

ANAHEIM, CALIFORNIA

Anaheim Improves Response Times with Citizen Relationship Management and 311

Anaheim, California, is part of the Los Angeles metropolitan area and is the most populated city in Orange County. A popular destination for tourists and business travelers, the City is best known for the Disneyland Resort, Angel Stadium and the Anaheim Convention Center, the largest convention center on the West Coast.

Making customer service a top priority

Former Anaheim Mayor Curt Pringle declared in an annual address that customer service was his top priority for the City. Laying out a bold agenda, he conceived of a new program whereby the municipal government would be more responsive and accountable to resident needs.

As City staff began to translate the mayor's vision into a workable plan, they identified several key goals for the project:

- Make contacting City Hall easy
- Track the status of all requests from a central system
- Improve feedback and response times
- Hold employees accountable
- Keep residents "in the loop" about the status of requests

After evaluating possible approaches, the City selected Accela as the ideal partner to implement the mayor's vision and to take the City to the forefront of exceptional customer service.

How Accela empowers Anaheim

Residents are busier than ever and often don't have the time to visit City Hall or contact the City during normal business hours. Accela Citizen Relationship Management eliminates the typical boundaries of local government contact.

While most residents use the web or a mobile device as the preferred method for contacting the City, some prefer to talk to a live person. For these residents, the City provides a dedicated 311 service where residents can reach a centralized call center staffed with employees who can answer questions and take requests.

Over the course of a year, most departments are achieving the defined service level standard more than 90% of the time and several are at 99% or better.



Population
336,265

Challenge
Become more responsive to citizen questions and requests

Solution
Accela Citizen Relationship Management

Results
Centrally track all questions and requests and automatically route to correct employees

Provide internal Knowledge Base and consistent information online

Monitor responsiveness and quality of service

Resolve most citizen requests within 24 hours



Becoming more responsive and accountable to citizens

CENTRAL TRACKING OF REQUESTS

At the heart of the City's customer service initiative is Accela Citizen Relationship Management's central tracking and monitoring of requests. Regardless of how the resident contacts the City, all calls, questions and requests are logged into the solution for tracking and resolution. The integrated Knowledge Base puts relevant information at staff's fingertips while providing consistent information online.

The solution has allowed the City to dramatically improve customer service and communications by ensuring:

- Requests are never lost and are completed in a timely manner
- Standard responses are provided for common questions
- Staff are able to collaborate to resolve requests
- Management can monitor service levels and necessary resources
- A complete history of activity allows for long-term analysis and improvement

HOLDING EMPLOYEES ACCOUNTABLE

Because all requests and questions are centrally tracked, management is able to evaluate the responsiveness of employees and the quality of service. In addition, residents complete short surveys about the services they received to provide the City with feedback on services and priorities. The City also monitors service volumes to ensure departments have the resources they need to maintain service levels.

KEEPING RESIDENTS INFORMED

Responding to resident requests is only half the solution for stellar customer service. Residents also want to be kept in the loop so they know what to expect and when. Citizen Relationship Management keeps residents informed while saving staff time. Employees simply provide status updates within the system and the resident is automatically updated via email. Additionally, residents can log into the City's website to check the status of their requests or use the automated telephone system.

The bottom line

Response times have improved dramatically since the implementation of Accela Citizen Relationship Management. The solution automatically routes requests to the correct staff and provides periodic reminders, and employees are now able to resolve most requests within 24 hours. Over the course of a year, most departments are achieving their defined service level standards more than 90% of the time, and several are at 99% or better.

In addition, the web and mobile solution has helped Anaheim track and abate more than 17,000 reports of graffiti in just the past 12 months. Reports of graffiti are now automatically assigned to the City's graffiti abatement contractor, who is responsible for removing it within 24 hours.

About Accela

At Accela, we believe that engagement makes all the difference. We're ushering in a new era where democracy thrives when government works directly with the people, coming to citizens on their terms through mobile devices, social media and networks, and open data. By streamlining critical agency functions like land, asset and right of way management, licensing, legislative management, recreation and resource management, citizen relationship management and environmental health and safety, the Accela Civic Platform bridges the gap between agencies and citizens. We help build better communities by powering thousands of services and millions of transactions daily for agencies of all sizes. Accela is head-quartered in San Ramon, California, with offices in San Francisco, New York, Melbourne and Dubai.

Learn more

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