

The background features a dark purple top section and a dark purple bottom section. A large green gradient area occupies the middle. White lines radiate from the top left corner, creating a web-like pattern. A thin orange horizontal line is positioned near the top of the green area.

EMPLOYEE RELATIONS

Pertemuan ke-11

Employee Relations

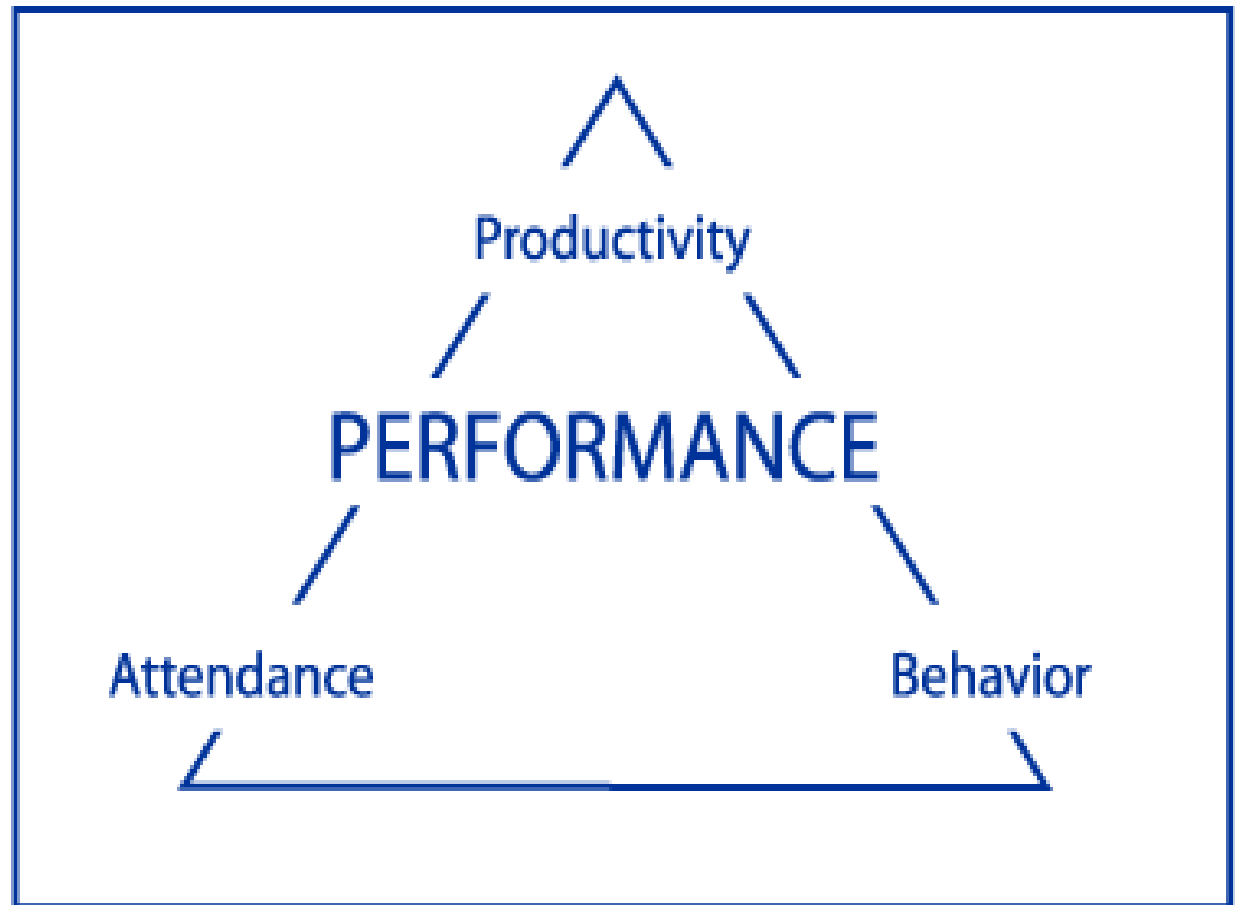


ER... Aim

Employee Relations supports managers and employees by providing services in:

- Organization development
- Organization policies and procedures
- Management and employee consultation
- Leave administration
- Performance management
- Conflict resolution and mediation
- Reduction-in-Force/Reorganization
- Coaching
- Training

Paradigm



The background features a dark purple top section and a dark red bottom section. A light green horizontal band spans the middle. White lines radiate from the top left corner, some crossing the green band. A solid red horizontal line is positioned near the top of the green band.

