

**THE ILLINOIS STATE TOLL HIGHWAY AUTHORITY  
MINUTES OF THE  
CUSTOMER SERVICE COMMITTEE MEETING  
January 16, 2014**

The Illinois State Toll Highway Authority held a Customer Service Committee Meeting on Thursday January 16, 2014 at approximately 12:02 p.m. at the Central Administration Building in Downers Grove, Illinois.

Committee Members Present:

Committee Chair Jeff Redick  
Director Earl Dotson Jr.  
Chair Paula Wolff, ex officio

Committee Member Absent:

Director James Banks

Staff in Attendance:

Executive Director Kristi Lafleur  
Chief of Staff Mike Stone  
David Goldberg, General Counsel

PUBLIC COMMENT

Director Redick called the meeting to order and opened the floor for public comment. No public comment was offered.

## CHAIR – Customer Service

Committee Chair Redick then deferred the minutes of the November 2014 Customer Service Committee to the February 2014 Customer Service Committee meeting.

Committee Chair Redick provided a brief summary of the roundtable discussions that were conducted with fleet customers. The feedback was useful and well received by the participants.

## EXECUTIVE DIRECTOR

Executive Director Kristi Lafleur introduced Shana Whitehead, Chief of Business Systems, to present the Customer Service Workplan. See [attached presentation](#).

Highlights of the presentation included updates regarding violations framework, feedback transponders, and fleet policies.

Ms. Whitehead gave an overview of the violations framework. “30-day notices” are ready for implementation upon JCAR approval, expected in January. Settlement guidelines are due for review and renewal in May. Issuing violation notices for two violations within six months achieves improved customer service. This change will be possible with the new “back office” system.

Chair Wolff inquired as to what evidence the Tollway has that the “30-day notices” are better for customers.

Ms. Whitehead responded that this is based on survey results showing that customers favored getting notices sooner.

Committee Chair Redick explained that although on paper a two year grace period seems generous, prompting people with more timely information has been found to appeal to Tollway customers.

Executive Director Lafleur explained that if reactions are not as expected, adjustments can be made to this new violations schedule.

Ms. Whitehead gave an update on feedback transponders. She explained that feedback transponders and supporting lane technology (new lane readers) are on order, to be tested early 2014. New lane readers will support interoperability.

Committee Chair Redick inquired as to the timeframe for the procurement for new lane readers assuming the testing goes well. Ms. Whitehead responded that the timeframe would be in late 2015.

Ms. Whitehead gave an update on fleet policies. She explained that fleet roundtable discussions had been completed. One roundtable discussion was on December 11, 2013 and the other was completed on December 17, 2013. There were a total of 21 participants from 18 fleet organizations. Currently, a survey of fleet organizations is in progress. There is also a survey of fleet handling within other tolling organizations in progress.

Committee Chair Redick commented that the roundtable discussions produced a positive response from a well-represented group. There is a goal whereby the Tollway can give these companies the capability to manage their own fleets better. All of these companies deal with multiple tolling agencies nationwide. They expressed that the Illinois Tollway was the best tolling agency they worked with in regard to customer service.

Director Dotson asked why there would be trucks in large companies that do not have transponders. Ms. Whitehead explained that violations occur when large fleets do not replace license plates or keep their account information updated. Executive Director Lafleur added that the

Tollway provides transponders upon customer request. It is a best practice to keep a transponder in each traveling vehicle.

Chair Wolff asked if these fleets have transponders for every vehicle and if that would be easiest. Ms. Whitehead explained that it is difficult to have transponders in all vehicles when the fleet is not regional and some fleets have drivers from coast to coast.

Director Dotson asked what happens when the transponder is not in the vehicle. Ms. Whitehead replied that it is more work and a higher cost to the Tollway to monitor compliance on video system and to issue a violation notice.

Chair Wolff and Ms. Whitehead discussed the use of intermediaries to assist both the Tollway and fleet operators avoid the cost and complication of missed tolls.

Director Dotson inquired as to whether interoperability is a viable option to which Executive Director Lafleur answered affirmatively and explained that E-ZPass has similar technology. Ms. Whitehead explained that intermediaries deal with other toll agencies. Executive Director Lafleur explained that the Tollway's work with intermediaries will benefit the other toll agencies. Chair Wolff asked if this puts the Tollway in competition with the intermediaries to which Ms. Whitehead replied that it benefits them.

