



Mayor's Goal 5: "Philadelphia government works efficiently and effectively, with integrity and responsiveness"

Topic: **Philly311 Program**

Key Presenters: **Rosetta Carrington Lue, *Chief Customer Service Officer***

Sheryl Johnson, *Application Solutions & Service Delivery Manager*

Date: **August 24th, 2015**

The Evolution of Philadelphia 311 Contact Center



BEFORE LAUNCH



CURRENT CALL CENTER



Executive Summary

Major Accomplishments:

- Implemented new City-wide customer service system
- Hosted PhillyInnovates Summit highlighting customer engagement
- Received 'Engaged Community' Designation for four consecutive years (2011-2015) from the Public Institute of Technology
- Finalist for 2015 United Nations Public Service Award
- Implemented Police Mobile Device Computers
- Kept a constant focus on the customer and their needs
 - Implemented Customer Service Satisfaction Program
 - Developed and launched Neighborhood Liaison Program (NLP)
 - Created Citizen's Engagement Academy
 - Launched Customer Service Academy
 - Implemented Customer Service Officers Program
 - Created and launched Youth Engagement Academy



Who We Are

- Mission
- Organizational Chart
- Budget

VISION:

To deliver efficient and effective high quality customer service that is accessible and convenient to all customers, both internal and external.

MISSION:

To serve the citizens of Philadelphia by providing courteous, fast, and accurate customer service that result in transparent access to government information and services.

Submit a Request

Philly 311

Log In Sign Up

Improve your community. Report an issue and watch it get fixed.

Search...

Abandoned Automobile

Parked on City street for 72 hrs with expired registration or undrivable

Dangerous Building

A dangerous building/structure that is in danger of collapse, has collapsed and/or building materials are falling from the property.

Fallen Tree

Graffiti Removal

Graffiti on building or other permanent surface

Illegal Dumping

Use for trash or debris on Streets & Sidewalks. Do NOT use for Vacant Lots.

Maintenance Commercial

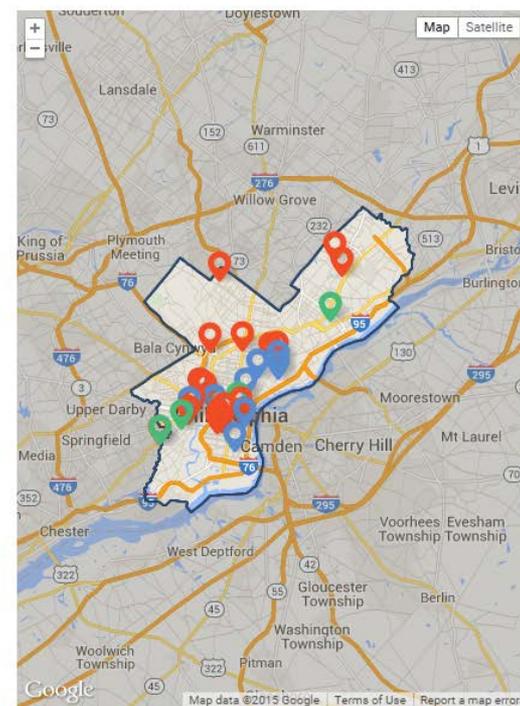
Interior or exterior code violation of OCCUPIED commercial building

