

# The future of requesting city call services

## The City of Fort Worth and PremierOne Customer Service Request (CSR)

### Evolving 3-1-1 services

3-1-1 contact centers have become increasingly important for residents to have access to the services they need. Just because an issue might not be classified as an emergency doesn't mean there isn't an urgent need to have it resolved. Anything from a burnt out streetlight to potholes, inclement weather, a water bill or even suspicious activity at a neighborhood convenience store are important issues that need to be addressed.

### 311 Fort Worth Contact Center

- Area Served: Fort Worth, TX
- Population Served: 935,508
- Total Number of Employees: 7,000

The City of Fort Worth, TX, implemented Motorola Solutions' 3-1-1/government Customer Relationship Management (CRM) contact center solution as a way to provide transparent and encompassing responses to customers' non-emergency service requests. Contact center and field workers alike use CSR to fulfill work orders and keep customers informed about the status of their request as well as important city updates. Going beyond the regular partner/vendor relationship, CSR and the City of Fort Worth have developed a relationship that is constantly evolving to meet the needs of the customers they serve.

Many city government contact centers are taking advantage of technology, including smartphone applications and web pages, to provide a one-answer solution for customers to submit service requests. One example of a contact center that has streamlined their solution across departments is the City of Fort Worth, Texas.

Fort Worth is one of the fastest growing cities in the United States, but prides themselves on maintaining a small-town atmosphere. One of the ways they achieve this is through interactions with customers, particularly in their contact centers and answering requests for service.

Fort Worth officials wanted to implement a one-contact solution to help their contact centers not only handle the growing volume of service requests but provide a consistent level of customer satisfaction across the entire city. Sharon Gamble, Customer Service Administrator for the City of Fort Worth, and her team selected Motorola Solutions' CSR solution, based on the single platform's promise of improving customer communication, access to service, ease of use as well as transparency and up-to-the-minute updates on service requests.

Motorola Solutions worked with the contact center team to provide everything they needed to implement the customer service request solution, but it was more than that.

"[CSR] is a strong, core work-order system, and amazingly, we've provided features to our customers and the other departments that they've never had before," Sharon said.

The CSR system helps 3-1-1 call centers like the City of Fort Worth turn routine customer interactions into chances for providing superior service. Customers are contacting call centers every day for help with non-emergency service requests. These routine interactions form a perception of government and how well it works for customers. CSR can help these non-emergency call centers not only provide better access to customers, but keep government agencies accountable.

The Fort Worth contact center team recognized that the top priority was communicating back to the person submitting the service request about how it was being handled. CSR provided a way to do that, and more. Speaking about the CSR solution, Sharon said that Motorola Solutions has dynamic software with extensive capabilities and the contact center team is always building it to be better.



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– Sharon Gamble, Customer Service Administrator





## Service at your fingertips

The contact center team has taken the city's contact centers and various departments from spreadsheets and index cards now to smartphone applications. These apps allow field workers to provide real-time updates for customers about the status of their service requests. CSR has become a one-answer solution for customers and City of Fort Worth employees.

CSR utilizes two smartphone applications, one for field workers and another for customers. The CSR Citizen Mobile app provides people with a way to submit a service request, including the option to upload applicable photos. Field workers can show the customer not just a notification about when the work is completed, but all the steps in between. "We can communicate all the way down, with all of the information - it's phenomenal," Sharon said. Field workers can use the CSR Worker Mobile app to respond to work orders, access assignments, view maps and gain access to other pertinent information.

The contact center team also uses the Citizen Mobile app as a place to share vital information, like alerts for possible flooding after a Texas rainstorm. "We're constantly updating information through our system, resulting in our residents using the App as a resource," Sharon said. The City of Fort Worth also utilizes the marquee feature in the

Citizen Mobile app to push out notifications directly where customers will see them, alerting users and helping them be aware of what's happening in the city.

## Increase access and improve accountability

The City of Fort Worth contact center receives about 1,200 requests a day, is open six days a week and manages six intake channels for service requests. When CSR came into the picture, employees at the contact center went from having to log into five different systems multiple times throughout the day to now just one. This not only significantly reduced the amount of training time, but the employee burnout rate as well.

CSR helped the team develop the city's United Call Centers, comprising seven call centers in the Fort Worth area. That means regardless of their call center, employees can pick up the phone, join the City of Fort Worth's queues and help answer calls for service. Perhaps even more impressive is that the 311 Fort Worth contact center answers for 30 other entities and gives those departments the answer for 80 percent of their call volume. That means if you call someone at the city's contact center, they can usually find or give you the answer without having to transfer you to another area.



## Ease of use for everyone involved

One unexpected benefit from implementing the CSR solution has been the ease of use for City of Fort Worth customers and employees alike. Teams like the mowing department went from using paper and flip phones to smartphones and eliminated paper filing.

Other departments in the city, even those that still use a different work order system, reap the benefits of CSR's capabilities. A department that was attempting to work with another asset management system for managing their service calls ultimately found that implementation was going to be a much slower process than CSR. The contact center team was able to interface and switch them over to the CSR system, including a worker application, a core system and reporting capabilities.

"Things that they're unable to get out of their work order system, we provide out of the CSR product," said James West, Business Process Analyst for the City of Fort Worth.

## Transforming "standard operating procedures"

CSR is helping change how information sharing is handled during non-emergency events. For the City of Fort Worth, those incidents usually come in the form of ice storms or heat waves. Events like these happen often enough that the contact center team doesn't classify them as an emergency so much as standard operating procedure.

