



**Purchasing Contract
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 16
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SUBJECT: Authorize negotiation and execution of a contract with R. W. BECK, Austin, TX, for the development of an employee-focused training and communications program for Austin Energy to improve customer satisfaction in an amount not to exceed \$79,500.

AMOUNT & SOURCE OF FUNDING: Funding is available in the Fiscal Year 2004-2005 Amended Operating Budget of Austin Energy.

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Purchasing
DEPARTMENT: for Austin Energy;

DIRECTOR'S
AUTHORIZATION: Vickie Schubert

FOR MORE INFORMATION CONTACT: Carole Martindale, Purchasing Manager/322-6155

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: Best evaluated proposal of six proposals received

MBE / WBE: This contract will be awarded in compliance with Chapter 2-9 of the City Code (Minority Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

This contract will provide Austin Energy (AE) with consulting services to design and implement a corporate employee training and communications program focused on improving customers' satisfaction with AE. While the company has made numerous changes throughout its organization to adapt to changing customers' expectations, AE has identified a need for a corporate-wide training and communication program to:

- 1) increase the perceived importance of customer satisfaction in the minds of AE employees;
- 2) provide a forum to discuss procedural problems, roadblocks or issues raised while working to resolve customer problems;
- 3) improve internal communications;
- 4) provide opportunities for customer service training; and
- 5) provide a forum for employee suggestions or feedback on ways to improve AE's customer satisfaction scores.

The consultant will work with the AE Customer Satisfaction Team (CST) to develop and implement the program structure, content and action plan. Deliverables for this project include, but are not be limited to the following:

- Transcripts or summary of employee interviews.
- Documentation of issues, concerns, potential resistance and/or road blocks preferably identified and broken out by department and employee demographics.
- Moderate CST discussions on industry practices and options for the type of employee training and



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communication program AE should consider implementing.

- A written employee training and communication plan with recommendations for the overall design of the program, recommended content, messages and information to be provided to employees. The recommended plan should identify key employee roles, indicate the most effective methods of training and provide a detailed implementation / rollout plan.
- Moderate the first meeting scheduled with AE employees at 10 AE locations.
- Facilitate a discussion with CST team members to review employee feedback from the meeting, suggest options for revision and provide revised documentation of AE Employee Training and Communication program.

MBE/WBE solicited: 3/0

MBE/WBE responded: 0/0

PRICE ANALYSIS

- a. Adequate competition.
- b. Nine notices were issued including three MBEs. Five solicitations were issued including one MBE. Six proposals were received. MBEs did not respond.

APPROVAL JUSTIFICATION

- a. Best evaluated proposer. The proposer meets the requirements of the solicitation.
- b. Austin Energy concurs with the recommended awardee.
- c. Advertised on the Internet.