



311 Launch Details and Customer Relationship Management Software

PRESENTED TO THE CITY COUNCIL ON
MARCH 6, 2023

311 and Customer Relationship Management Launch

Official 311 Service Launch on March 13, 2023

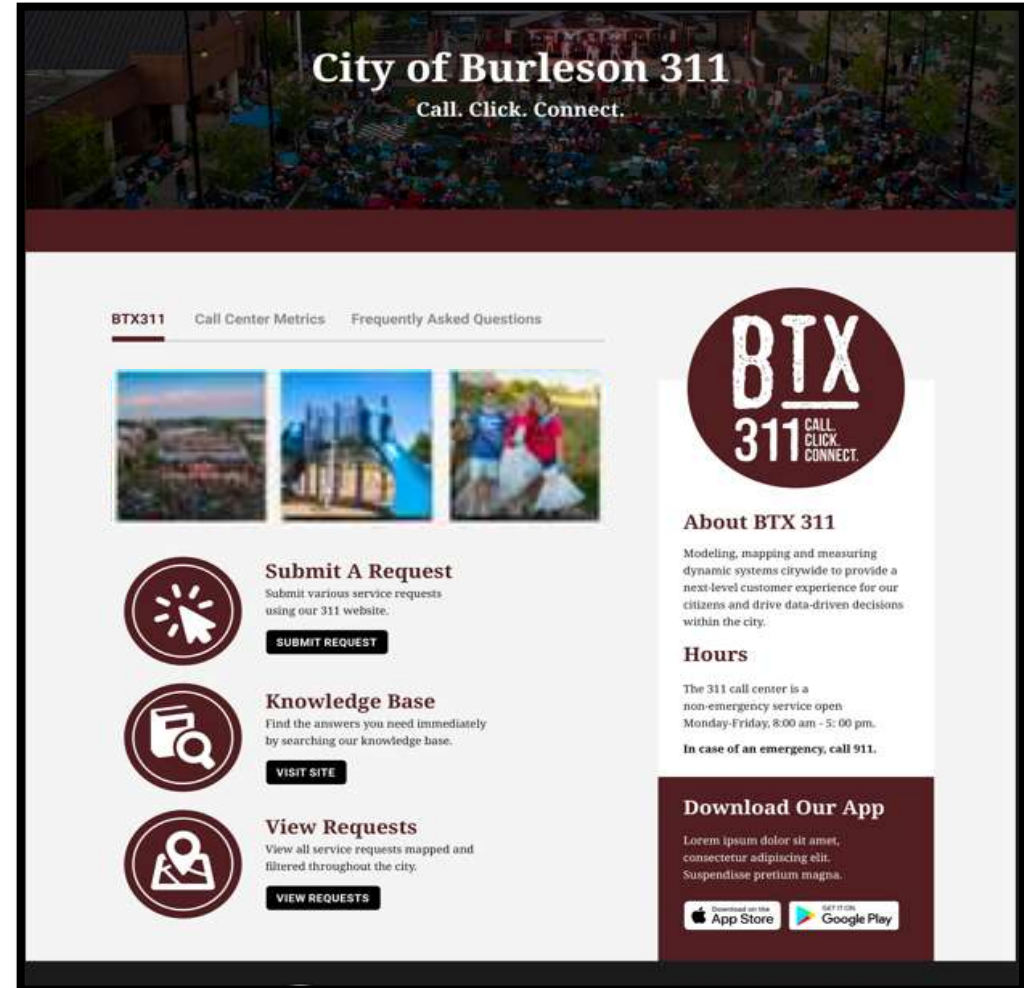
- One-stop, easy to remember phone number for non-emergency inquiries offering citizens quick access to government services and information without the need to navigate through multiple phone numbers or decipher departments
- Provides next level customer service to citizens through increased transparency, tracking, communication, engagement, accountability, reduced wait times, and streamlined processes for reporting issues
- Centralizes internal processes to streamline requests, improving efficiency, accuracy, timeliness, and response time. Able to track and analyze dynamic data helping prioritize resources, drive decisions, allocate staff and cost containment.



