

PUBLIC UTILITY BOARD GUIDING PRINCIPLE



CUSTOMER AND COMMUNITY

RESOLUTION U-11575



OUR PURPOSE

Tacoma Public Utilities (TPU) is committed to delivering an excellent customer and community experience (CX). The Public Utility Board has established this directive to ensure positive customer and community experiences in their interactions with TPU employees.

GUIDING PRINCIPLES

- **TPU takes pride in our role as a critical services provider for the customers and communities we serve:** TPU recognizes the impact their experience has on customer and community, relations, trust, and respect.
- **Our Customer Experience North Star guides our everyday actions:** Our customers and communities experience compassion and equity in action so they are understood, valued, and empowered. We deliver this through:



Knowledgeable, empathetic advocacy



Consistent, transparent, and competent support that provides the right solution



Understanding, dialogue, and support that reflect our data-driven approach to understanding their current and future expectations

OUTCOMES



TPU's customer experience will be **known for** delivering on key metrics and providing high community and customer value.



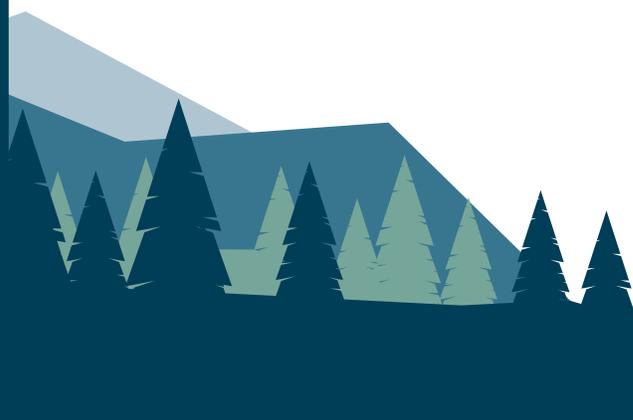
TPU will take an **equitable, data-driven, and cost-effective approach** to assessment and decision-making.



Employee, customer, community members, and interested parties **feedback** will be used to improve current and develop future processes, products and services.



We will **empower our customers with the tools and resources they need** to engage through the channel and language of their choice.



MEASUREMENTS

1. TPU's Public Utility Board will receive an annual benchmark of customer satisfaction from the customer satisfaction survey.

TPU's goal is to achieve first or second quartile performance in customer satisfaction, specifically in:

- Overall favorability
- Overall satisfaction
- Being an organization you can trust
- Easy to do business with
- Promptly fixing customer problems
- Having friendly and courteous employees

The Board will also receive contextual data from the customer satisfaction survey that impacts customer experience, which can be outside of TPU control, including:

- Impact of current economy
- Ability to pay bills



Finally, the Board will receive other relevant customer operational data points which may provide additional context to the above.

2. TPU's Public Utility Board will receive updates, trends, and performance metrics on key customer-facing programs, channels, and services, including but not limited to:

- Utility assistance programs
- Customer channels
- Water New Services
- Power New Services and Permitting
- Customer and community meetings



REPORTING FREQUENCY

- **Annually**, the Customer Satisfaction Data (#1) will be provided in a Board report.
- **Annually**, Operational Metrics (#2) will be provided in Board reports.
- Updates on other customer impacting initiatives will **occur on an as needed basis**.

