

Board Action/Information Summary

<input checked="" type="radio"/> Action <input type="radio"/> Information	MEAD Number: 100288	Resolution: <input type="radio"/> Yes <input checked="" type="radio"/> No
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TITLE:

RCSC Website and Interactive Voice Response System

PURPOSE:

To initiate and award one or more competitive procurements that will result in one or more contracts to design, develop, implement, and maintain Regional Website and IVR systems that will enhance SmarTrip customer service.

DESCRIPTION:

The SmarTrip Regional Customer Source center (RCSC) contract (C05034) was awarded to ERG TransitSystems (USA) Inc. (ERG), on July 21, 2003. Under the contract ERG is required to provide a number of services to Metro and regional transit operators, including customer service, card management, and card fulfillment, and was required to develop a website and Interactive Voice Response (IVR) system. ERG proposed to build the website and IVR system on its proprietary software, which has been eliminated from its contract based on the realignment of deliverables to best meet customer needs in a timely manner.

The website and enhanced IVR system will help introduce greater efficiencies into the operation of the RCSC as SmarTrip® card use continues to grow. SmarTrip® card use has increased dramatically over the original estimates. Natural growth will continue with the popularity of the cards, particularly driven by Metro initiatives such as, migrating transit benefits from MetroChek to SmartBenefits and transfers only with SmarTrip®. Card use is anticipated to increase with the availability of much anticipated features such as autoloading and regional passes on SmarTrip® cards, and as the region-wide network of Point of Sale (POS) terminals to support SmarTrip® continues to expand.

With the increased use of the cards, the RCSC has experienced a commensurate increase in call volume and related backend activities. The call volume for December 2008 was approximately 37,000 compared to 23,500 in December 2007; an increase of more than 50%. Throughout the performance of the contract, ERG has required additional staffing in order to keep up with, among other contractually required duties, addressing SmarTrip® customer inquiries by phone, fax, and through emails. There are currently approximately 1.6 million SmarTrip® cards in use. The original contract estimate of active cards was 290,000. Currently, the RCSC is answering approximately 2,100 calls per day to support those active cards.

The website and IVR systems will provide a means to manage the RCSC staffing levels as the popularity and use of the SmarTrip® card continues to increase, by providing a means for customers to access their SmarTrip® card information and to perform certain related functions currently handled by the RCSC, and will avoid the need to use ERG's proprietary software. Self-service access, for example, will include (through the website or the enhanced IVR system), accessing transaction history and card balance; registering cards; reporting of stolen cards; and registering for autoloading. Features available through the website and IVR system will be made available as technologically possible, to implement customer conveniences as soon as practical, rather than waiting to roll-out all features at one time.

FUNDING IMPACT:

Capital Improvement Program

Regional Fare Integration (CE_RFAR), Page 139

	Year One (FY 2009)	Year Two & Beyond
Budget:	\$3,000,000	\$14,200,000
This Action:	\$1,013,223	\$486,777
Prior Approval:	\$1,986,777	\$0
Remaining Budget:	\$0	\$13,713,223
Remarks:	Subject to Board approval of FY2010 Budget.	
Operating Budget Impact:	Estimated annual expense for maintenance and configuration changes to the website and IVR is \$50,000 annually beginning FY2011.	

RECOMMENDATION:

Approval to initiate and award one or more competitive procurements that will result in one or more contracts to design, develop, implement, and maintain a Regional Website and IVR system that will enhance SmarTrip® customer service subject to the availability of funds.