



Five languages. One IVR. Equal access for every caller.

CITY OF
Tacoma

CLIENT

City of Tacoma,
Washington,
Treasury Department

USE CASE

Call center

THE CHALLENGE

Tacoma, Washington, is a multicultural city of 230,000 people, with around 12.5% of whom were born outside the United States. The city's treasury department offered tax payments through an IVR, but it didn't offer the languages many residents speak.

Non-English speaking callers struggled with the IVR and often transferred out to reach staff. That pulled treasury employees away from their other responsibilities, especially during peak tax season. It also worked against a city-led initiative to increase inclusivity and equity.

PERFORMANCE BREAKTHROUGH

Selectron, a Convey company, added its Advanced Language Module to Tacoma's existing Relay tax IVR, integrating Russian, Vietnamese, Korean, and Spanish. Callers can now access their accounts 24/7 in five languages and complete payments on their own.

“The City of Tacoma is committed to transforming how we do business.”

Linda LeCompte,
Management Analyst,
Tacoma Treasury Department

Breaking language barriers in self-service payments

THE VALUE PROPOSITION

Expanding the IVR's languages removed barriers for callers and gave treasury staff time back during the busiest times of year.



Self-service in five languages

Callers get 24/7 account access in English, Spanish, Russian, Vietnamese, and Korean.



Fewer late fees

Round-the-clock access in more languages helps callers pay on time and avoid late fees.



Staff focused on priorities

Callers no longer opt out of the IVR to reach staff, so treasury employees can focus on higher-priority tasks, especially during peak tax season.



Equity in action

The same level of service for every member of the community supports the city's inclusivity and equity goals.

“ Before, many of our non-English speakers transferred out of the IVR. Now they are utilizing the Advanced Language Module to make their payments. ”

Linda LeCompte,
Management Analyst, Tacoma Treasury Department