

Customer calls create trends

More customers contacting MSD Customer Service

Efforts to increase customer communication have sparked an increase in customer calls.

In 2002 Customer Service received 71,795 calls, about 7,150 more than during 2001. Of the approximately 6,000 calls received every month, about 4,000 were specific requests for service, according to Customer Service Manager Allison Sheppard. The remaining contacts are inquiries, information requests and follow-ups on previous requests.

About one-fourth of callers during 2002 asked for information about the Plumber's Modification Program, pool credits and other MSD programs, or asked specific questions including tap locations and sewer availability. Nearly 19 percent of callers requested drainage services and about 14 percent of customers called to report sewer backups.

Top seven concerns	Percentage of specific requests
Information	24.0%
Drainage	18.6%
Sewer Backup	13.9%
Sewer Inspections	9.5%
Construction	7.3%
Billing	6.8%
Cave in	5.5%

"Calls from customers help steer MSD's focus," Sheppard said. "Departments use this information to resolve individual concerns and to identify yearly or seasonal trends. This helps during budget planning to ensure that enough funds are allocated for the services customers really want from us."

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"Shifting employee start times, staggering lunches and other breaks, and borrowing staff from other areas makes it easier for customers to reach us."

CONNECT WITH MSD

502-540-6000

24/7 Customer Service:
587-0603

www.msdlouky.org

TDD/TTY: 540-6233

En español: 540-6423
(Entre 8 mañana y 5 p.m.
lunes a viernes)

No job too big for MSD – even in snow

When snow falls, MSD trucks help keep roads clear and safe.

Since 1994 MSD has supported Public Works by plowing and salting major bus and school routes, says Rick Watkins of the Maintenance Division. "We cover six snow routes in the east, central and southwest sectors with six trucks, six plows and two 15-person driving teams."

Watkins starts preparing for winter's worst in October with training for new drivers. In addition to maneuvering a tandem axle truck around a construction site, drivers must get used to the 12-foot blades that latch on the



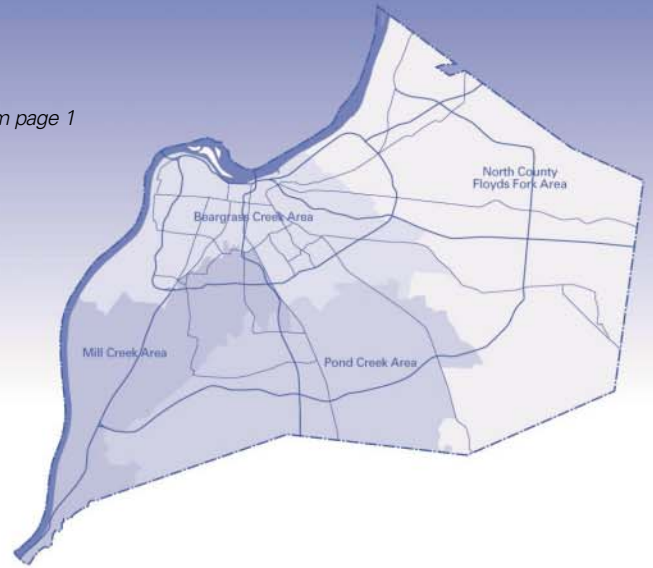
truck, adding weight to the vehicle and another control mechanism inside the cab. "Our trucks are mostly used to haul stones, sand and dirt. Pushing snow and sprinkling salt are new tricks to learn."

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No job too big... *Continued from page 1*

From November 25 through March 25, Watkins and his team of drivers are on standby. Two teams of 15 drivers each rotate on-call status. It takes about four hours to connect the snow blades to prepare the trucks and mobilize drivers for eight- to 16-hour shifts. Watkins, with the Maintenance Division's Kevin Bright and Duke Edwards, supports the road crews by radio. Public Works provide details about road temperatures and snowfall patterns, to ensure roads with the heaviest cover are cleared.



Watkins said the winter work is more than a service partnership with local government. "Our crews see it as an important community service and are always ready and willing to help."

Customer First at Work

Following are excerpts of customer comments.

"Thanks to **Larry Hicks, William Summers, James Taylor, John Williams** and **Kirk Willis** for a job well done. I was assured that the tree in my yard would be removed and the drainage tile under my driveway would be replaced. They kept their word and did an excellent job"

—Joyce Miller, Valley Station, 40272

Quality Improvement sharpens customer focus

The new Quality Improvement Department, staffed by MSD veterans Pat Kirk and Mitch Witten, will carry on the task of improving products and services to enhance customer satisfaction.

MSD began applying a customer-centered methodology September 2001. The process defines what customers expect and how MSD can deliver services most effectively. Since, recommendations on these eight service products have been implemented:

- Property Damage Claims
- Sewer Backup Repairs
- Drainage Report
- Easement Acquisition
- Skills Assessment Template
- Customer Expectation and Satisfaction
- Assessment Billing, Collection and Sewer Establishment Procedures
- Key Measures

The results show significant progress in meeting customer expectations and realizing financial benefits, says Executive Director Bud Schardein. "In some areas we are now exceeding our customers' expectations through improved service delivery," he said. "The process also has shown us ways to cut costs, improve efficiency and better allocate resources."

Kirk and Witten have been involved in the process since it was introduced at MSD. "They've developed the expertise to lead staff teams through the review of our products and making improvements," Schardein said. "They will continue to lead our efforts and take on responsibility for continued alignment of our strategic business plan to our core products."

