



# Service Request Management

To Ensure Your Citizens  
Always Feel Connected to  
Their Government

Citizens want to be connected to their cities. They want to be able to report issues and concerns that impact their lives, and the lives of others in their community. These may be a request to repair a pothole in a road, remove graffiti from a public place, or address trash, snow build-up, leaking water mains, or a host of other items in need of service.

At the same time, cities are working to be more “citizen friendly” and finding that just offering a 311 phone line, a service desk in the local office, or a basic form-fill on the city website is no longer enough.

Today’s citizens are interested in integrated online and mobile systems, and consumer-like online experiences. They want to submit requests when they want, on the device they want, and expect all the relevant information and history available right then. And they want to be able to check the status of their request at any time, and be notified when the service is fulfilled. Expectations are that it is absolutely intuitive, much like Amazon or Facebook with no training or written instructions needed, and it has self-service capabilities to find information on other agency services such as trash pickup and pet adoption, and also other information such as points of interest and upcoming community events.

Cities have worked hard to provide engaging experiences for their citizens, but have found first gen systems are often comprised of multiple system types, including call center

and IVR software, different database and case management software tools, and the continued use of spreadsheets, email, and other ad-hoc ways to process requests. These systems can prove to be expensive, slow, and difficult to manage.

This is why many cities are now looking at integrated and cloud-based modern tools to implement service request management (SRM) systems that reduce costs, improve user experiences for citizens, and provide more data on process fulfillment than they ever had before.

## Accela Civic Solution for Service Request Management

Accela Service Request Management is a comprehensive solution which automates and manages interdepartmental or citizen requests for service, complaints, or inquiries. Accela Service Request allows agencies to organize and manage requests and strengthen citizen relations.

By automating service requests and providing a centralized database, Accela Service Request ensures the agency can access real-time information about the status of any request at any time. Managing information is easy, saving staff time, cost, and reducing their overall response time to incoming requests for status or resolution.

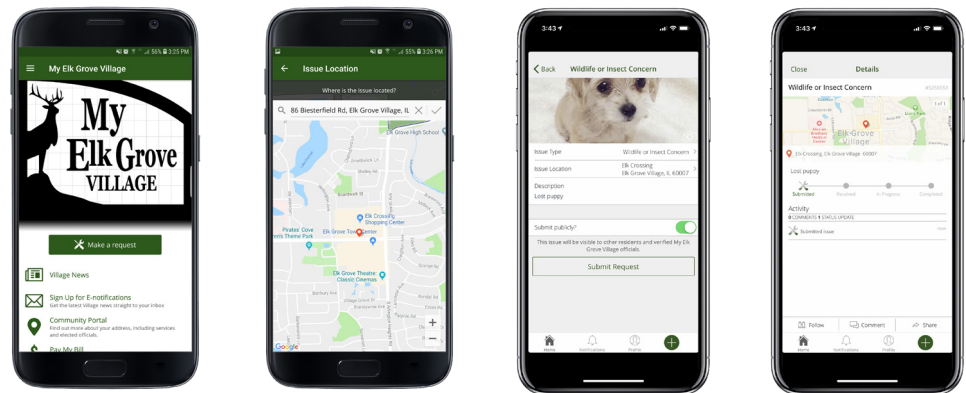
The solution allows service requests to be assigned automatically, based on criteria that helps the system determine who is most qualified to respond across multiple agencies, specific contacts, and other systems, such as work order management.



**For Citizens**

Accele Service Request dramatically improves the ability to provide consumer-like experiences when requesting agency services. It allows them to submit requests whenever they like, on whatever device they prefer to use. And, allows them to check the status of their request at any time, providing all relevant data needed.

The interfaces for citizens, either mobile or via a “city portal” are customizable and can include quick links to the most common requests for services. Citizens can easily add needed information and attach pictures from a mobile device to their request.



Accele SRM is more than just a request app. Municipalities using Accele for their citizen engagement have embedded a variety of services for citizens within city-branded sites including:

- > General information such as the day of the week for trash pickup for a specific address
- > Information about parks, landmarks, attractions, and local businesses
- > Information about permits, licenses, violations, and appeals for a specific address
- > Locations for other citizen-facing services such as pet adoption
- > Push notifications to citizens via their mobile apps for emergency, and non-emergency communications

Accele Civic Solution for SRM truly helps citizens feel connected and proud of their communities.



## For Agencies

The Accela SRM Civic Solution provides many capabilities for request processing staff as well. These include an administrative dashboard for users to access requests, track cases, set up processes, and manage their queue of requests. Other functions employees can perform from within their workspace include:

- > Request tracking using fully integrated GIS-based visualization of issues, including specific location and image data detailing the service request
- > Setting up custom category and request-type configurations
- > Automated routing of tasks and tickets with automatic internal notifications, even across agencies and departments
- > The ability to process resident notifications and push announcements
- > Modifying requests, categorization or type, workflow, and other criteria
- > Control the privacy of requests, including public, private (internally-viewable only), or sensitive (viewable by specific internal users)
- > Manage priority levels, SLA, custom fields, and location requirements

Administrators can also set up a Knowledge Base, with information for agency employees to access when they need information for less common interactions and requests, and alerts can be set to automatically request a follow-up action. Staff can also manage the branding and content of the mobile app for public or staff-only use.

For agency managers, the SRM Civic Solution includes robust custom reporting, included scheduled reporting, performance reporting, and data visualizations of process metrics. This gives managers visibility into department performance, and uncovers ways to improve efficiency and service levels. An example of a system report from the Civic Solution for SRM is shown below.



## Benefits of Accela Civic Solution for SRM

There are many benefits from deploying a modern, integrated and cloud-based solution for citizen request management, including:

- > Allows you to better manage call center staffing, cost, and expense
- > Provides increased information (with GIS and imagery) to more efficiently and quickly understand requests, and provide needed services
- > Integration with work order management systems means no more manual transferring of data to siloed software systems
- > Integration capabilities enables efficient transfer of requests to the proper agencies, and automates status reporting and completion records
- > Integrated database ensures an audit trail through the life of the request, and service data is always recorded and maintained
- > Agency staff can brand and configure many of the aspects of the SRM system, both internally and externally-facing
- > Embeddable iFrame technologies allows rapid integration of Accela SRM into existing city websites
- > The multi-channel capabilities (web, mobile, phone, office, email, etc.) within one integrated system means fewer technology silos, and decreased demands on IT resources
- > Cloud-based technology means agencies do not have to buy and install additional infrastructure software and hardware—plus time-to-value is reduced
- > The strong reporting and data visualization means department managers get transparency into their processing, and can more easily make improvements to optimize performance and reduce costs, or find new services to offer

Accela's Civic Solution for SRM allows cities to provide their citizens the experiences they expect, within a full-featured and integrated system. The result is happier citizens, increased employee satisfaction, and clearer vision into how well services are provided.