A mystery

- WHAT IS

- ECSS?

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Did you think INXS?

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Or excess?

- Takeru Kobayashi of Japan downed 49 frankfurters Monday to win his fifth hot-dog eating title

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It's neither of those

- So what is

□ ECSS?

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Enterprise Customer Service Solution

A better way to serve EPA customers at a lower cost

November 2007

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Topics

- **Introduction**
- **Enterprise Customer Service Solution**
  - Awards
  - Situation before implementation
  - Requirements
  - Implementation time line
  - Working Capital Fund
  - Ongoing activities
  - Email alert service
  - Issues
  - Vision

Questions and Comments

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ECSS - FAQ

- **Award Winner**
  - 2005 EPA Outstanding Web Achievement Award -ECSS cross-program team was selected for developing an agencywide information system that provides "better service … and saves substantial resources needed to respond to public inquiries."
  - 2006 Federal Computer Week "Government Choice Award"
  - 2006 EPA CIO Innovation Award

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ECSS-FAQ – situation before

- 90,000+ email inquiries per month received by EPA offices (EPA's Homepage alone received 2,000-3,000 inquiries/month)

- Hotlines received additional inquiries (RCRA/SUPERFUND and SDW Hotlines each receive 8000+ inquiries/month)

- Comments cover a broad range of technical problems, environmental topics and EPA program issues

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Situation before ECSS-FAQ

- **At enterprise level, no way to**
  - comprehensively track, analyze or share the information in replies
  - identify gaps and overlaps in the information, or
  - to guarantee consistent and timely responses
- **No feedback loop to revise Web sites in response to inquiries and comments**
- **No consistency among programs' and regions' feedback processes - some manual, some automated, and some hybrid – and tracking systems for responses**

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ECSS-FAQ requirements

- Ensures that all incoming inquiries/comments via email, web forms, calls, and other electronic communications are effectively routed, managed, tracked, answered and measured
- Easy to use for Web visitors
- Easy to administer for personnel of varying skill levels in disparate program offices and regions
- Allows for centralizing some features while leaving others with program/Region offices

ECSS-FAQ requirements

- **Knowledgebase**
  - Central repository of functional expertise is "central nervous system" of support center environment
  - Self-service knowledgebase is the first source of answers - so many inquiries are never sent
  - Learns from every customer interaction
  - Fully integrated across all communication channels

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ECSS-FAQ time line

- ❑ ECSS piloted in six offices 2003-2005 using software vendor judged most capable - RightNow Technologies
- ❑ Pilot demonstrated immediate success – 70-80% reduction in e-mail and web form inquiries
- ❑ In March 2005 WCF Board approved ECSS-FAQ as an FY06 service
- ❑ In October 2005 all six pilot offices ordered the new service
- ❑ June 2006 – EnergyStar initiated service
- ❑ December 2006 – both divisions in OAR/Office of Radiation and Indoor Air become customers
- ❑ Sept 2007 – Climate Change Div (OAR) joins

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Working Capital Fund service costs

- ❑ Customers order service "ES" based on # of admin (internal) users, verified by# of page requests and FAQs

- ❑ New customers pay a one-time setup fee to establish interface, business rules & FAQs.

- ❑ "ES" service charge begins when FAQ page goes live.

- ❑ EPA Offices are able to control expenses by limiting # of users and # of FAQs

Working Capital Fund service costs

- ❑ Customers order service "ES" based on # of admin (internal) users, verified by# of page requests and FAQs
    - ❑ FY 08 Costs
        - ▪ Small $13,800 per year (1-5 users)
        - ▪ Medium $30,000 per year (6-15 users)
        - ▪ Large $74,000 per year (15+ users)
- ❑ New customers will have one-time costs, $8-10K, to establish interface, business rules & FAQ
- ❑ "ES" service charge begins when FAQ page goes live.
- ❑ EPA Offices will be able to control expenses by limiting # of users and # of FAQs

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Why Your EPA Office Should Do This

Cost savings + better service

Fundamentally changes the quality and cost structure of customer service

- Higher quality service
- 50 - 70% email reduction
- 10 - 30% call reduction

☐ Actual EPA Cost Savings

Home page – $170K per year

Superfund- $130K per year

Wastes - $693K per year (eliminated call center)

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Why Your EPA Office Should Do This

Join the family:

Other Federal agencies using RightNow (over 60 total)

- Social Security Administration
- Veterans Benefit Administration
- Federal Aviation Administration
- GSA (www.usa.gov)

☐ Corporate customers

US Airways

Motorola

Black & Decker

Toshiba

Maxtor

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Ongoing activities

- ❑ Support current customers
  - ❑ Monthly technical meetings
  - ❑ Periodic management meetings
- ❑ Outreach to potential customers
- ❑ Negotiate and process WCF service orders

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ECSS - Email Alert Service

- Increases Web site visitors
- Allows users to subscribe to Web page changes
- Subscribers manage their own profiles & receive only topics of interest
- Pew: Web users are five times more likely on a given day to check email than to visit even one government Web site.