311 and Customer Relationship Management Launch

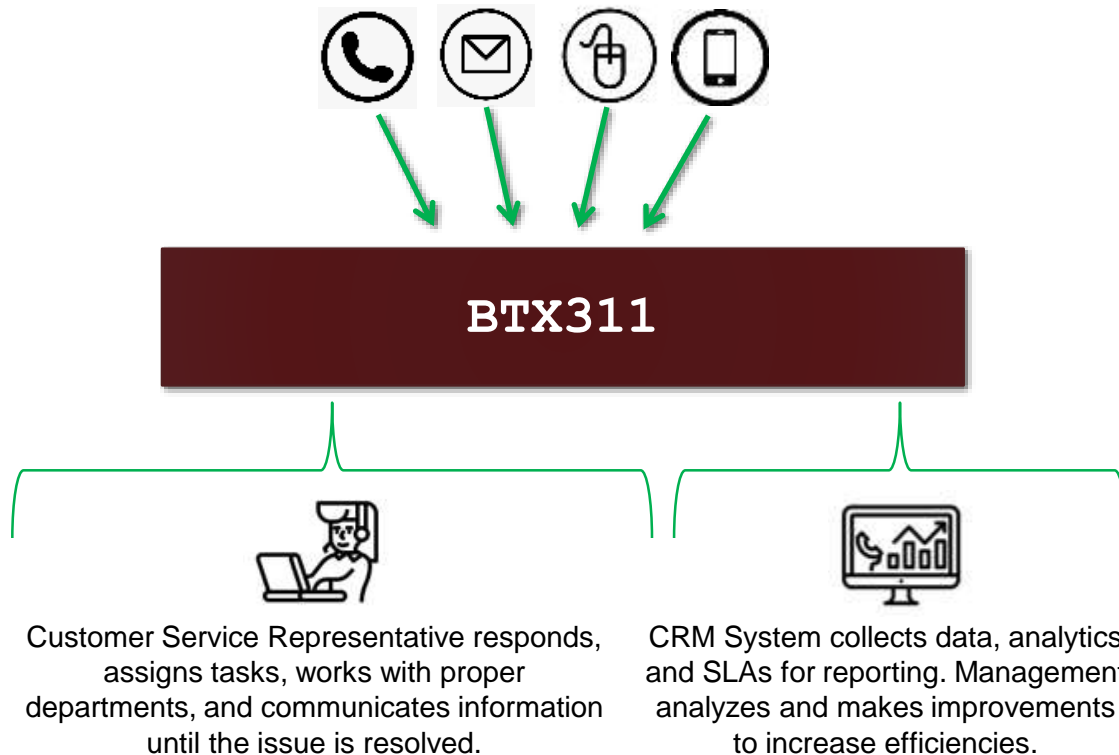
Key Focus Areas for 311 Launch

- Developing a next level customer experience
- Abandoned Call Ratio
- First Call Resolution
- Dynamic communication and engagement
- Transparency and tracking
- Internal efficiency and accountability



311 and Customer Relationship Management Launch

911 for Emergencies – 311 for Service/Information
(All Citizen Non-Emergency Interactions)



Call Center Operations – M-F 8:00am – 5:00pm
After Hours – 24/hour Online Submittal & App
After Hours – Urgent Non-Emergency Dispatch



How can we help?



Get Help With:

Animal Services

This category can be used to submit requests related to animals



Code Compliance

This category can be used to submit requests related to code compliance issues



Environmental Services

This category can be used to submit requests related to restaurant inspections, mosquito control, hazardous waste, stormwater issues, etc.



Animal Services:

Animal Bite

Use this request to report an animal bite. These service requests are co...



Barking Dog/Noisy Animal

Use this service request to report a barking dog or noisy animal to the ...



Dangerous Animal

Use this request to report an animal that is dangerous or aggressive. A...



Dead Animal

Use this service request to report a dead animal for pick-up to the Ani...





