



#### **Outline**



- Customer Experience and External Affairs (CXEA) Composition
- CX North Star
- Division Goals and Roadmap
- CS Organizational Overview
- State of Customer Services
- Challenges and Opportunities
- Budget Drivers
- Mitigation and Managing Expenses
- Expenses and Staffing

# CXEA Composition and North Star TEMENT



## "Our customers and communities experience compassion and equity in action so they are understood, valued, and empowered."

We deliver this through:

- Knowledgeable, empathetic advocacy
- Consistent, transparent, and competent support that provides the right solution
- Understanding, dialogue, and support that reflect our data-driven approach to understanding their current and future expectations

## **CS Division Goals and Roadmap**

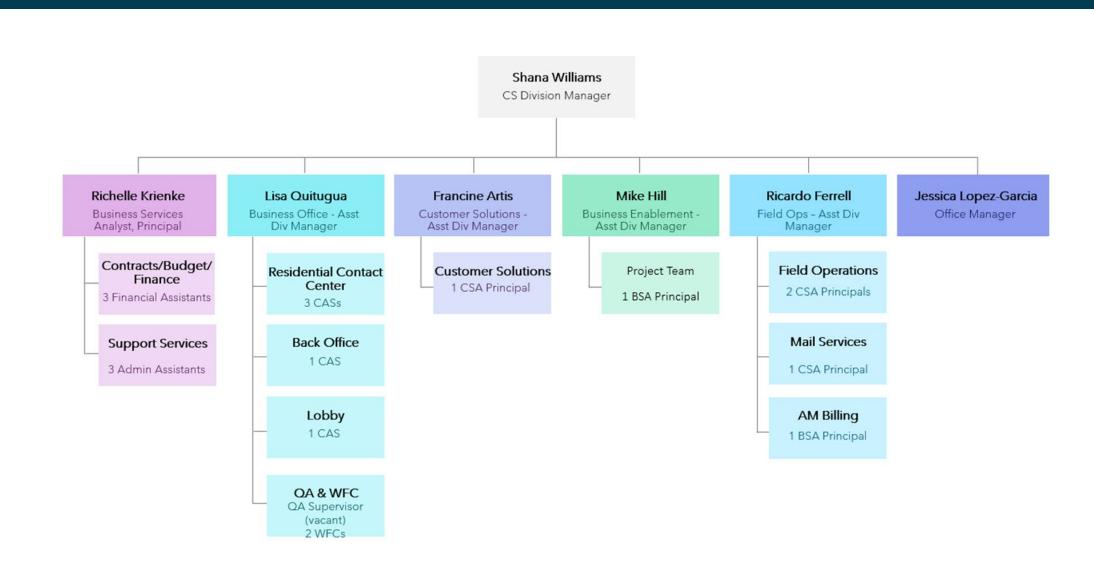


- Use industry best practices as a guide
- Technology modernization
  - SAP Customer Interaction Center (CIC) replacement
  - Telephony project with UTS
- Improving Low Medium Income (LMI) Energy Assistance Customer Experience Multi-Client Study
- Revise performance metrics and refine post-call survey
- Resume inactive collections
- Policy audit and overhaul
- Enhanced customer and employee experience
  - Training collaboration
  - Employee retention





