

Collections Seminar

March 26, 2019
Holiday Inn – Marshfield

This seminar offers an overview of collection processes and service disconnects. Participant discussion will be prominently featured so that attendees can share their utility's processes and learn from others. There will also be a focus on specific skills and approaches that can help to position the utility in a positive manner during a potential negative customer interaction. The seminar will also include case studies of actual and potential customer situations to help participants gain insights and avoid the negative impact of collections.

What you'll learn

- How to handle emotions – the customers' and yours – during tense situations
- How to prevent collections problems from the first contact with a customer so that collections and disconnects are minimized;
- What rights consumers have under federal and state laws and regulations;
- Tips and techniques designed to maximize the effectiveness of the communication process regarding disconnects and past due bill collections;
- How to adjust policies and procedures for mitigating the effects of this issue.

About the instructor



Debra Ballard conducts training and consultation in a wide variety of areas including leadership, customer service, marketing, and time and stress management. She worked for more than a dozen years as a utility customer service manager before founding her business, The Ballard Group, in 1996. A native of Macon, Georgia, she holds a Bachelor of Arts in business administration from Mercer University. She has provided training all over the U.S. for clients that include public utility companies, the United States Postal Service, the United States Air Force, technical colleges, chambers of commerce, state and county governments, small businesses, and non-profit organizations.

The program will also include a presentation from a representative of the Public Service Commission of Wisconsin highlighting the regulations around disconnects, DPAs, deposits and foreclosures

The day's schedule

- Registration and continental breakfast at 8:30 a.m.
- Seminar begins at 9 a.m. and concludes by 4 p.m.
- Lunch and afternoon refreshments are provided

Location and hotel accommodations

Holiday Inn of Marshfield
750 S. Central Avenue
Marshfield, WI 54449
Phone: 715-486-1500

A room block has been reserved for the seminar. To reserve a room with the special rate of \$118/single. Please reference the MEUW Training Program and reserve no later than March 15 to receive the discount rate.

Register online at meuw.org
Deadline: March 22

\$85 for MEUW members