Maintenance Residential

Interior or exterior code violation of OCCUPIED residential building

Other

Map List Keyword



Submitted Received In Progress Completed

Powered by PublicStuff iOS Android Call Embed Select Language

Organizational Chart

Chief Customer Service Officer

Rosetta Carrington Lue

Executive Assistant

Senior Contact Center Operations Manager

James Morse

CRM Application Solutions & Delivery Manager

Sheryl Johnson

Customer Service Programs & Engagement Strategist
Amanda V. Wagner

Special Assistant

Training

Knowledge Base Content & Social Media Coordinator

Call Center

Walk-In

Operational Reporting

Digital Services

Business Process & Re-engineering Manager

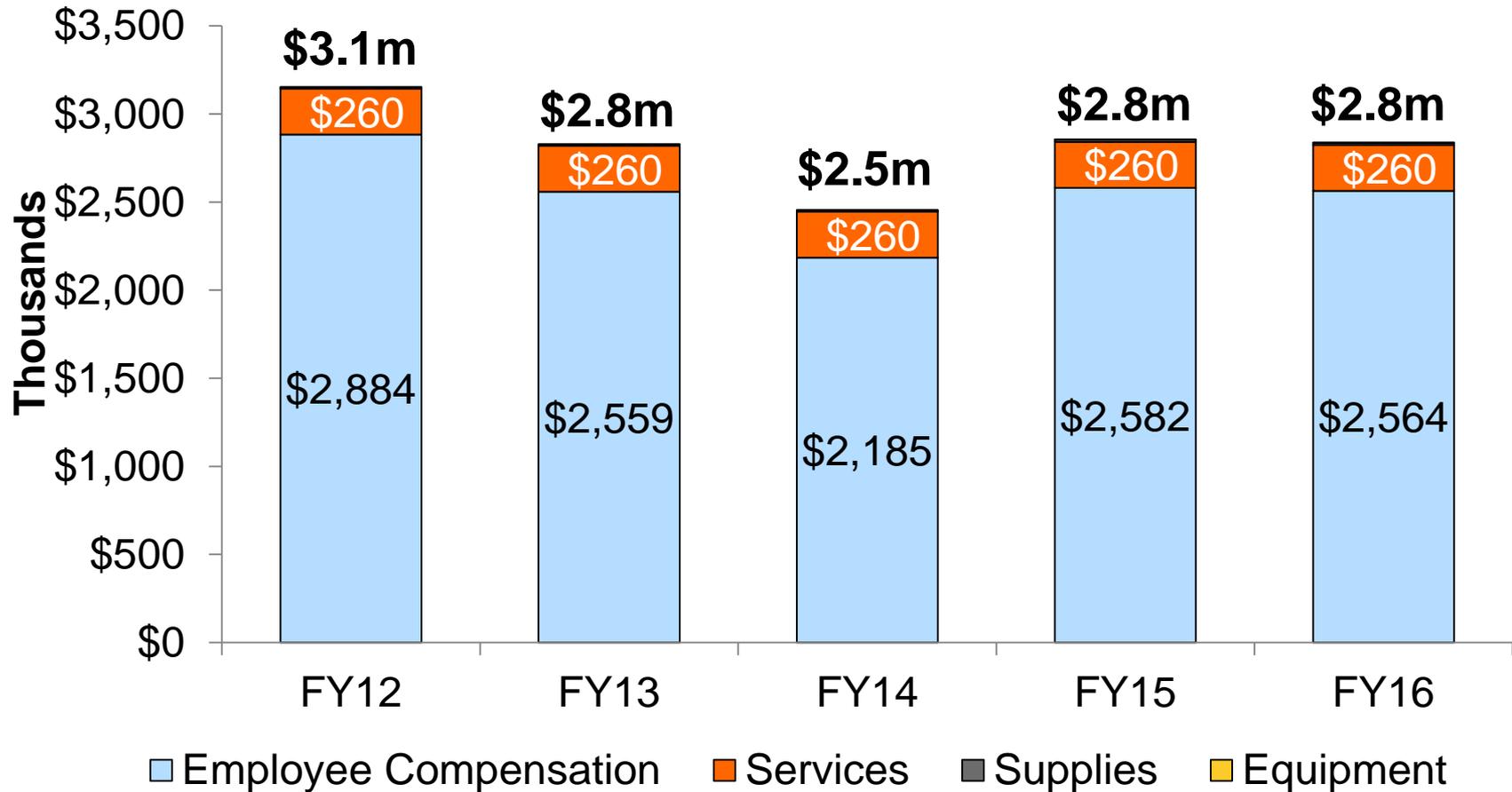
Salesforce Business Administrator

Community Engagement Coordinator

Communications Director

Part Time Staff

Budget



Philly311 was part of the Managing Director's Office Administrative budget until FY12



What We Do

- Model and Process Flows
- Performance to Targets
- Key Challenges

Philly311 Collaborative Model

Citizens

Philly311

- Provides Departments and Agencies with information
- Routes customers' service requests
- Provides municipal information to the public

