

# CUSTOMER SERVICE STANDARDS

Customer Service Standards are an essential component of the Customer Experience. This document defines a set of expectations for ENWIN staff to ensure our customer service focus is central to all internal and external interactions.



ENWIN's Customer Service Standard is based on the three pillars of great customer service:

**1** TIMELINESS

**2** ETIQUETTE

**3** ACCURACY

# 1 TIMELINESS

## TIMELINESS IS THE KEY TO A HEALTHY CUSTOMER RELATIONSHIP.

When customers are forced to wait in a queue or are delayed in receiving a response to their emails, they'll likely become frustrated before even speaking with an employee, making it that much more difficult to serve them.



## PHONE RESPONSE TIME

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- ENWIN will **ANSWER PHONE CALLS IN UNDER 30 SECONDS** at least **70% OF THE TIME** on a yearly basis.
- ENWIN will respond to a **PHONE MESSAGE** within **2 BUSINESS DAYS**.
- ENWIN will keep **ABANDONED CALLS UNDER 4%**.
- ENWIN will provide **FIRST CALL RESOLUTION** at least **95% OF THE TIME** on a yearly basis

## WRITTEN RESPONSE TIME

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- ENWIN will respond to **WRITTEN CORRESPONDENCE** within **10 BUSINESS DAYS AT LEAST 90% OF THE TIME** on a yearly basis.
- In the event that an enquiry requires more than 10 days effort to provide an accurate answer, a response to the customer specifying a date on which we will respond must be provided.



# FIELD RESPONSE TIME

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- **CONNECTION OF A NEW SMALL SERVICE WITHIN 5 BUSINESS DAYS** from which all applicable service conditions are met, or at such later date as agreed to by the customer, for residential water services and electric services less than 750 volts, at least 90% of the time.
- **CONNECTION OF A NEW LARGE SERVICE WITHIN 10 BUSINESS DAYS** from which all applicable service conditions are met, or at such later date as agreed to by the customer, for all non-residential water services and electric services 750V or greater, at least 90% of the time.
- ENWIN is committed to have **CUSTOMER APPOINTMENTS SCHEDULED WITHIN 5 BUSINESS DAYS** of the day in which all applicable service conditions are satisfied at least 90% of the time.
- When a **CUSTOMER APPOINTMENT** is scheduled, ENWIN will provide a **4 HOURS TIME WINDOW** for when they can be expected to arrive.
- ENWIN will **RESPOND TO EMERGENCY CALLS WITHIN 60 MINUTES**, at least 90% of the time.
- ENWIN will **RECONNECT A CUSTOMER** that has been disconnected for non-payment **WITHIN 2 BUSINESS DAYS**, for which payment or arrears payment agreement has been made, at least 85% of the time on a yearly basis
- ENWIN will **REPAIR A STREETLIGHT WITHIN 10 WORKING DAYS** of being reported, at least 80% of the time.
- ENWIN will **REPAIR 3 OR MORE CONSECUTIVE STREETLIGHTS WITHIN 2 WORKING DAYS** of being reported, as least 80% of the time.

## 2 ETIQUETTE

Business etiquette enables ENWIN to function smoothly in its interactions with other businesses, its own employees and the general public.

ENWIN is committed to treating every customer, both internal and external, with **DIGNITY** and **RESPECT**.



## PHONE ETIQUETTE

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### PHONE GREETING

Customers need to be greeted with the same consistent, courteous message each time they call. The greeting a customer receives will often set the tone for the duration of the call.

- Always identify yourself, ENWIN, and your department and then offer assistance.
- Utilize friendly and positive word choice and tone. Remember that words and inflection over a phone are much more important than in a face-to-face encounter.
- Do not answer a call while you are eating or chewing gum.

### ENDING A CALL

Call wrap-up is a very important part of the customer experience as it confirms the resolution of the call and is the last impression.

- Before ending a call, summarize the required action/follow through required
- Always let the customer hang up first.



## CALL TRANSFER

In some cases, you may not have the knowledge or software required to answer a question asked by a customer. In the event that you need to transfer a customer to another department, remember to follow these steps:

1. Explain why you need to transfer the call
2. Give the customer your information so they can get a hold of you again in the event that their call is accidentally dropped.
3. Ask permission to initiate the transfer and thank them for their patience.
4. Wait for an answer from the person you are transferring to and explain why the call is being transferred and any relevant information
5. Make an introduction

## VOICE MAIL GREETING

Your voice mail greeting should always:

- state your name, department, title, and that you work at ENWIN
- explain that you are at the office but away from your desk
- ask the caller to leave their name, number, and a brief message
- inform the customer that you will call them back shortly
- thank the customer for calling ENWIN

When you are not in the office for a day or longer, your voice mail greeting should be updated to include:

- the date you will be returning to the office and can return their call
- an alternate name and number that can be used for urgent matters

When leaving a voice message, remember to:

- identify who you are and that you work for ENWIN
- provide a brief summary of why you're calling
- provide a contact number you can be reached at

## OTHER HELPFUL PHONE TIPS

- When **MAKING A CALL**, always introduce yourself first before asking to speak with someone. It is also a good idea to ask if this is a good time to talk, if you are planning to have a longer discussion.



