

Customer Service at the City of Sugar Land

- Need for high quality external customer service has been identified as a key priority for the City
- FY14-18 Strategic project has explored how the City can continue to provide consistent, high quality customer service to current and future City of Sugar Land residents, as well as visitors

Customer Service at the City of Sugar Land

- Evaluation of current customer service delivery
 - Internal surveying
 - Data analysis
- Benchmarking against cities with a 311 system or contact center
 - Texas cities
 - Nationwide

Customer Service at the City of Sugar Land

Key Findings:

- Customers were generally happy with the City's customer service performance
 - Staff felt confident in their core skills
- Citizens were sometimes unsure of which department to call
 - Staff reported some calls given to incorrect department
- Processes and systems were unable to provide robust reporting on call data
- Inconsistency in service level expectations and messages among departments
- Desire from staff to link citizen service request data with performance measurement, reporting, budgeting and asset management

Customer Service at the City of Sugar Land

Key Findings:

- Current interdepartmental External Customer Service Policy needed revision
- The City's strategic project team concluded that the City of Sugar Land would benefit from and create efficiencies in establishing a 311 contact center with a Customer Relationship Management (CRM) system for inquiries from external customers

Customer Service at the City of Sugar Land

In concurrence with
the International
City/County
Management
Association (ICMA):

- 311/CRM systems contribute to improved customer service, facilitate greater citizen engagement, support performance measurement, contribute to better local government budgeting, and aid in emergency response and recovery

Findings from the
ICMA Innovations and
Emerging Practices
in Local Government
Survey 2016

- 311 is among the most innovative approaches to citizen engagement (along with online engagement platforms, citizen academies)

Customer Service at the City of Sugar Land

What We Did

1. Revised policy to establish City-wide procedures that:
 - Provide guidance to staff to ensure proper action is taken to resolve non-emergency inquiries and requests for service, regardless of the method in which they are received
 - Aim to provide external customers with clear expectations regarding the timing of responses from City staff
 - Establish a City-wide Customer Service Survey
2. Developed a plan to launch a 311 program

311 Contact Center

What It Is

- Designed to offer a convenient, single point of contact for non-emergency inquiry questions and requests for services
- More than phone calls - offers three options for service: phone, email, and online through the website or mobile application

311 Contact Center

Enhance Customer Service Experience

1. Making it more convenient to know who to contact for City services (one-stop-shop)
2. Making it easier to “self-service” on the City’s website and mobile app; track service requests in real-time
3. Reduce misrouted inquiries and solve questions on the first contact
4. Reinforce consistent service levels and messages for residents

311 Contact Center

Data Driven Decisions

- Designed to assist City staff by:
 1. Serving as the central data collection point for service inquiries with the goal of making City-wide data-driven decisions, having robust reporting capability, and identify trends in service requests/questions
 2. Allowing departments to focus on their core missions, and
 3. Assisting the City with handling the increased customer contact volume associated with the annexation of Greatwood and New Territory.

311 Contact Center

- Annexation provided a need and opportunity for 311
 - Already receiving annexation-related inquiries
- The 311 Contact Center utilizes an innovative staffing model
- All 311 Ambassadors partake in a training program that has been specifically tailored toward working in the 311 Contact Center

311 Contact Center

HOW TO REACH US

Police, Fire or Medical Emergency 911
Water or Wastewater Emergency..... 281-275-2450
24/7 Non-Emergency..... 281-275-2020

EMERGENCY PREPARATIONS
Register for emergency notifications
at www.SugarLandTX.gov/Emergency.
Register for special needs evacuation assistance
by contacting 2-1-1 or 1-877-541-7905 each year.

Mayor & City Council 281-275-2313
City Manager 281-275-2710
Code Enforcement 281-275-2170
Job Hotline 281-275-2796
Permits & Inspections 281-275-2270
Home Rental Licensing 281-275-2170
Solid Waste & Recycling Services 281-275-2450
Water Bill Payments 281-275-2750

ANIMAL SERVICES
101 Gillingham Lane, 77478
281-275-A DOG (2364)

CITY HALL
2700 Town Center Blvd. N, 77479
281-275-2700

**FIRE-EMS
ADMINISTRATION**
10405 Corporate Drive, 77478
281-275-2873

**IMPERIAL PARK
RECREATION CENTER**
234 Matlage Way, 77478
281-275-2885

MUNICIPAL COURT
1200 Highway 6 S, 77478
281-275-2390

**PARKS & RECREATION
ADMINISTRATION**
10405 Corporate Drive, 77478
281-275-2825

POLICE DEPARTMENT
1200 Highway 6 S, 77478
281-275-2500

PUBLIC WORKS
111 Gillingham Lane, 77478
281-275-2450

**SUGAR LAND
REGIONAL AIRPORT**
12888-B Highway 6 S, 77498
281-275-2100

**T.E. HARMAN
SENIOR CENTER**
226 Matlage Way, 77478
281-275-2893



281-275-2900

311 Contact Center Operations

How to Reach Us

- Phone: 311 or (281) 275-2900
- E-mail: 311@sugarlandtx.gov
- City website - Report a Concern
- MySugarLand Mobile Application
- www.sl311.org

311 Contact Center Operations

- Previous Marketing
 - HOA Meetings, Quarterly HOA Meeting
 - Annexation Open Houses
 - Annexation Publications & Website
 - National Night Out

311 Contact Center Operations

- Upcoming & Ongoing Marketing (examples):
 - News Release
 - Messaging on Marquee Signs
 - Social Media Posts
 - Logo Contest

Reporting

- Staff reporting
 - Directors and Executive Team will receive regular reports of 311 activity
- Quarterly Reporting
 - Staff will begin providing a summary of 311 activity in the Council's Quarterly Report starting with Q2 of FY18

311 Contact Center Future Opportunities

- External Knowledge Base
 - Access on the website and mobile application to answers before questions are submitted
- Chat functionality
 - Ambassadors can engage with citizens and visitors online through the City website in real-time
- Social media
 - Residents can use hashtags to tag questions/requests to the 311 software

311 Contact Center Goals - Year 1

- Residents are confident they know how to reach the correct place in the City for service
- Trust that their concern will be promptly and correctly addressed on the first contact

Questions?

Thank you!