



CUSTOMER SERVICE

Webinar #3



CAREER SPOTLIGHT: NINA MCFARLANE

Producer and Cinematographer
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GUEST SPEAKER: DAVE MCCROSKEY

Supervisor, Customer Service
Ameren Illinois

Customer Service

Introduction – Dave McCroskey



- **Supervisor, Customer Experience – 9 years**
 - Managing direct reports
 - Conducting performance reviews
 - Hiring/Onboarding
 - Resolving escalated situations
 - Continuous improvement initiatives



Customer Service



- **Call Volume:** 7,247,039
 - Self-Service in IVR: 4,126,163
 - Calls offered to CSRs: 3,059,257
- **Communication Channels**
 - Call Center
 - Website
 - Mobile app
 - Field work
 - Community engagement
- **Head Count**
 - Around 200 frontline customer service employees

Pillars of Customer Service

Ownership

- **Customers want someone to take ownership.**
 - Customers understand “Let me find out and I’ll call you back.” Customers do not understand “That’s not my department.”
 - Customers should be transferred, given different numbers to call, etc. as little as possible.
 - Customers should ideally be able to resolve their issue with as little effort as possible.



Empathy

Empathy



- Customers expect acknowledgement.
- They want someone to recognize inconvenience.
- Empathy is only effective with sincerity.

Simplicity

Simplicity



- Customers are often stressed and virtually always distracted.
- Customers should find consistency across company channels.
- Information should be concise, free of jargon and easily accessible.

Trust

- Customer lose trust in a company when:
 - They feel “passed around.”
 - There is no follow-through.
 - Information is not consistent.
 - Support is not available.
 - Privacy is compromised.

Performance Management

Why Performance Management?



- **Customer satisfaction** – to ensure our customers get the best service possible
- **Customer affordability** – to ensure our customer issues are addressed as efficiently as possible
- **Co-worker engagement** – to ensure our employees feel supported
- **Continuous improvement** – to maintain a two-way dialogue that promotes optimal performance



Agent Scorecard

Agent Name	Pfeiffer, Jessica A			Date	9/26/2025	
Metric	Results					
	Day	Week	Month	Year	Target	
Call Handling						
# of calls handled	63	372	1428	11473		
Avg Handle Time (in seconds)	221	240	247	275	315	
After Call Work (in seconds)	11	18	13	20	45	
Avg Hold Time (in seconds)	0	0	0	1	20	
Avg Talk Time (in seconds)	210	223	233	254		
First Call Resolution %	98	96	92	92		

Daily Scorecard

Performance Management



Volume	AHT	ACW	FCR	CSAT	Adherence
230	239	35	87%		95%
332	263	17	93%	67	93%
272	219	33	94%	100	92%
58	170	35	88%		95%
324	246	26	92%	100	93%
171	242	24	97%		86%
351	206	44	92%		93%
133	228	5	94%		84%
318	237	39	91%	100	94%
372	240	18	96%	100	92%
242	293	49	90%	100	90%
335	253	14	93%	0	93%
3138	241	28	93%	89	92%
3138	241	28	93%	89	92%

Customer Feedback

5	5	Very knowledgeable and fine service.
5	5	Your personnel was extremely helpful, knowledgeable, and answered all my questions. Helped me with everything they could. I appreciate you. Thanks.
5	5	
5	5	Casey was so patient and helpful. I was really concerned about a text I received. She really helped clarify the information for me. I appreciated her help very much. She was very friendly, which I also appreciate.
5	5	
5	5	The agent was polite and knowledgeable.

Customer Service Challenges

Customer Service Challenges



- **Customer Expectations**
- **Co-worker Experience**
- **Artificial Intelligence**
- **Scams**

Artificial Intelligence



- **Questions companies must answer:**
 - What should be automated and what should remain human?
 - What are people's tolerances for AI?
 - How do companies build trust while embracing advancement?

- **Common Tactics**
 - Demanding immediate payment
 - Imitating company employees
 - Building credibility by providing information that is easily accessible
- **As technology increases, so do opportunities for bad actors.**
 - Spoofing phone numbers
 - Sending fake texts/emails
 - Creating fake websites

Questions?



UPCOMING WEBINAR: ENERGY CAREERS BEFORE, AFTER OR DURING A MILITARY CAREER