- **NEVER INTERRUPT** a person while they are talking to you.
- **AVOID JARGON** when speaking with customers unless you provide an explanation.
- It's better to return a call than to keep someone on hold for too long. Don't forget to return the call you promised.

## @ EMAIL ETIQUETTE

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### EMAIL SUBJECT LINE

Emails should **ALWAYS INCLUDE A SUBJECT LINE**. A subject line should be a **BRIEF SUMMARY** of the message without being too wordy or vague. Use a subject line that is meaningful for both the recipient and yourself.

### EMAIL CONTENT

- **GREETING**. Start your email by greeting the person by name such as "Hello" or "Greetings" or "Dear Sir or Madam". End the email with a "Thanks", "Regards", or "Sincerely" and then your email signature.
- **AVOID ABBREVIATIONS AND EMOTICONS**. Keep email communication professional and avoid using email abbreviations such as BTW (by the way) since some people still don't know what they mean. Emoticons, such as a smiley :) do not belong in business email unless a relaxed form of communication has long been established with the customer or co-worker.
- **BE CONCISE**. Do not make an email longer than it needs to be. A long email can be very discouraging and can be abandoned before the recipient gets to your final point. If it has to be long, consider including a synopsis at the top of the email, producing a report, or holding a meeting.
- **AVOID USING ALL CAPS**. IF YOU WRITE IN ALL CAPS IT SEEMS AS IF YOU ARE SHOUTING!!! This can be difficult to read and might trigger an unwanted response.
- **USE PROPER STRUCTURE AND LAYOUT**. Make sure your paragraphs are short and use blank lines between each paragraph. When making a list of multiple related points, consider numbering them or use bullets to keep them organized.
- **AVOID NEGATIVE ASSURANCE**. When emailing to obtain confirmation or direction, refrain from using negative assurance. For example, "If I don't hear back from you by Friday, then I will assume you agree with the proposal". Only a positive reply to your email will provide you with assurance to proceed. A lack of response does not provide consent.



## EMAIL ATTACHMENTS

- **DON'T ATTACH LARGE FILES.** Anything over 2MB (megabytes) shouldn't be sent via e-mail. Create a help ticket and IT can create a temporary file sharing site for you to upload large files.
- **ATTACH 5 OR LESS FILES PER EMAIL.**
- **AVOID FILES THAT REQUIRE A LESS-COMMON APPLICATION** (ex. Microsoft Projects). Try to save these files in a more common format such as a PDF to ensure all recipients have the ability to view the file.

## BEFORE SENDING AN EMAIL...

- **IS THIS URGENT?** If so, consider calling the person instead.
- Always use **SPELL CHECK AND GRAMMAR CHECK** before sending an email.
- **PROOF READ** to correct errors, check tone, and avoid miscommunication
- **CONFIRM THE RECIPIENTS** of the email before sending. Not only will this prevent the embarrassing "reply all" scenario but it can also help prevent you from sending private or confidential information to people that should not have access to it.

## REPLYING TO AN EMAIL

- **REPLY ALL.** To respect others' time and inbox capacity, limit replies to those who need to know the information being conveyed.
- **FORWARD.** It is best not to forward an email without permission. At a minimum, the content from previous emails should be reviewed to ensure that sensitive information is not being shared with the wrong recipients.
- **NEVER ALTER TEXT** from a previous email.
- **DO NOT OVERUSE THE HIGH PRIORITY FUNCTION.** If you overuse the High Priority function, it will lose its impact when you really need it. Keep in mind that using the High Priority function or the words "Urgent" or "Important" in the subject line can make your message come across slightly aggressive.
- **CC AND BCC.** The Carbon Copy (CC) and Blind Carbon Copy (BCC) allow you to send email to others that you need to keep informed but are not the primary recipients.
  - Address emails directly to the people that you want to take action.
  - CC those that you believe should be kept informed on the situation.
  - BCC should be used sparingly. If a topic is sensitive enough to BCC others, it may be best to take the matter offline and discuss it in person. However, BCC can be a useful tool to prevent the ability of a recipient to "reply all"



when sending out general emails to a large audience. It can also be useful to prevent recipients from seeing each other's email addresses, if that is something they don't wish to share.

- **NEVER RECALL A MESSAGE.** Chances are your message has already been read. It is better to send an email saying you have made a mistake. This will come across much more honest than trying to recall a message.