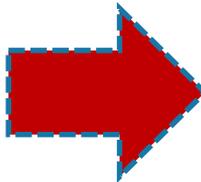
Departments

- Provides Knowledge Base content
- Creates Department service level agreements for service requests
- Approves and maintains telephone directory
- Updates customer service

Customer Process Flow

1 CUSTOMER CONTACTS PHILLY311

Phone In person Email
Social media Mail Website
FAX Mobile



2 CONTACT CENTER AGENT RESEARCHES REQUEST

3 TYPES OF INQUIRIES

- Information request
- Service request status inquiry
- New service request

3 AGENT ACTIONS

AGENT RESPONDS WITH CURRENT INFORMATION

- Information request → Information given to customer and request closed
- Service request status inquiry → Current information given to customer

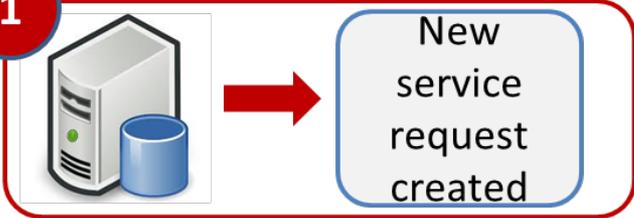
OR

AGENT GATHERS INFORMATION FOR NEW SERVICE REQUEST

Contact center agent inputs service need → New service request generated

Department Process Flow

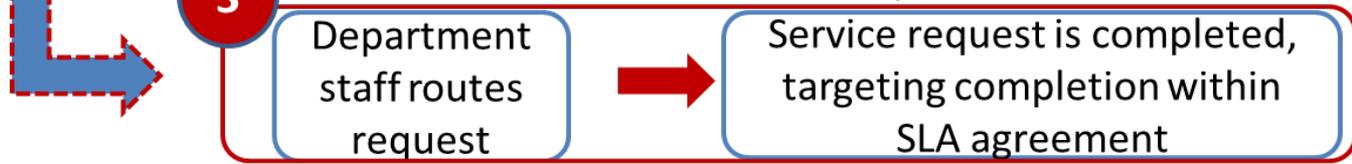
1 CUSTOMER CONTACTS PHILLY311



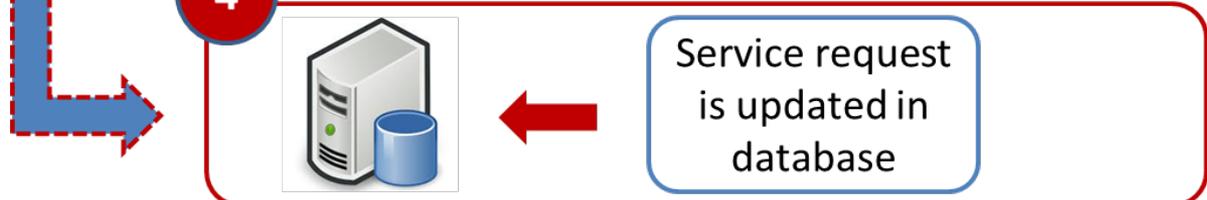
2 REQUEST IS ROUTED TO DEPARTMENT



3 DEPARTMENT MANAGES REQUEST



4 DEPARTMENT UPDATES CUSTOMER SERVICE SYSTEM



There are two types of customer requests that 311 handles:
Information/Directory Assistance (80% of customer interactions)
 and **Service** (20% of customer interactions)

