City of Olathe

COUNCIL AGENDA ITEM

MEETING DATE: 7/16/2019

DEPARTMENT: Resource Management
STAFF CONTACT: Tim Danneberg/Amy Tharnish
SUBJECT: Acceptance and consideration of award of contract to Carahsoft for the purchase of Qualtrics Software, licensing and services for the Customer Service Department.

ITEM DESCRIPTION:
Acceptance and consideration of award of contract to Carahsoft for the purchase of Qualtrics Software, licensing and services to be utilized by all departments and managed by the Customer Experience Program housed within the Customer Service Department

SUMMARY:
Qualtrics would be utilized city-wide as a further commitment to our citizens and their satisfaction by providing powerful data analytics based on interaction-based surveys with the goal of better understanding the customers' needs and expectations. Qualtrics data analytics and surveys should help to pinpoint areas where improvements could be made, or identifying areas where experiences are setting the standard and should be identified and discussed to leverage across other departments, as applicable. The analytical tool provides the ability for novice users to understand responses, focus on areas of interest or concern and improve the speed of response to either expand services or address issues, potentially in a near real-time manner. The software would ideally help the City through improved citizen loyalty from having consistent, measurable repeatable experiences, while we increase brand awareness and equity.

Carahsoft was awarded a contract based on evaluations and is an authorized dealer of Qualtrics. The State of Arizona acted as lead agency for the NASPO cooperative bid (NASPO Contract# ADSPO16-130651).

Staff recommends award of contract to Carahsoft for Qualtrics until July 7, 2020.

FINANCIAL IMPACT:
Estimated annual expenditures are $69,205. Funding will be from the Communications and Customer Service Department budget.

ACTION NEEDED:
Award of contract to Carahsoft for the purchase of Qualtrics Software, licensing and services.

ATTACHMENT(S):
None