



CITY OF NEW ORLEANS

NOLA 311

May 19th, 2012

311: It was here then it was gone... and now it's back



- 311 call center closed doors at the end of 2009
- Common complaints about 311 at that time:
 - Service requests called into 311 weren't addressed by departments
 - Difficult to get through to agents during emergency events
 - Poor customer service
 - Call center operations were outsourced, which cost too much
- Upon taking office, Mayor Landrieu made restarting 311 a priority

What's different this time: Rebuilding 311 from the ground up



Problem	Resolution
<p>Call center space is an uninviting and unwelcome place to work:</p> <ul style="list-style-type: none">• Picnic tables with phones and computers	<p>Redesigned the space, adding industry-standard work spaces for agents</p>
<p>Obsolete phone system:</p> <ul style="list-style-type: none">• Not capable of scaling with demand, leaving callers with busy signals• Incapable of providing reports so managers can effectively run center	<p>Upgraded phone system to latest Cisco Call Manager</p>
<p>311 agents can't reliably answer questions about City departments</p>	<ul style="list-style-type: none">• Build a service catalog detailing every service the city provides and who provides it• Build a department-vetted knowledge base containing information about every service

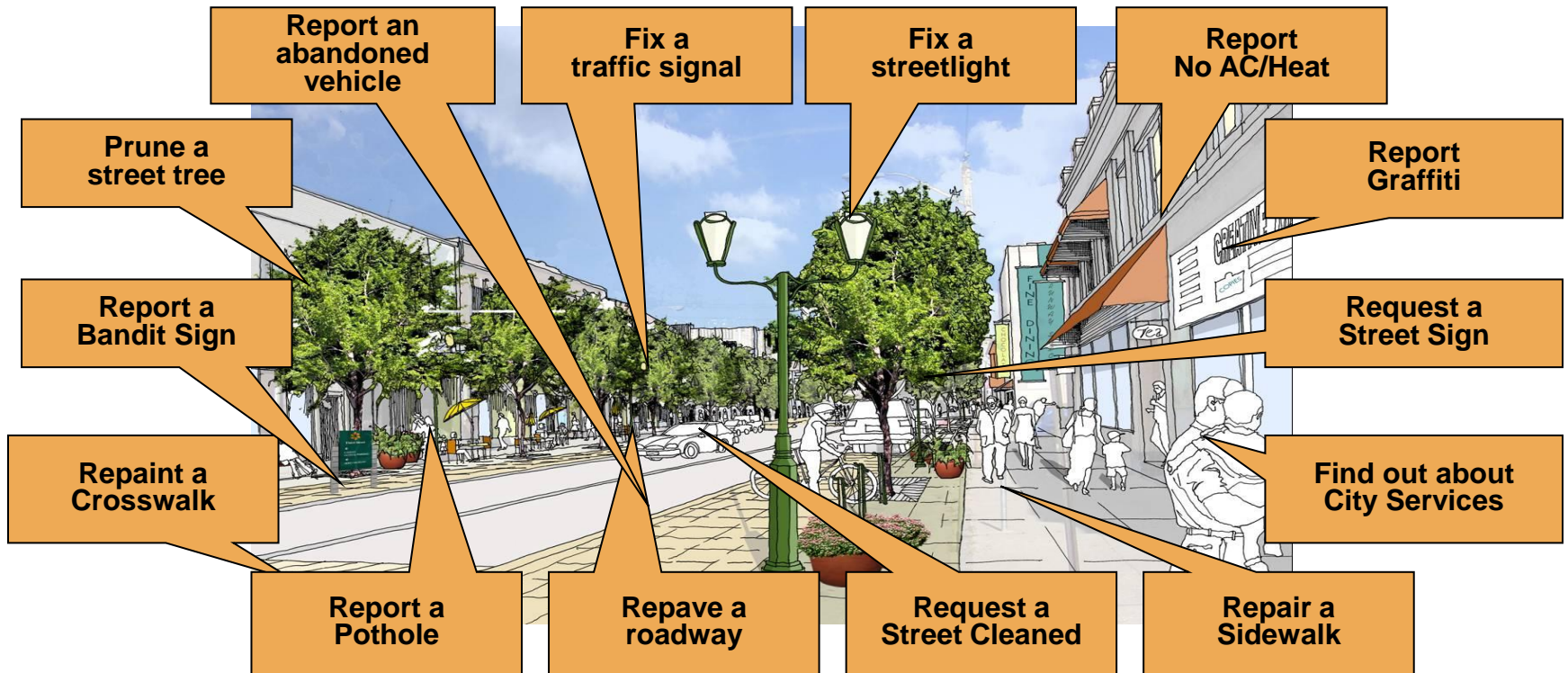
What's different this time: Rebuilding 311 from the ground up



Problem	Resolution
<p>Service requests made to 311 go into a black hole and aren't responded to by departments</p>	<ul style="list-style-type: none">• Invest in an industry-leading CRM/WOM application (Lagan)• Map and optimize business processes for City services, integrating 311 and Lagan into dept. business processes• Provide tracking numbers to callers• Integrate Lagan data into QoL Stat meetings (coming soon)• Provide case data online (coming soon)



What can you call 311 for?