Q park graffiti



Get Help With:

Parks and Recreation

This category can be used to submit requests regarding Burleson city parks



Police Department

This category can be used to submit requests to the Burleson Police Department



Solid Waste

This category can be used to submit requests related to solid waste including missed trash pick-up, recycling, bulk trash, etc.



Parks and Recreation:

General Recreation Request



Use this service request to report general concerns or issues related to ...

Park Maintenance Concern



Use this service request to report maintenance concerns in city parks (such as graffiti, damaged playground equipment, tree or tree limb issues, unkept restrooms, etc.) to the Parks and Recreation Department. Park maintenance concerns are typically responded to within 1 business day.

Servicing Agency

Parks and Recreation

Service Resolution Estimate

3 Business Days

REQUEST





Search for your Service Request



My Service Requests



Park Maintenance Concern

📍 124 N CLARK ST, BURLESON, 76028

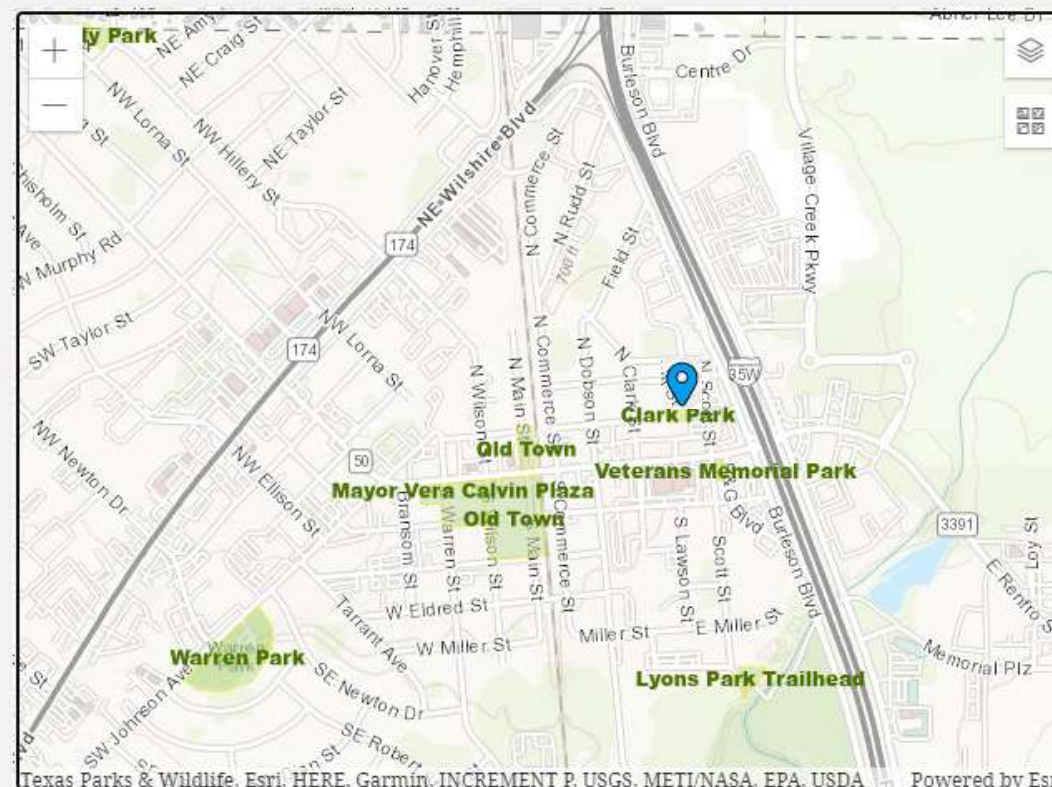
23-00000026

Open



Submitted 5 minutes ago

[Browse all service requests...](#)



Search for your Service Request



My Service Requests



Park Maintenance Concern

📍 124 N CLARK ST, BURLESON, 76028

23-00000026

Submitted an hour ago

[Open](#)

Park Maintenance Concern

📍 124 N CLARK ST, BURLESON, 76028

[Open](#)[Details](#)[Activities](#)[Comments](#)

JE

TEST - The City of Burleson Parks Department has been notified of the graffiti and is investigating. We will let you know when the issue has been resolved. Thank you! - TEST

3:41 pm

Type a message...

