

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: May 7, 2015**

**SUBJECT:** Proposed Purchase of Interactive Voice Response (IVR) System from Selectron Technologies

**SUBMITTING DEPARTMENT:** Management Services Department

**PREPARED BY:** Mark J. Lusson, Customer Accounts Manager

**AGENDA LOCATION:** Comments/Communications , Consent , Work/Study ,  
New Business , Public Hearing , Second Reading

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**ATTACHMENTS:** Letter of Understanding and Work Packet

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**SUMMARY BACKGROUND:** For the last four years, the Customer Accounts Division has researched different companies in search of an IVR provider to assist with the increasing call volumes and missed calls to staff in the Customer Accounts Division. During this time, it has also evaluated the advantages and benefits to incorporating this type of technology into the operation.

Following is a brief history of phone calls received by our Customer Accounts staff:

- 83,000 inbound calls annually
- 11,000 non-payment inquiries annually
- Averaging 6,000 monthly payments over the phone to our Customer Accounts Representatives
- 31% of our customers utilize this method of payment
- Customers restricted to making phone payments between 8am–5pm

Staff believes customers would receive the following benefits if an IVR system were to be purchased:

- 24/7 access to account information
- 24/7 access to make debit, credit or echeck payment
- Outbound call courtesy reminders
- Real-time update to database
- Enables more time for non-payment inquiries
- Little to no calls deflected to voicemail or other departments

During preparation of the budget in prior years, the Management Services Department allocated monies for purchase of this system. Unfortunately, due to stagnant growth in the last few years, there was never a demand to justify the necessity of this system. With the current customer base and growing population, the optimal timeframe has presented itself for this system to be incorporated into the utility accounts operation.

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**OPTIONS ANALYSIS:** N/A; for discussion only.

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**ACTION OPTION:** N/A; for discussion only.

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**RECOMMENDATION:** N/A; for discussion only.

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**FISCAL ANALYSIS:** Considerable study, research and analysis have taken place over the past nine months regarding the optimal system, cost and benefit to the Town and its customers. The conclusion is that a total purchase price of \$75,000, spread over three years, has given the Town the opportunity to take advantage of this technology. Payment for the system will be split between the Water and Wastewater funds. There will also be a computer programming interface through SunGard for a one-time price of \$13,000. A transfer of funds from the contingency account may be necessary.

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_

Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved    Denied    Tabled/Deferred    Assigned to \_\_\_\_\_