CUSTOMER RELATIONS

Pertemuan ke-11

How Customers Learn of Their Rights and Responsibilities

- Utility obligations to disclose
- Utility compliance
- Public Service Commission Communications

Utility Public Relations



- Customer safety programs
- Demand side management campaigns
- Conservation campaigns

Customer Relations Management (cont.)

□ Third Party monitors

□ Example: Incoming Call Management Institute

- International monitoring organization
- 2,625 member companies that receive incoming customer calls
- Measure 12 performance measures
- PacifiCorp won “Best Call Center of the Year” award in 2005
 - **Performance measures:**
 - level of service
 - percentage of first call resolutions
 - average handle time
 - **PacifiCorp call center:**
 - 1.6 million customers
 - answer 4.5 million customer calls/year
 - open 24/7/365
 - staff of 500 call center employees

Special Circumstances

- Customers requiring life support equipment
 - Additional notice requirements
 - Longer time-frames before shutoff
 - Advise on financial assistance
 - Installment payment of arrearages
 - Visit by Adult Protective Services
 - Right to a hearing



PLANNING SOCIAL MEDIA FOR CUSTOMER RELATIONS

Pertemuan ke-12

What are Social Media?

- Social media enable 'many-to-many' communication supported by web technology
- Such media can accelerate knowledge exchange through rapid publication, personalisation, content sharing and cocreation
- They create a new forum within which dispersed audiences - including youth, regional and rural communities -

Why use social media?

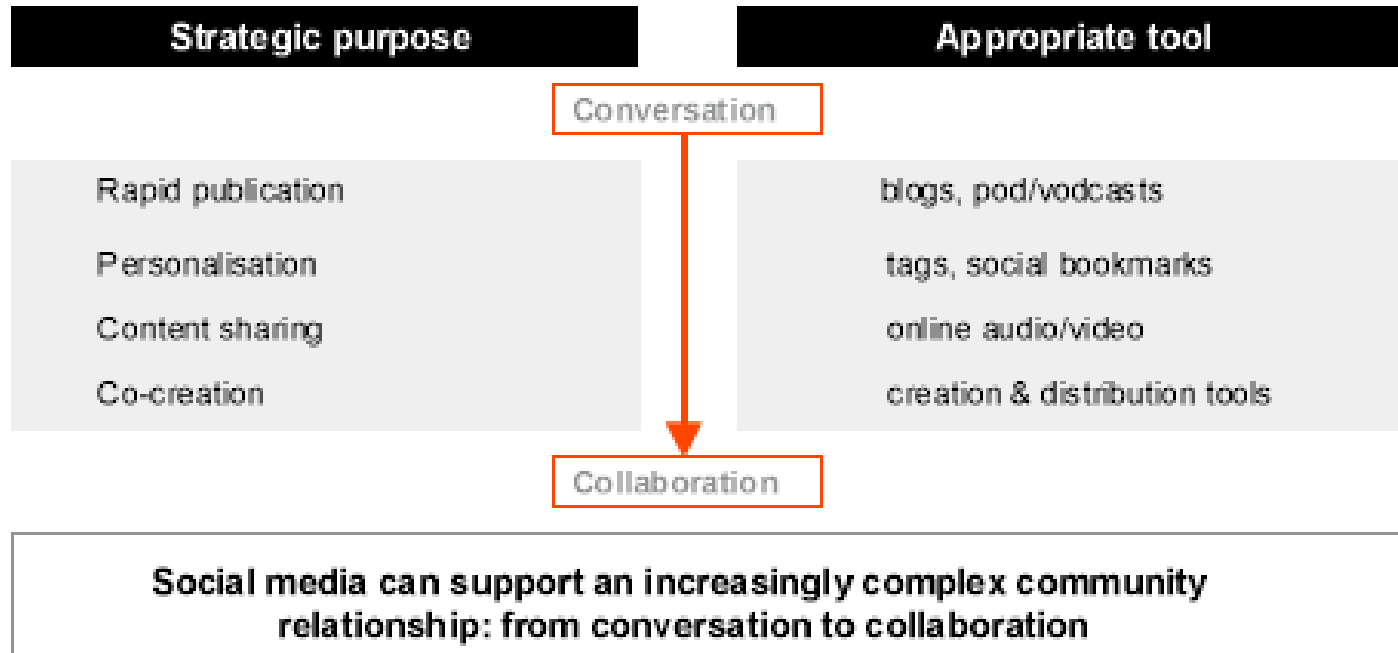
- Establish conversation with / between users
- Build relationships with / between audiences
- Bring together communities of interest
- Enhance external / internal knowledge sharing

