



## Memorandum

June 23<sup>rd</sup>, 2021

To: Bob Harrison  
City Manager

From: Matt Murray  
Chief of Police

Subject: Customer Service Technology

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As you know the Yakima Police Department's mission is to reduce violent crime by providing exceptional customer service. This has been a key tenet of mine when I came to Yakima, and has been echoed by my command staff down to the newest officers. In order to determine if we are succeeding in our mission we need to be able to measure two things, violent crime and customer service.

Our record management system allows us to measure violent crime but we do not have a way to measure customer service. Like other departments, we receive complaints and thank you cards. While the former usually captures a specific experience the latter usually captures an overall opinion of the organization. We fail to understand how the community we interact with daily thinks of the service we provide.

There are companies who we could partner with to get a better picture of how we are doing in our community. These companies could also allow us to be more efficient in how we do business. I have met with Qualtrics and SpidrTech, both who specialize in gauging customer satisfaction. They both provide innovative solutions on how to connect with our customers. In general terms, anyone who calls 9-1-1 from a mobile phone could receive a text with a link asking them to rate the performance of our personnel. We could push out valuable resources, such as domestic violence mitigation, landlord/tenant laws, mental health information, etc.

Both companies offer these solutions by integrating with our current record management system. They provide robust reports illustrating strengths and areas of improvement. The costs are nearly the same.

SpidrTech determines their cost based on the number of employees. Projected costs will be approximately \$50,000 for the first, which includes implementation and \$40,000 annually. I recommend this company if this is a service we want to utilize for the police department.

Qualtrics determines their costs based on interaction. 125,000 interactions would cost approximately \$50,000 the first year, which includes implementation and \$35,000 - \$37,000 annually. I recommend this company if this is something we would like to see scaled up for the entire city.

Respectfully,

Matt Murray  
Chief of Police

Sheet1

**Feature**

*125,000 Response License*

**Citizen Care Package**

Listening Post - Survey Editor	x
Email Distribution	x
Branded and Vanity URLs & Custom Themes	x
Advanced Security Management	x
Role-based Dashboards	x
Qualtrics Mobile App	x
Advanced Quotas	x
XM Automated Projects	x
XM Directory	state of the art
Text IQ	advanced
Driver iQ	x
Voice IQ	x
Prescriptive Insights (Focus Areas)	x
Expert Review Compliance Assistance	x
Expert Review - Survey Methodology	x
SSO	x
CRM Integrations	x
Service & Support Integrations	x
Language Translation	x
Experience Journeys	x
XMI Customer Ratings & NPS (Benchmarks)	x
Product specific XM Solutions	x
API Developer Tools	x
Integrations	x
Action Planning	x
Closed Loop Ticketing	x
Predict iQ	x
Journey Optimizer	x
Business Impact Optimizer	x
Frontline Feedback	x
Social Listening & Review Management	x
SMS Distribution (200,000 Messages. Can upgrade to 500,000 for \$3,000)	x

License Cost (First Year Discount of 50%)	\$31,500.00
Implementation	\$10,500.00
API Integration with Spillman Technologies (Estimate)	\$7,000.00

<b><u>Total Cost (Year 1)</u></b>	<b><u>\$49,000.00</u></b>
Year 2 (Optional)	\$34,500.00
Year 3 (Optional)	\$37,500.00