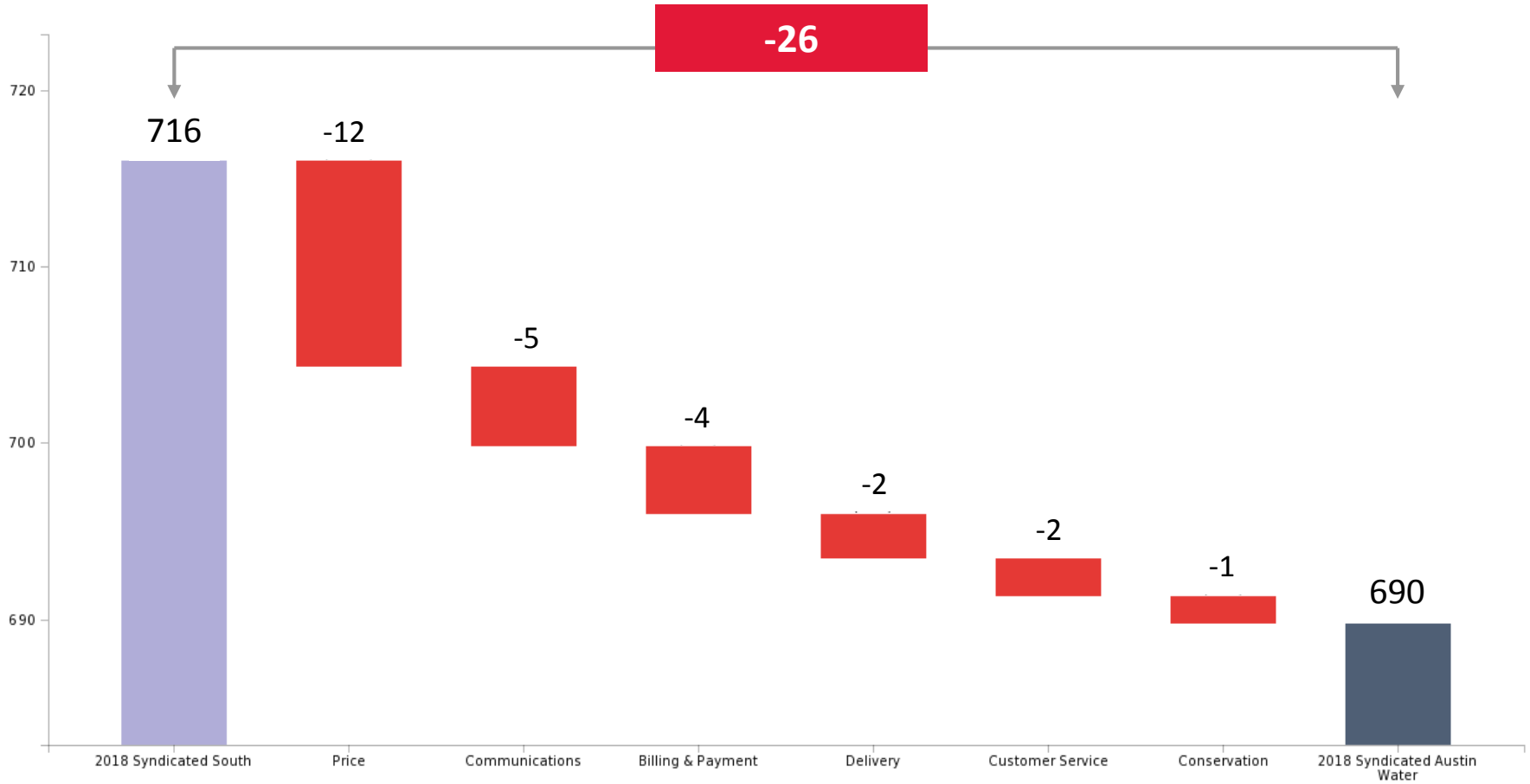


Index Model

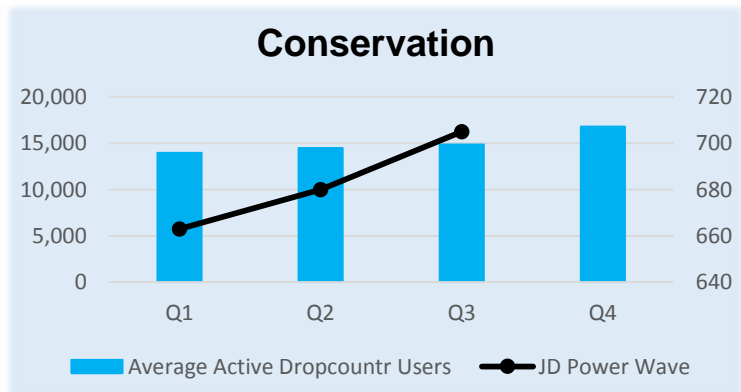
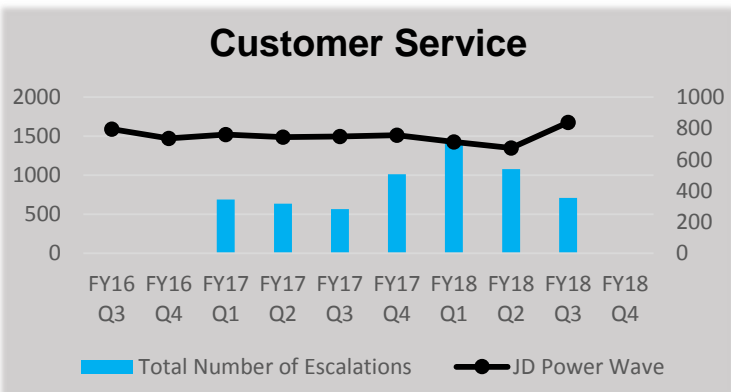