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ECSS - Email Alert Service

- ECSS-EAS available through WCF at 4 pricing levels based on office size
- Five customers in FY 07
  - Office of Public Affairs
  - Radiation Protection Division (OAR/ORIA)
  - Healthy Schools program (OA/OCHP)
  - ORD Science Newsletter
  - Report on the Environment (OEI/ORD)

ECSS - Email Alert Service

- ❑ Costs
  - ■ Small office A (to 300K page req)- $5562/yr
  - ■ Small office B (to 600K) – $9888/yr
  - ■ Medium (to 1.95M) – $18293/yr
  - ■ Large (above 1.95M) - $24473/yr
- ❑ Vendor is GovDelivery.com (other federal customers include entire Labor Dept Site, Food Safety and Inspection Service (USDA) and State Dept recruiting

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Issues

- **Topics**
  - Using topic structure already developed
- **Central knowledgebase management**
  - Established a central administrator
- **Conflicting responses**
  - Solve through existing Web Governance structure

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Vision

- Outstanding customer service for anyone who contacts EPA, at a lower cost
- ECSS really becomes an "enterprise" solution
  - Expanded central knowledgebase administration covering all program offices and regions
  - Toll-free "Call EPA" center established using same knowledgebase
  - Improved EPA Web sites based on customer inquiries
  - Centrally financed

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Links to customer sites

Office of Environmental Education

- http://www.epa.gov/kids/ask.htm

- http://www.epa.gov/highschool/contact.htm

- http://www.epa.gov/students/comments.htm

- http://www.epa.gov/teachers/comments.htm

Superfund

- http://www.epa.gov/superfund/contacts/index.htm

EPA Homepage

- http://www.epa.gov/epahome/comments.htm (Comments or Questions)

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ECSS References

- □ FAQ
  - ■ OAR/ORIA – Glenna Shields, 202-343-6203; Jim Long, 202-343-9433
  - ■ Superfund – Dave Reynolds, 703-603-8895
  - ■ Solid Waste – Gail Hansen, 703-308-0463
  - ■ Env. Education – Karen Reshkin, 312-353-6353
  - ■ OEI (home page)– Sam Boltik, 202-566-0577
  - ■ Drinking Water – Harriet Hubbard, 202-564-4621
  - ■ EnergyStar – Karen Schneider, 202-343-9752
  - ■ TRI – Rebecca Moser, 202-566-0252
  - ■ Climate Change Div (OAR) – Mausami Desai, 202-343-9381
  - ■ Fuels Program (OAR) – Scott Christian, 202-343-9498
- □ EAS
  - ■ OPA – Jeffrey Levy, 202-564-9727
  - ■ OAR – Glenna Shields, 202-343-6203
  - ■ OCHP Healthy Schools – Bob Axelrad, 202-343-9315
  - ■ ORD Science Newsletter – Bob Cassell, 202-564-3326
  - ■ OEI/ORD Report on the Env. – Suzanne Annand, 202-566-0639

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Contact information

Enterprise Customer Service Solution

EPA/OEI/OIAA

Information Access Division

Tom Maloney (202) 566-0671

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Links to customer sites

- **Office of Solid Waste**
  - http://www.epa.gov/epaoswer/osw/comments.htm **(RCRA FAQs Database)**

- **Safe Drinking Water**
  - http://safewater.custhelp.com/cgi-bin/safewater.cfg/php/enduser/entry.php

- **Office of Air and Radiation**
  - **ORIA/RPD**
    - http://radiation.custhelp.com/cgi-bin/radiation.cfg/php/enduser/entry.php
  - **ORIA/IED**
    - http://iaq.custhelp.com/cgi-bin/iaq.cfg/php/enduser/std_alp.php
  - **OAP/CPPD/EnergyStar**
    - http://energystar.custhelp.com/cgi-bin/energystar.cfg/php/enduser/std_alp.php
  - OTAQ/Fuels Program
    - http://fuelsprograms.custhelp.com/cgi-bin/fuelsprograms.cfg/php/enduser/std_alp.php

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