



Legislation Text

File #: 210531., **Version:** 1

Contract Award to Qualtrics, LLC for Speech Analytics Software (B)

Approve execution of a contract with Qualtrics, LLC for Speech Analytics Software to provide a platform that addresses all current requirements for call center functionality while providing flexibility to incorporate new functionality as needed and required for the future.

The GRU contact center answers approximately 20,000 calls per month. Currently, Customer Service management reviews a small portion of those calls in order to ensure that our Customer Service Representatives (CSRs) are providing world class service. The reviews are based on the following guidelines:

For CSRs with one or more years of experience, we monitor and score one call per week, and two calls per week for CSRs with less than one year of experience. We review calls from both morning and afternoon and look for calls between 7-15 minutes in length.

If a score falls below quality standards, an email is sent to the Call Center Supervisors and Sr. Representatives. If a call review provides a discovery of an immediate coaching opportunity, then a request is sent to the Call Center Supervisors and SR CSRs for coaching with that CSR.

Unfortunately, the current process only allows Customer Service to be able to monitor, evaluate and score 124 of the 20k calls received per month, which is less than 1% of all calls.

Recognizing the need to improve call center performance, staff issued a Request for Proposals (RFP) on January 21, 2021 for Speech Analytics Software. Two responsive/responsible proposals were received. The proposals were evaluated based on qualifications & experience, approach to project, software, pricing, distinguishing characteristics, local preference and small business; functionality, ease of use and user experience support and implementation. Qualtrics, LLC received the highest score. A tabulation of the scoring is attached for your reference.

The recommended software will provide the ability to analyze 100% of the calls, which will allow us to identify the CSRs' knowledge gaps and better evaluate their performance. It will also increase customer satisfaction and improve the overall customer experience.

Funds are available in the FY 2022 GRU Customer Operations budget and will be requested in future fiscal years.

The City Commission:

1) authorize the GRU General Manager or designee to negotiate and execute a contract with Qualtrics, LLC for implementation services, software support services, and software licenses for Speech Analytics Software, subject to approval by the City Attorney as to form and legality; and

2) approve the issuance of a purchase order in the estimated amount of \$127,750 for implementation and services for the first year and \$121,000 per year for year two through five, subject to budget approval.

At their October 14, 2021 meeting, the UAB voted unanimously to advise the City Commission to approve the staff recommendation.