

MEMORANDUM



TO: MYRON HENDERSON, GRADUATE MANAGEMENT ANALYST
EZEKIEL CHOJNACKI, GRADUATE MANAGEMENT ANALYST

FROM: VICTOR CARDENAS, CITY MANAGER

SUBJECT: CITIZEN CONNECTIONS SEPT 2023

DATE: SEPTEMBER 7, 2023

Mayor and Council –

Please see the latest update on the usage of our QAlert platform (CRM) that residents use frequently to request assistance from the City.

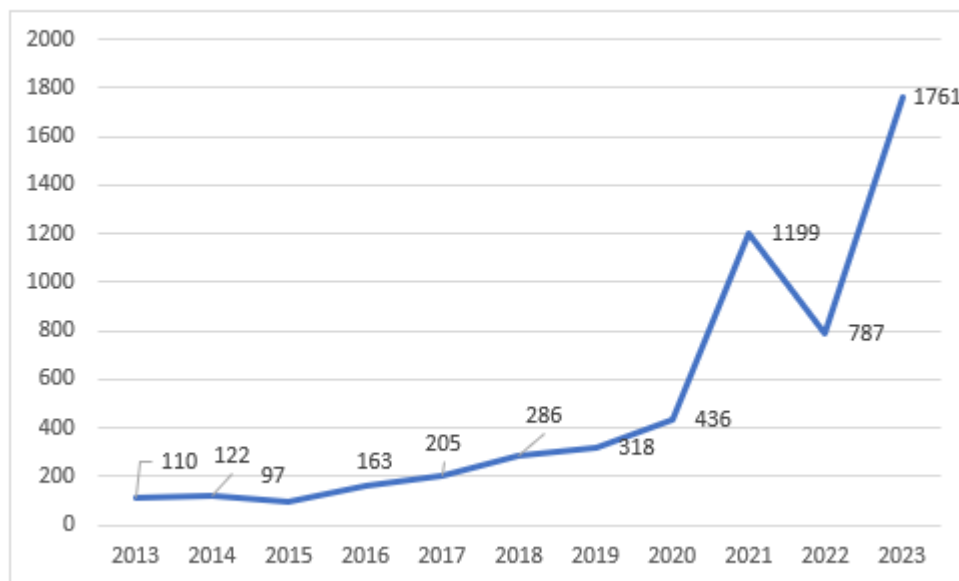
- Victor

Background:

The City of Novi has utilized [QAlert as a citizen relationship management software \(CRM\)](#) for over a decade. The City uses QAlert to understand the needs of residents, provide excellent customer service, enhance field operations and response time, measure and improve contract performance, reduce waste complaints, and limit unnecessary phone calls.

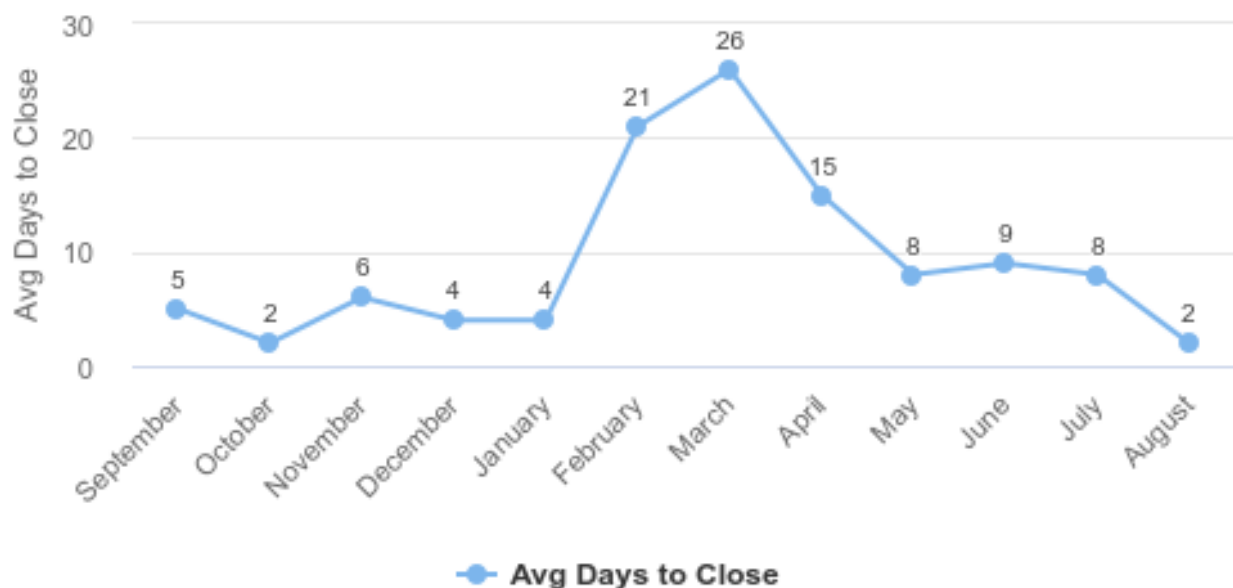
To date, 5,484 requests have been submitted through the website alone (since 2013), while 876 requests were sent through text messages. 396 requests were sent through the control panel, and 251 were made through the call center. QAlert has helped Novi establish a relationship with residents and has improved the City's management of residential concerns by making reporting more straightforward. The program helps us determine the effectiveness of city initiatives. For example, in July 2021, during the trash contractor transition, 39% of complaints were related to trash collection.

