UG of Wyandotte County / Kansas City, KS
311 / Constituent Management – Vision & Scope
Microsoft
Quilogy
May 25, 2006

Microsoft Dynamics

Agenda

Introductions

Vision

Objectives

3-1-1 Model

Approach

Estimated Cost

Call Center Staffing Matrix

Q/A

Microsoft Dynamics

Vision

To create a culture that supports *"one municipality one contact..."*

"...by establishing an effective knowledge base within the CRM system and utilizing the collective benefits to *plan rather than predict,* managers will undoubtedly have the information they require, the up-front personnel to deploy, and the power of technology to meet customer expectations.

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Objectives

Provide an easy to remember number to constituents

Reduce the non-emergency burden on 9-1-1 system

Provide reporting capability to better align UG resources

Provide reporting capability to understand citizen / constituent needs and requested services

Provide a knowledge base to deliver accurate information and services to the constituents of Wyandotte County

Provide access to common city services on the Internet.

Leverage 311 system and the integration with UG applications for kiosks and as a foundation for e-government.
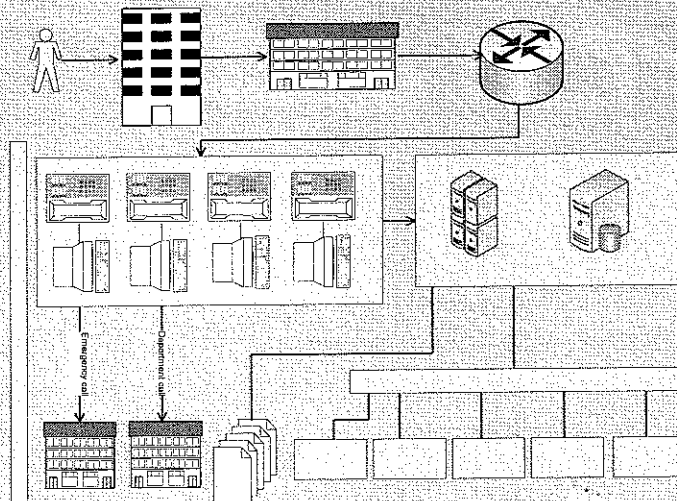
Microsoft Dynamics
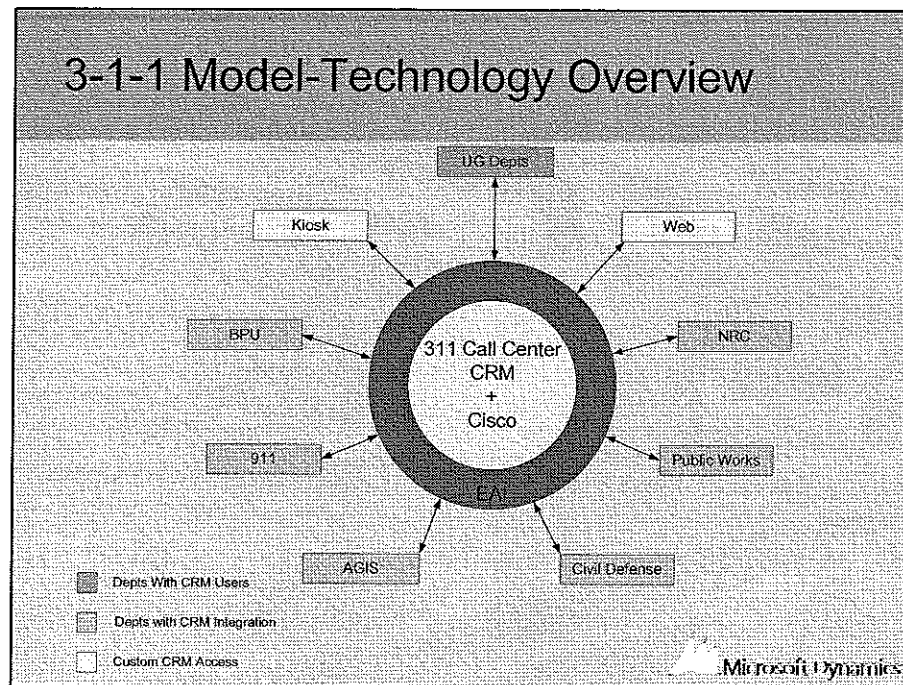
3-1-1 Model

