



# Customer Communication

## The Key to an Effective UVM Program

The opportunity to communicate should never be ignored. When planning work, account for additional time to communicate why you're there and what you're doing.



### Three Keys to Customer Communication



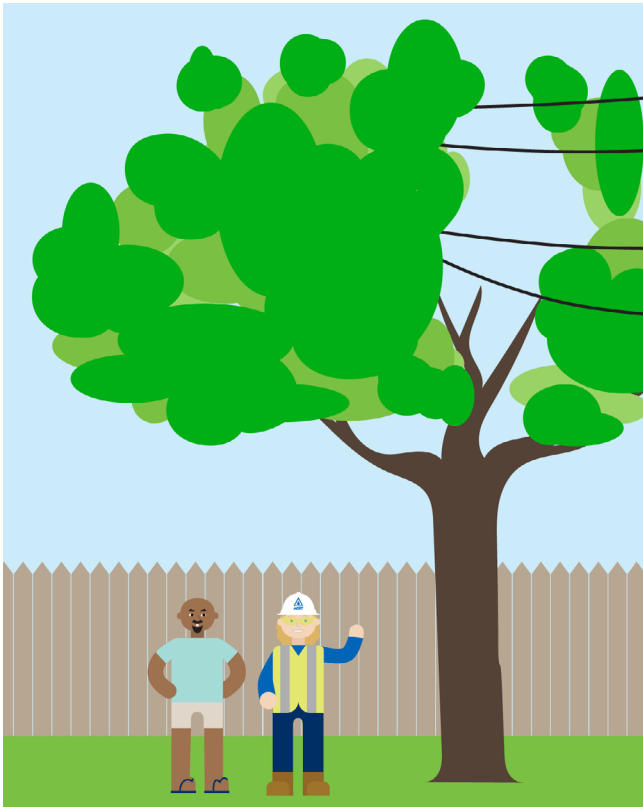
#### Be situationally aware.

It's hard to know what personal state an individual might be in at the time we arrive on their property. By practicing situational awareness, you might be able to pick up on cues that the homeowner isn't receptive to a visit that day.



#### Take time to introduce yourself.

In today's world, customers have every right to be cautious of unannounced visitors. Take the time to introduce yourself, properly identify yourself, explain why you're there, describe what you're looking for, and set expectations — are you going to be there a minute or are you going to be there an hour?



#### Provide advanced communication.

It's easy to go onto customer property, do the necessary work, then continue with the day, especially when customers are not home. It's easy to fall into an "I have a right" mindset, but we're still moving into somebody's comfort space. By stopping and asking before performing work, we can alleviate stress on property owners.

### Ways to Keep the Community Informed

Every opportunity to leave a good impression on a property owner is important. If not treated with respect, organizations leave a hostile environment for all future planners and work done on that property. Ensuring a homeowner has a positive experience can go a long way in maintaining positive relationships and a productive workflow.



Social Media



Going door-to-door to deliver door hangers



We're in your neighborhood following best practices for utility safety and reliable service for everyone in your neighborhood!

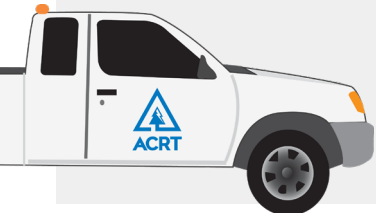
Text Blast System



### Why Communicate to Your Customers

#### Pros of Implementing Successful Customer Communication:

- Keep our teams safe
- Minimize hostile customer interactions
- Avoid unnecessary financial implications
- Use field time effectively



#### Cons of Not Having a Customer Communication Program:

- When entering a property unknowingly, angry property owners may be encountered which can result in the escalation of physical harm – whether it's attacking or threatening with some sort of weapon
- Dangerous animals could harm workers if the property owners aren't notified and given the proper time to corral or restrain said animals
- Chance of not knowing dangers on the property like a covered-up well, an old culvert, or an old septic tank system that you probably shouldn't roll a truck over



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