FY2015 Most Popular Information/Directory Assistance Questions

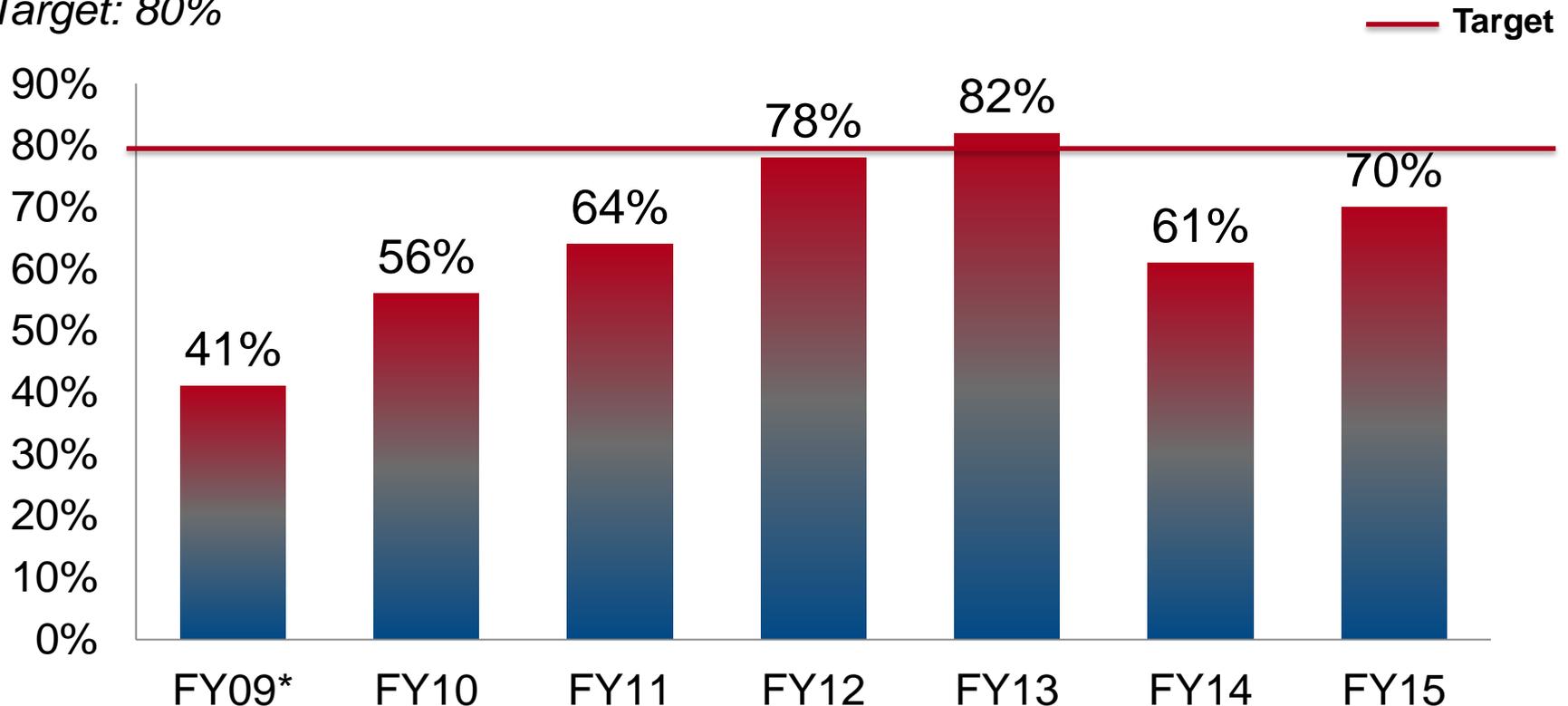
DEPARTMENT	FREQUENT SERVICE REQUEST TYPE
Revenue Department	How do I contact the Department of Revenue?
Streets Department	What day is trash/recycling collection in my neighborhood?
Licenses & Inspections	Contact information for License and Inspections business offices.
Police Department	What is the phone number to my local Police district?
City Council	How can I reach my City Council representatives?

FY2015 Most Popular Service Requests

DEPARTMENT	FREQUENT SERVICE REQUEST TYPE
Licenses & Inspections	Maintenance Residential
Streets Department	Rubbish/Recycling Collection
Streets Department	Street Defects (Potholes, Ditch, Cave In)
Police Department	Abandoned Vehicle
Community Life Improvement Program (CLIP)	Graffiti Removal