Requests Submitted by year



Response Time:

According to metrics found for the current year, 2023, the average response time is 0-7 days, with escalations being made in the system every 24-48 hours, similar to response times in 2021 and 2022. Data also shows that February, March, and April have increased response times; in February of this year, it took an average of 21 days to close requests, March took an average of 26 days, and April took an average of 15 days.



Graph of Response Close Times from SEP 2022 to AUG 2023

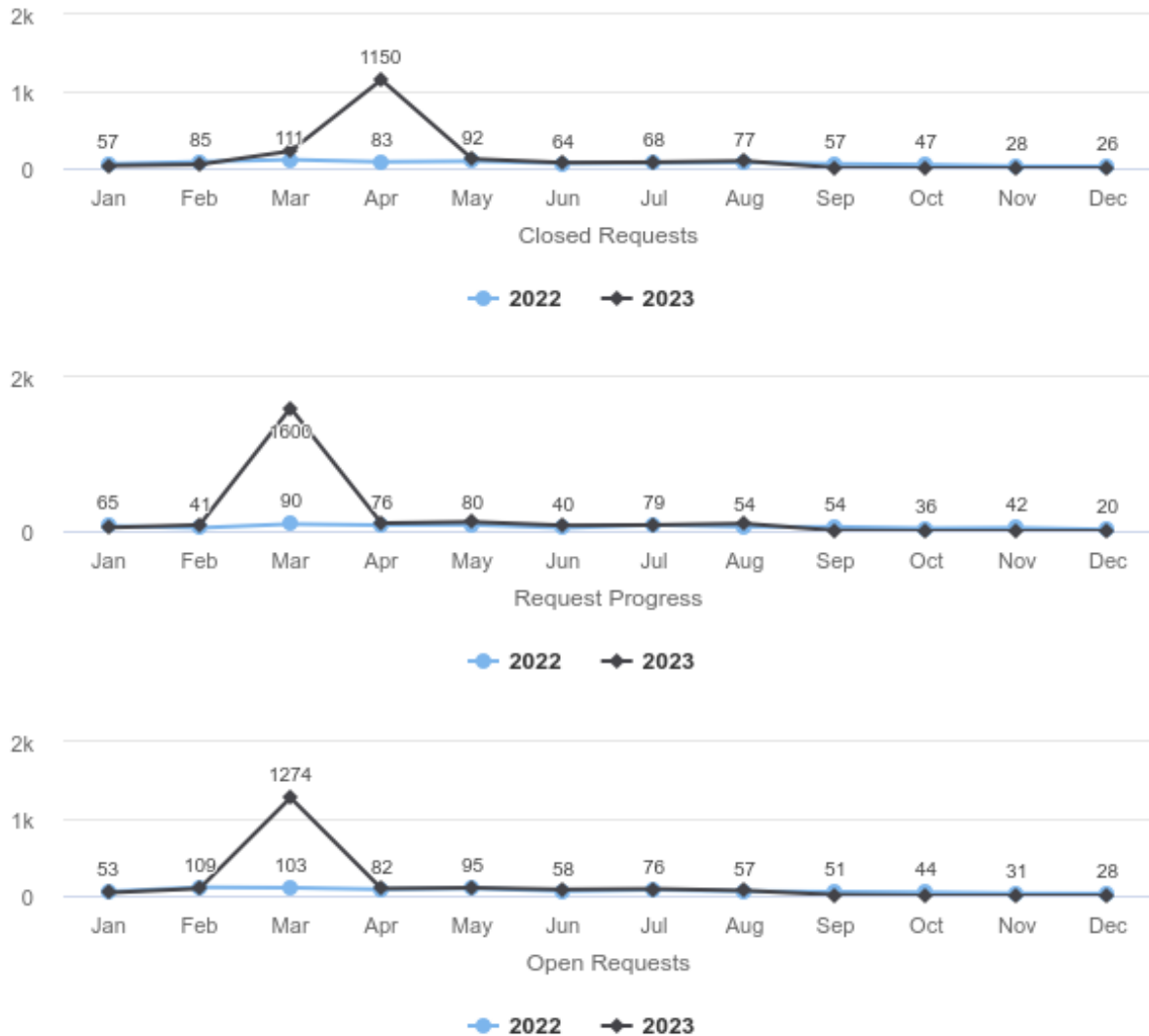
The leading cause of the prolonged response time was a large volume of tree issues primarily related to storms. 79.8% of requests for service taking over 30 days to close were related to tree storm damage.

Most Submitted Request:

For the current year 2023, the most reported requests/ issues were Tree Storm Damage (1030), Potholes/ Sinkholes (595), Garbage - Missed Pick Up (278), issues related to the Public Works Department (217), and General Tree Issues (171). Compared to 2022, 2023 has had 1,067 more closed requests, 1,510 more requests in progress, and 1,171 more open requests, concluding that the current year, 2023, has processed more closed requests than previous years.

Year to Year Comparison

This report shows Service Requests separated by status (Open, In Progress and Closed). Each month shows data for both the current year and the previous year for easy comparison.



The tree storm damage issue distorted our data collection and made it difficult to analyze responses to service requests. The bump in requests in March and their closing in April is due to the storm.

Conclusion:

We continue to see residents using this as a mode of communication with the community. QAlert is an effective tool for managing the City's response to average/everyday problems residents face.