- Models
  - Integrated: 3-1-1 as a total city number, including police non-emergency
- Request Source
  - 3-1-1 Exchange
  - 9-1-1 Exchange
  - Department Transfers
  - (913) 573-5311 Exchange
  - Web Request
- Request Types
  - Static Information
  - Research Issue
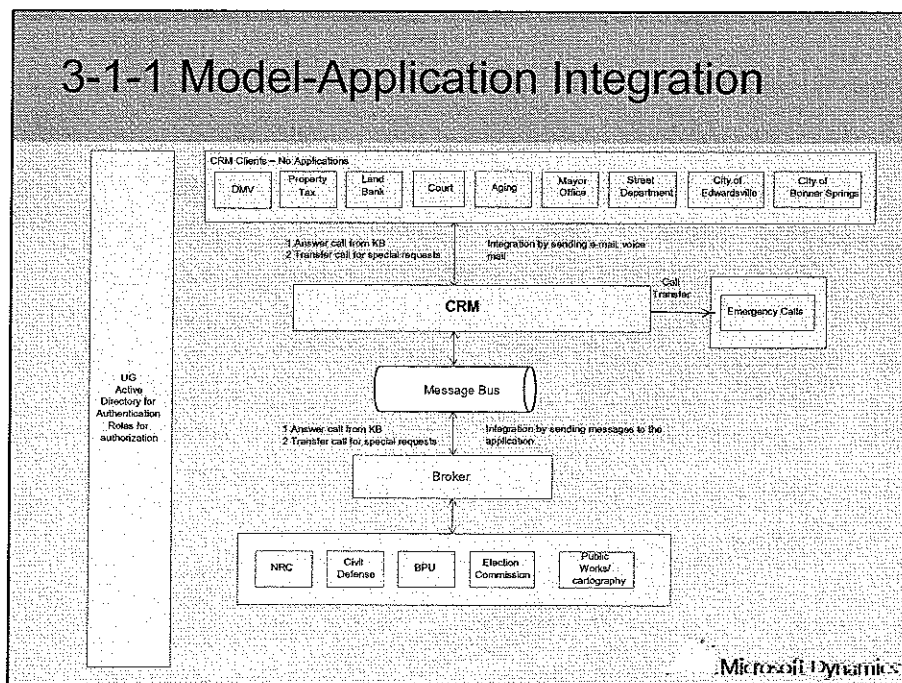 - Service Request
  - Previous Issue

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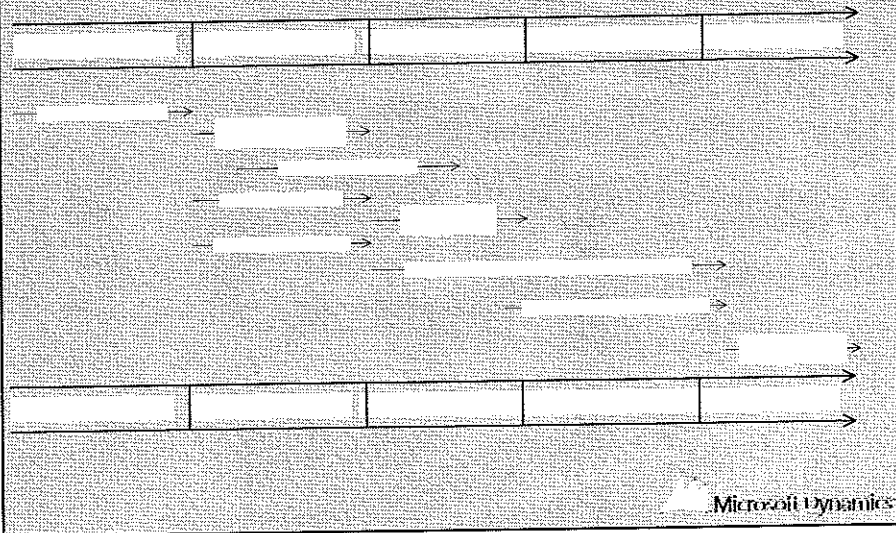
3-1-1 Model-End To End

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3-1-1 Model-Technology Overview

3-1-1 Model-Application Integration

Approach-Timeline (End To End)

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Estimated Cost-Project

Project Scope	Hardware	Software	Services	Training	Total
Microsoft CRM					
311 Option 1	$60,500	$92,000	$189,000	$24,000	$365,500
311 Option 1 Web Access	$0	$9,738	$114,000	$4,000	$127,738
Application Integration	$7,500	$18,000	$397,000	$4,000	$426,500
Call Center Setup	TBD	TBD	TBD	TBD	TBD
Microsoft CRM + NeoCase					
311 - Option 2 with Web Access	$60,500	$181,700	$227,000	$24,000	$493,200
Application Integration	$7,500	$18,000	$397,000	$4,000	$426,500
Call Center Setup	TBD	TBD	TBD	TBD	TBD

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Estimated Cost-Annual

Project Scope	Cost	Qty	Total
Call Center Operations			$545,000
Operators	$35,000	13	$455,000
Supervisors	$45,000	2	$90,000
Environmentals	$0.00		
Telephone Charges			$20,400
Service Charge	$600	12	$7,200
Call Routing	$.01	110,000x12	$13,200
Administration	TBD		TBD
Software Support	$50,000		$50,000
Premier Support	$50,000	1	$7,200

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311Call Center Staffing Matrix

To optimize the operational business hours for our consituency, and by using 13 operators *(12.5 min. requirement)* to cover the predicted call volumes, the 311 / CRM call center's staffing matrix would conform to the following business schedule:

6 a.m.	7 a.m.	8 a.m.	9 a.m.	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.

