



THE FUTURE CUSTOMER SERVICE CENTER

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What is a CSC?

- Retail & Customer Interaction Organization
- Account Manager
- Cash & Payment Manager
- Systems Developers and Operators
- Transaction Processor
- Billing Agent
- Reciprocity/Clearinghouse Agents
- Special Projects Office

Forms of CSC

- Agency
 - CSC for one or a group of Toll Operators with any Reciprocity being point to point
- Single
 - National CSC to process all toll transactions including billing
- Hub
 - An agent who provides processing for multiple toll operators using different systems

Why are Toll Operators Still Running CSC's

- Transactional Accounting
- Guarantee of Payment
- Control of Costs
 - Competition among service providers
 - Charges to customers
 - Longer term contracts
 - Ability to change Business Rules

Potential Real World Solutions

- Hybrid
 - Customer Service Center which maintains accounts for multiple toll operators (a HUB)
 - CSC's that provide additional services such as multi-agency billing and settlements
- Split
 - Separating Account Management from Processing, billing and Settlement

Value of a Single Back Office

- National Interoperability
- Reduced Costs of Operations
- Fewer MVA interactions
- Smoother reciprocal payments
- Lane Technology should be less an issue
- Ability to address new systems requirements once for all

Private Toll Account Issuers

- Already exist in form of Rental Car Service Companies and Fleets
- Handle all customer interaction
- Guarantee Payments
- Acquire and Issue Hardware in conformance with toll operator requirements
- Can provide back office but not required

Value of HUB's

- Similar to Single Back Office but responsibilities may be limited
- Added value for processing License Plate Tolls
- Ability to bill for multiple agencies at one time
- Can translate transactional data from different sources
- Can process payments and provide other additional services for Toll Operators

Challenges

- Toll Agency Inertia
 - Existing Investments and systems
 - Desire to control accounts
 - Fear of the unknown/untried
- Building the infrastructure
- Would a single provider hold a monopoly?
- Would multiple providers work together?
- Who has the lead?

Conclusion

- Leadership is necessary but must be accommodating
- ATI efforts may lead way
- Vendors looking to “get in the game” may be too late
- National commitment would help
- We need a consensus on which direction the Toll Agencies should take

Thank You

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