

Item No. 8g supp  
Meeting Date November 16, 2021

# Consolidated Contact Center Services

Request for Proposal Authorization

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# Current Issues Impacting Customer Service at SEA

- Exponential passenger growth over past five years
- Addition of new technologies used for customer communications  
(e.g., social media platforms, SMS text messaging, online/e-commerce website)
- Added complexities of travel since COVID
- **Customer expectation for 24/7/365 customer service assistance**

# Current Issues Impacting Customer Service at SEA

- Multiple departments currently provide customer service for various SEA communications channels with differing systems, staffing and hours of operation
- AV Customer Service staff manages customer service for SEA Airport website, voice calls, emails, social media and SMS texts during customary business hours (M-F, 8am-5pm) with limited coverage after-hours
- AV Commercial Management staff manages customer service for SEA Airport e-commerce/pre-booking website, voice calls, emails on 24/7/365 basis (w assistance of third-party contact center)

# Consolidated Contact Center Services

- Consolidate customer service activities across the Airport's high-volume public-facing communications channels currently managed by various airport departments and augment internal staffing to meet customer expectations for 24/7/365 customer service response at SEA

## Main SEA Airport Channels

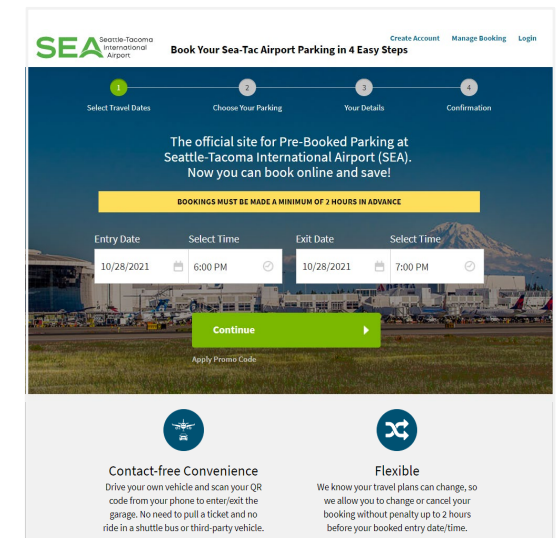
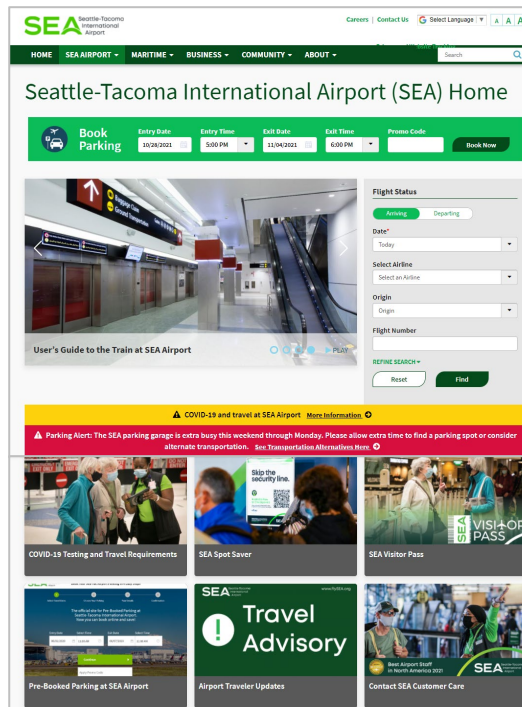
Available Mon – Fri 8am – 5pm

- **Phone:** (206) 787-5388\* or (800) 544-1965
- **SMS Text:** (206) 787-5388\* or (800) 544-1965
- **Social media platforms:** [Facebook](#), [Twitter](#), and [Instagram](#)
- **Email:** [SEAcustomer@portseattle.org](mailto:SEAcustomer@portseattle.org)
- **Feedback Form:** [www.portseattle.org/feedback](http://www.portseattle.org/feedback)

## SEA Airport E-commerce Channels

Available 24/7/365

- **Phone:** (206) 787-4888
- **Email:** [parkingbookings@portseattle.org](mailto:parkingbookings@portseattle.org)
- **Feedback Form:** Contact Us Online Widget



# CCCS Project Scope

- Solve emergent issue/maintain existing customer service coverage for SEA E-commerce channels
- Develop strategic plan to consolidate efforts of departments responsible for customer service
- Develop implementation plan to unify communications systems, processes and content to present a cohesive voice consistent with SEA Airport brand
- Expand role of contact center staffing to provide 24/7/365 customer service response across all SEA communications channels (supplement POS staff)



# CCCS Project Roadmap

1. Conceptual Planning

Complete

2. RFP Authorization

——★ Obtain Commission Authorization (*Nov 16, 2021*)

3. Contract Award

★ *Target May 2022*

4. Transition AVCM Service

★ Solve emergent needs to maintain existing level of customer service (AVCM/SEA e-commerce); *Target June 2022*

5. CCCS Strategic Planning

★ Develop strategic plan to consolidate customer service activities across airport departments (AVCM/AVCS); *Target June-Sept 2022*

6. AVCS Funding

★ 2023 Budget process, AVCS funding request; *Target Jun-Dec 2022*

7. CCCS Implementation

★ Expand service coverage to SEA Main channels (AVCS); *Target Jan 2023*

# Project Costs

Item	Cost
Contact Center Vendor Services	\$1,250,000
<i>Year 1: 2022</i>	<i>\$166,000</i>
<i>Year 2: 2023</i>	<i>\$191,000</i>
<i>Year 3: 2024</i>	<i>\$240,000</i>
<i>Year 4: 2025</i>	<i>\$300,000</i>
<i>Year 5: 2026</i>	<i>\$355,000</i>
Implementation Services	\$250,000
<b>TOTAL</b>	<b>\$1,500,000</b>



# SEA Vision: Unified Communications Center

- Procurement supports a long-term Airport vision to consolidate internal- and public-facing communications across all departments and transition to a centralized, airport-wide communications center found at most large-hub airports
- Three-phase implementation process
  - **Phase 1: Consolidated Contact Center Services RFP (in progress, 2021 – 2023)**
  - Phase 2: Consultant Feasibility Study (2022)
  - Phase 3: Operationalizing Feasibility Study Findings to include Internal and External communication (2023 - 2025)





Questions?