

## Customer Service

Providing the best service to our customers, testers and staff.

Kathy Riley



## Goal of Customer Service

- Problem Solve
- Educate customers
- Make them eager to comply
- Leave us a good review



## Feedback on bad customer service

- Person was rude on the phone.
- Person made me feel stupid.
- Person on the phone transferred me to another person.
- At least you answer your phone.
- I spoke with my neighbor and they never heard about a backflow.

## My reaction to the comments

- Person was rude on the phone.
  - I'm sorry about that; your call was sent to wrong department.
- Person made me feel stupid.
  - The person on the phone is new
- Person on the phone transferred me to another person.
  - Now you have me, the right person and HOW may I help you?
- At least you answer your phone.
  - Thank you, just doing my job.
- I spoke with my neighbor and they never heard about a backflow.
  - Only homeowners with lawn irrigation, have a backflow.

## Routine Phone Calls



Web site address

## Backflow Letter

**WATER**

February 19, 2020  
 1000 INSURER INSURANCE AGENCY INC 100A STATE ST RM  
 7120 SOUTHWOODSHELL RD  
 CHARLOTTE, NC 28277 Date Sent: 1/19/2020

**Subject: Backflow Preventer Notification**

Dear Valued Customer:

In an effort to more effectively protect the potable water supply, the City of Charlotte requires you to test your backflow-preventer.

Backflow preventers are designed to eliminate the possibility of any contamination of the public water supply resulting due to cross-connections. The City requires backflow preventers be installed in the water service to ensure they are in proper working condition.

Failure to comply may result in discontinuation of water service as addressed in the City Ordinance, Charlotte City Code, Chapter 23, Article V, Sec. 23-191. (C)

As a reminder, the City needs to be notified of any change in the ownership of the water. It is your duty to file an approved transfer order to transfer the backflow test to an authorized tester. The list of approved testers can be found on the city website.

If you have an irrigation system that is not in use, annual testing is still required until a licensed plumber has inspected all your backflow devices and proper documentation has been submitted to the City.

**If this test is already completed or since the pump is complete, please submit the results on or before the Test Due Date listed below.**

Send to file to 710-633-8262 or email backflow@charlotte.gov or mail to Charlotte Water, Attn: Backflow, 1100 Brantwood, Charlotte, NC 28276.

If you have any questions or if we can assist you, please call 311 or 704-336-7800. Thank you for your cooperation.

Respectfully,  
 Charlotte Water

Information for Tester:  
 Do not remove or reuse  
 Meter Number: 710-0146  
 Service Address: 7100 SOUTHWOODS SHELL  
 File #:  
 Contact: 704-336-7800  
 Location: 4015 LEFF FERRY DR INCLUDE  
 LAST 4 DIGIT OF THE SERVICE ADDRESS, 2nd, 3rd, 4th.

## Letter must be informational

Failure to comply may result in discontinuation of water service as referenced in the City Ordinance

Charlotte City Code, Chapter 23, Article V, Sec. 23-181. (C)

As a reminder, the City sends out this letter 45 days prior to the month your test is due. Upon receipt of this letter, it is your duty to hire an approved certified tester to perform the backflow test on all assemblies. **NOTE:** The list of approved testers has changed starting this year. A list of approved testers is listed on our website: <http://www.charlottewater.org/backflow>

## Information for backflow tester

Information for Tester:

2 Inch domestic service

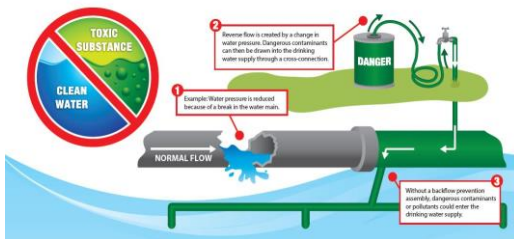
Meter Number: 200511963

Service Address: 124 FLOYD SMITH OFFICE PARK DR

Service Number: 354039-100

Location: A/G, RIGHT SIDE OF PROPERTY, ON HY 29, LAST 3 #'S OF THE SERIAL # ARE 081, 2-1/2IN,

## Educate your customers



## Educate your customers

- Customers expect clean safe drinking water once it leaves treatment plant.
- Once the water leaves treatment and goes to homes or businesses, water companies have no control of the safety of the water, Customers do.

