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Office of Community Relations (OCR) 311 Call Center



GOALS



311 Process



2

Inquiry is handled by Call Center Representative (i.e.: complaint about a pothole)

3

Representative will gather all necessary information and will probe for additional details

4

All gathered information is logged as a service request into the system

5

Representative will advise the citizen on the service level time frame provided by agencies

6

Service request then routes directly to the responsible agency. (i.e.: DPWT)

7

Case is then added to the queue of the agency for responders (agency) to take action.

311 Process *(continued)*

8

Agency Responders perform service and update notes on actions taken or resolution provided (including case closures)

9

Citizen receives an email notification on the status of case/complaint

10

Built in automated escalation alert notification process- if a case goes un-touched and exceeds the agency's service level agreement, next level of oversight receives an email notification advising of lack of action on a service request

11

If a citizen calls back for a status update, 311 Rep. will report information that the agency has updated into the system.

The screenshot displays a web interface for a 311 case. At the top, a dropdown menu is set to 'Type: Pothole Repair'. Below this, the breadcrumb path reads 'Streets, Sidewalks, and Public Transportation > Street, Sidewalks, and Roadway-related Issues > Pothole Repair'. The main content area has tabs for 'Comments', 'General', and 'Private'. A large orange box with the text 'Service Request Type Script' is overlaid on the 'Comments' tab. To the right, a 'Service Request Advisory' is visible, containing the text: 'Thank you for contacting the Department of Public Works and Transportation. Currently we are experiencing an extremely heavy volume of service requests along with an existing backlog of cases. Regrettably, this may have an impact on our service delivery and the time it may take us to complete your request. Please be assured that we are working diligently to address your concerns and...'. Two red arrows point from the 'Service Request Type Script' box to the 'Type' dropdown and the 'Service Request Advisory' text.

311 Process

**Citizen's service request is submitted by Call Center Rep.
 Agency Responder updates the request through closure.**


| ⚙ Activity | Date | User | Comments |
|------------|-------------------|-----------|--|
| Closed | 7/17/2015 8:20 AM | sakeating | completed 7-16-15 by S.Sykes crew. |
| Routed | 7/13/2015 2:16 PM | mobrown | Service Request rerouted to Acusato |
| Escalated | 7/8/2015 3:31 PM | admin | Notification of service request escalation sent to swindsor2 |
| Created | 7/8/2015 3:26 PM | Avblount | Service Request Open - ID |

311 Process

Service request ID 711250 has been closed by DER_SID.

Closing Details

Date/Time 6/29/2016 12:37 PM
User DER_SID
Comments Inspector Johnson met with the homeowner for inspection and observed that the neighbor's water was not causing flooding at this moment. Also, the homeowner needs to put extension in all of her downspout which was causing flooding in the yard. The neighbor agreed to stop pumping the water from his swale spout under his house which was causing flooding.



Citizens receive an email notification once the agency has closed their service request

Service Request Details

ID 711250
Date/Time 5/2/2016 12:04 PM
Type Home Flooding
Address 4902 77TH PL, HYATTSVILLE

