



## QualServe Fact Sheet

### What is QualServe?

QualServe is offered jointly by the American Water Works Association and the Water Environment Federation to help water, wastewater, and joint water/wastewater utilities improve performance and increase customer satisfaction on a continuing basis.

### What are the QualServe Tools?

QualServe has four basic components or “tools”:

**Self-Assessment:** A survey of utility employees to get the “insiders” opinions.

**Peer Review:** An on-site visit by volunteer utility professionals to bring the “outsiders” view.

**Benchmarking Performance Indicators:** High-level indicators that help utilities track internal progress and compare themselves over time or to fellow utilities in 34 areas to provide a more “global” view.

**Benchmarking Data Sharing Workshop:** Facilitate workshops of 7-15 utilities focused on 6-10 subsets of the performance indicators to explore top performer processes and network utilities within a region.

### Who Can Participate?

The QualServe tools have been used by utilities serving a few thousand people up to utilities serving millions.

If a utility wants to improve what they do to:

- protect public health and the environment,
- be responsible stewards of natural and financial resources, and
- increase the support of the community they serve,

.....then they should participate.

### What Topics Does QualServe Cover?

The QualServe program tools are based on five business systems that are typical to a utility in North America. These include: Leadership and Organizational Development, Business Operations, Customer Relations, Water Operations, and Wastewater Operations.

The self-assessment and peer review tools also utilize 26 business process categories (BPCs). Within each of these BPCs, a sampling of best practices is examined. Depending on the utility, not all five systems and BPCs apply.

Continuing this year, the process can be tailored or “focused” to meet the specific needs or situation at a utility. That is, a utility can select from among the five systems and 26 categories and narrow in on the most important issues. This is particularly helpful for utilities who have already completed a full QualServe cycle or have used another analytical process to identify a key area(s) for improvement.

### What is Self-Assessment?

The self-assessment is a chance to learn and educate. The survey is a sampling of best practices from each of the business process categories, and participants can even offer helpful narrative comments. Results are processed by the QualServe staff in Denver and a full report is provided to the utility. Beginning in 2008, the survey will be offered electronically.

### What is Peer Review?

Each peer team is composed of “every day utility folks” like you. They prepare for 2-3 months prior to visiting for a fast-paced 4 or 5 days. On-site, they conduct interviews, tour facilities, and prepare a final customized report conveying their experienced views of utility strengths and opportunities for improvement.

## What is Benchmarking with Performance Indicators?

The benchmarking program is based on 34 high-level performance indicators. Participating utilities contribute data on these indicators via an annual survey. QualServe provides a free summary report to all participating utilities, and then publishes an overall report for wider use.

### Benchmarking Workshop

Started in 2007, QualServe Benchmarking offers "Performance Indicators Data Sharing Workshops."

At the heart of this special workshop is a customized, "regional" report that is composed of data from a group of utilities in a particular geographic area. These utilities agree to share their data in the report and then discuss their results in a day-long facilitated session. Discussions include performance indicator definitions, data collection techniques, and a unique "top performer" analysis and presentation.

This series of workshops is available to any group of utilities that is willing to work together AND has participated in a recent QualServe Benchmarking Performance Indicators Survey. The custom regional report and working session are being made available at a very reasonable cost – comparable to sending a utility manager to a day of professional training.

### It's Like Taking a Picture

QualServe is based on the principles of continuous quality improvement. The three tools are intended to help utilities "take a picture" of where they are today.

By analyzing the results of the picture and implementing some of changes recommended by employees, peer utilities, and consultants alike, the utility makes progress toward a better tomorrow. And in a few years, it's time to take another picture.....

### For More Information

For more information, please write or call:

**John Anderson**  
**c/o AWWA QualServe**  
**6666 West Quincy Avenue**  
**Denver, CO 80235**  
**303-734-3427**  
[janderson@awwa.org](mailto:janderson@awwa.org)

## QualServe Prices for 2011

### Self-Assessment - Prices subject to change

Number of Surveys	Prices Full Survey Revised	Prices Focused Survey Revised
25	\$3,000	\$2,000
50	\$4,000	\$3,000
100	\$6,000	
200	\$7,000	
300 or more	\$8,000	

### Peer Review – Prices subject to change

Number of Peers	Number of Days	Prices Revised
3	4	\$29,000
3	5	\$35,000
4	4	\$45,000
4	5	\$51,000
5	4	\$61,000
5	5	\$65,000

### Benchmarking – Prices subject to change

	Prices
Utility participation in the annual <i>Performance Indicators Survey</i> is free and so is the summary report.	<b>Free</b>
<b>Benchmarking Performance Indicators Survey Data &amp; Analysis Report</b> - published in 2005, this first of a kind report is available from AWWA Bookstore, and includes data from more than 200 utilities.	Check AWWA.org website under Bookstore.
Annual reports for 2006 and 2007 surveys will be sold separately.	
<b>Performance Indicators Custom Regional Report</b>	\$150 per utility in the report
<b>Facilitated Workshop</b> – based on number of participating utilities.	TBD

Visit our website: [www.qualserve.org](http://www.qualserve.org)