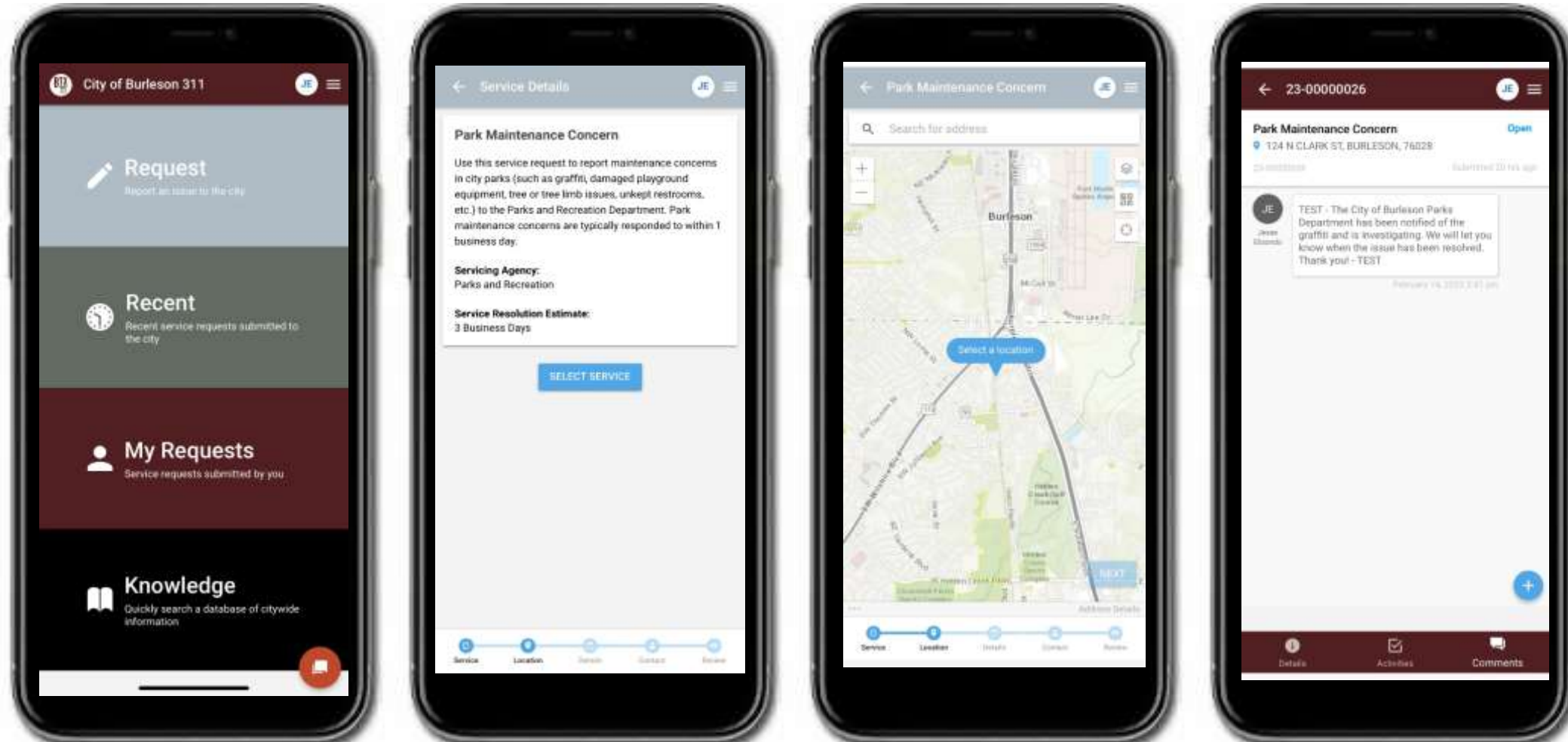


[Browse all service requests...](#)