Strategy

Participation	Incentive	Communication
Rapid Publication Personalisation Content Sharing Co-creation	Knowledge Sharing Voice Education Acknowledgement	One to Many Many to Many Hybrid (Amazon)

Planning can be informed by strategic purpose of engagement

Communication strategies and media tools



Podcasting the American West

Nov 11, 2007

We've just launched our first podcast. This one is about art and the American West.



I cover back with us to those earlier days of the American West to the foot steps of Lewis and Clark. Last summer the Washington National Opera performed *Montezuma*, an opera about the Lewis and Clark trail, in our Midway

Opera House. The Washington National Opera is one of the few opera houses in the United States that has a permanent home in the Washington National Opera House.

Podcasts: Hear from our operators about the doctor who kept members of that expedition healthy and about George Catlin who followed their track painting and writing about Native American tribes.

For a look at Catlin's paintings, visit the gallery section of our website. Thanks with George Catlin.

[Download Clark George Catlin: Narrative with Smithsonian American Art Museum](#)

Posted by Jeff on Nov 11, 2007 in American Art, Theater/Opera
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RECENT NEWS

Podcasting the American West

On the Calendar: Week of Nov 7, 2007

On the Calendar

On the Calendar: The Week of Nov 6, 2007

Podcasting the American West

On the Calendar

RECENT NEWS

RECENT NEWS

Podcasting the American West

Rapid publication

SAAM:
Eye Level blog

Rapid institutional
marketing (text)

<http://eyelevel.si.edu/>

13 May 2007

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PictureAustralia: People, places and events

Discussion | Post | Map | 84796 members

Group Photo Pool (see all 1,336 photos)



Photo Australia



Photo Australia



Photo Australia



Photo Australia



Photo Australia



Photo Australia

View photos...

Discussions

Title	Author	Replies	Last Post
The World's Finest Views... What's the Best in the World?	Photo Australia	0	4 mins ago
Australia Photo Essays	Photo Australia	1	4 mins ago
Australia Photo Stories	Photo Australia	0	5 mins ago
Picture Australia: a community of photographers	Photo Australia	0	11 mins ago
New Group: Australia	Photo Australia	0	4 weeks ago
Photo Links	Photo Australia	18	4 weeks ago

Search discussions

Search

(Or, browse all topics)

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Content sharing

National Library:
Picture Australia

User-contributed content

Online exhibition space via
third party (Flickr image
sharing portal)

www.flickr.com/groups/83633840@N00/

13 May 2007



Co-creation

V&A:
Families online

Use r-generated content

V&A provides online portal and creative tools
Users provide personal content

http://www.vam.ac.uk/vastatic/microsites/1185_families_flash/

13 May 2007

Bagaimana menerapkan media sosial untuk berhubungan dengan pelanggan?

- www.lux.com
- www.kompas.com
- www.youtube.com
- www.starbucks.com