

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: December 12, 2012

Board Item: V-E-3

Customer Experience Professional Services Contract # 14498A

Action by Consent

Action

Information

In order to further the Customer Perspective of the Strategic Plan, the Board has recognized the need for professional services to understand and evaluate the current customer experience. To achieve this objective, we plan to perform the following:

- Identify and measure the key drivers of customer satisfaction across the organization, including customer interactions with the Customer Care Center, Transmission and Distribution services, and Emergency Services, among others
- Quantify customer satisfaction and the customer advocacy benefits resulting from Denver Water's current customer experience
- Profile the types of problems that customers experience and the questions they have as a result
- Quantify current brand perceptions of Denver Water

Four baseline surveys that target key customers and business practices will be used to gain insight. The results of these surveys will be used to make actionable recommendations to enhance Denver Water's customer service and to develop ideas for future LEAN Rapid Improvement Events.

A Request for Proposal was issued to one-hundred and fifty-two (152) consulting firms, ten (10) of whom responded. After a preliminary review of the proposals, five (5) firms were invited to conduct formal presentations of their experience, qualifications and customer experience methodology. The selection was narrowed to two (2) firms, both of whom participated in several conference calls to facilitate the Board's understanding of the objectives of a Customer Experience Initiative. Following these discussions, it was determined that Customer Care Measurement & Consulting, LLC would provide the Board with the best approach to evaluate Denver Water's current customer experience.

The total estimated budget for these services is \$209,954.56, including fixed professional fees of \$120,206.50 and \$89,748.06 in estimated expenses. To accommodate the potential of a slight variance in the actual amount of expenses, the total not-to-exceed amount has been estimated at \$215,000.00.

Funds for professional services are included in the Customer Relations 2012 and 2013 budgets in the amount of \$75,000.00 for each year. A fixed fee of \$13,718.48 will be paid upon contract execution in 2012, with the remaining \$61,281.52 of 2012 funds not spent. The full \$75,000.00 of the 2013 budget will then be spent. To account for the remaining balance of the contract, we are requesting approval for a budget variance for the Customer Relations 2013 budget in the amount of \$126,281.52.

Recommendation:

It is recommended the Board authorize award of Contract No. 14516A to Customer Care Measurement & Consulting, LLC for Customer Experience Professional Services for the contract period December 12, 2012 through December 31, 2013 for a total contract amount not to exceed \$215,000.00.

Approvals:


Julie A. Anderson
Director of Customer Relations


Angela C. Bricmont
Director of Finance

Respectfully submitted,


James S. Lochhead
CEO/Manager