Legislation Details (With Text)

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Title:	Introduction of GRU Connecting with Customers Campaign (B)				
Sponsors:					
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Attachments:	1. 120525 Connecting w-Customers Presentation 20141204				

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12/4/2014	1	City Commission	Heard	

Introduction of GRU Connecting with Customers Campaign (B)

Customer satisfaction research indicates lower trust ratings for GRU and this component has led to declining scores in the overall value ratings for GRU. Staff has worked with a local company, Liquid Creative Studio to develop a campaign to address four strategic priorities from the FY15 Business Plan; Improve customer trust ratings, Adapt to customer's changing demands, Reduce revenue requirements and Improve employee engagement. Part of our strategy to reach these goals relies on promoting products and services to help make life easier for customers and reduce costs for GRU by way of our best asset, our employees - their friends and neighbors, while secondarily showing potential employees in our community some of the great opportunities for careers at GRU. The campaign includes print ads, an online component and Facebook ads.

Design of materials and campaign management are provided under GRU's FY15 professional services agreement with Gainesville-based marketing agency Liquid Creative Studio, LLC for marketing and communications consulting services. Liquid Creative also designs and manages ads for five additional GRU campaigns: Customer Self-Service Options, eBill, Storm/Public Safety, Residential Conservation and Environmental Stewardship.

The effectiveness of the campaign will be measured through FY15 Customer Value Survey scores and analytics from gru.com and social media. Improving customer trust and satisfaction is important to fulfilling GRU's mission and achieving the goals of GRU's 2015 Business Plan.

Funds are included in the approved FY15 budget. The campaign budget is $30,000, including $23,000 for media placement and the remainder for campaign design and management.

Hear presentations from staff and a representative from Liquid Creative Studio

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