



Gold  
Microsoft Partner



# Service Request Management

To Ensure Your Residents Always Feel Connected to Their Government

Residents 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 buildup, 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, is costly to maintain and support, and creates long fulfillment times.

Today’s residents 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 to be 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.

Cities have worked hard to provide engaging experiences for their residents, but recent analysis of the average cost to engage residents shows why many cities are now looking at integrated and cloud-based modern tools to implement service request management (SRM) systems.

## Accela Civic Application for Service Request Management

Accela Service Request Management automates citizen requests for service, complaints, or inquiries. The solution allows agencies to organize and manage requests and strengthen citizen relations and includes all the benefits of Accela Premium Citizen Experience.

Accela’s Service Request Management Civic Application ensures the agency can access real-time information about the status of any request at any time. The solution allows service requests to be assigned automatically, based on criteria that helps the system determine who is most qualified to respond across Maintenance, Public Works, or Code Enforcement departments to resolve the request faster and more efficiently. For example, a citizen can submit a standard service request and if it falls into any identified code enforcement category, it will route to the Code Enforcement module included with the Accela SRM Civic Application.

## Accela Premium Citizen Experience powered by OpenCities

The combination of the Accela SRM Civic Application and OpenCities provides agencies and their residents with better content, collaboration, self-service, search, and discovery, as well as better directories. Residents will enjoy a consumer-like experience, have access to the services they need (24 x 7), on any device of their choosing, and can access all the information needed throughout the transaction process.

The Accela Premium Citizen Experience provides direct integration into the Civic Platform through Accela’s Citizen Access technology. Citizens will access an intuitive front end, while completing service requests and other complaints within Citizen Access configured forms to automate online service delivery.





## Two options available to customers depending on their needs, including SRM Essentials and the SRM Civic Application:

### SRM Essentials for PublicStuff Customers:

*For agencies with less complexity and lighter cross-department interactions*

- Users receive both the Premium Citizen Experience and OpenForms by OpenCities.
- Agencies use Premium Citizen Experience for the request submission interface for residents, and OpenForms for data capture, including description, pictures, and video.
- Once forms are submitted, all information will be stored in a lightweight database with a reporting system providing insights into status and many other metrics. This reporting system is provided by OpenForms.

### SRM Civic Application:

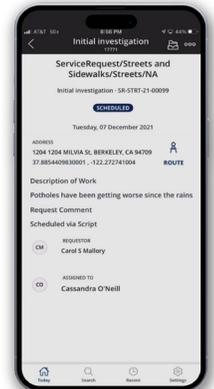
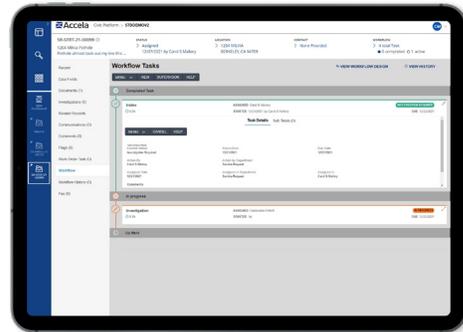
*For larger agencies and those with more comprehensive requirements, and when higher degrees of configuration and scalability are needed.*

- The SRM Civic Application is a combination of both the Civic Platform and the Premium Citizen Experience.
- Agencies will be able to utilize the Premium Citizen Experience as a digital front door to their agency.
- Agency users complete forms within ACA. Once completed, these are routed to the proper user/department within Accela back office.
- Access to robust backend processing, easier routing of requests and integrations with third-party systems, scalability, and flexibility.

### SRM Civic Application 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:

- > Cloud-based technology means agencies do not have to buy and install additional infrastructure software and hardware—reducing time-to-value
- > Better management of call center staffing, cost, and expense
- > Available custom category and request-type configurations
- > Automated routing of tasks and tickets with automatic internal notifications and an audit trail of the entire life of the request
- > Integration capabilities to coordinate with other agencies
- > The ability to process resident notifications and push announcements
- > Ability to modify 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



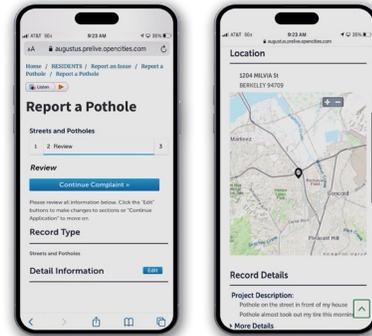
- > Robust custom reporting, included scheduled reporting, performance reporting, and data visualizations of process metrics to optimize performance, reduce costs, and/or find new services to offer
- > Increased information (with GIS and imagery) to more efficiently and quickly understand requests, and provide needed services
- > Agency staff can brand and configure many of the aspects of the SRM system, both internally and externally
- > Embeddable iFrame technologies allow rapid integration of Accela SRM into existing city websites
- > Multi-channel capabilities (web, mobile, phone, office, email, etc.) within one integrated system mean fewer technology silos and decreased demands on IT resources



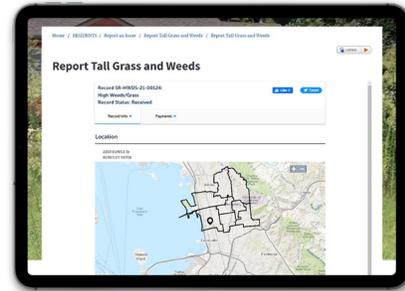
## SRM Civic Application for Residents

Accela 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 it allows them to check the status of their request at any time. It also provides a variety of agency information such as:

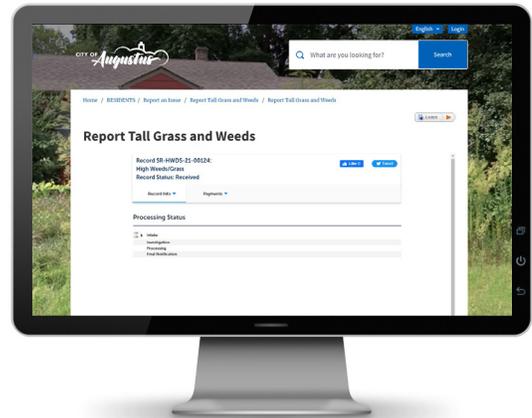
- General information such as the day of the week for trash pickup for a specific address
- Information about parks, landmarks, attractions, and local businesses
- Information about permits, licenses, violations, and appeals for a specific address
- Locations for other citizen-facing services such as pet adoption
- Push notifications to residents via their mobile apps for emergency and non-emergency communications
- Provides residents the experiences they expect, within a full-featured and integrated system resulting in happier residents and better transparency



Accela's mobile-responsive design enables request submissions from any mobile browser



Submitted requests can be tracked in the "Record Status" page



Request workflow statuses are made available to complainants, allowing for increased transparency

\*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 to resolve the requests quickly and to also set up automatic processing based on request type, area, personnel, etc.

## About Accela

Accela provides market-leading solutions that empower state and local governments to build thriving communities, grow businesses, and protect citizens. Powered by Microsoft Azure, Accela's open and flexible technology helps agencies address specific needs today, while ensuring they are prepared for any emerging or complex challenges in the future. Accela is headquartered in San Ramon, California, with additional offices around the world.

## Learn More

Visit [www.accela.com](http://www.accela.com) or call us at (888) 722-2352.