
City Council Regular Meeting

DEPARTMENT: Customer Service

FROM: Jesse Elizondo, Director of Customer Service

MEETING: March 6, 2023

SUBJECT:

Receive a report, hold a discussion, and provide feedback regarding a demonstration of the city's new customer relationship management software and 311 customer service call center launch. (*Staff Contact: Jesse Elizondo, Director of Customer Service*)

SUMMARY:

The City of Burleson is committed to being innovative and intentional in making customer service a priority for its citizens, stakeholders and city administration. On Monday, March 13, 2023 Burleson will officially launch its 311 service, a simple and accessible non-emergency phone number for citizens to have comprehensive access to government services and information. The new 311 service will not only provide a next level customer experience to citizens, but will also enhance department productivity, streamline access to relevant data and drive cost saving measures throughout the entire organization.

The easy to use 311 telephone number and online service allows the public to quickly and easily report issues, request services and access information through multiple mediums. This provides a number of benefits to the public, including increased transparency and accountability, improved communication with the city, reduced wait times for service requests, and streamlined processes for reporting issues. Citizens will also be able to track the status of their requests from start to finish. This improved level of access and communication will be the foundation to building a next level citizen experience and engagement with the city.

The robust 311/CRM (Customer Relationship Management) system provides numerous benefits internally as well. By utilizing a central system, the CRM is able to streamline and automate many of the processes associated with managing and responding to requests from the public. This process greatly improves communication, increases efficiency and response times, and enhances the accuracy and timeliness of information to the public. It also provides the ability to track and analyze data and trends that will provide valuable insight into areas where improvements can be made and help to prioritize resources and allocate staff more effectively. Overall, the 311 CRM system will push data driven decisions within the organization and provide better, more efficient services to the public, ultimately creating more positive and productive engagement between the city and the citizens it serves.

PRIOR ACTION/DISCUSSION

- *January 18, 2022* presentation to city council regarding the newly created customer service department including the future vision and goal of the city's 311 division and use of customer relationship management (CRM) software.
- *April 18, 2022* presentation to city council on the results of the 2022 citywide citizen satisfaction survey with the city's 311 division/CRM system referenced as a way to elevate customer service throughout the organization.
- *June 20, 2022* customer relationship management software discussed during an operational overview of the proposed FY22-23 information technology department budget.
- *July 5, 2022* detailed discussion of the city's 311 division/CRM system structure and functionality during an operational overview of the proposed FY22-23 customer service department budget.
- *August 4, 2022* overview and discussion of the city's 311 division/CRM system during the city manager's FY22-23 budget presentation.
- *September 6, 2022* approval of a contract with Incapsulate Salesforce Solutions for a customer relationship management software supporting the city's 311 system.

OPTIONS:

N/A

RECOMMENDATION:

Receive a report, hold a discussion, and provide feedback regarding the 311/CRM system and launch plans.

FISCAL IMPACT:

N/A

STAFF CONTACT

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