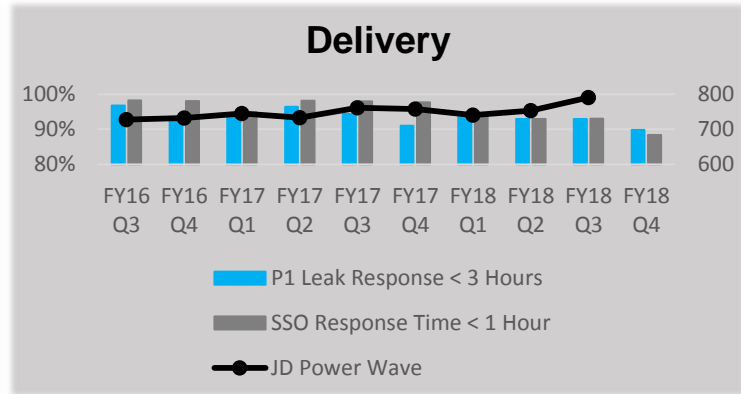
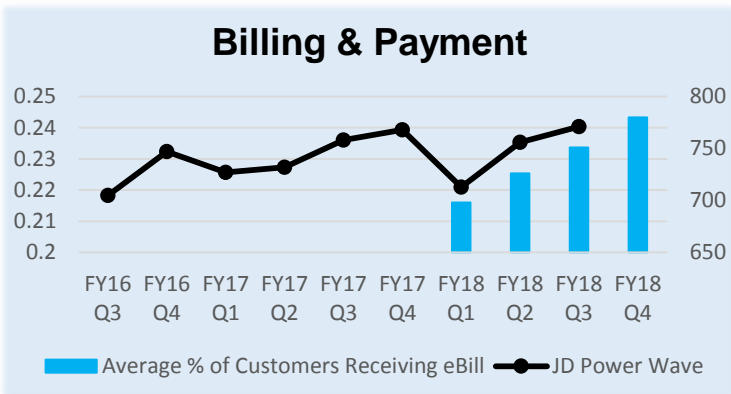
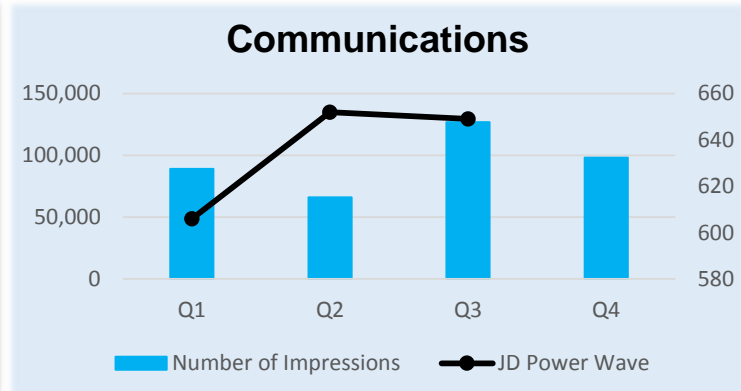
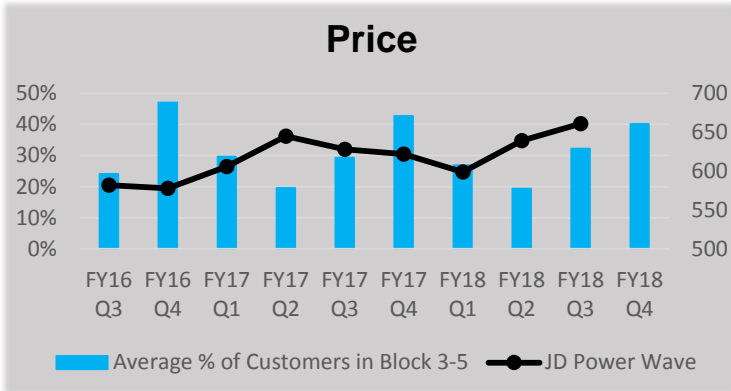
Factor Gap

