



SOLUTIONS

311/CRM System Citizen Relationship Management

311/CRM

Local governments use the reserved 311 telephone number to provide telephone access for their citizens to get information about services, report problems and request services. CIBER's 311/CRM solution provides the application for a 311 call center and an online 311 service center, and the workflow for a comprehensive client relationship management system.

CIBER's Business Process Integration (BPI) practice offers solutions and technology services for:

- Electronic Contract Management
- Enterprise Geographic Information System (e-GIS)
- Business Process Management (BPM) and Business Analysis (BA)
- Server Consolidation and Virtualization
- Enterprise Content and Document Management

311/CRM System (Citizen Relationship Management)

An electronic 311/CRM system is an essential tool for the efficient management of services for local governments. A 311 call center merges the technologies of telecommunications and electronic business intelligence.

311 is a reserved telephone number that enables citizens to request municipal services and non-emergency information. Citizens can call this number to inquire about or report different issues involving the city. These calls usually concern abandoned lots and vehicles, drainage and flooding problems, animal issues, potholes, trash and garbage services, zoning violations, streets and street signs, and traffic signs and lights.

When a citizen calls the 311 call center, the 311 system queues the next available operator, who responds and determines the caller's concern. Next, the operator keys in a few key words and the system displays a script that helps the operator quickly and efficiently respond to the citizen. The 311/CRM system assigns a call ID to the call, the operator gives the caller that call ID, and the system, (using an integrated workflow) automatically forwards any work orders to the appropriate department. The individual departments have access to the 311/CRM system to log in their work schedules and work completions information.

Some local governments have taken the 311/CRM to another level. They leverage the advantages of the system by creating a web-based self service center through their local website. The citizen navigates to the local government's website, selects which service they need, and the system displays an electronic form that captures the relevant information and forwards the request to the appropriate department in the local government.

Other options for a 311/CRM solution are

- CIBER hosted solution, with a variety of payment arrangements,
- CIBER managed call center, onsite or offsite, and
- An enhanced 911 model with integration of 911 and 311 operators and systems.

A CIBER implemented 311/CRM solution allows cities to manage complaints, effectively track emergency management projects, track vulnerable citizens, as well as conduct many other specialized projects. A local government can use an enhanced 911 model that combines 911 and 311 call centers. By training all operators to be both 911 and 311 operators, the local government can schedule operators for

expected peak and lull periods in both the emergency and non-emergency areas. Additionally, using an enhanced 911 model, may enable the local government access to grant funding for emergency operations.

Another option for a 311/CRM system is the hosted solution for the application and operators.

Why CRM is important for local government

- **Makes government accessible** to its citizens. Using a combination of operator / self-service options allow the citizens to get answers to their concerns without going through the difficulties of calling and not knowing which department to contact, or reporting a problem and never knowing if the right department was informed.
- **Makes government accountable.** If a citizen calls or reports through the self-service website a problem, such as a pothole in front of their house, the citizen is given a "report number" and has the ability to find out about the resolution and date when problem will be corrected.
- **Manages service delivery.** Nothing makes for unpleasant feelings like calling to report a problem and then having to call again and find that the local government has "lost" the initial report and they have to start over.
- **Provides accurate information to callers** because operators are trained to use the knowledge base scripts developed the 311 CRM systems
- **Allows local governments to constantly improve their services.** The system provides a number of standard reports such as numbers of calls, work orders routed, and work orders completed. Other reports may be customized. The system provides the loop between the citizen, the operator, the specific department, and the work completed.

Example

A citizen calls about a pothole, the operator keys in the work order, the system sends to the appropriate department, the department schedules the work and includes that date in the 311/CRM system. The department does the work and enters the completion date in the 311/CRM system. At any point in time the citizen can call or look on the self-service center and determine the status of their request.



Why CIBER 311

- CIBER is a systems integrator and can offer you the best fit from several 311/CRM systems
- CIBER will work with you to determine the best approach for your specific operations, i.e., hosted or not, and if hosted, what parts of the system would be hosted to provide you the most cost-efficient solution
- CIBER will provide a phased implementation of your system
- CIBER's 311/CRM solution uses workflows based on best practices
- CIBER provides service delivery metrics, e.g., overdue work, overlong operator responses, etc.
- CIBER can customize your system to your needs and specifications

CIBER has broad and extensive experience with developing and implementing workflows, migrating repository data, managing knowledge bases, and integrating different applications and systems. Our expert consultants can leverage your current investments with integration of newer technologies.

Learn More

To learn more please call 1-800-242-3799 or visit www.ciber.com. For more information, contact the BPI practice at (225) 922-4373

About CIBER, Inc.

CIBER, Inc. (NYSE: CBR) is an international system integration consultancy and outsourcing provider with superior value-priced services and reliable delivery for both private and government sector clients. CIBER's services are offered globally on an outsourcing, project or strategic-staffing basis, in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures.

Founded in 1974 and headquartered in Greenwood Village, Colo., CIBER now serves client businesses from over 60 U.S. offices, 25 European offices and seven offices in Asia/Pacific. Operating in 18 countries, with more than 8,500 employees and annual revenue of approximately \$1.2 billion, CIBER and its IT specialists continuously build and upgrade clients' systems to "competitive advantage status." CIBER is included in the Russell 2000 Index and the S&P Small Cap 600 Index. CIBER, the Reliable Global IT Services Partner.

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