



(Board Copy)
Washington Metropolitan Area Transit Authority
**METRO ELECTRONIC ACTION
DOCUMENT**

IDENTIFICATION			
MEAD ID:	99419	ACTION:	Initiate & Award
AWARD VALUE:	(Not yet awarded)	CONTRACT: (Proposed)	
FUND SOURCES: (View)	Operating Funds	CONTRACTOR:	
LAST MODIFIED:	05/30/2006		

DESCRIPTION	
SUBJECT:	Modify contract C06013 to provide a single access telephone number for all WMATA services.
PURPOSE:	To request Board of Directors' approval to modify contract C06013 to provide customers with a single access telephone number to use when contacting WMATA for transit information and transit related services by leveraging the existing voice enabled Interactive Voice Response (IVR) technology platform to consolidate existing access numbers and services under a single access number and IVR menu.

ORIGINATION					
INITIATOR			DEPARTMENTAL APPROVAL		
AL PEGRAM on 04/04/2006			Approved by AGOURIDIS , LEONA 05/11/2006		
PHONE:	--	OFFICE:	CSVC	DEPT:	Communications

COORDINATION (ROUTING)		
OFFICE	NAME	ACTION/DATE
AGMC (6110)	AGOURIDIS, LEONA	Approved 05/11/2006
PRMT (7410)	JACKSON, LUCY	Approved 05/11/2006
OPAS (3161)	HUGHES, JAMES	Approved 05/17/2006
CFO1 (2110)	WOODRUFF, HARRY	Approved 05/15/2006
COUN (1410)	O'KEEFFE, CAROL	Approved 05/12/2006
COUN (1410)	O'KEEFFE, CAROL	Approved 05/11/2006

FINAL APPROVALS	
OFFICE	NAME/ACTION
OPER_CMTE	Approved for OPAS by JAMES HUGHES on 05/17/2006
BUDGET_CMTE	Approved for CFO1 by HARRY WOODRUFF on 05/15/2006
JOINT_DEV	Approved for by Emeka Moneme on 05/30/2006
GM	Approved for GMGR by GMGR CEO on 06/07/2006
BOARD	BOARD WMATA (Not Yet Approved)



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NARRATIVE

DISCUSSION:

WMATA customers have numerous telephone numbers they can use to contact WMATA. The numerous choices can create a confusing situation for customers in need of services or information, especially when some offices have multiple telephone numbers. The interim General Manager has requested that WMATA provide one number for customers to call to obtain information regarding WMATA's transportation services. This will eliminate any confusion regarding what number to call for various services provided by WMATA. The one number concept will provide access to the myriad of WMATA functions with one call, leverage WMATA's Interactive Voice Response (IVR) system to route callers to appropriate office/information, and facilitate limited first call resolution by providing the capability to target critical information to specific customer segments. Dialing access to the individual telephone numbers for each office will still be supported for redundancy and backup, but these numbers will not be published in WMATA literature once the single access number is available. The single access number will also be complemented with a redesigned IVR menu that will provide easier access to information and a more logical grouping of service functions.

ALTERNATIVES:

Continue to publish multiple access numbers for WMATA transit information and services, which perpetuates customer confusion as to what telephone number to use when they are in need of information and services.

IMPACT ON FUNDING:

Budget: Fiscal 2006
Operating Department: Customer Communications, Marketing and Sales (CCMS)
Budget Line Item: Professional and Technical Services
Page Number: 61
FY Budget: \$ 483,800
Cost of This Action: \$ 150,000
Expenses to Date: \$ 58,863 through April 2006
Subtotal: \$ 208,863
Budget Remaining: \$ 274,937

AFFIRMATIVE ACTION PROGRAM:

Equal Employment Opportunity: The contractor will be required to comply with Executive Order 11246, Revised Order #4.

RECOMMENDATION:

Approval to modify contract C06013 to modify the existing voice enabled Interactive Voice Response system (IVR) to support a single access number for customers to use when contacting WMATA.