Hours of Operation

7 AM - 3:30 PM

5

Call
Center
Representatives

8:30 AM – 5 PM

6

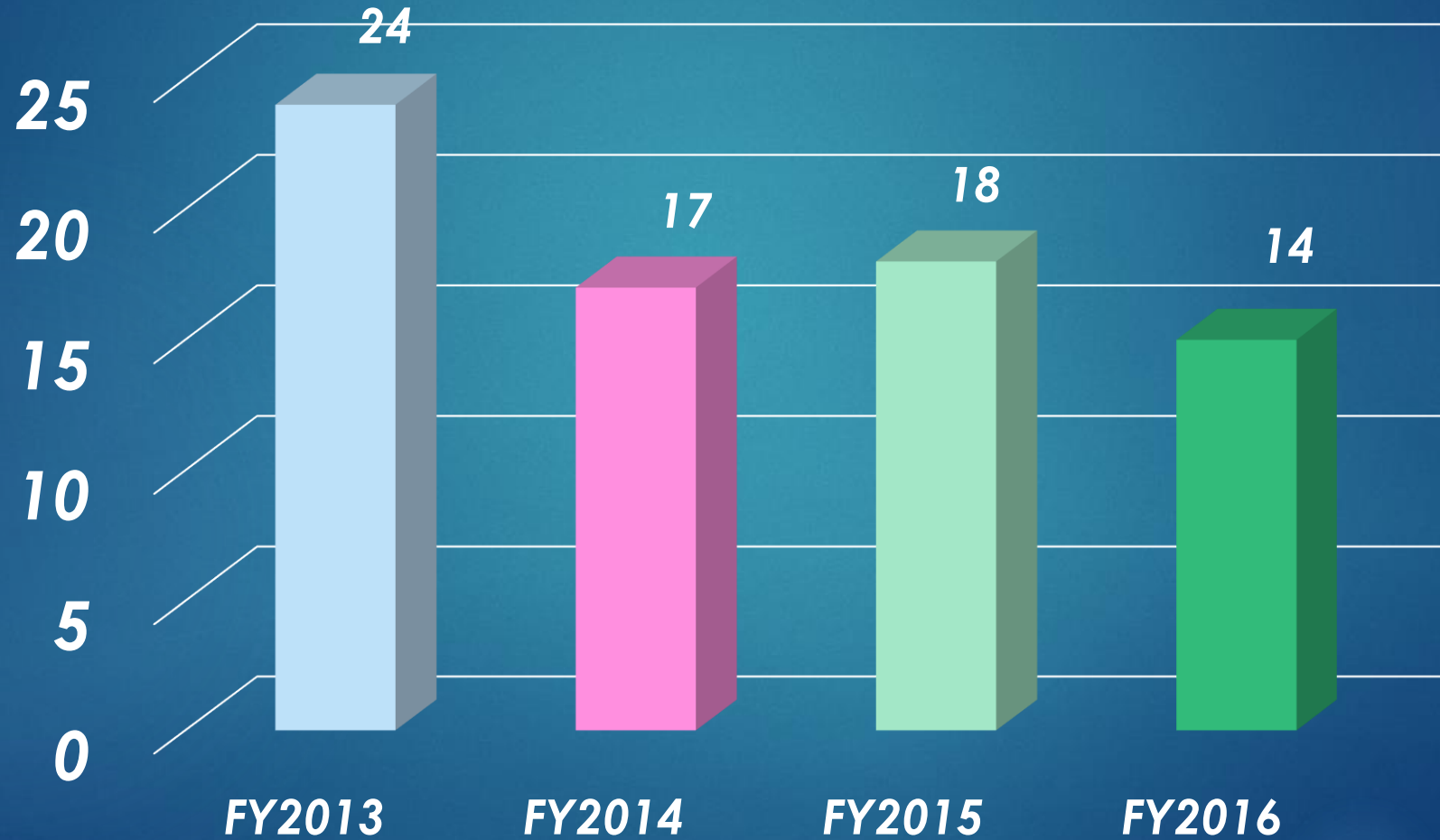
Call
Center
