



*“The training actually works.”*  
– Mike McClean

# Clark Public Utilities

## INTRODUCTION

Founded in 1938, Clark Public Utilities’ team of 380 employees serves more than 200,000 customers. As a customer-owned utility company, customer service is paramount to their success and mission.

## THE PROBLEM

After many years of successfully serving customers, executives at Clark knew that there was more they could be doing to make the customers’ experience even greater. Their ongoing goal is to improve consistency in how their Customer Service Representatives (CSRs) interact with customers while offering the team ways to manage and/or prevent call escalation.

## THE SOLUTION

Wanting to make a measurable impact on their customer service and their internal culture, Clark looked to Bonfire Training for ongoing, regular refresh training and support to give CSRs the tools they need to remain current on how best to communicate with both internal and external customers.

The first step in creating the customer service courses tailored to their needs was for the Bonfire trainer to get to know the group they would be training. Through a series of pre-training conference calls and an on-site observation and assessment, the trainer identified individuals’ strengths as well as opportunities for improvement. This allowed Bonfire’s trainer to develop a customized training plan that included examples specific to Clark, along with group exercises and techniques that could be implementable immediately, followed by feedback from leaders.

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Customer-focused training is provided to Clark once or twice a year focusing on win-win communication and conflict resolution across a variety of channels, including: social media, phone, face-to-face, email, and chat giving the CSRs real-time, effective communication strategies that improve customer loyalty while allowing their internal culture to thrive. In the interim, any newly hired CSRs watch Bonfire’s online webinars to develop their skills and learn Clark’s customer service culture.

## THE RESULTS

By making a long-term investment in Bonfire Training, Clark’s CSRs have been able to develop their own individual styles of service and become more empathetic towards customers while providing a consistently high level of service. This streamlined and effective communication has led to shorter call times which allows Clark to serve more customers, more consistently, while maintaining quality service.

This quality service has been noticed. Following the initial training engagement, Clark won the JD Power award for customer satisfaction among midsize electricity providers in the Western United States and has continued to be recognized for eleven consecutive years. Clark credits much of this success to their long-term relationship with Bonfire Training.



**Streamlined  
Communication**



**CSRs Developed  
Individual Styles**



**Ability to Serve  
More Customers**



**JD Power Award  
Customer Satisfaction**



*“In essence, Bonfire’s communication principles have been incorporated into our culture of service. Employees also use these skills outside of the workplace, which helps in their daily lives. This has contributed to a less stressful work environment because the training actually works, and employees feel comfortable and confident when working with customers.”*

**Mike McClean**  
Quality Service Manager

