Customer Service Committee

February 15, 2012

Customer Service Workplan: Overview

Key Decisions	Decision-Making Timeframe		
	4-6 months	6-12 months	12+ months
Violations Framework • Fines vs. fees / notices vs. invoices • Two-year "look-back" • Collections • All Electronic Tolling (AET) considerations		X	X
Fleet Policies			X
Feedback Transponders ("beeping transponders")		X	
American Express Fees	*Complete* X		

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Focus Group Results: Sessions Conducted

- **I-PASS customers who have received violation notices (Chicago, Deerfield)**

- **I-PASS customers who have not received violation notices (Chicago, Deerfield)**

- **Drivers who have become I-PASS customers, mostly as a result have having received a violation notice (Chicago, Oak Brook)**

- **Drivers who have not received violation notices (Chicago, Schaumburg)**

- **Truckers and fleet company managers who have and have processed violations (Chicago)**

- **Regional office managers from national rental car company chains who have and have not processed violations (Chicago)**

Focus Group Results: Sessions Approach

- **Partnership with University of Illinois – Chicago (UIC)**

- **September – November 2011**

- **Between five and 10 participants**
  - ❑ **I-PASS customers recruited through sampling of database**
  - ❑ **Other drivers recruited through website postings**

- **One moderator**

- **One-way window for Tollway observation**

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Focus Group Results: Key Themes

- **Open road tolling is perceived as an important benefit to all drivers.**

- **Most I-PASS customers are unaware of toll rates.**

- **Most first-time recipients of a violation notice do not fully understand how the violations were incurred until working to resolve the notice.**

- **Drivers do not understand our "three violations in two years" policy. Most would prefer immediate notification and/or monthly invoices.**

- **Drivers strongly believe that the violation fines are excessive.**

- **For individual drivers, experiences with customer service are mixed, with almost all reported experiences relating to violations resolution.**

- **For fleet drivers, experiences with customer service are overwhelmingly negative.**

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Focus Group Results: Key Themes (cont.)

- **Most drivers prefer electronic communications to traditional mail.**

- **Most drivers would like the option to dispute online and by phone.**

- **Most drivers would prefer transponders that confirm toll payment at the time of transaction.**

- **Most drivers would like an improved online map to determine required tolls on different routes.**

- **Many drivers worry about the use of transponder data to track location and/or speeding.**

- **Most drivers do not understand what tolls fund.**

- **Some regular drivers make the informed choice to always pay cash, in part because they often (somewhat mistakenly) perceive themselves as irregular or infrequent drivers.**

Focus Group Results: Future Considerations

- **Violations Framework**

  - ❑ Eliminate the "three violations in two years" policy. Instead, consider issuing violations in bundles or every month.

  - ❑ Reduce initial fines. Instead, consider charging a nominal "convenience fee" for the first notification.

- **Fleet Policies**

  - ❑ Configure the next system to allow for different security rules for fleets regarding account access for maintenance purposes.

  - ❑ Even before the next system, establish a fleet group to handle key large accounts.

- **Feedback Transponders**

  - ❑ Work with the E-ZPass Group and Kapsch to offer feedback transponders again.

  - ❑ Consider charging an additional fee for the feedback transponders.

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RFI Results: Vendor Presentations

	Vendor	Vehicle Classification for Electronic Tolling	License Plate Imaging	Electronic Tolling Transaction Capture	Electronic Tolling Account Management	Video Tolling Account Management	Electronic Tolling Violation Management	Interoperability Management	Other	Oral Presentation Date/Time
1	Accenture		X	X	X	X		X		12/21/11 @11:00 a.m. 1/18/12 @10:00 a.m. demo
2	ACS State & Local Solutions, Inc.	X	X	X	X	X	X	X		1/24/12 @2:00 p.m.
3	Cubic Transportation Systems, Inc.					X	X		X	1/17/12 @10:30 a.m.
4	Direct E-Secure Inc	X								1/19/12 @2:00 p.m.
5	ETC	X	X	X	X	X	X	X		02/21/12 @11:00 a.m.
6	Federal Signal Technologies	X	X	X	X	X	X	X		12/21/11 @8:30 a.m.
7	Hi-Tech Solutions		X	X						1/27/12 @9:00 a.m.
8	Inex/Zamir		X							1/24/12 @9:00 a.m.
9	JAI, Inc.		X							1/24/12 @11:00 a.m.
10	Kapsch Traffic Com IVHS	X	X	X	X	X	X	X		1/30/12 @1:00 p.m.
11	MEADE								Installation, construction, maintenance	2/1/12 @1:30 p.m.
12	Municipal Intelligence Group, LLC		X				X		Mobile License Plate recognition; 24/7/365 boot & tow operations	1/9/12 @1:30 p.m.
13	Oracle Corporation			X	X	X	X	X		1/23/12 @9:00 a.m.
14	Q-Free		X							2/1/12 @11:00 a.m.
15	Raytheon Company	X	X	X						1/17/12 @8:30 a.m.
16	RR Donnelley		X				X			1/27/12 @11:00 a.m.
17	Smart Revenue Collection Systems	X								1/19/12 @11:00 a.m.
18	Telvent, Inc.	X	X	X		X	X	X		1/19/12 @8:30 a.m.