The contact center team has utilized CSR to help them quickly respond to events and immediately get the word out to customers by pushing out necessary alerts and notifications. "Our emergency operations center depends on us," Sharon said, including asking the team how the city would deliver water during 'snowmageddon' (what the city called the unexpectedly heavy ice and snow storm that struck Fort Worth in 2021).

Because of the contact center team's forward thinking, they can move the contact center anywhere and still maintain their standard of answering requests for service. Especially during the pandemic in 2020, the ability to move the contact center really came in handy. The team was able to use the CSR system to send customers links to register and make appointments for vaccinations.



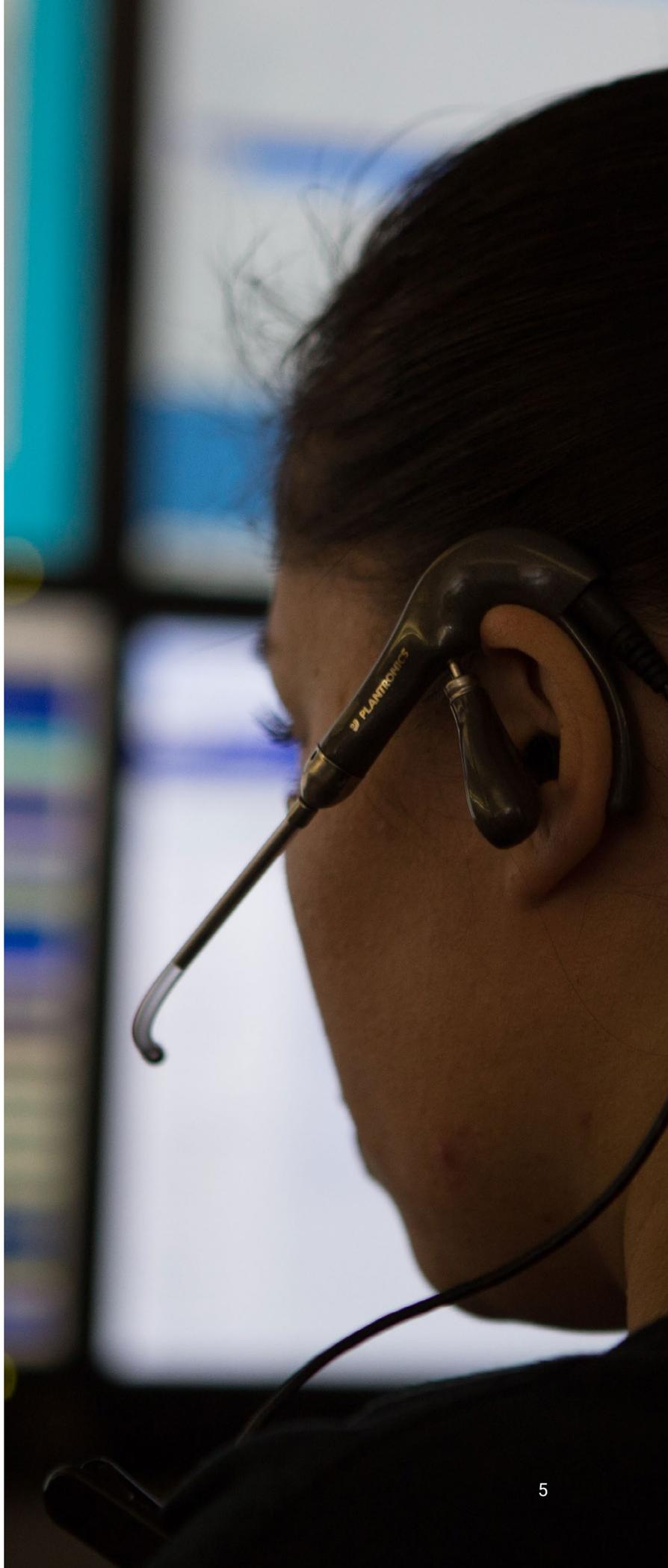
## More than a customer/vendor relationship

The 3-1-1 contact center team in Fort Worth knows that it's not just about being there to answer customers' requests for service. There's so much that happens behind the scenes to make things run smoothly. With the help of CSR, the contact center can offer customers transparency, accessibility and pride in their city. Customers know that when they call or submit a request for service, not only will the problem be addressed, but they can see each step that was taken along the way. CSR also makes it possible to spread the uniformity of response across the city and from department to department.

"It's not just a customer/vendor relationship, it's a partnership," Sharon said. "And that's how we treat our customers as well."

Just like the City of Fort Worth, CSR is constantly changing and evolving in order to solve the needs of users and their customers. Features like the web portal, mobile apps and live maps are just the beginning.

"The depth and capabilities of CSR to support customers and the process of helping residents continues to grow and develop," said James. The Fort Worth team is continually seeking to expand the service offerings available to not only the city's groups and departments, but customers as well. "It's a process of constantly revisiting and then expanding what's available to customers and what capabilities the city may have to provide those services," he said.





## Advancing the city service contact center

CSR helps organizations like the City of Fort Worth manage non-emergency calls and coordinate secondary responders such as utilities, public works, forestry, etc. Being able to manage critical communication amongst secondary responders helps to bridge communications between public service and public safety agencies, reducing the burden on 9-1-1 during emergencies and improving response times. It also helps 3-1-1 contact centers track, manage and report back to customers on their requests for service.

The ability to adapt to best fit the needs of the people you serve, or even anticipate their needs, is the mark of a successful organization. By implementing CSR, the City of Fort Worth's contact center has a one-stop solution for customers and a customer/vendor relationship with Motorola Solutions that is constantly evolving to make improvements and adjustments for customers and users well into the future.

To learn more, visit: [motorolasolutions.com/premieronecsr](https://motorolasolutions.com/premieronecsr)



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