

Helsinki Water 6 cities co- operation: Customer Satisfaction Measurement

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The survey

- A common project and interest: Customer satisfaction is measured regularly
- The cities involved: Helsinki, Stockholm, Gothenburg, Malmo, Oslo, (Copenhagen)
- The objectives
- The survey gives a mirror to each participant about the company's placement in this field



Background

- How it all started?
 - About the team
 - Key numbers report (6 cities)
 - The meetings
 - twice a year, the meeting and the host responsibilities go from city to another, all the participants are in equal position
 - also other matters will be handled in those meetings (such as customer matters and customer information)



What is measured in this survey?

- The time before somebody answers the phone
- The way customer is met
- Efficiency



The time before somebody answers the phone

- How many seconds will it take before somebody answers the phone
- the goal in Stockholm is here within at least 30 seconds



The way the customer is met

- Results in total about the following aspects: how the customer will be addressed (the first words), warmth in meeting the customer, observancy, the way the phone call ends
- Note: Has the company some kind of policy of the first words when a customer calls?



Efficiency

- Results in total of the following aspects: the time before somebody answers the phone, is the phone call directed to the right person, waiting time, the way the phone call is handled, how many persons the customer has to deal with before getting an answer, product knowledge



...And how?

- Survey techniques
- Mystery Calling
 - telephone calls, amount
 - e-mails (Netiquette etc.)



Case Helsinki Water

- customer services unit started in 2001
- the first survey helped to develop training the personal and functions
- Mystery shopping method had been used before



Differences between the countries

- The amount of the phone calls/e-mails
- Questions
- The policy: whether to tell the personal about the survey and exactly when it will take place – or not?
- Different functions and organization structures



Only time will tell

- ...what kind of results we get in the course of time and how we respond to them
- This kind of survey takes its time but will pay back the patience in the course of time
- The importance of continuity
- Case Stockholm Water



The benefits of the results

- We can see more clearly where we stand among the cities that have somewhat similar size of organizations
- The mirror for the organization and the needs to develop its functions
- Developing a customer-oriented attitude in water and wastewater services
- How we treat our customers and other questions



Experiences this far

- Stockholm Water has done these kind of measurements yearly and they find the continuity important for the developing of the company's functions
- It is easier to estimate the results and the improvement in a longer period of time



Using survey results to drive changes

- The survey shows the weak as well as stronger areas
- the continuity helps to follow how the functions develop
- the survey gives a sort of softer data of the company's functions (customers cannot be handled as a numbers only)



Results this far

- The first survey was done 2002 with Helsinki, Stockholm, Gothenburg and Oslo
- Stockholm follows its functions with the help of the survey
- The key numbers have now been taken into the Nordic Key number report (6 cities)



About the future

- New survey 2004
- The results will be handled in joint meetings
- Cities decide themselves whether they join or not



The work goes on



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Maria von Knorring/Customer
satisfaction measurement

17

Treat the customer well

When you are servicing customers, mistakes will always happen. It's how you respond to them that matters. When treated well, a dissatisfied customer will become your best ambassador.