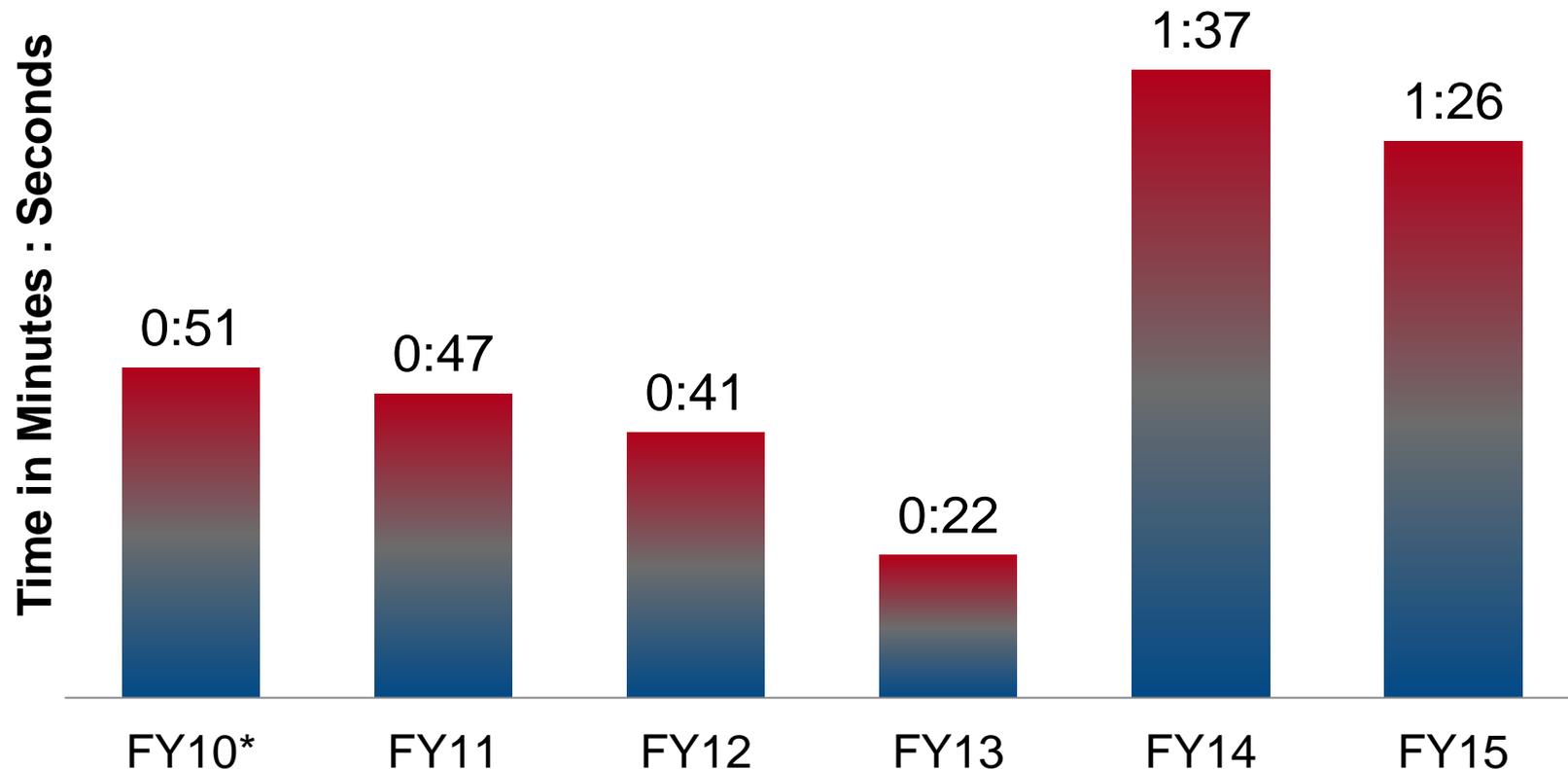
Performance Measure 1: Percent of calls answered within 45 seconds

Target: 80%



Installation of temporary IVR solution impacted time to answer calls in late FY13/early FY14