Executive Director Lafleur asked staff to explore what the Tollway can do for those third party intermediaries, specific things that can benefit those groups that can take the burden off of Tollway customers.

Ms. Whitehead proceeded to give a fleet customer overview. The fleet customer base has approximately 8,700 accounts. She described some sample customer service concerns unique to fleets. These concerns included: license plate and transponder volume complicates I-PASS

account management, volume of transactions complicates payments, settlements and disputes, violations sometimes sent to drivers instead of organization, violations sometimes sent to different office location, and I-PASS account access criteria not easily shared among different local or regional offices.

Ms. Whitehead posed issues for discussion including the differentiated services that the Tollway can offer fleet customers. Another issue was whether any of these fleet services involve a customer fee and if so, should the goal be to cover costs or to encourage certain behaviors. Finally, should any of these fleet services differ among different types of fleet customers, such as a small local livery service versus a national trucking organization.

Executive Director Lafleur inquired whether information about any of these issues came out in the fleet roundtable discussions. Committee Chair Redick said that fleets from the roundtable expressed the desire to have designated contact points at the Tollway, by giving them an account representative. Ms. Whitehead shared that the attendees like the extra level of service they perceive the Tollway provides.

Director Dotson commented that he is a believer in controlling what the Tollway can control. He recommended that the Tollway should see if things are in the agency's control to prevent violations from going to wrong offices.

Discussion took place on the capability of a license plate search system and how it may provide a resolution to some fleet issues as expressed by the roundtable participants.

Director Dotson expressed that a lot of responsibility is borne by the businesses and inquired as to whether a "frequently asked questions" information sheet can be sent out to the fleets. Executive Director

Lafleur concurred with that suggestion and then inquired about a reverse look-up system. This would be a system where the fleets can search by company name. Ms. Whitehead explained that with the new system this idea could be a possibility.

Chair Wolff inquired about the number of Illinois based fleet I-PASS accounts versus non-Illinois based fleet accounts and if out of state fleet accounts presented complex customer service issues. Ms. Whitehead explained approximately 20% of I-PASS accounts are out of state fleet accounts and their issues revolved around violations.

Chair Wolff asked about modifications for violations being sent to the wrong location. Executive Director Lafleur explained that if it is a violation and the Tollway did not find an account for that license plate, then the Tollway will go to the DMV and find who is registered at the DMV. Chair Wolff inquired as to whether there is a way to get the correct address information at the outset from the customer.

Executive Director Lafleur inquired as to how fleets get new license plates to which Tim Grywalski, Senior Manager of Customer Service for Fleet, responded that the companies order license plates. Typically the regional office of the company will order the license plates but there can still be a national office that processes billing.

Chair Wolff offered that perhaps there could be prompts in the Tollway account system that asks customers to identify whether their vehicles are part of a fleet. There could also be a reminder when violation notices are sent to fleet companies to add the vehicle license plate number to the account as well to avoid future violations. Executive Director Lafleur explained the Tollway does send reminders and perhaps this information could also be included in the Secretary of State information when obtaining new license plates as well.

Discussion followed on fee structures as well as how best to obtain uniform and updated fleet information.

Executive Director Lafleur emphasized the customer experience should be consistently positive and interoperability between the different state tolling agencies is important towards achieving this goal and cost savings.

Chair Wolff asked about discounts fleets may obtain from carrying different transponders. Ms. Whitehead explained that in other states' toll systems fleets pay a different amount. This discount system is not applied in Illinois except for the cash rate versus the I-PASS rate.

Ms. Whitehead discussed other potential 2014 customer service topics. She described key procurements including new violation enforcement cameras, new lane maintenance services (software and hardware), and new automatic toll payment machines (ATPMs). Executive Director Lafleur discussed the diminishing use of the coin payment.

Ms. Whitehead described the ongoing implementation of SAP back-office system, grace period tolling improvements and innovations, settlement guidelines, all-electronic tolling introduction and enforcement, and towing and recovery.