## Educate your customers

- Backsiphonage-The reversal of flow in a system caused by a negative pressure or vacuum in the supply piping.
- Backpressure- The pressure in the downstream piping rises above the pressure in the supply piping.

## Educate your customers which helps with retrofitting

- How do you stop potential dangerous situations from occurring?  
**Eliminate the cross connection**
- If that can't be done, install a backflow device.
- Backflow device-one way valve wherein water is allowed to pass in only one direction if water attempts to reverse flow, the valve will close and the flow will be stopped.

## Daily water usage for web site and social media pages



## Moving along

- Gave examples on educating public
- Now I want to talk about those who provide the work for compliance.

### –Backflow Testers/Installers

## Congratulations, you're taking the backflow certification course!

- Will you be working for a private company?
- Will you be working for yourself?
- Which cities or municipalities will you be testing?
- What equipment will I need?



## Municipalities within the area



## Working with municipalities

- Check if city, town or municipality have a backflow program.
- What requirements are needed?
- What documentation is required?
- Just don't start testing.
- Hundreds of reports are returned, why?

## Backflow Orientation

### CHARLOTTE-MECKLENBURG UTILITY DEPARTMENT BACKFLOW PREVENTION PROGRAM CERTIFIED TESTER AGREEMENT EXHIBIT A

The following are responsibilities of a Charlotte-Mecklenburg Utility Department (CMUD) certified tester:

1. Knowledge and understanding of the City of Charlotte Backflow Prevention ordinance Article V of Chapter 23 of the City Code.
2. Knowledge and understanding of CMUD Backflow Prevention Program Specifications and Standard Details related to backflow prevention and cross connection control.
3. Knowledge and Understanding of federal and state policies and regulations related to backflow prevention and cross connection control.
4. Perform the appropriate and CMUD approved test procedures within the CMUD water system as outlined in the CMUD Backflow Prevention Program Specifications and Standard Details requirements for certified tester.
5. Utilize only CMUD approved test kits to perform testing of backflow prevention assemblies.
6. Knowledge and full understanding of basic hydraulics and terms relating to backflow prevention and cross connection control.
7. Knowledge and full understanding of the operating principles, characteristics, and components of backflow prevention assemblies.
8. Knowledgeable of the necessary precautions to be taken in performing field test to protect from hazards related to:
  - Confined Space
  - Vehicle Traffic
  - Insects and Animals
  - Electricity
  - Toxic Utilities
9. Never place any person or property in any danger such as fire or water contamination during the testing of the backflow prevention assembly.
10. Accurate and complete test records are completed on CMUD approved forms to be submitted to CMUD.
11. Testing and repair certificate is maintained in a current status.
12. CMUD approved kits are maintained properly and are calibrated annually as outlined in the CMUD Backflow Prevention Testing Policy.

STATE OF NORTH CAROLINA

# Sign and Date Agreement

COUNTY OF MECKLENBURG CERTIFIED TESTER AGREEMENT

The City of Charlotte ("City") and the undersigned ("Tester") agree as follows:

- The Tester has completed a training program for the installation, operation, maintenance, and testing of backflow prevention assemblies. In order to be designated as a certified tester under the Ordinance, the Tester enters into this Agreement.
- The Tester will discharge their duties and responsibilities of a certified tester as set forth in the Ordinance and the attached Exhibit A.
- The Tester will not represent himself/herself to be an employee, official, or other representative of the Charlotte-Mecklenburg Utility Department (CMUD) or the City.
- If the Director of CMUD has reason to believe that the Tester has violated any provision of the Ordinance or this Agreement, the Tester will provide to the Director such information as may be required to determine if such a violation occurred. If it is determined that the Tester violated any provision of this Agreement or the Ordinance, the Tester's certification will be subject to suspension or revocation by the Director. The Director may designate a person to act on behalf of the Director under this Agreement.