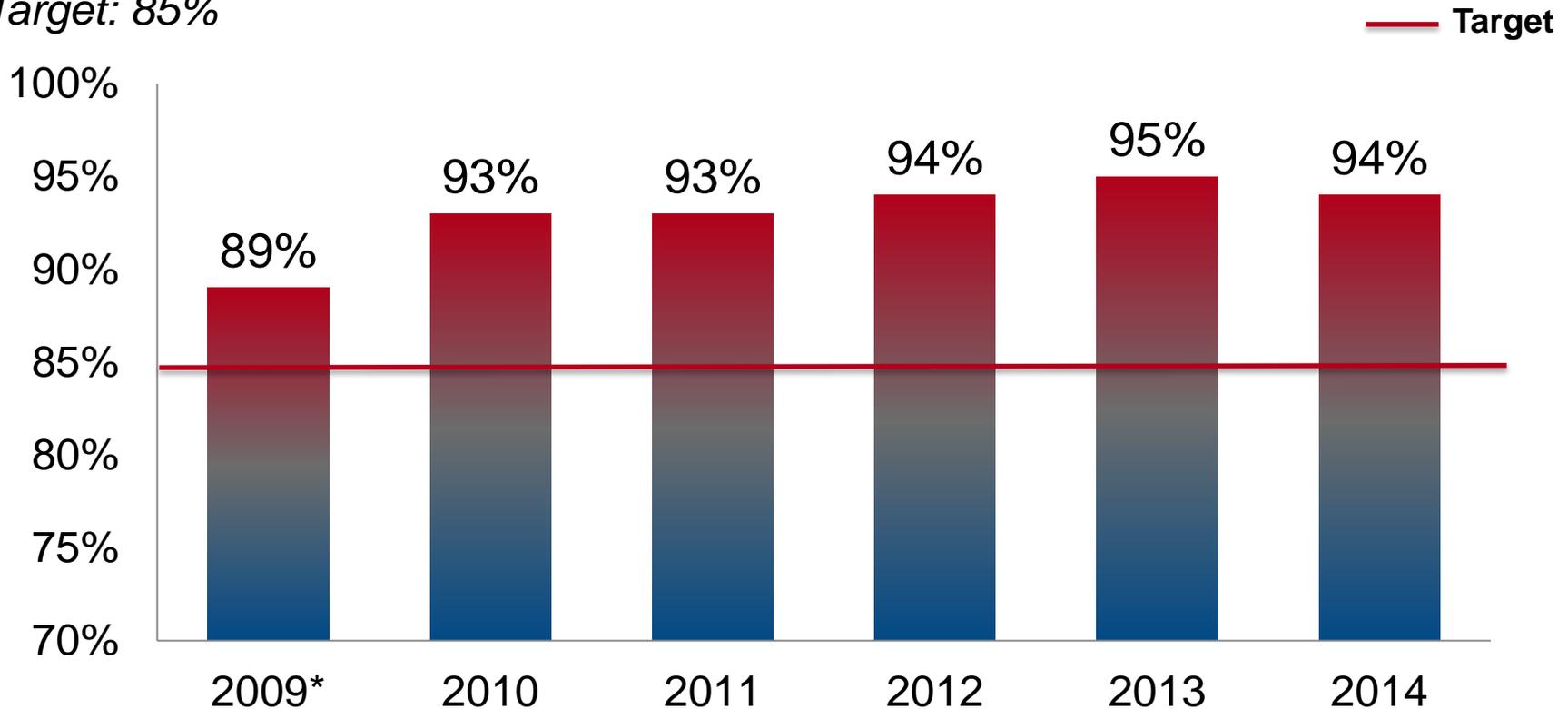
Average wait call time



Wait time is a subset of percentage of calls answered. Improvements in FY15 over FY14 due to efficiencies gained from implementation of new system and agent training

Performance Measure 2: Percent of customers whose expectations were met or exceeded

Target: 85%



Philly311 is able to regularly exceed its target; however obtaining customer service data is difficult at the present time

*Philly311 launched on December 31, 2008

Source: Surveys conducted by using independent organizations

Key Challenges



Staffing: *Recruiting and maintaining a staff with the proper skill set is essential to the program.*



Technology: *Our systems require enhancements in order to keep up with evolving customer demands.*



Telephony system: *Greater performance can be achieved with improved telephonic systems including the integrated voice response (IVR) system and integrating phones with the new customer service system. The current IVR system also has limited reporting capabilities.*