(Monday-Friday): 4 operators 6:00am - 2:30pm

(Monday-Friday): 5 operators 9:00am - 5:30pm

(Monday-Friday): 4 operators 1:30pm - 10pm

(Saturday): 4 operators 7:30am - 4:00pm

Based on a study from the City of Austin, Texas, an operator spends an average time of 2 minutes per call to resolve each request.

Based on studies from the Cities of Detroit, Michigan, and Houston, Texas, peak call times range from 9:00 a.m. through 1:00 p.m.

Since most peak calls happen during normal business hours (8:00 a.m. - 5:00 p.m. M-F) we are assuming that 90% of all incoming calls will happen between the hours of 6:00 a.m. and 10:00 p.m. In addition, the 311 / CRM knowledge base utilizes a web-based

At a rate of 3,000 calls per day, the 311 call center will require 6,000 minutes to resolve the incoming requests. Therefore, a minimum of 12.5 operators working 8 hour shifts would be required to handle the preliminary / forecasted call volumes.

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Mid-America Regional Council

October 13, 2006

History of the 3-1-1 Action Center

- 1974 – Action Center created as a "one stop shop" for city services
- 1998 – KIVA software installed for automated RFS system and Automatic Call Distribution system installed
- 2003 – Assessment started by city staff on Action Center operations and potential
- 2004 – Assessment of current Action Center, City operations, and customer service is completed
- 2005 – The 3-1-1 Project begins with the consolidation of city call centers
- 2006 – 3-1-1 Telephone number goes live on October 2

Requests for Service
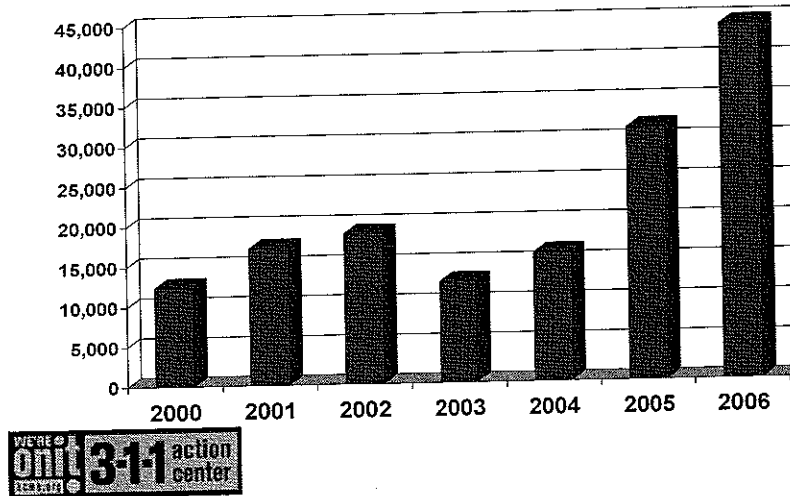
3-1-1 Project Scope

- ## Phase I
  - **Public Works**
    - Streets and Traffic
    - Solid Waste
  - **Neighborhood and Community Services**
    - Tow Lot
    - Neighborhood Preservation
  - **Parks and Recreation**
    - Landscaping
    - Weed Abatement
  - **Basic Reporting**

3-1-1 Project Scope

Phase II Proposal

- **Development Services**
  - Permits, Inspections, Investigations, and Plans and Review Divisions
- **Health Department**
- **Water Services**
  - Wastewater and Storm Water Divisions
- **VOIP - Voice Over I P Telephony Infrastructure**
- **Enhanced Reporting**
- **Integrate the Enterprise CRM application to Banner and Hansen**

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3-1-1 Project Scope

Phase III Proposal

- **Municipal Court**
- **Neighborhood & Community Services**
- **Parks & Recreation**
- **Workforce Management Technologies**
- **Call Monitoring Technology**
- **Integration of the Enterprise CRM application**
- **Detailed reporting based on requirements**

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GOALS

- Enhance service delivery
  - Call Center
  - Departments
- Reduce non-emergency calls to 9-1-1
- Improve departmental efficiency
- Provide better planning, forecasting, and budgeting
- Allow citizens and neighborhoods improved access to city government

Challenges

- Internal communication
- Staff availability
- Lack of standardized processes and systems
- Continual support from the top down
- Action Center is not "Big Brother"
- Location/facility

Lessons Learned

- Completely evaluate and assess departmental business processes
- Provide dedicated staffing on both the functional and technical side
- Clearly define functional as well as technical requirements
- Provide a knowledgeable contact person for every department
- Continually evaluate staffing in call center as operations change.