311 and Customer Relationship Management Launch

Download Our App



311 and Customer Relationship Management Launch

Top case volume impactors

AI INSIGHTS

Topic	Volume	Total cases
New account discount...	28%	441
Delivery is late	12%	227
Return a purchase	4%	134
Gift card expired	4%	134
Store hours	3%	123

Top resolve time impactors

AI INSIGHTS

Topic	Avg. resolve time	Impact
Return a purchase	23 min	
Delivered to wrong...	18.5 min	
Payment declined	4.2 min	
Price adjustment	2.2 min	
New account discount...	3 min	

Incoming cases

679 ▲ 3%



Resolutions

446 ▲ 11%



Escalations

136 ▲ 6%



SLA compliant

340 ▲ 8%



Resolution time

1.1h ▲ 3%



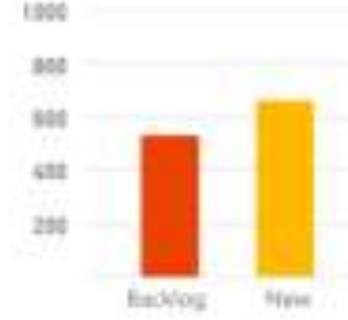
Avg. CSAI

3.3 ▲ 2%

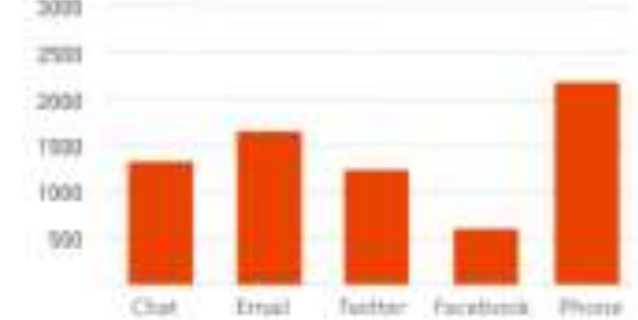
Case priority



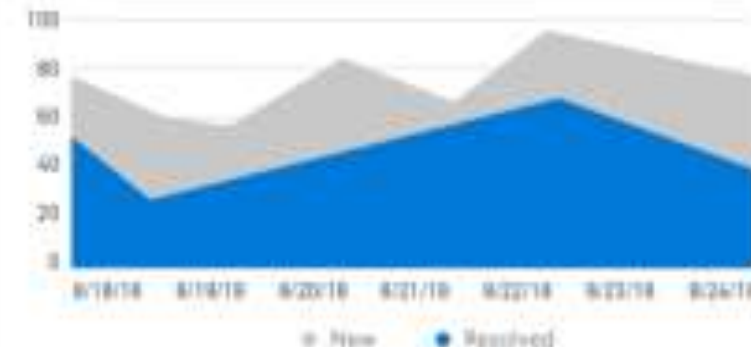
Total case breakdown



Case channels



Case tracking



Unresolved cases by age



311 and Customer Relationship Management Launch

Marketing Campaign Plan

March 1st through 10th

- “Who You Gonna Call” Teasers

March 13th

- Launch Day Video and News Release

March through May

- Ongoing Weekly Posts “Call. Click. Connect.”

June through September

- Ongoing Bi-Weekly “Call. Click. Connect.”

MEDIUMS

- City's social media channels (Facebook, Twitter, Instagram, TikTok and YouTube)
- News Release
- City's enewsletter
- Quarterly Newsletter mailed directly to all homes in Burleson
- Cable Channel
- Magnets on city vehicles
- Magnets distributed by customer service-facing departments
- Banner on city webpage
- Special Event Booth



GOALS

- Direct citizens to use 311 to report issues or ask city-related questions.
- Increase knowledge of 311 - at least 50% of residents surveyed are aware of the service by spring 2024.

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Questions or Comments?