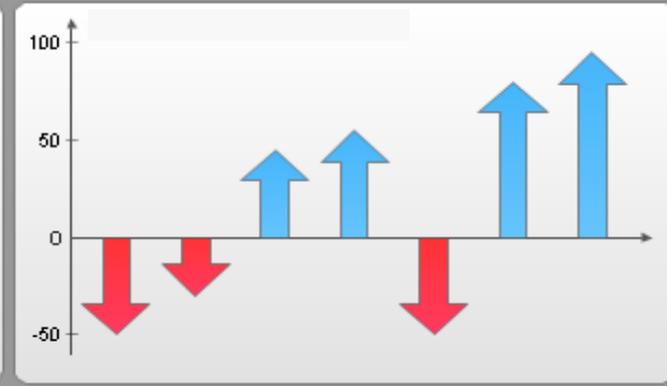
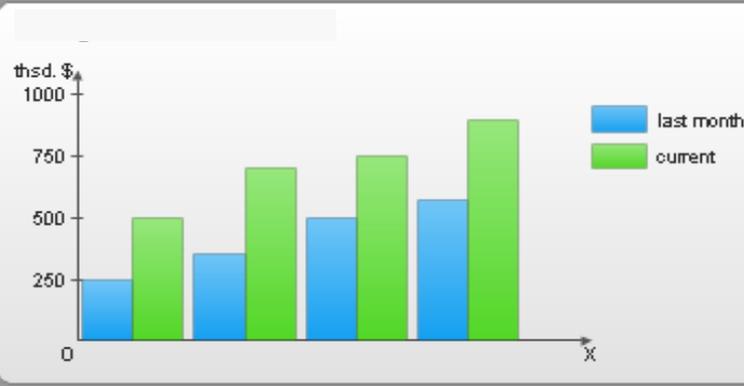
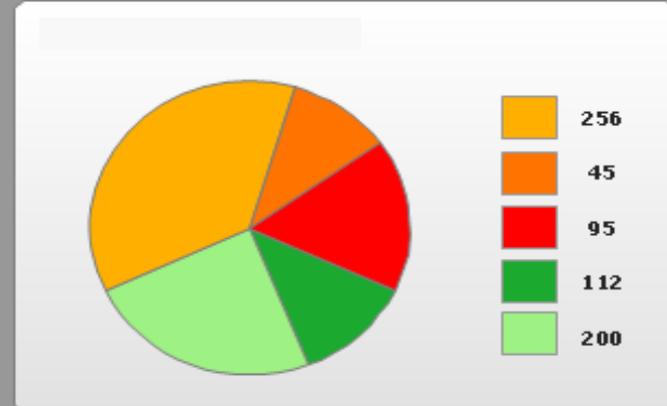
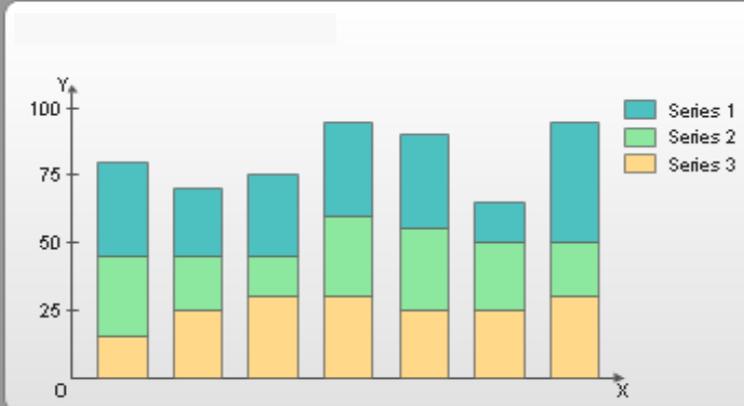
What's on the Horizon

- Initiatives
- Dashboard Demonstration

Initiatives include:

- Creating hiring list for Contact Center Trainees
- Creating hiring list for Contact Center Supervisors
- Strategic enhancements to the Knowledge Base
- Creating and rolling out reports

Dashboard Demonstration



Additional Public Resources

- <http://www.phila.gov/311>
- <http://www.twitter.com/philly311>
- <http://www.twitter.com/philly311NLP>
- <http://www.facebook.com/philly311>
- <https://www.facebook.com/Philly311NeighborhoodLiaison>
- <https://www.youtube.com/philly311center/>



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