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RFI Results: Vendor Presentations (cont.)

	Vendor	Vehicle Classification for Electronic Tolling	License Plate Imaging	Electronic Tolling Transaction Capture	Electronic Tolling Account Management	Video Tolling Account Management	Electronic Tolling Violation Management	Interoperability Management	Other	Oral Presentation Date/Time
19	Toll Plus, Inc.			X	X	X	X	X		2/1/12 @8:30 a.m.
20	Transcore	X	X	X	X	X	X	X	scheduling1hr webinar for wk of 2/13/12	1/30/12 @9:00 a.m.
21	TRMI Systems Integration	X	X	X	X	X	X	X		1/23/12 @1:30 p.m.
22	Aimetis		X							2/22/2012 @ 9:00 a.m
23	Intelligent Imaging Systems			X						1/12/12 @1:30 p.m.
24	Avrio RMS		X							02/22/12 @ 2:00 p.m.
25	Samsung SDS America	X								1/27/12 @1:30 p.m.
26	Lexis Nexis						X			02/2/12 @ 11:30 a.m.

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RFI Results: Overall Approach

- **Vendors submit written responses**

- **Vendors present on site in one- to two-hour sessions, sometimes providing basic demonstrations of different products**

- **Tollway participation in vendor presentations is cross-departmental**

- **Tollway discussions with vendors during presentations focus on industry-wide trends and emerging and/or comparative technologies**

- **Only three vendor presentations remaining**

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RFI Results: Key Themes

- **Back-office technology continues to evolve rapidly and currently falls into two major categories:**

  - ❑ Small software companies that offer custom-developed tolling systems

  - ❑ Larger software companies that are just starting to attempt development and long-term growth of more standardized tolling systems (drawing on leading practices from other industries)

- **Lane technology continues to evolve but on the margin:**

  - ❑ United States tolling organizations prefer in-pavement vehicle classification

  - ❑ License plate imaging remains difficult across jurisdictions

  - ❑ "Fingerprinting" technology is popular but not fully proven

- **Mobile phone tolling solutions are being developed by multiple vendors, but none are yet actively deployed**

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RFI Results: Key Lessons for RFP

- **Current approach of maintaining lanes while replacing the back-office system is confirmed to be very feasible and common.**

- **Structure RFP to maximize competition among different types of software companies.**

- **Structure RFP to maximize operating flexibility and autonomy.**

- **Structure RFP to include a variety of "outlier" functionalities as optional from a pricing perspective. This maximizes competition and best accommodates the broad range of anticipate quality and relevance. Examples include:**

  - Call center management
  - Mobile phone tolling solutions
  - Optical character recognition and vehicle "fingerprinting"

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RFI Results: Key Lessons for RFP (cont.)

■ **Maximize functional requirements for capabilities in:**

- ❑ Customer self-service

- ❑ Customer communication

- ❑ Reporting and analysis

- ❑ Controls and audit

■ **Structure RFP to require respondents to fully outline technical capabilities, not just functional capabilities. Examples include:**

- ❑ Capacity for large transaction volume

- ❑ Capacity for automated and detailed system performance monitoring

- ❑ Established methodology for customizations

- ❑ Established methodology for interface development and management

- ❑ Established approach for releasing updates

- ❑ Established approach to empowering customers, including configurability

RFI Results: Future Considerations

- **Violations Framework**

  - ❑ Seek a system that has the flexibility to evolve with minimal customization to violation notices parameters and violations notices content.

  - ❑ Seek a system that has the flexibility to evolve with minimal customization to established I-PASS accounts versus plate-based violation "accounts" (I-PASS customers vs. Potential I-PASS customers).

- **Fleet Policies**

  - ❑ Seek a system that allows for improved self-service with respect to plate management within each fleet account.

  - ❑ Seek a system that allows for different account types to have access to different types of correspondence and different rules around communication.

- **Feedback Transponders**

  - ❑ Seek a system that allows for transponder deposits as well as transponder fees.