Bennett's duties expanded

MSD's Executive Offices will absorb Community Relations and Emergency Response functions. Rebecca Bennett will continue issuing news releases, managing advertising and coordinating the Disaster Response Center from a new location on the organizational chart. She also will administer agency correspondence standards and serve as an assistant to Schardein, among other responsibilities.

Pardue makes grade in certification



Larry Pardue

Weeks of studying and 17 years on the job gave Customer Specialist and Construction Enforcement Officer Larry Pardue something only 10 other Kentuckians have—certification as an erosion and sediment control professional.

Pardue traveled to North Carolina in January to sit for the six-hour examination. Although Pardue wasn't required to take it, he wanted to see how his knowledge measured against others who do similar jobs elsewhere. "I've worked everywhere at MSD and enjoy learning new skills," Pardue said. "I thought I knew enough to make a decent showing on the CPESC." Pardue's passing score makes him a Certified Professional in Erosion and Sediment Control.

His initiative also brings more credibility to Jefferson County's Erosion Prevention and Sediment Control program, according to MSD Engineering Director Derek Guthrie. "Larry's certification helps convey standardization, that we're not the only community doing this," he said. "It also enhances Larry's credibility among those that are regulated."

Pardue has worked with MSD's erosion prevention and sediment control program since it began, making sure builders and developers employ adequate measures during construction. The exam gave him an opportunity to network with personnel in similar positions in other states. "Local ordinances vary from place to place so I was interested in how other cities developed their programs," Pardue said.

Jefferson County's program took effect in 2001 and has progressed substantially, Guthrie said. "A lot of soil has been kept out of streams and awareness of the issue is at an all-time high." But, he said more consistency in planning, building and regulating is needed. "Our program has made tremendous strides, but we need to continue moving forward."

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Reviewing call patterns drove the Customer Service Department to change employee schedules, making sure staff are available in heavy-volume times before and after the 8-to-5 shift, and during lunch times. "Shifting employee start times, staggering lunches and other breaks, and borrowing staff from other areas makes it easier for customers to reach us," Sheppard noted.



Yozette Smith

During 2002 MSD added new ways for customers to connect via a special telephone line for Spanish customers and a TTY line for the deaf-and hearing-impaired. Customer concerns also may be reported and tracked online through MSD Web site.

In addition to answering customer telephone calls, Sheppard said Customer Service Representatives also staff a walk-in information center at MSD's Main Office, complete written correspondence to follow up customer requests and help process billing information for sewer assessments.

Upcoming Events

February 24 and March 10
MSD Board Meeting,
 10 a.m., 700 W. Liberty, first
 floor

February 17
President's Day Holiday,
 MSD offices are open

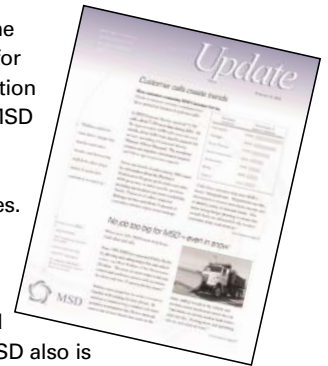
MSD Milestones

Welcome to MSD:
Reginald Brown, West
 Region Operator-in-Training

Congratulations on
 promotions:
Damon Kelty to Utility
 Worker III
Sandra Gibson to Benefits
 Specialist

Update gets updated

Beginning with this issue, MSD's **Update**, has a new look. It is still the source for information about MSD projects and initiatives.



Along with an updated look, MSD also is updating our distribution list. If you get multiple copies, receive **Update** late because your address is incorrect, do not receive **Update** but would like to, or currently receive **Update** but would rather not, we'd like to know.

Please contact:
 Christina Tomasulo
 (502/540-6351 or
 tomasulo@msdlouky.org)
 to make changes.



MSD

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Customers help set drainage priorities



MSD is listening.

Based on customer calls for service, concerns voiced at public meetings in late 2002 and dialogue with Louisville

Metro Council members, 381 drainage relief projects are scheduled for completion during the next three years.

“Customers let us know where the most significant drainage problems are located,” said Executive Director Bud Schardein. “Based on their input, the areas in greatest need have been identified and plans to correct them have been initiated.”

In partnership with Louisville Metro Government, MSD’s Project DRI, or Drainage Response Initiative, will begin making drainage improvements throughout Jefferson County neighborhoods. The \$67 million program has scheduled drainage improvements beginning in 2003 and continuing through 2005.

Communication with customers will continue, Schardein says. “As projects are initiated, customers in those neighborhoods

will receive letters from MSD, inviting them to attend public meetings that detail construction plans.” In addition to learning about planned improvements, Schardein said MSD and its contractors will listen to customer concerns about traffic and other disruptions, and work with customers to develop solutions that are acceptable to both residents and builders.

Early 2003, Schardein said MSD and Metro Council members will host public meetings in each district to learn of other drainage concerns. “We’re relying on our customers to let us know where the greatest needs are.”

The planned projects include maintenance of silted drainage channels and broken storm sewers, as well as more comprehensive projects to install drainage facilities where none exist. While many of the improvements targeted by Project DRI were already among long-range construction plans, Schardein said customer feedback alerted MSD to other problem areas.

For a complete list of the 381 Project DRI projects already scheduled, along with a time frame for construction, visit the Louisville Metro Government Web site (www.loukymetro.org).