

The background features a stylized city skyline with several buildings in shades of gold and yellow. To the right of the buildings, the number '311' is displayed in a large, light blue, sans-serif font. Below the skyline, there is a horizontal blue brushstroke that tapers to the right.

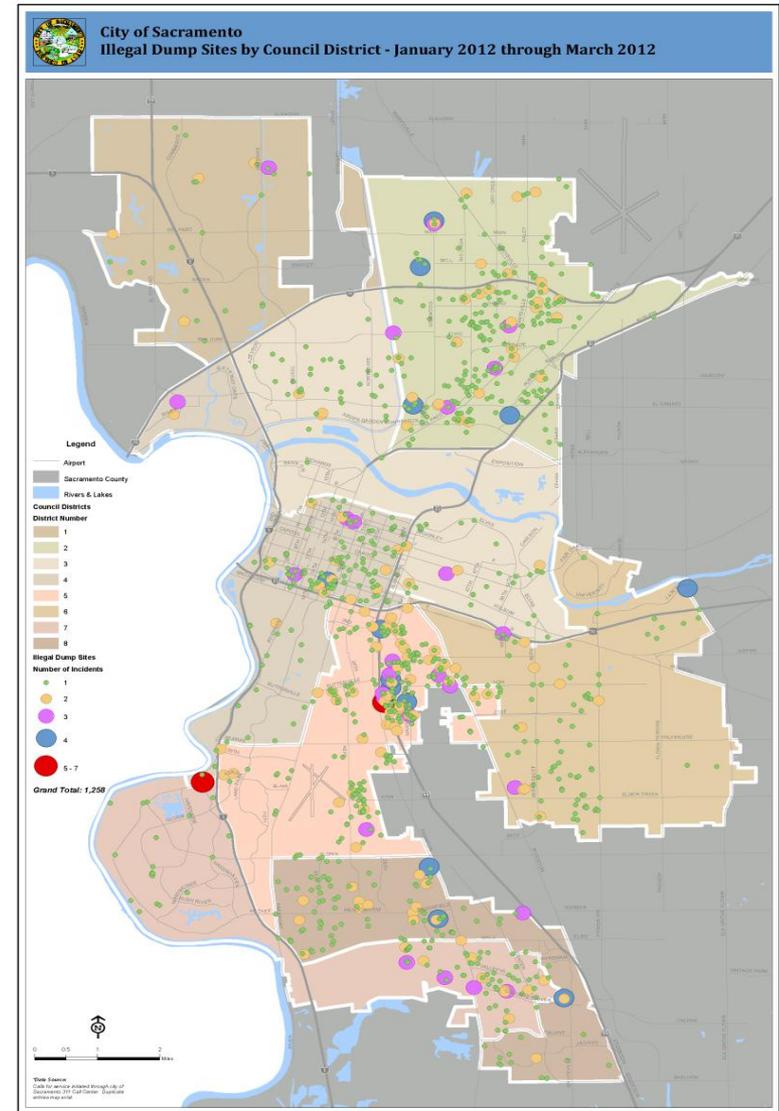
Open and Efficient Government
311 Citizen Self Service and Systems Integration

Maria MacGunigal
August 28, 2012

City of Sacramento **311 Mobile**

311 and Customer Service

- Centralized call center
- Improved customer service delivery
- Increased the quality of information and accountability
- 1,300 calls each day on a variety of issues
- 1, 400 emails are processed monthly



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The Challenge and the Opportunity

- Limited and decreasing resources
- Increasing number of calls for service
- Call handling is resource intensive
- Long wait times in queue
- 100k Hang-ups per year
- Technology savvy customers



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Smarter, Leaner, Faster Government