**Committee Chair Redick requested a list of the tasks completed by the Customer Service Committee. Staff committed to provide the information.**

Chair Wolff asked if there was trend analysis conducted with respect to violations that may help to inform future Tollway policy. Executive Director Lafleur explained that the information collected would be shared with the Committee. This information can be useful in measuring the effectiveness of Tollway policy.

There being no further business, Committee Chair Redick requested a motion to adjourn. Director Dotson moved to adjourn; seconded by Chair Wolff. The motion was approved unanimously.

Meeting adjourned at approximately 12:59 p.m.

Minutes taken by:           *Marlene Vick*          

Marlene Vick  
Assistant Board Secretary  
Illinois State Toll Highway Authority



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## **Customer Service Committee**

**January 16, 2014**

# Customer Service Committee: Workplan

Key Decisions	Decision-Making Timeframe		
	4-6 months	6-12 months	12+ months
<b>Violations Framework</b> <ul style="list-style-type: none"> <li><del>• Fines analysis (complete)</del></li> <li>• Implement “30-day notices”</li> <li>• Evaluate settlement guidelines</li> <li><del>• Analyze two-year “look-back” (complete)</del></li> </ul>		X	X
<b>Feedback Transponders</b> (“beeping transponders”) <ul style="list-style-type: none"> <li>• Test transponders</li> <li><del>• Assess longevity of new readers with respect to interoperability (complete)</del></li> </ul>		X	
<b>Fleet Policies</b> <ul style="list-style-type: none"> <li><del>• Fill fleet senior manager role (complete)</del></li> <li><del>• Identify and implement quick wins (complete)</del></li> <li>• Plan and pilot new fleet programs</li> </ul>			X
<del>American Express Fees (complete)</del>	X		



# Customer Service Committee: Update

## Violations Framework

- ~~Fines analysis (complete)~~
- Implement “30-day notices”
- Evaluate settlement guidelines
- ~~Analyze two-year “look-back” (complete)~~

- **“30-day notices” ready for implementation upon JCAR approval, expected in January**
- **Settlement guidelines due for review and vote in May**
- **Issuing violation notices for two violations within six months achieves improved customer service. This change will be possible with the new “back office” system.**



# Customer Service Committee: Update (cont.)

## Feedback Transponders

("beeping transponders")

- Test transponders
- ~~Assess longevity of new readers with respect to interoperability (complete)~~

- **Feedback transponders and supporting lane technology (new lane readers) on order, to be tested early 2014**
- **New lane readers will support interoperability**



# Customer Service Committee: Update

## Fleet Policies

- ~~Fill Fleet Senior Manager Role (complete)~~
- ~~Identify and implement quick wins (complete)~~
- Plan and pilot new fleet programs

## ■ Fleet round-table discussions completed

- Two round-table discussions (12/11 and 12/17)
- Total of 21 participants from 18 fleet organizations

## ■ Survey of fleet organizations in progress

## ■ Survey of other tolling organizations in progress



# Fleet Customer Overview

## ■ **Overview of fleet customer base** (approximately 8,700 accounts)

- Approximately 6,300 accounts with 10-25 active transponders
- Approximately 1,400 accounts with 26-50 active transponders
- Approximately 400 accounts with 51-75 active transponders
- Approximately 200 accounts with 76-100 active transponders
- Approximately 300 accounts with >100 active transponders

## ■ **Sample customer service concerns unique to fleets**

- License plate and transponder volume complicates I-PASS account management
- Volume of transactions complicates payments, settlements and disputes
- Violations sometimes sent to drivers instead of organization
- Violations sometimes sent to different office location
- I-PASS account access criteria not easily shared among different office



# Fleet Customer Service Discussion

- **What differentiated services can we – and should we – offer fleet customers?**
- **Should any of these fleet services involve a customer fee? If so, should the goal be to cover costs or to encourage certain behaviors?**
- **Should any of these fleet services differ among different types of fleet customers, such as a small local livery service versus a national trucking organization?**

# Other Potential Topics in 2014

## ■ Key procurements

- New violation enforcement cameras
- New lane maintenance services (software and hardware)
- New automatic toll payment machines (ATPMs)

## ■ Ongoing implementation of SAP back-office system

## ■ Grace period tolling improvements and innovations

## ■ Settlement guidelines

## ■ All-electronic tolling introduction and enforcement

## ■ Towing and recovery





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**THANK YOU**