A RESOLUTION
BY TRANSPORTATION COMMITTEE

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE A CONTRACT WITH FREEMANGROUP SERVICE SOLUTIONS CONTRACT NO. FC-4987; AIRPORT-WIDE EMPLOYEES CUSTOMER SERVICE TRAINING PROGRAM, ON BEHALF OF THE DEPARTMENT OF AVIATION, IN AN AMOUNT NOT TO EXCEED $514,000. ALL CONTRACTED SERVICES WILL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180406 (CUSTOMER SERVICE) 5212001 (CONSULTING/PROFESSIONAL SERVICES) 7563000 (AIRPORT) ($413,000) AND 5501 (AIRPORT REVENUE FUND) 180406 (CUSTOMER SERVICE) 5237002 (TRAINING REGISTRATION) 7563000 (AIRPORT) ($101,000); AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta ("City") solicited proposals for FC-4987; Airport-Wide Employees Customer Service Training Program ("Project"), on behalf of the Department of Aviation; and

WHEREAS, the Aviation General Manager and the Chief Procurement Officer recommend that FreemanGroup Service Solutions be awarded a Contract for the Project for a term of one year with two one year renewal options to be exercised in the City's sole discretion in an amount not to exceed $514,000.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, that the Mayor is authorized to execute a Contract with FreemanGroup Service Solutions for the Project in an amount not to exceed $514,000 during its one year term. Payments will be disbursed as follows:

- March 01, 2010 – June 30, 2010
  - $99,000 5501 180406 5212001 7563000
  - $101,000 5501 180406 5237002 7563000

- July 01, 2010 – June 30, 2011
  - $314,000 5501 180406 5212001 7563000

BE IT FURTHER RESOLVED, that the base term of the agreement is one year with two (2), one (1) year renewal options at the City's sole discretion.

BE IT FURTHER RESOLVED, that all contracted services will be charged to and paid from FDOA 5501 (Airport Revenue Fund) 180406 (Customer Service) 5212001 (Consulting/Professional Services) 7563000 (Airport) ($413,000) and 5501 (Airport Revenue Fund) 180406 (Customer Service) 5237002 (Training Registration) 7563000 (Airport) ($101,000).

BE IT FURTHER RESOLVED, that the City Attorney is directed to prepare the Contract.

BE IT FINALLY RESOLVED, that the Contract will not become binding on the City and the City will incur no obligation or liability under it until it has been executed by the Mayor, attested to by the Municipal Clerk, approved as to form by the City Attorney and delivered to FreemanGroup Service Solutions.

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

DEPARTMENT OF AVIATION
HARTSFIELD ATLANTA INTERNATIONAL AIRPORT
6000 NORTH TERMINAL PARKWAY
SUITE 4000 - ATRIUM
P.O. BOX 20509
ATLANTA, GEORGIA USA 30320
TEL: (404) 530-6600
FAX: (404) 530-6803

BENJAMIN R. DeCOSTA
AVIATION GENERAL MANAGER

MARIO C. DIAZ
DEPUTY GENERAL MANAGER

TO: **Adam L. Smith**
Chief Procurement Officer
Department of Procurement

FROM: **Mario Diaz**
Aviation Deputy General Manager
Department of Aviation

DATE: **October 29, 2009**

SUBJECT: **FC-4987, Airport-Wide Employees Customer Service Training Program at H-JAIA**
Recommendation for Award

The Department of Aviation has completed its evaluation of the Proposals in response to the above referenced project. In total, three (3) Proposals were evaluated and are listed below:

1. Freeman Group
2. HGM Management & Technologies, Inc.
3. Choice Business Solutions, Inc.

Based on our review of the documentation and the positive recommendation of the Department of Aviation Customer Service Division, we recommend award of **FC-4987, Airport-Wide Employees Customer Service Training Program** to the most responsive and responsible proponent, Freeman Group.

If additional information is required, please contact Diane Akinsipe, Contracting Officer, at 404.209.2922.