Representatives

10:30 AM – 7 PM

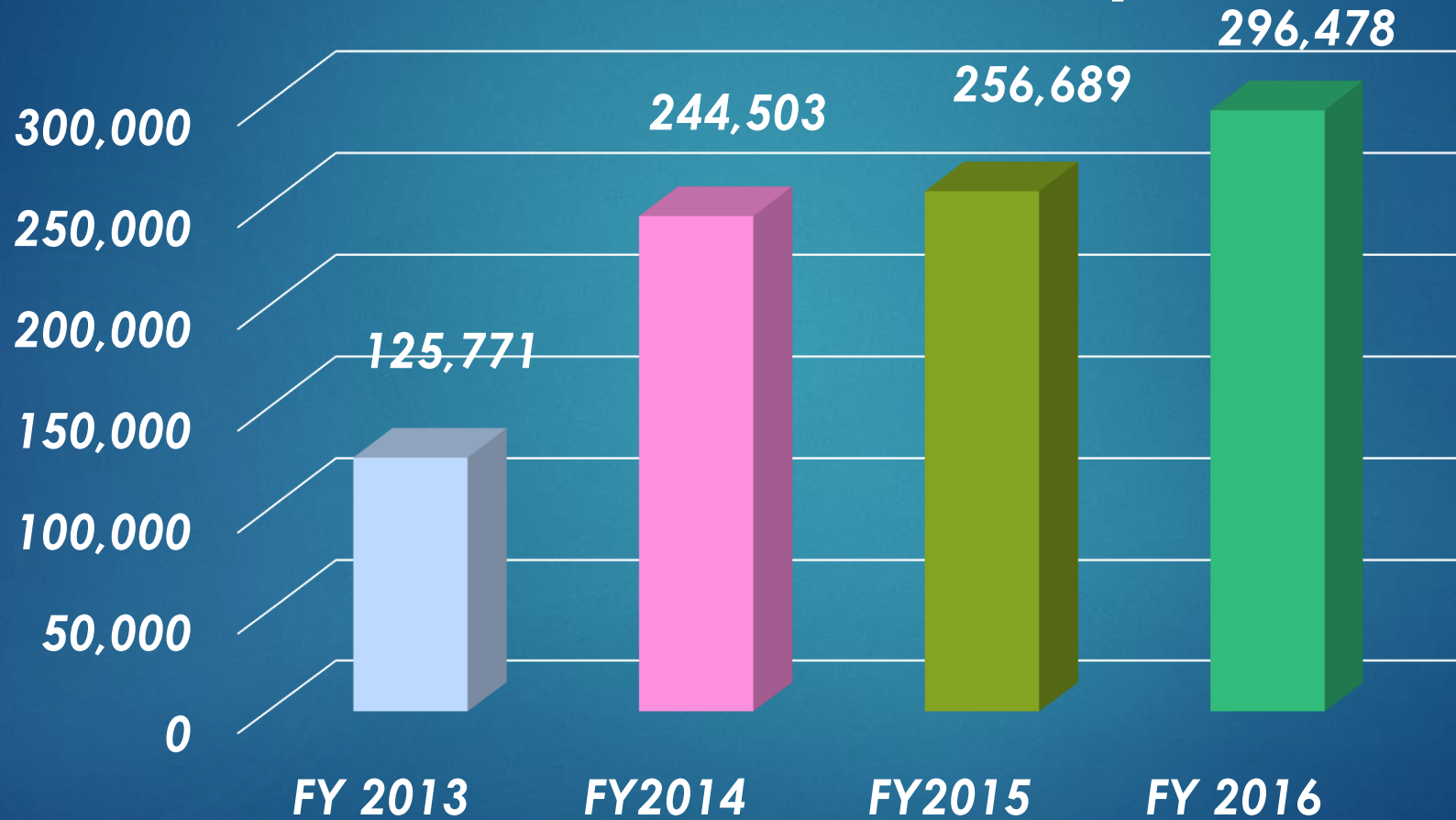
3

Call
Center
Representatives

STAFFING

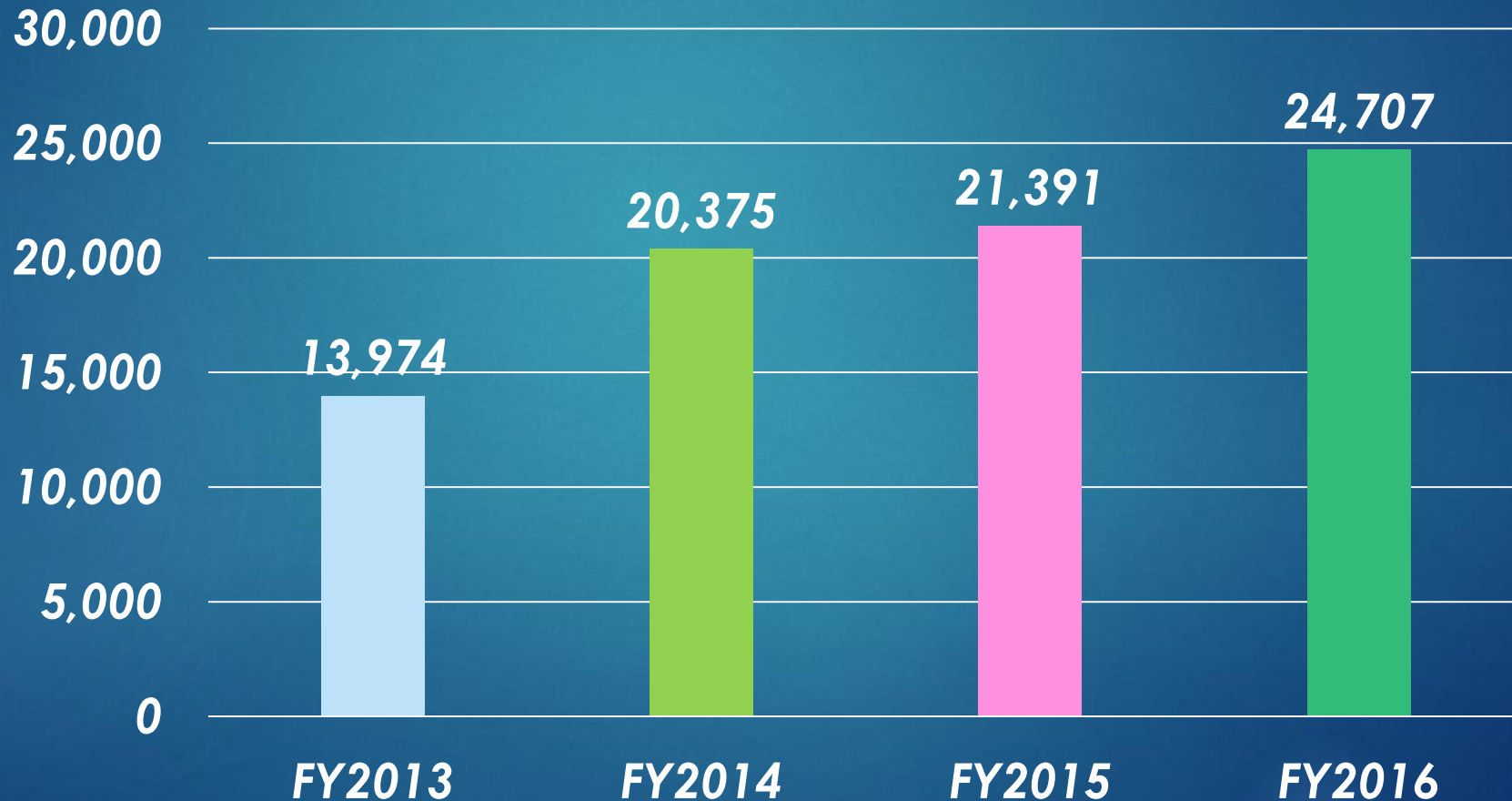