Initial launch includes 31 service requests

Public Works

- **Maintenance**
 - Catch Basin
 - Culvert
 - Curb and Ramp
 - Ditching and Shoulder
 - Manhole Cover
 - Pothole
 - Sidewalk
 - Subsidence
- **Parking**
 - Abandoned Vehicles
- **Traffic**
 - New Sign
 - Street Light Damaged
 - Street Light outage
 - Street Marking
 - Street Name Sign Missing or Damaged
 - Traffic Sign Missing or Damaged
 - Traffic Signal Flashing
 - Traffic Signal Outage
 - Traffic Signal Timing

Sanitation

- **Operations**
 - Bulky Waste
 - Illegal Dumping
 - Missed Collection
 - New Recycling Cart
 - New Trash Cart
 - Replace Trash Cart
 - Return Recycling Cart
 - Starting Trash Service
 - Stopping Trash Service
- **Billing**
 - Request exemption, refund or adjustment

Code Enforcement

- Case updates
- Request inspection

EOC

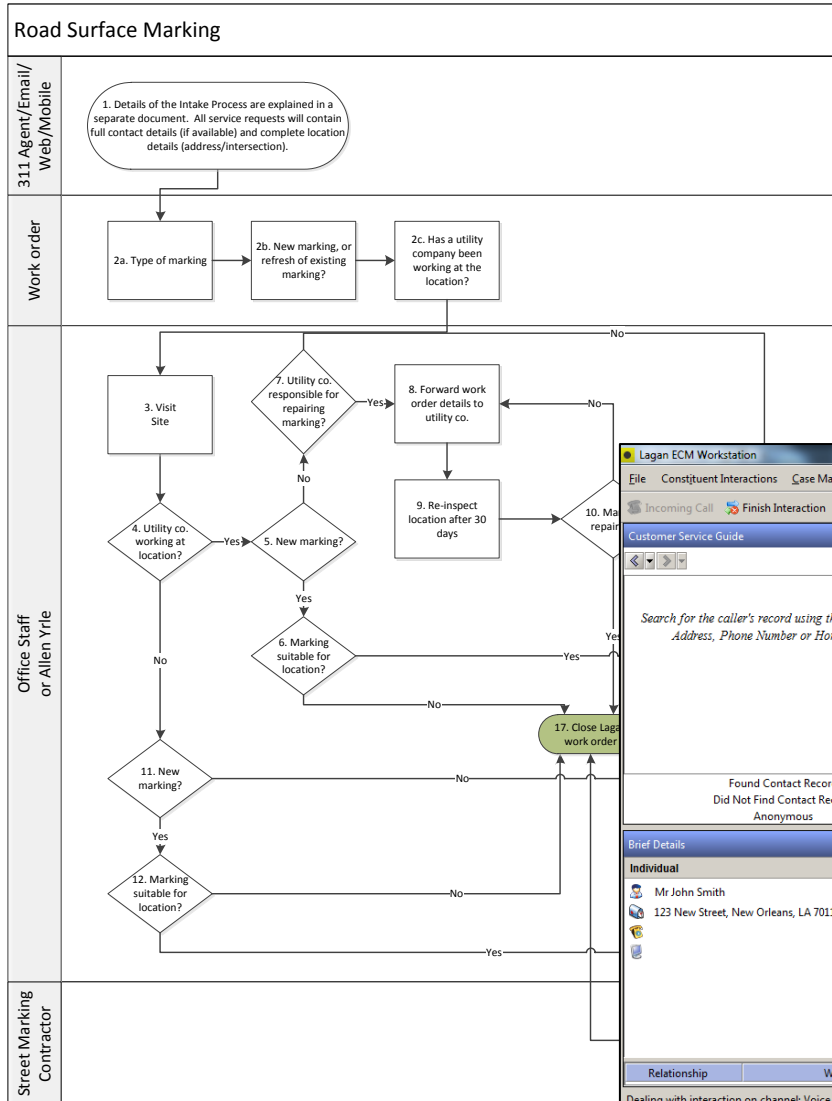
- City-Assisted Evacuation Registration

All other service requests will be sent to the designated departmental liaison that will coordinate a response within their department



For each service request the business process has been mapped

- 311 team has worked collaboratively with departments to redesign the business processes
- Upon department approval, the redesigned business processes are implemented, incorporating 311 as the primary intake source and the Lagan CRM application as the work order system of record
- Call scripting has been incorporated where possible to ensure consistency and a professional representation of City departments



Lagan ECM Workstation

File Constituent Interactions Case Management History Go Help

Incoming Call Finish Interaction Search Current Details Contact History Case Search Link Interaction To Case

Customer Service Guide

Search

Search Type: Individual

Last Name: smith First Name:

Phone: Email:

House Number: Street Name:

Town/City: State: ZIP Code:

Use sounds like search

Reset Cancel search Search

Found Contact Record
Did Not Find Contact Record
Anonymous

Brief Details

Individual

Mr John Smith
123 New Street, New Orleans, LA 70115

Relationship With

Description	Source Type
Smith, 1001 S CLAIBORNE AVE., NEW ORLEANS	Lagan
Smith, Alan	Lagan
SMITH, JACK	Lagan
Smith, John (Mr), 123 New Street, New Orleans, LA	Lagan
Smith, Tammy, 123 Homes Ave, New Orleans 70128	Lagan

Rows Found:5

Dealing with interaction on channel Voice In No associated client



Coming soon

- June
 - Web and mobile self-service (i.e. submit a service request without having to call 311)
 - Track service requests online
 - Publish 311 data to <http://data.nola.gov>
 - Add 311 data to QoL Stat meetings
- July – September
 - More departments will be fully integrated with 311 and Lagan
 - Continuous improvement with existing departments
- October – December
 - Even more departments will be fully integrated with 311 and Lagan
 - Open knowledge base to public
 - Integrate Lagan with LAMA (new Permitting/Code Enforcement)



Questions?

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