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Customer Service Contract

- **Original customer service contract**
  - ❑ Image review – Transferred to state use vendor December 2010 (Bridgeway Training Services)
  - ❑ Transponder fulfillment – Transferred to state use vendor January 2012 (The Printers Mark, a subsidiary of Transitions Mental Health Services)
  - ❑ Print and mail – Transferred to state use vendor January 2012 (Ada S. McKinley Community Services Inc.)
  - ❑ Call center – Enters second three-month extension in March 2012

- **Three key goals for moving final customer service contract**
  - ❑ Secure sustainable space, preferably leveraging existing state property
  - ❑ Establish contract with a state use vendor
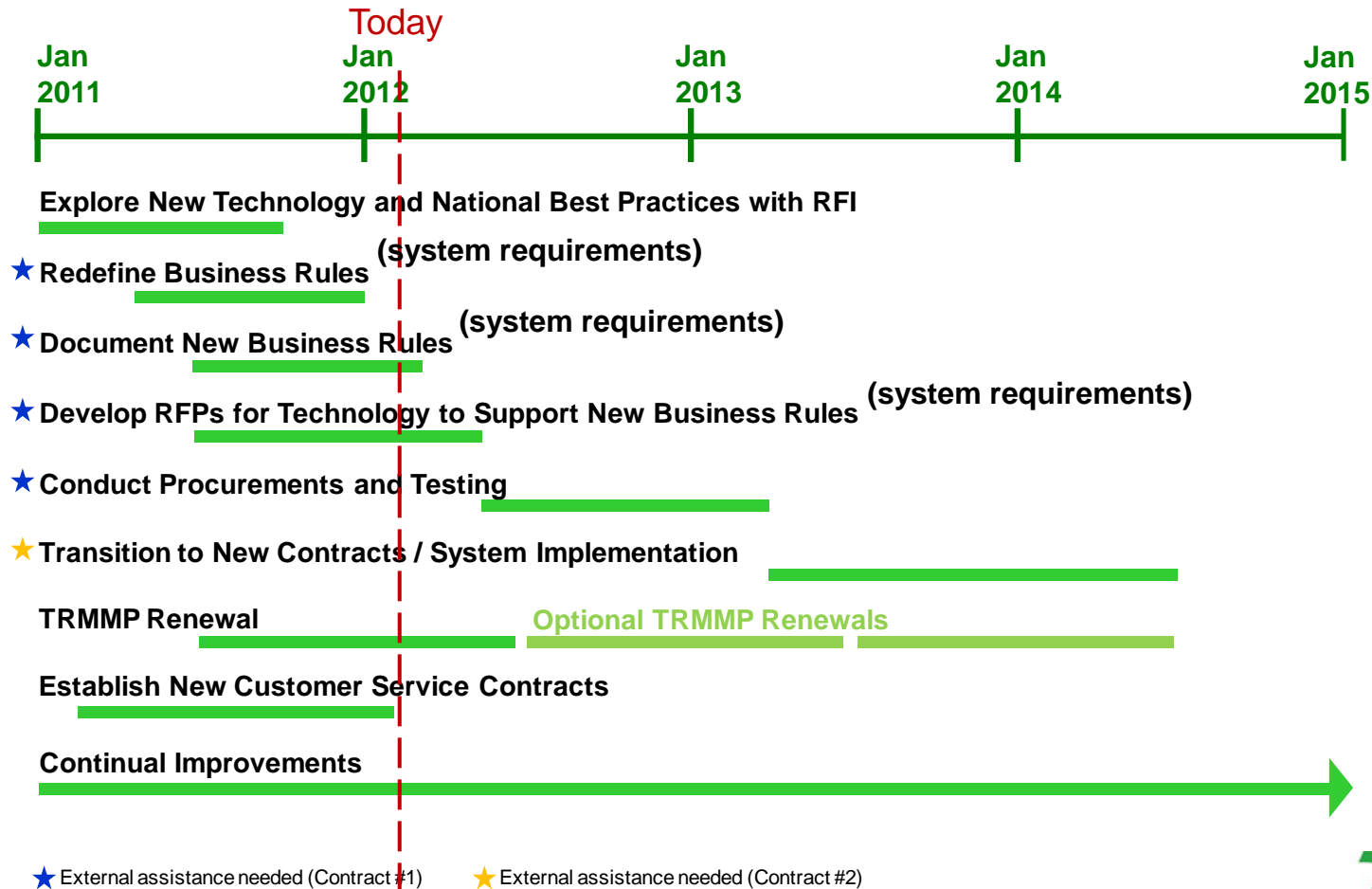 - ❑ Establish successful transition plan to a new vendor

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Appendices

Appendix: Violations Framework (fines vs. fees / notices vs. invoices)

Presented by Shana Whitehead on September 21, 2011

Appendix: Electronic Tolling Back-Office Technology Strategy

Today

Jan 2011 — Jan 2012 — Jan 2013 — Jan 2014 — Jan 2015

Explore New Technology and National Best Practices with RFI

(system requirements)

★ Redefine Business Rules

(system requirements)

★ Document New Business Rules

(system requirements)

★ Develop RFPs for Technology to Support New Business Rules

★ Conduct Procurements and Testing

★ Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewals

Establish New Customer Service Contracts

Continual Improvements

★ External assistance needed (Contract #1)   ★ External assistance needed (Contract #2)

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THANK YOU