This the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

CITY OF CHARLOTTE

Steve Miller, Manager - Customer Service Division, for Director  
Charlotte Water

By: \_\_\_\_\_  
Certified Tester Signature

Printed Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Charlotte Certification Number: \_\_\_\_\_

# Tester Application

Charlotte Water Backflow Prevention Program Certified Tester Application

PERSONAL DATA Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Fax #: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

COMPANY DATA Name: \_\_\_\_\_ Company Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Fax #: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Company Web Page: \_\_\_\_\_

TRAINING DATA Training Class: \_\_\_\_\_ Certificate Date: \_\_\_\_\_  
Certificate #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

KIT INFORMATION Model # Serial # Calibration Date:  
1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_

FORM COMPLETED BY: CWT WATER Date of Completion: \_\_\_\_\_  
CWT WATER (continued) \_\_\_\_\_

# Backflow Prevention Test Kit



# Backflow Prevention Test Kit

Don't forget to get it calibrated!

Mid-West Instrument Instrument Calibration Report

Model  848-G Test Kit  848-2 Test Kit  848-2 Test Kit  848-2 Test Kit  
 830 Test Kit  830 Test Kit  848-5MP Test Kit

Serial Number: 01113 25073 SHOP ORDER NO. 335844  
 Range: 0-100 PSI This report is valid for an accuracy of 0.1% full range.

PRESSURE UNITS:  PSI  IN.Hg

Reference Pressure	Test Kit Actual
14.2	14.2
7.0	6.9
3.0	2.9
2.0	2.1
1.0	1.0

All test instruments used in the calibration of this instrument conform to ASME B40.100 and are traceable to NIST.

Calibrated by: J.T. Date: 02/24/20  
 Date released to field: 02/24/20

Make this instrument last for accuracy of this Test Kit by observed and certified annually.

*Specially*  
 Mid-West Instrument  
 4001 W. 14th Street  
 Lincoln, NE 68504  
 (402) 479-1200  
 www.midwestinstrument.com

# List of Approved Companies in County

Charlotte Water - Approved Backflow Tester Company List		
Company Name	Phone Number	Website
ABC Backflow Services	704-555-1234	www.abc-backflow.com
DEF Backflow Solutions	704-555-5678	www.def-backflow.com
GHI Backflow Experts	704-555-9012	www.ghi-backflow.com
JKL Backflow Pros	704-555-3456	www.jkl-backflow.com
MNO Backflow Masters	704-555-7890	www.mno-backflow.com
PQR Backflow Services	704-555-2345	www.pqr-backflow.com
STU Backflow Solutions	704-555-6789	www.stu-backflow.com
VWX Backflow Experts	704-555-0123	www.vwx-backflow.com
YZA Backflow Pros	704-555-4567	www.yza-backflow.com
BCD Backflow Masters	704-555-8901	www.bcd-backflow.com
EFG Backflow Services	704-555-2345	www.efg-backflow.com
HIJ Backflow Solutions	704-555-6789	www.hij-backflow.com
KLM Backflow Experts	704-555-0123	www.klm-backflow.com
NOP Backflow Pros	704-555-4567	www.nop-backflow.com
QRS Backflow Masters	704-555-8901	www.qrs-backflow.com
TUV Backflow Services	704-555-2345	www.tuv-backflow.com
WXY Backflow Solutions	704-555-6789	www.wxy-backflow.com
ZAB Backflow Experts	704-555-0123	www.zab-backflow.com
ACD Backflow Pros	704-555-4567	www.acd-backflow.com
EFG Backflow Masters	704-555-8901	www.efg-backflow.com
HIJ Backflow Services	704-555-2345	www.hij-backflow.com
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QRS Backflow Masters	704-555-8901	www.qrs-backflow.com
TUV Backflow Services	704-555-2345	www.tuv-backflow.com
WXY Backflow Solutions	704-555-6789	www.wxy-backflow.com
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# Submitting reports to municipality?

- Responsibility of Tester
- Responsibility of the Property Owner
- Customers have been known to contact municipality the day the device was tested to ensure it had been received!
- Customers will delay payment until municipality receives and or processes report.

