



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

May 29, 2019
AGENDA ITEM #13

Pay By Mail
Program Update

Strategic Plan Relevance:	Regional Mobility
Department:	Operations
Contact:	Tracie Brown, Director of Operations
Associated Costs:	Payment based on monthly volume of receipts
Funding Source:	N/A
Action Requested:	Update and Board Discussion

Summary:

In February 2018 the Mobility Authority entered into an Agreement with Cofiroute USA for Pay By Mail violation processing, collections and customer services. The Agreement was the result of an extensive procurement in which Cofiroute USA was determined to be the best value proposal.

The primary goals of the Pay By Mail program are to provide a customer-friendly program with more convenient payment options. Additional objectives include enhancing the Authority's customer relationship management capabilities and obtaining service level agreements for certain performance metrics.

The Cofiroute USA program went into effect in December 2018. Staff will present an update regarding the program's success, challenges and upcoming actions.

Backup Provided: Presentation
Pay By Mail Program Highlights

Cofiroute USA Pay By Mail Program Highlights

As of April 30, 2019

HIGH-LEVEL PROGRAM METRICS

Call Center

- Total customer service calls – 140,113
- Total customer service web chats – 1,966
- Total customer service emails – 9,858
- Total complaints handled – 2,832
- Total number of Toll Bills, Statements and Letters sent to customers – 1,794,155
- April (phone) Average Speed of Answer - ~ 3 minutes, 30 seconds
 - May (phone) Average Speed of Answer - <1 minute

Staffing

- Call Center Staff
- Chat & Correspondence
- Operations Support

Tolls and Fees (through April, 2019)

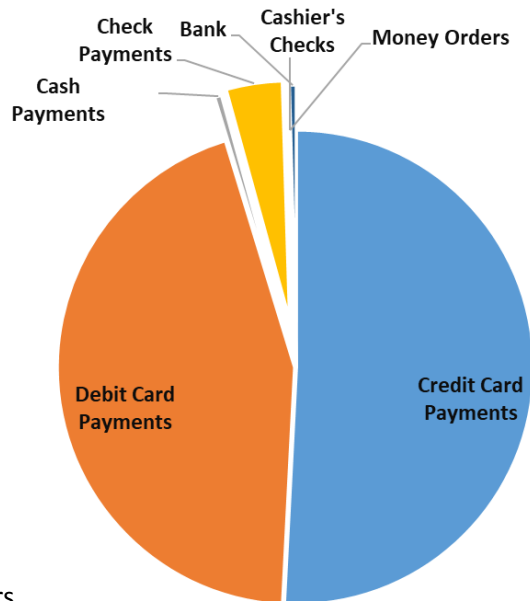
- Collected in Tolls - \$5,535,017
- Collected in Fees - \$1,386,140

Self-Service comparison (% of total collected)

- Web payments – 83%
- Mail-in / walk-up – 17%

Payment Channels (% of total collected)

- Credit card payments – 53.6%
- Debit card payments – 46.9%
- Check payments – 4%
- Cash payments – 0.47%
- Bank – 0.46%
- Money Orders – 0.05%
- Cashier's Checks – 0.0026%



Complaints

- >2,800 complaints closed
- Current resolution turnaround ~24 hours

Registered Account signups

- 3,000 active, pre-paid accounts
 - 5,391 additional (incomplete registration) Pre-Paid Accounts
- 22 active, post-paid accounts
 - 10 additional (incomplete registration) Post-Paid Accounts
- \$34,972 in tolls paid by way of Registered Accounts

ON THE HORIZON

The new Pay By Mail program should reach 'steady state' this Summer. This will allow Cofiroute (CUSA) and CTRMA to begin the process of fine-tuning the program, in an effort to maximize customer satisfaction, collection and enforcement success, as well as overall program improvements. Below are some of the initiatives that will help in our effort to create a "World-class Customer Service Experience" for our Pay By Mail customers.

Registered Accounts

- Registered, pre-paid accounts
 - Develop campaign to brand and market registered pre-paid accounts in effort to boost enrollment
- Registered, post-paid accounts
 - Proactive outbound contact to commercial entities to explore options, such as Post-Paid accounts, for easier management of an entity's toll bill(s) for multiple vehicles

Customer Surveys

- Post-Call / Contact Customer Satisfaction Surveys
 - Survey customers via email in real-time
 - Multimedia friendly survey engine – allows the use of images, PDF Documents, audio, video and animated GIFS
 - Create alerts based on score conditions or key words and phrases. Real time notification emails when alerts are triggered
- Mystery Driver Surveys
 - Vendor manages all the recruitment and fulfillment processes. Each month, registered mystery drivers would be chosen at random to participate in daily surveys regarding their normal commute on our facilities
 - Selected drivers receive information about what to look for and report on such as safety, mobility, pricing, apps, service, litter control efforts, or construction. Drivers receive an incentive for participation.
- Registered Account Surveys
 - Customers will have the option to give feedback on the Registered Account program. We will be able to survey not only the program itself, but also get feedback from customers for the online sign-up / registration process. Depending on the feedback received from customers, we could enhance the program, and streamline the registration process.

Enhanced Customer Service & Satisfaction

- Quick-Pay discount
- Goodwill program
 - CTRMA may elect to send Pay By Mail customers who have been inconvenienced gestures of goodwill, such as gift cards, flowers, personalized cards, etc.
- Customer Engagement
 - Above mentioned Post-Call / Contact Customer Satisfaction Surveys

- Surveys that stand out (good or bad) could result in follow-up contact from CTRMA or CUSA.
- Expand Customer Service Hours of Operation
 - Will provide additional coverage later in the day on week-days, as well as partial coverage on Saturdays

Reporting

- After steady-state is realized, our Operations Team will be working with CUSA on the creation of and / or enhancement of several reports
 - Enhanced toll reconciliation reports
 - Enhanced, trending call center stats
 - New Collection Reports
 - Pre-Court & Habitual Violator
 - Enhanced Liquidation Reports
 - By toll transaction date, or by bill date
 - Call volume prediction model

Enhanced Enforcement

- Pre-Court & Habitual Violator Programs rolling out this Summer