## "OUT OF OFFICE" NOTIFICATION

You should always enable your "Out of Office" notification if you are planning to be out of the office and unable to respond to emails during regular business hours. This is a feature of our email system which produces an automatic email response to those trying to get a hold of us over a predetermined date range. Contact the help desk if you need assistance setting this feature up on your computer.

An out of office message must identify:

- the dates you will be leaving and returning
- an alternate person or department that can be reached for immediate assistance including contact email and phone number



# LETTER ETIQUETTE

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## LETTER CONTENT

All letters from ENWIN should have a consistent look and structure. Always use the latest letter template which can be found under the "R:\Electronic Forms\" folder.

- **SUBJECT.** The "RE:" line of a letter stands for "Regarding" or "Referring to" and is similar to the subject line of an email. A subject line should be a **BRIEF SUMMARY** of the message without being too wordy or vague. Use a subject line that is meaningful for both the recipient and yourself.
- **LENGTH.** Business letters should never go beyond one page unless absolutely necessary. The content should be concise and to the point, while thoroughly covering the topic.



# FIELD ETIQUETTE

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## ACCESSING PRIVATE PROPERTY

In many cases, ENWIN employees and contractors may need to access private property, such as a resident's backyard, to gain access to our infrastructure. Before entering private property, ENWIN employees and contractors must knock on the owner's door to identify themselves, explain why they need access, and provide an estimate of how long they will be there.

Based on the time of day, such as late night emergency repairs, employees and contractors must use discretion in determining if knocking on the door will cause the customer more harm than good. Leaving a door hanger is a valid alternative in these cases.

## CLEAN JOB SITE

Some of the most frustrated customers we hear from are those that have come home to find their property damaged or littered with garbage or debris with no explanation. Before leaving a job site, always check to make sure that you are leaving it better than when you arrived. A clean job site is a reflection of quality workmanship and makes for a safer work environment.

If damage does occur to a customer's property, notify the customer immediately or leave a door hanger if they are not home and explain how the situation will be remedied.

## LANGUAGE

Good etiquette simply demands clean language. ENWIN employees and contractors should refrain from using curse words in the field. Offensive words can be overheard by customers and children even when they are not in the immediate vicinity. It is best to refrain from using curse words to eliminate the chance of offending our customers.

A simple "please" and "thank you" can also go a long way in improving customer perception. Soften your statements by avoiding using "you" and be cautious of your tone. For example, instead of saying "You need to give us access", try "We are looking to gain access".

## 3 ACCURACY

Customers expect accurate information. It doesn't matter how fast you answer your phone or emails if you're not giving customer the answers they need. Failure to deliver accurate information results in customer frustration, a poor customer experience, and lost efficiency.

Providing accurate customer services helps build **TRUST** and our company **BRAND**.



## ACCURACY

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ENWIN is committed to providing accurate information to customers 100% of the time. Anything less would not be acceptable to our customers. We must ensure our employees are engaged and that they remain high performing ambassadors who embrace the change and disruption in our industry.

ENWIN strives to achieve this through:

- regular **TRAINING** for staff on ENWIN's **POLICIES** and **PROCEDURES**
- regular **REVIEW** and **UPDATE** of ENWIN Policies and Procedures
- investment in the **TRAINING** of new staff through apprentice programs
- regular **COMMUNICATION** between departments to keep everyone informed
- regular **STAFF MEETINGS** to communicate changes within the organization
- review of customer complaints to learn ways we can **CONTINUOUSLY IMPROVE**
- regular call **QUALITY MONITORING** for our Customer Service Representatives including feedback, improvement plans, and follow up

**IT'S OKAY IF YOU DON'T KNOW THE ANSWER**



In some cases, customers may ask you questions that you may not be comfortable answering because:

- you may not have all the facts
- your knowledge on the subject matter is limited, or
- you may contradict an answer already given by another ENWIN employee.

If this is the case, don't risk giving a bad answer. Instead, if you are a crew member:

- ask a supervisor to call the responsible department for an answer
- provide the customer with a contact number they can use to reach someone more knowledgeable on the subject
- record the customer's contact information and give it to your supervisor
- ask the customer to call our general number 519-255-2727

Or if you are an office worker:

- put the customer on hold or ask if you can call them back while you gather the missing information
- escalate or transfer the call to someone more knowledgeable on the subject

If you provide a customer with incorrect information or contradict a decision made by another employee, you can make a lasting impact on a customer's trust in ENWIN.

## ADMIT YOUR MISTAKES

Although ENWIN hopes to never make a mistake, the reality is that we're human and it's bound to happen. When mistakes do happen, it's important that we:

- act quickly
- take responsibility
- sincerely apologize to our customer(s)
- fix the problem

Ultimately, a root cause analysis should be done on any error we make so that we can implement measures to minimize the chance of it happening again in the future. Taking accountability for our mistakes and taking immediate steps to correct them helps build **INTEGRITY**, **TRUST**, and **LOYALTY** with our customers.