Total Citizen Phone Inquiries



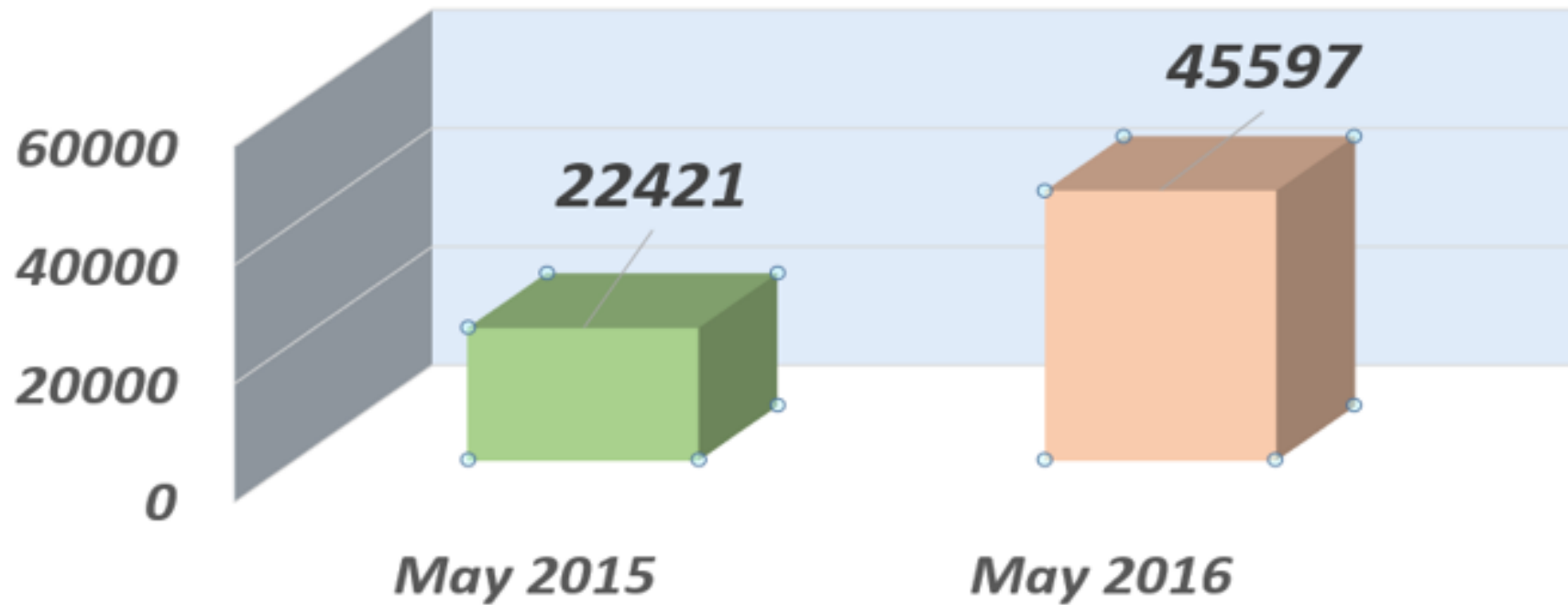
Total citizen inquiries since inception is over **923,000*

