



# **Customer Assurance Specialist Team (CAST)**

**Update to the Board of Water Commissioners**

*February 5, 2020*

# What is CAST?

- The Customer Assurance Specialist Team (CAST) was created in 2017 to bring DWSD customer service resources into the community.
- CAST's goal is help customers avoid service interruptions, reduce leaks by recognizing high water usage, resolve problems on-the-spot, and inform/educate about water and sewer services.
- CAST is a cooperative initiative between the Customer Service and Public Affairs groups.



# CAST: Impact in 2019

# 86

Total Events

# 46

Hosted by  
community organizations

# Several Thousand

Customer interactions

# 850

Customers had their issues resolved

- Several of the events were resource tables whereby CAST provided account updates and information on customer assistance programs.
- Often CAST resolves many of the questions/concerns on-the-spot.
- In addition to CAST, 11 partner nonprofits are trained to provide DWSD education at their events including community resource fairs and food pantries.



# CAST: Growth in 2020



**100**

Total Events

**55%**

Hosted by  
community organizations

**5,000+**

Customer interactions

**1,000+**

Customers have their issues resolved

- Expand CAST members to eight Customer Service Representatives from the current five.
- The outreach coordinator who will be added to the Public Affairs Group in July will be leading the initiative and enhancing how DWSD does outreach across the city.

**Thank You**

Questions?