

C.1	Customer management	
	Face-to-face training session	4 days 22 to 25 February 2021

▪ **OBJECTIVE:**

Knowing and controlling the customers within its scope and the methods of reducing customer losses
 Listening to its customers in order to offer appropriate services
 Remote Client Management with TV takes over - radio takes over.

▪ **CONTENT:**

Study of the structure of a Customer Department: Three models considered (pyramidal, decentralized) -
 Comparison and definition of services, types of global organization of a customer department

Analysis and implementation of the legal framework: the rights and duties of the water company and the customer. The subscription contract and the water and sanitation service regulations.

Retrieving and maintaining control over the customers within its perimeter.

Treatment of unbilled water: setting up an efficient customer information system, mapping delivery points, updating the information system, restoring the RFERC cycle (Collection Billing, billing, billing collection and collection litigation), setting up management tools, improving working capital, etc.

Remote meter reading - radio meter reading: The Smart Metering market in the world, remote reading of water meters, services associated with these technologies, multi-fluid, fears and objections of the solution, elements of costing, example of application of a project in an African country.

Customer service and call centre: Service provision approach (leakage insurance, products for professionals, etc.), online sale of products (rainwater harvesting, etc.) derived from the resource, setting up and analysis of a call centre.

▪ **ACQUIRED SKILLS:**

Knowing how to listen to its customers.

Know-how to structure its Customer Department according to the needs of the service and the expectations of the customers.

▪ **RECOMMENDED READINGS:**

Any reading on the theme.

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