AVG Monthly Citizen Phone Inquiries



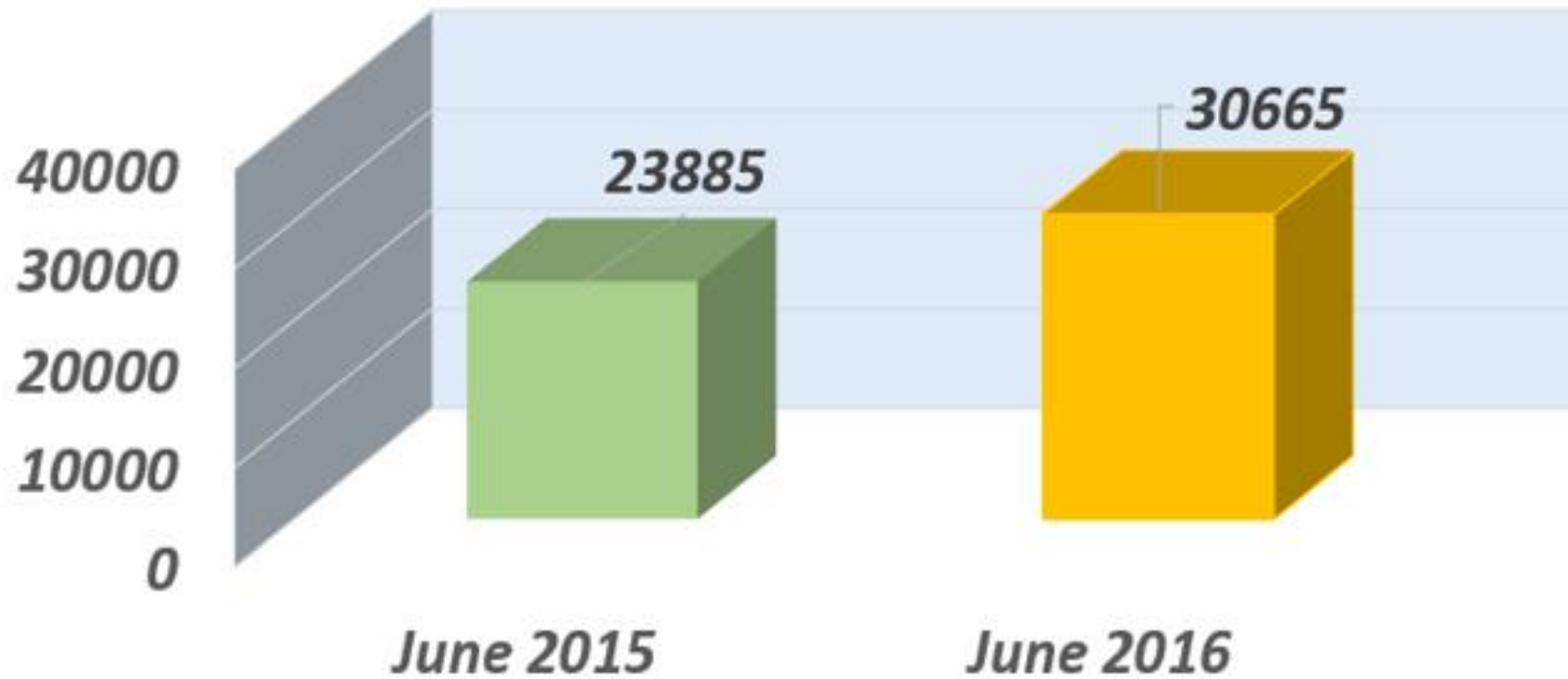
May 2015 vs. May 2016 Call Volume Comparison Report

*May 2015 vs May 2016 Call Offered to 311
Comparison Report*



June 2015 vs. June 2016 Call Volume Comparison Report

June 2015 vs June 2016 Comparison



Creation of a tracking team to perform agency & citizen follow-up

Purchase of a Call Monitoring and Recording Tool

Adding additional Team Members

- Launching a new and improved CRM System
- Motorola CSR coming on-line in 2016