



RESOLUTION NO. U-11197

1 A RESOLUTION adopting Public Utility Board Strategic Directive (SD) Thirteen
2 on Customer Service.

3 WHEREAS in response to changes in the utility industry, and to ensure
4 that Tacoma Public Utilities (TPU) continues to meet the Tacoma Public Utility
5 Board's goals of delivering affordable, reliable, and environmentally sensitive
6 services, the Board is developing policies concerning Government Processes,
7 Board-Director Linkage, and Strategic Directives, and
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9 WHEREAS the Strategic Directives guide TPU's efforts to effectively and
10 efficiently address current and future challenges, mitigate risks, pursue strategic
11 opportunities, optimize services for TPU customers, and capture the
12 performance expectations of the Board, and
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14 WHEREAS this resolution adopts Strategic Directive Thirteen concerning
15 Customer Service; and

16 WHEREAS as a municipal utility, TPU is committed to providing the
17 highest levels of customer services and the Public Utility Board has established
18 this directive to ensure positive customer experiences in their interactions with
19 TPU staff, Board Members, consultants, and sub-contractors, and
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21 WHEREAS the Values set forth in Strategic Directive Thirteen are:

- 22 1. TPU takes pride in its role as a critical services supplier for the
23 communities it serves and recognizes the impact customer service
24 has on community relations, trust and respect; and
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2. TPU customers will be treated compassionately, respectfully and equitably; and

3. TPU customers and stakeholders will be listened to, valued and engaged with civil, professional, and timely communication in our communities and most commonly used languages; and

WHEREAS the Outcomes of this Strategic Directive include:

1. TPU's customer service will be known for excellence by our customers;

2. TPU will have payment options and assistance programs designed to provide customers with access to financial support and resources;

3. TPU staff will keep the Public Utility Board apprised of best practices and customer services trends including new technology;

4. TPU will ensure our complaint processes are adequate for all customers who believe their treatment has not been appropriate; customer feedback will be used to improve future processes; and

5. TPU will leverage technology in an attempt to serve customers in their preferred communication channels; and

WHEREAS these policies were developed at regularly-scheduled Board study sessions and/or properly-noticed public meetings and all future Board reviews and amendments will be handled similarly, and

WHEREAS the Board has committed to monitor and ensure compliance with Board policies. This oversight provides an opportunity for the Board and



staff to clarify, revise and develop new policies when necessary as TPU

1 navigates changes in the utility industry, and

2 WHEREAS the Board and Director have determined that adopting Public
3 Utility Board Strategic Directive Thirteen on Customer Service is in the best
4 interests of Tacoma Public Utilities and the ratepayers; Now, Therefore,
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6 BE IT RESOLVED BY THE PUBLIC UTILITY BOARD OF THE CITY OF TACOMA:

7 That Public Utility Board Strategic Directive Thirteen on Customer
8 Service, in the form as on file with the Clerk, is adopted and approved.

9 Approved as to form:

10 _____
Chair

11 _____
12 /s/ Chief Deputy City Attorney

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Secretary

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Clerk

15 _____
Adopted

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PUBLIC UTILITY BOARD POLICY

<p>Category: Strategic Directive</p> <p>Date of Adoption: September 23, 2020</p> <p>Resolution No.: U-11197</p> <p>Revision Date:</p>	<p>Title: Customer Service</p> <p>Policy Number: SD-13</p>
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Purpose

As a municipal utility, TPU is committed to providing the highest levels of customer services. The Public Utility Board has established this directive to ensure positive customer experiences in their interactions with TPU staff, Board Members, consultants, and sub-contractors.

Values

1. TPU takes pride in its role as a critical services supplier for the communities it serves. TPU recognizes the impact customer service has on community relations, trust and respect.
2. TPU customers will be treated compassionately, respectfully, and equitably.
3. TPU customers and stakeholders will be listened to, valued and engaged with civil, professional, and timely communication in our communities most commonly used languages.

Outcomes

1. TPU’s customer service will be known for excellence by our customers.
2. TPU will have payment options and assistance programs designed to provide customers with access to financial support and resources.
3. TPU staff will keep the Public Utility Board apprised of best practices and customer service trends including new technology.
4. TPU will ensure our complaint processes are adequate for all customers who believe their treatment has not been appropriate. Customer feedback will be used to improve future processes.

5. TPU will leverage technology in an attempt to serve customers in their preferred communication channels.

Measurements

1. TPU's Public Utility Board will receive an annual benchmark of customer satisfaction. TPU's goal is to achieve first or second quartile performance in customer satisfaction.
2. TPU's Public Utility Board will receive updates on key operational performance metrics with high customer value. These metrics include:
 - a. Total dollars and number of customers served through utility assistance programs.
 - b. Phone service levels and average speed to answer calls.
 - c. Billing timeliness and accuracy.

Reporting Frequency

Annually; the Customer Satisfaction Data (#1) will be provided in a Board report.

Quarterly; Operational Metrics (#2) will be provided in board reports.

Updates on assistance programs and other customer impacting initiatives will occur on an as needed basis.