## Reminder-Why customers can't find a company on list of approved companies.

- Certification has expired
- Test kit is not calibrated
- Tester was removed due to disciplinary action.
- Tester renamed or changed companies
- Please inform municipality if you change companies!

## Why is my backflow being tested twice a year?

- Some backflow testing companies have been known to test a device before and after device it's winterize.
- Tester tested the device without customer notification.
- Letter from municipality went to headquarters of a company. They hired a local company and the tenant also hired a company. Device tested twice.

## Has my backflow been processed for this year?

- Customers have been known to follow up ASAP after testing.
- Customers will refuse payment until test has been received and processed.
- Customers will share their issues with a testing company with their neighbors.

## Competition among testers

- With so many companies on an approved list, who do you choose?
- Testing companies getting creative with their company name, \$38 backflow test.
- Testers have reached out to groups such as homeowners associations, preconstruction visits and placing flyers in newspaper boxes to grow their business.

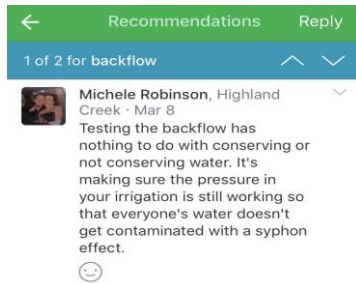
## Backflow on Social Media Nextdoor.com



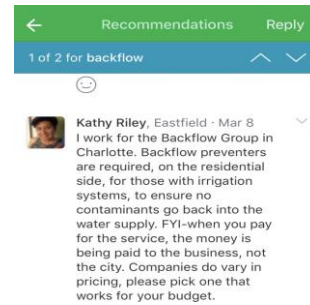
## Social Media-Nextdoor.com



## Other Customer Comments



## A local municipality response



## Identify yourself before you test.



## Being a Backflow Prevention Tester

- More than just testing a device
- It's working with other agencies such as municipalities
- Providing great customer service.
  - Educating Customers
  - Turning in reports on time
  - Leave a copy for your customer.

## Being a Backflow Prevention Tester

- Hundreds individuals seek backflow certifications every year.
- It only takes 1 backflow prevention tester to do something wrong to make all backflow prevention testers look bad.
- With so many testers, customers will ask around seeking the best service and price.

## Being a Backflow Prevention Tester

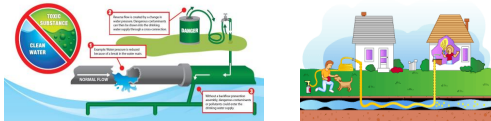
- Water is vital to our daily lives. Protecting our water supply is key!
- We are putting our trust in YOU!



## Educating Staff

Host a Backflow 101 class.

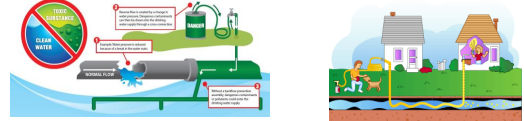
Have staff attend a Cross Connection Control class.



## Educating Staff

Host a Backflow 101 class.

Offer a cross connection control training.



## True story

- Water Technician had trouble locating a meter in the field.
- Overheard dispatcher trying to help.
- Technician said he found a backflow.
- Jumped into action.
- Based on information off backflow assembly serial number, I was able to locate meter.

## A few days later.....

- Dispatch requested a meter turn on.
- Technician on site was greeted by neighbor next door.
- New development and had the homeowner had a water leak.
- Dispatcher, was able to find customer information and determine it was a leak on backflow assembly.
- Dispatcher informed neighbor who last tested backflow and to contact company for assistance.

## In conclusion

- Backflow Prevention is important.
- There are ways we can education our customers, backflow testers and staff.
- Education needs to be on a continuous.
- The more others know, the better.....
- Water is vital to our daily lives. Protecting our water supply is key!

## Thank you!

Kathy Riley  
[kriley@charlottenc.gov](mailto:kriley@charlottenc.gov)  
 704.336.7084