

1 Q. For the budget item identified below, provide the following information:

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3	Budget Item	Amount	Description
4	B-72	\$171,000	Install Interactive Voice Response System
5			– Hydro Place

6

7 Provide a cost benefit analysis to support the purchase of this system.

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9 A. A formal cost benefit analysis has not been performed for this purchase. An
10 IVR was identified as a desirable application in order to provide improved
11 customer service. It is anticipated that an additional benefit would be to
12 increase effectiveness of the customer services personnel due to faster
13 response time for customer queries by customer service representatives, and
14 the offloading of routine query response to an automated system.