



## Legislation Text

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**File #:** 002717, **Version:** 0

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### Contract for Customer Satisfaction Survey Services (B)

In the past, GRU used several firms to perform this work once a year or every other year. To improve our monitoring of customer satisfaction and be able to respond quickly to changing customer needs, we are recommending that this surveying be done on a more frequent, ongoing basis using one firm. This will help improve the quality of our data and allow us to respond to customers needs in a timelier manner. This work includes the measurement of residential and commercial customer satisfaction and loyalty on a continuous basis. It will also include the ability to benchmark with other utilities to see how we compare.

A Request for Proposal (RFP) was sent to fifty-six firms who perform market research requesting proposals for Customer Satisfaction and Loyalty Research services. GRU received eighteen responses, which were subsequently reviewed. Eleven firms were determined to be non-responsive because they did not adequately address important, specific areas of the Request. In a second review meeting, staff ranked the seven remaining proposals. RKS Research and Consulting is the highest evaluated proposer. The initial term of the contract will be a period of one year. A provision will be included for three, twelve-month extensions by mutual agreement. A copy of the proposal tabulation is attached for your information.

The City Commission: 1) authorize the General Manager, or his designee, to negotiate and execute a one-year contract with RKS Research and Consulting for Customer Satisfaction and Loyalty research, subject to approval of the City Attorney as to form and legality; and 2) approve the issuance of a purchase order to RKS for the remainder of FY 2002 in a not to exceed amount of \$50,000 and during subsequent months of the initial contract term an amount not to exceed approved budgets for these services.

Funds for these services in FY 2002 are available and approved in the Utilities O & M Budgets.

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