

# President's **Perspective**

Thoughts, ideas and perspectives from Larry L. Bingaman, President and CEO

## **Customer Service Built on a Higher Purpose**

**October 2016**

We are celebrating Customer Service Week (October 3-7, 2016) at the Regional Water Authority (RWA). Customer Service Week is an international event devoted to recognizing the importance of customer service in business. It's also a time for us to honor all of our teammates who work hard every day to provide the highest level of service to our 430,000 consumers in south central Connecticut.

From our earliest days, customer service has been a part of our DNA. As much as our water utility has been a part of the fabric of the New Haven region for more than 150 years, so too has been our long-standing tradition of delivering professional, responsive customer service.

From the courteous service provided by our dedicated team of representatives who annually answer over 100,000 calls and provide support for customers ranging from billing inquires to water quality to new service connections, to our field employees who work on our 1,700 miles of water mains and maintain and protect our 27,000 acres of watershed lands, to all the other professionals who work hard every day to make sure that customers have reliable, high-quality water, the RWA has never wavered in our long-standing commitment to focus on the needs of the people and the communities we serve.

I take great pride in saying that we are a company that makes a difference in the lives of so many people. And, it starts with a commitment to customer service built on a higher purpose.

At the RWA, our higher purpose is clear – to make the lives of those who use our product better. Water is the life force behind any community. Its life-sustaining properties can determine the vitality of a region – impacting everything from the economy, to fire protection, to public health and quality of life.

But, providing this vital product is anything but simple. Fortunately for our team, it's the opportunity for this higher purpose that keeps every one of us engaged and focused on improving the customer experience.

However, customers' expectations – and the expectations we have of ourselves – get higher each year. No matter how good we think we are at understanding and responding to our customers' needs, we're always working to do better, operate more consciously and innovate for the greater good.

You see, for us, customer satisfaction is a never-ending process with endless benefits. By taking good care of our customers' satisfaction and providing them with quality service, we are creating new opportunities for growth, inspiring more employee engagement and realizing our vision to be an innovative water utility that sustains life, strengthens our communities and protects resources for future generations.

At the end of the day, it all boils down to how our customers feel about the RWA and the product and the services we provide. Our future success is directly related to how well we care for them. Everything we do is, and will always be, to improve the lives of our customers and the communities we serve.

Our more than 260 employees are passionate about our higher purpose and are dedicated to preserving the legacy entrusted to us over a century-and-a-half ago. I am proud that our people observe customer service week all year and deliver on our higher purpose every day.