### CS Organizational Overview





## **State of Customer Services**



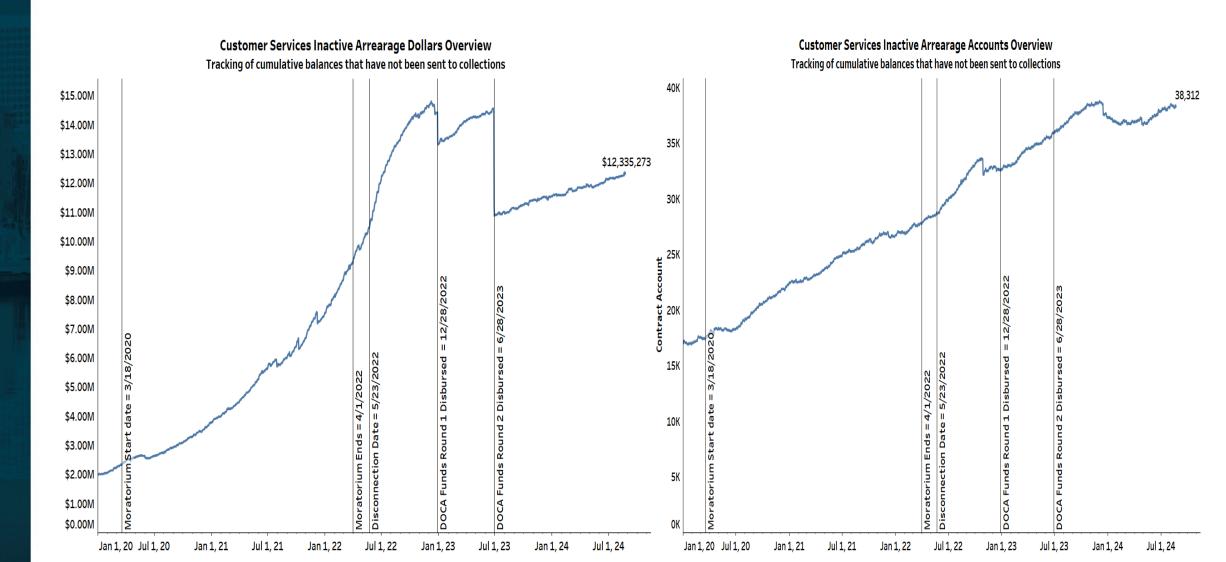
- Reorganization update
- Return to office
- Customer-focused quality assurance and call recording program
- Updated performance metrics and KPIs that reflect the desired North Star behaviors
- Advanced metering



### **State of Customer Services**



• Revenue Recovery - Resumption of Inactive Collections



## **Budget Drivers**



- Increases in wages and benefits
  - New collective bargaining agreements
- Workforce development
  - Increasing number of staff interested in using the tuition reimbursement program
  - More interest in attending training and conferences
- Critical mail equipment may need replacing sooner than planned/budgeted
- Inflation and cost of goods and services
- Operational adjustments
  - Costs stemming from adjusting to onsite from mainly remote work environments and restructuring teams to improve efficiency

## Mitigation and Managing Expenses



#### Reallocated staff

 16 positions moved to CXEA (one project manager, two Analytics, six Training, seven Business Solutions)

#### Reduced staff by 11 FTE

11 project positions delimited (10 meter readers, one mail stock processor)

#### Added 2.4 positions

- 1 financial assistant (moved from EA)
- 1 business service analyst principal to lead AM Billing
- 2 CSRs increased from 0.8 FTE to 1.0 FTE

# **Expenses and Staffing**



#### **Customer Services**

		2023-2024 (Adopted)	2025-2026 (Draft-AE)	Difference	Difference (%)
Personnel Costs	Salaries & Wages	27,428,471	28,450,387	1,021,916	4%
	Employee Benefits	12,442,418	12,873,842	431,424	3%
	Total	39,870,889	41,324,229	1,453,340	4%
Other Costs	Rent, Phones, Fleet & Assessments	8,637,300	8,339,602	(297,698)	(3%)
	Supplies & Services	7,796,010	8,766,154	970,144	12%
	Total	16,433,310	17,105,756	672,446	4%
Grand Total		56,304,199	58,429,985	2,125,786	4%
	FTEs	160.1	149.0	(11.1)	(7%)

## **Questions & Feedback**



Shana Williams
Customer Services Division Manager
Customer Experience and External Affairs
swilliams2@cityoftacoma.org

LaTasha Wortham
Deputy Director
Customer Experience and External Affairs
<a href="mailto:lwortham@cityoftacoma.org">lwortham@cityoftacoma.org</a>