



Proven Business Impact

This case study was selected in August 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: Western Municipal Water District – Transforming Customer Feedback into Enhanced Service Delivery

Company Overview

Western Municipal Water District serves more than one million residents across Riverside County and manages thousands of customer service interactions annually. The organization sought to strengthen customer trust by transforming customer feedback into a structured operational improvement system.

Business Challenge

Customer feedback following contact center interactions was historically inconsistent, reactive, and often surfaced only through complaints or escalations. Leadership lacked timely visibility into customer experience trends, dissatisfied customers were not consistently identified, and recurring operational issues were difficult to uncover and address.

Customer Experience Initiative: Closing the Loop

Western Water implemented an automated post-call Voice of Customer program using Qualtrics Experience Management. Customers receive a survey immediately following service interactions, and dissatisfied customers or customers requesting assistance automatically enter a structured service recovery workflow. Customer Experience, Customer Service, and Information Services teams collaborated to automate feedback collection, create closed-loop follow-up processes, and implement management dashboards.

Rather than using surveys solely for reporting, Western Water embedded customer feedback directly into daily operations. Automated ticketing routes customer concerns to supervisors, dashboards provide near real-time visibility into satisfaction drivers, and customer comments inform coaching, staffing, communication, and process improvements.

Proven Business Impact

Created an accountable service recovery process

- 643 customer survey responses established a consistent post-call feedback channel.
- 95 recovery and follow-up cases were automatically generated through the program.
- 100% of generated cases received documented follow-up.
- 98% of service recovery cases were successfully resolved.

Improved responsiveness to customer concerns

- Average follow-up time was reduced to approximately six hours.
- Customers now receive proactive outreach before concerns escalate into complaints or executive inquiries.

Enabled operational improvements through customer insight

- Approximately 50% of recovery cases resulted in broader process, training, communication, or operational changes.
- Leadership can identify recurring customer pain points and emerging service issues using dashboard analytics.

Improved service delivery performance

- Customer wait times improved by 15.6%, decreasing from 3 minutes 12 seconds to 2 minutes 42 seconds.
- Staffing and workflow adjustments were implemented directly in response to customer feedback regarding callback and hold-time concerns.

Strengthened management decision-making

- Interactive dashboards provide near real-time visibility into CSAT, Customer Effort, issue resolution, sentiment, comments, and service drivers.
- Leadership shifted from reactive complaint management to proactive coaching and continuous improvement.

Key Lessons

Western Water demonstrated that surveys only create value when feedback leads to action. By connecting customer feedback, automated workflows, service recovery, and leadership accountability, the organization transformed Voice of the Customer from a measurement exercise into an operational management system that improves both customer outcomes and service delivery.

Core Business KPIs Impacted

Customer Satisfaction (CSAT); Customer Effort Score (CES); Issue Resolution; Service Recovery Requests; Follow-Up Completion; Time to Follow-Up; Contact Drivers; Operational Improvement Opportunities; Customer Sentiment Themes; and Coaching Effectiveness.