Cc: Karen Ellis
Justina Mann
Girard Geeter
Clarissa Brome

CITY OF ATLANTA
DEPT. OF PROCUREMENT

09 SEP 35 AM 11: 04

CITY OF ATLANTA
DEPT. OF PROCUREMENT

09 OCT -5 PM 1: 34

CITY OF ATLANTA

Shirley Franklin
Mayor

SUITE 1700
55 TRINITY AVENUE, SW
ATLANTA, GA 30303
(404) 330-6010 Fax: (404) 658-7359
Internet Home Page: www.atlantaga.gov

OFFICE OF CONTRACT COMPLIANCE
Hubert Owens
Director
howens@atlantaga.gov

MEMORANDUM

TO: Adam L. Smith Esq.
Chief Procurement Officer

FROM: Hubert Owens (H) L.S.
Director – Office of Contract Compliance

RE: **FC- 4987,Airport-Wide Employees Customer Service Training at H-JAIA**

DATE: September 30, 2009

The Office of Contract Compliance has evaluated Five (5) Proposal/Bids for minority and female business enterprise participation. The proponents are eligible under Section 2-1449(a) (2) (C). Five (5) of the proponents have been deemed responsive by the Office of Contract Compliance. For your information, the proponents have committed to utilizing M/FBEs as indicated below:

Own Your World		**15 pts**
Diversified Technical Consulting, LLC	AABE	15.77 %
OMS Consulting & Training, Inc	NABE	15.77 %
A Customer Point of View	FBE	6.63 %
Total Participation (Responsive)		**38.17 %**

HGM Management & Technologies		**15pts**
Airport Empl Training Ctr	AABE	10.00 %
A Customer Point of View	AABE	10.00 %
Reeves & Assoc Consultant Training	FBE	10.00 %
Wilson Collaborative	FBE	5.00 %
Total Participation (Responsive)		**35.00 %**

Freeman Group		**15 pts**
The Angela Fletcher Company	AABE	20.00 %
Gianvanna Constructors	FBE	11.00 %
Total Participation (Responsive)		**31.00%**

Choice Business Solutions, Inc		**15pts**
Talking Points 4 U	AABE	14.50 %
A Customer Point of View	AABE	5.50 %
Easy Boy Web	FBE	5.00 %
Total Participation (Responsive)		**25.00 %**

American Associates of Airport Executives(AAAE)		**15pts .**
3T Unlimited	AABE	20.00%
Clarification & Mediations	FBE	5.00%
Total Participation (Responsive)		**25.00 %**

If you have questions, please contact me at (404) 330-6379 or Max Lipscomb at (404) 865-8958.

cc: File
Clairissa Brome/DOP

PROJECT NUMBER: FC-4987

CLARISSA BROME, CPPO
CONTRACT ADMINISTRATOR

PROPOSAL RESULTS

PROJECT NAME:
AIRPORT-WIDE EMPLOYEES CUSTOMER SERVICE TRAINING PROGRAM

DATE: SEPTEMBER 16, 2009

PROPONENTS NAMES	
Own Your World	
Freeman Group	
American Association of Airport Executives	
The Ultimate Consulting Group	
HGM Management & Technologies, Inc.	
Choice Business Solutions, Inc.	

Part II: Legislative White Paper: (This portion of the Legislative Request Form will be shared with City Council members and staff)

A. To be completed by Legislative Counsel:

Committee of Purview:

Caption:

Council Meeting Date:

Requesting Dept.:

FAC Confirmed by:

B. To be completed by the department:

1. **Please provide a summary of the purpose of this legislation (Justification Statement).**

   The proponent shall develop, and implement a comprehensive sustainable customer service training program. The program should include classroom training of service behavior standards, a surprise and delight component and a service recovery component. In addition, it will include an element of side-by-side on-site training and development of front-line managers and supervisors to ensure classroom training is applied consistently and change is implemented. Finally, the program should contain a Train-the-Trainer component for longevity after the expiration of the contract.

   The core elements of the project should include but not limited to the following:

   - Customer Service Goals Appearance/Behavioral Standards in conjunction with the Department of Aviation current standards
   - Customer Service Basics for frontline employees
   - Customer Service Basics for managers and supervisors to include 'culture change' training and development
   - Surprise and Delight – Ways to WOW
   - Service Recovery

   The proponent must be prepared to start work within 30 days of the notice to proceed.

2. **Please provide background information regarding this legislation.**

   This project is designed for the development and implementation of an airport-wide customer service training program which will be a requirement for all front-line airport employees to attend to

learn the importance of customer service, airport service standards and how to utilize standards in anticipating, meeting and exceeding customer's expectations.

In light of this, leaders of the Department of Aviation recognize that a world- class airport requires world class customer service. To that end, the leadership team wishes to establish a baseline of behaviors and performance standards that will define and support a differentiating signature for customer service.

Once the philosophy and guidelines are clearly defined and have become a way of life and positive impact has been recognized, supporting them will not only provide a common language and a sense of community centered on offering exemplary service, but also through the HJAIA brand essence which will lead to a greater sense of consistency and allow us to maintain a competitive edge.

