



ATI

CASE STUDY

CITY of ANTIOCH Residential Water Services



The City of Antioch is committed to improving the quality of life in its community through effective management of resources and a dedication to excellence in Public Service. The Public Works Department provides safe, drinkable, clean, filtered water to residents.

"It is our goal to provide our city with prompt, courteous and responsive customer service.

We contacted ATI because our call load became more than what our staff could handle efficiently."

the SITUATION

The Public Works Department assists 30,000 households with a phone staff of 4 fulltime Customer Service Representatives. As more and more customers were calling into the office to obtain hours, directions, and to pay their water bill last minute, Finance Services Supervisor Lisa Saunders put out a call for help. She knew her team was drowning in repetitious inquiries.

Bob Zimmerman, Information Systems Project Manager, contacted ATI to guide him through the decision process of upgrading to an Automatic Bill Pay system. He knew it was time to investigate an IVR (Interactive Voice Response) solution to take the pressure off of Lisa's team and serve city customers 24/7. By automating phone calls into the water department and offering a credit card payment option, the City of Antioch would finally be taking advantage of computer telephony technology.

an INTERACTIVE APPLICATION

ATI proposed their Interactive Enterprise Platform which would nicely fit within Antioch's budget. Other commercial platforms would have been more expensive and lacking in value for the small municipality. The key requirements for the upgrade were as follows:

- 4 Port IVR System to simultaneously handle 4 calls*
- Integration to Customer Database Programs to access account information
- Integration with all Credit Card Payment Partners
- Spanish Language Option

** In the event all four lines are being used, customer would have option of staying on line (with an estimated response time) or leaving a voice mail message.*

"An IVR must consider the caller's experience," affirms ATI's Sales Director Victor Aranda. "ATI's standard is to design streamlined IVRs. No customer wants to listen to menu after menu after menu; they do not want 15 options to simply pay a bill or speak to a live Customer Service Representative."



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the DECISION TO UPGRADE

When money is tight, customers will first pay their mortgage or rent to keep a roof over their head. Then they will ask themselves, *"Do I pay the utility bills, phone bill or put food on the table?"* Sometimes they have to wait until the last minute to pay the utility bills. The number of shut-offs among California households rose by one-fifth in 2009.*

"Cities will save money when it comes to dealing with delinquent accounts and disconnections if it is easier to communicate with customers. For example, having an automatic dialer call households and give them the option of being directed to the IVR Bill Pay option may prompt a customer to pay when they otherwise would have missed the due date," asserts ATI's CEO Steve Viets.

When serving an entire city, all options must be available to ensure payment. Some people are simply not comfortable paying online, and others look to save wherever possible; and that includes a 44 cent stamp!

* Source: Division of Ratepayer Advocates.

SMOOTH INSTALLATION

Antioch's current IS Project Manager, Alan Barton, has seen many upgrades to the city's communications systems. "Any new technology is a learning process. With the new IVR, we had to learn how to modify prompts on the fly for special day closures. You always learn the basics, but then it's, 'Oh, we have a special circumstance!' ATI provided wonderful support. They were immediately available via phone and provided good training documentation."

Mark Seeba in Application Development admits, "There were no red-tape delays with Antioch. They were very well-prepared. Most state and local government agencies take 90-120 days to make a technology upgrade decision. Antioch was ready to make decisions and improve their bill pay options immediately." Seeba continues,

"In January 2010, 1205 water customers paid their bill via the IVR and 403 checked their account information after office hours. That's over 1600 less calls that Lisa Saunder's team had to handle. They were definitely happy about that!"

Additional Options for Municipalities

- ▶ **Queuing** sends phone calls to specific representatives based on the customer's need or account.
- ▶ **IVR (Interactive Web Response)** assists in customer bill pay. It is very cost-effective since the same logic is used and easily plugs into the same platform.
- ▶ **Screen Pops** allow the Customer Service Agent to immediately see the account details of the caller who is being transferred from the IVR.
- ▶ **Speech Recognition** enables callers to respond to prompts verbally instead of pushing buttons.
- ▶ **Delinquent Account Notifications** call and remind customers that payment is past due and offers them an option to pay by credit card.

ATI's Interactive Platform is a scalable solution that can be used for all types of self-service, heavy call load applications such as Jury Management and Traffic Ticket Payments.

Future Compatibility

ATI's software applications are hardware agnostic; they can integrate with any existing system.

ATI integrates custom solutions for some of the biggest and best known companies and public entities locally and throughout the United States. Clients include the **San Francisco 49ers, Chicago Title, The Superior Court of Napa** and several counties throughout California. As ATI continues

to expand, the commitment to personalized service will remain as strong as when the company was founded. The experience of ATI's sales consultants, technical and customer service personnel make ATI uniquely qualified to assist your company with your special CTI requirements.

Visit www.ati-cti.com or CALL 800-333-8394 and ask for an ATI IVR Specialist.