

Service Consistency & JD Power Recognition

Clark Public Utilities | Strategic Partnership & CX Excellence

Client Overview



Employees:
400+



Location:
Vancouver, Washington



Mission:
Service consistency,
customer trust
& de-escalation



Duration:
20+ years

What was keeping our client up at night?

- Customer service was already strong, but leadership saw an opportunity to make it exceptional and more consistent.
- Customer interactions varied between representatives, creating different experiences for customers.
- CSRs needed practical tools to confidently manage and prevent escalated conversations.
- Leaders wanted consistency without losing the authentic, individual communication styles of their employees.
- Communication skills needed to strengthen both the customer experience and the internal workplace culture.

The Ask

How can we create a more consistent customer experience, reduce escalation, and give our people practical communication tools — while still allowing every employee to communicate authentically?

The Solution:



Pre-training

Wanting to make a measurable impact on their customer service and internal culture, Clark PUD looked to Bonfire Training for ongoing training and support to give CSRs the tools to best 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'd be training. Through a series of pre-training conference calls and other assessments, the trainer identified existing strengths and opportunities for improvement. This allowed Bonfire to develop a customized training plan that included examples specific to Clark PUD, along with group exercises and techniques that could be implemented immediately, followed by a plan for sustaining the training.



Training

Every program is tailored to Clark PUD's unique environment. Training focuses on practical, immediately applicable skills, including active listening, empathy, positive language, navigating difficult conversations, and creating exceptional customer experiences across phone, email, and face-to-face channels.



Ongoing and Never-Ending Improvement

Through consistent training each year, Bonfire has helped reinforce and elevate Clark PUD's service standards. The result is a living culture of service excellence in which employees communicate with confidence, build trust, and deliver consistent yet authentic experiences for every customer and with each other.

What began with a Customer Service Essentials training program has grown into a 20+ year partnership of comprehensive learning that includes leadership development, coaching, conflict resolution, interpersonal communication skills, emotional intelligence, and a cohesive organizational culture.

Long-Term Results

J.D. Power – Highest in Customer Satisfaction

Throughout this long-term partnership with Bonfire Training, Clark PUD's level of quality has been recognized nationally. Clark Public Utilities has ranked highest in residential customer satisfaction among midsize electricity providers in the Western United States in 17 of the past 18 years in the J.D. Power U.S. Electric Utility Residential Customer Satisfaction Study.



Key Outcomes

Streamlined,
more effective
communication

Customer Service
Representatives who
developed authentic
individual service
styles while becoming
more empathetic and
consistent

Shorter call times,
enabling them to serve
more customers
consistently while
maintaining high
quality

Sustained J.D. Power
recognition for
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. ... We credit much of that success to our long-term investment in Bonfire training."



- Mike McClean | Quality Service Manager