Broadly, the CS Training Program should:

- Consistently and intentionally deliver on the promise to provide service differentiation and significant value for customers
- Positively influence those customer behaviors that have the greatest impact on the desired business results
- Create a positive experience for every traveler during every service interaction

From a business perspective, the possibilities that can result from creating and sustaining differentiated service and a culture that supports it include

- Increased customer satisfaction and retention rates
- Reduced costs
- Higher productivity
- Strong competitive position
- Increased employee satisfaction and productivity
- Increased profit
- Higher customer and employee loyalty

Because of the uniqueness of the airport, it is imperative that the selected proponent develop a program specifically designed to meet our needs. Based on past experience, we have realized that an off the shelf product will not need our requirements. We are looking for an organization that meets the following requirements:

- Ten years experience in designing customer service programs
- Ten years of international training experience in developing, implementing and measuring service standards and training of thousands of employees in both behavioral and operational service delivery given the globalization of our customers

- Five years of experience implementing customer service programs with entities that included representation from both the private and public sectors
- An entity that provides a train-the-trainer certification program
- Flexibility to adapt their programs to our needs (not an off the shelf product)
- Development of a 'surprise and delight' and service recovery program that mirrors excellence in guest service programs
- Five years of experience in unifying multiplicity of organizations to follow a prescribed customer service approach.
- Eight years of experience providing customer service training to over 30,000 multi-cultural employees
- Provide each trainee with an evaluation form at the end of the training to determine effectiveness with a goal of 80% positive feedback per class.
- Conduct at least 10 Mystery Shops of employees trained within 60 days of training

Development Estimate:	$514,000
Funding Source:	City of Atlanta/Department of Aviation
Project Duration:	One (1) year with two (2) one (1) year renewal options

3. **If Applicable/Known:**

(a) **Contract Type (e.g. Professional Services, Construction Agreement, etc):** Professional Services

(b) **Source Selection:** RFP

(c) **Bids/Proposals Due:** September 16, 2009

(d) **Invitations Issued:**

(e) **Number of Bids:**

(f) **Proposals Received:** Five

(g) **Bidders/Proponents:**

(h) **Term of Contract:** One (1) year with two (2) one (1) year renewal options

4. Fund Account Center (*Ex. Name and number*):

Fund: _5501_____ Account: _5237002 & _5212001_____
Center:__180406_____

5. Source of Funds: *Example: Local Assistance Grant*

6. Fiscal Impact:

Example: This legislation will result in a reduction in the amount of _____ to Fund Account Center Number _____.

7. Method of Cost Recovery:

Examples:

a. *Revenues generated from the permits required under this legislation will be used to fund the personnel needed to carry out the permitting process.*

b. *Money obtained from a local assistance grant will be used to cover the costs of this Summer Food Program.*

This Legislative Request Form Was Prepared By:

CITY OF ATLANTA
DEPT. OF PROCUREMENT

TRANSMITTAL FORM FOR LEGISLATION

09 DEC 16 PM 2:15

TO: MAYOR'S OFFICE **ATTN: GREG PRIDGEON**

Dept.'s Legislative Liaison: Anita Williams

Contact Number: 404-530-6600

Originating Department: Aviation

Committee(s) of Purview: Transportation

Chief of Staff Deadline: 12/29/09

Anticipated Committee Meeting Date(s): 01/13/10

Anticipated Full Council Date: 01/19/10

Commissioner Signature:

Chief Procurement Officer Signature: Adam R. Smith

CAPTION

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE A CONTRACT WITH FREEMANGROUP SERVICE SOLUTIONS CONTRACT NO. FC-4987; AIRPORT-WIDE EMPLOYEES CUSTOMER SERVICE TRAINING PROGRAM, ON BEHALF OF THE DEPARTMENT OF AVIATION, IN AN AMOUNT NOT TO EXCEED $514,000. ALL CONTRACTED SERVICES WILL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180406 (CUSTOMER SERVICE) 5212001 (CONSULTING/PROFESSIONAL SERVICES) 7563000 (AIRPORT) ($413,000) AND 5501 (AIRPORT REVENUE FUND) 180406 (CUSTOMER SERVICE) 5237002 (TRAINING REGISTRATION) 7563000 (AIRPORT) ($101,000); AND FOR OTHER PURPOSES.

FINANCIAL IMPACT (if any) $514,000
Mayor's Staff Only

Received by CPO: _____ (date)

Received by LC from CPO: 12/16/09 (date)

Received by Mayor's Office: _____ (date)

Reviewed by: _____ (date)

Submitted to Council: _____ (date)