Austin Water vs. South Region

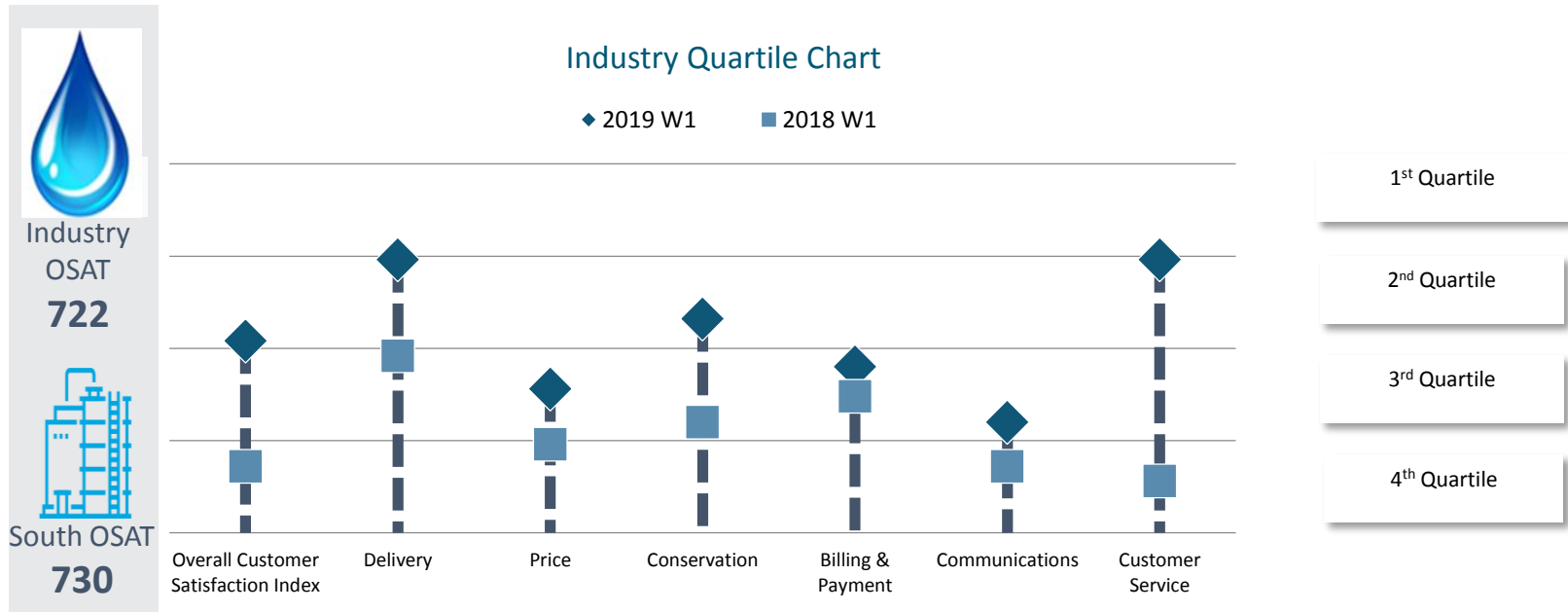
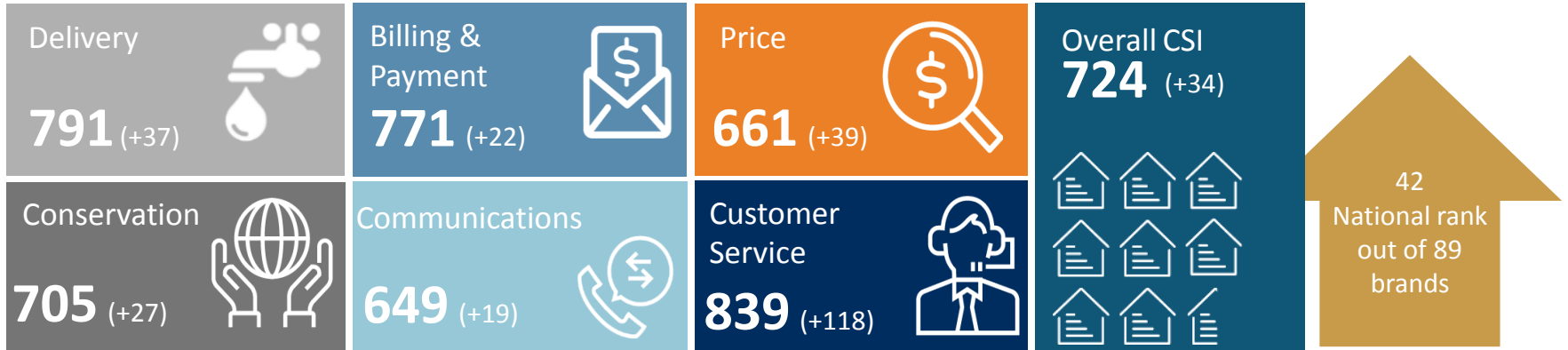
Region vs Brand Swoop Chart



Results Based On: Overall Customer Satisfaction
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Six months later...





Questions?