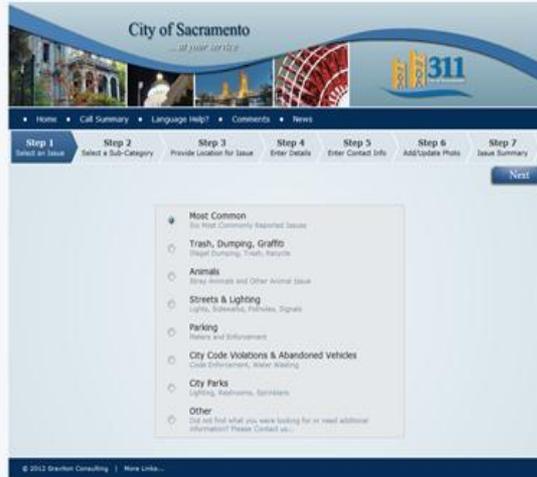
Better Decisions

Mobile +



Smarter +

Web



Leaner +

+

Integration

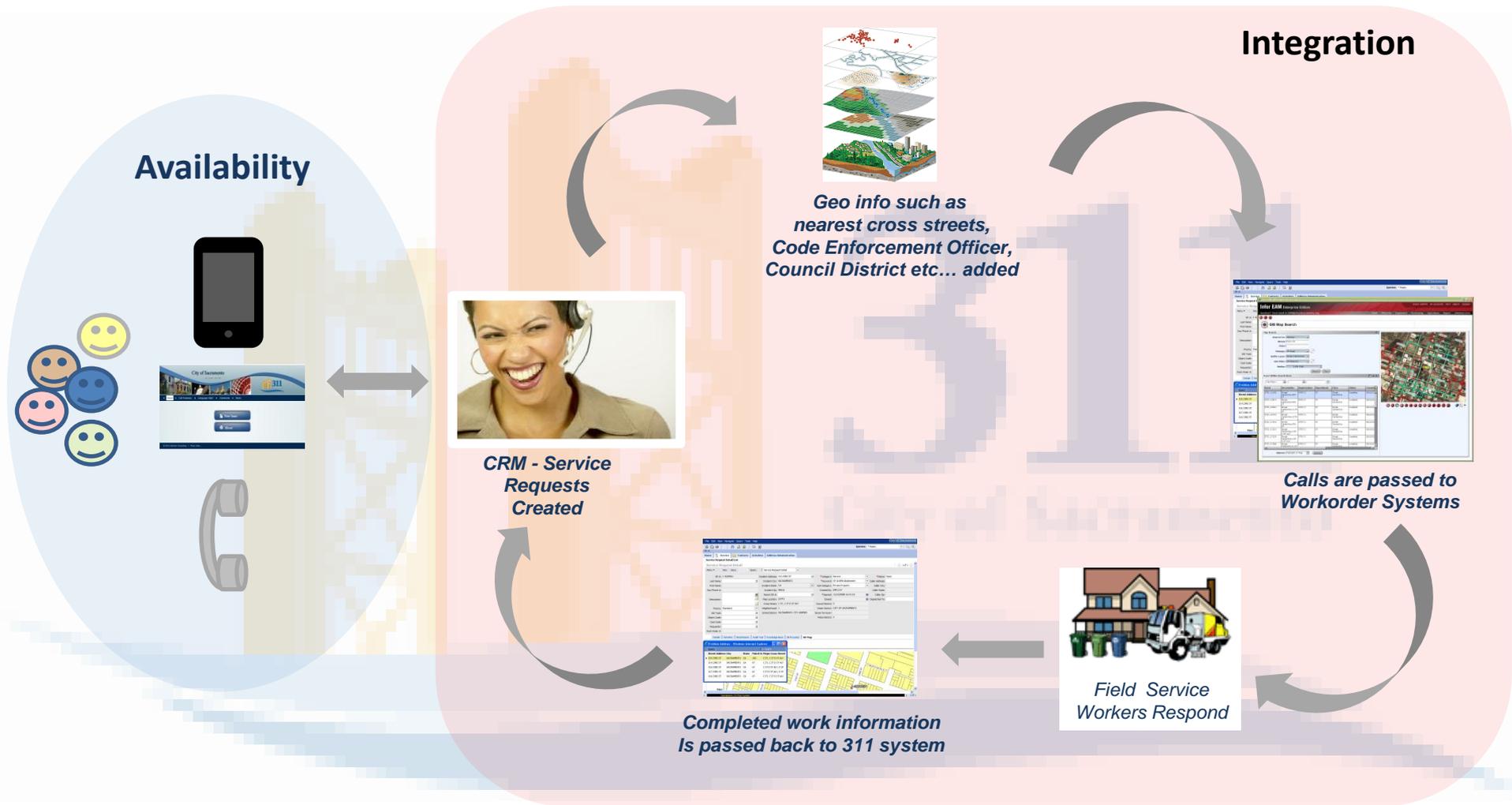


+

Faster

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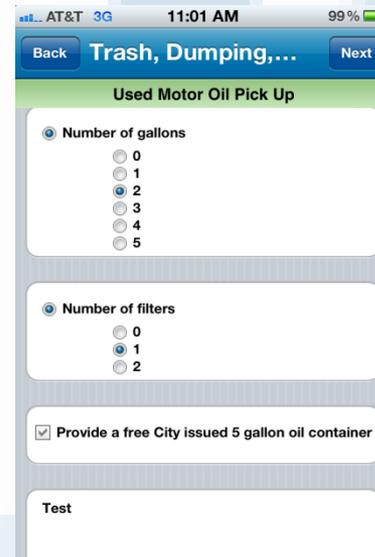
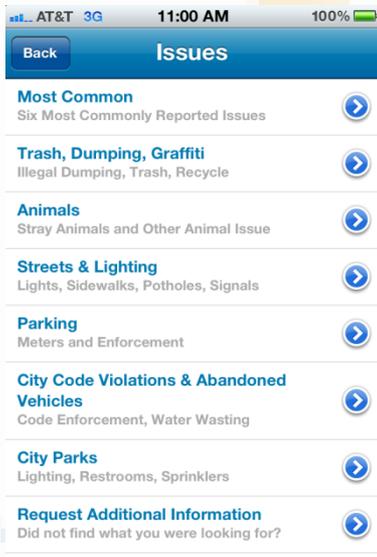
Putting it Together – Better Faster Service



City of Sacramento 311 Mobile

Working Smarter

Leveraging Information Technology



City of Sacramento 311 Mobile

Benefits

311 Systems Integration and Citizen Self Service

- Improved citizen service experience
- Reduced number of dropped calls
- Decrease call handling times
- Increase response and reporting effectiveness
- Multiple self-service options for citizens to do business with the City
- Increase efficiency by providing prompt and accurate information

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Thank You!

www.cityofsacramento.org

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