



# CALL ON 3-1-1 TO IMPROVE PUBLIC SERVICE SATISFACTION



ENHANCE CITIZEN RELATIONSHIP  
MANAGEMENT WITH PREMIERONE™ CSR



# **“9-1-1. WHAT’S YOUR EMERGENCY?”**

**“OUR NEIGHBOR IS HAVING A FAMILY REUNION AND THE MUSIC IS SO LOUD MY KIDS CAN’T SLEEP. DON’T THEY KNOW IT’S AFTER MIDNIGHT?”**

**“YEAH, THERE’S THIS POTHOLE ON THE STREET HERE AND IT’S REALLY BAD AND IT NEEDS TO BE FIXED RIGHT AWAY.”**

**“I LOCKED MYSELF OUT OF MY HOUSE AND NOW MY WINDOW’S STUCK, TOO.”**

**“I ALMOST GOT KILLED AT OUR CORNER. YOU NEED TO PUT UP A STOP SIGN UP RIGHT AWAY. CAN YOU DO IT TODAY?”**

Communications like these and thousands of others like them are decidedly not emergencies. The question is how do municipalities keep these types of non-emergency calls from clogging their emergency 9-1-1 systems?



# 3-1-1 CUSTOMER SERVICE REQUEST SYSTEMS: ENABLING HIGHER PERFORMANCE GOVERNMENT

Every municipality or region that operates a 9-1-1 center gets a significant number of “emergency” calls like the ones on the preceding page. This presents a problem for the 9-1-1 center since it delays response to real emergencies, which can impact the safety of citizens in life-threatening situations. But it’s a CRM, or Citizen Relationship Management problem, too.

It’s true that a big pothole in front of a house is a problem for the caller; it’s just not a 9-1-1 emergency. Citizens faced with these situations often don’t know where to call, and they feel that their issues aren’t being addressed or responded to satisfactorily. A great many governments recognize that they need to separate the real emergency calls from “problem” calls. For a growing number of municipalities, that means the creation of a 3-1-1 non-emergency call center utilizing Motorola PremierOne™ CSR technology. PremierOne CSR is a location-based system that validates locations, maps service request data via GPS technology, dispatches work crews, allocates resources and optimizes routing to increase responsiveness and reduce costs.

## INCREASE ACCESS AND IMPROVE ACCOUNTABILITY

Making it easier for citizens to access government services is one of the most visible benefits of a 3-1-1 system. More important though is the benefit PremierOne CSR provides by helping cities measure and report on response times, which increases accountability and transparency and identifies business process bottlenecks. The result is a more streamlined response to citizen service calls. PremierOne CSR accomplishes this by providing:

- Instant access for citizens via telephone, email, Web, Facebook and Twitter
- Citizen Web portal allowing citizens to log requests using their PC or smartphone and attach photos or other files
- GPS location tracking and mapping
- Instant access to a customized knowledge base for both citizens and agency staff
- PremierOne CSR Mobile for work crews in the field
- Powerful reporting and query tools to increase efficiency and accountability
- Seamless integration with other legacy software applications

The easier access, improved communication, faster response, increased accountability and transparency, coupled with increased citizen satisfaction, make PremierOne CSR the preferred solution for governments across the nation.



# STREAMLINING CITIZEN SERVICES FROM FIRST CONTACT TO FINAL ISSUE RESOLUTION

PremierOne CSR provides a powerful single platform for improving citizen access and communications. Citizens can request services by phone, through email, via the Web, using a smartphone app or through social media like Facebook and Twitter. But that's just the beginning. Through its highly configurable workflow engine, PremierOne CSR also automates new and existing processes to deliver greater efficiencies that ultimately lead to increased citizen satisfaction.

## PREMIERONE CSR

PremierOne CSR automates work processes and routing of service requests to the proper department, weeds out duplicate requests, dispatches crews, tracks progress, generates communications and captures statistical data for improved reporting, management and planning. Plus, PremierOne CSR allows you to develop a customized knowledge base, using both internal and external resources, to provide accurate information for both workers and citizens.

## PREMIERONE CSR CONTACT CENTER

PremierOne CSR Contact Center makes it easy for government to respond to citizen requests. Call center staff have access to a vast knowledge base of information, community alerts, service request data and interactive maps to assist in identifying issue locations. Your staff can record each inquiry in a consistent manner allowing for an efficient response by the appropriate department. Interactions are tracked in detail

to facilitate reporting on everything from issue location to the reason for the call. Calls for information are easily answered using the knowledge base, enabling your staff to provide citizens with a one-stop shop for information on government programs and services. Questions, such as bus route times, public meetings, government office locations and garbage pick-up, can all be answered quickly and efficiently using PremierOne CSR Contact Center.



## PREMIERONE CSR CITIZEN WEB

Many citizens like to use the Internet to make service requests. PremierOne CSR Citizen Web offers a customizable Web portal which can be deployed on your government or agency websites, expanding citizen access and helping to reduce the cost of service. Citizens can access the portal using their PC, tablet or smartphone. They can include photos or other files in their request to assist in identifying their issue. Once a request is received, the citizen automatically gets a confirmation and can track the city's response step by step until the issue is resolved.



## PREMIERONE CSR MOBILE

PremierOne CSR Mobile allows field workers to access their assignments, view maps, update and respond to work orders, and gain access to other pertinent information, all on their mobile handheld device or laptop. This mobility significantly speeds issue resolution by reducing paperwork and eliminating downtime and unnecessary trips back to the office, and enables effective response to begin immediately.



## PREMIERONE CSR APPLICATION HUB

Citizen service requests often require the combined services of a number of different municipal agencies. PremierOne CSR Application Hub is an enterprise-wide application enabling PremierOne CSR to integrate CSR data with existing systems in various departments from utilities to traffic management to animal control to maintenance and many more. The Application Hub facilitates near real-time seamless integration and interoperability that helps initiate and speed coordinated responses by multiple departments.

## PREMIERONE CSR REPORTING

PremierOne CSR facilitates powerful reporting either through ad-hoc reports and queries or pre-developed reports designed to meet your specific needs. Reports can be created at a high level for senior management or at the most detailed level possible reporting on everything from response times to call length for each individual call and/or service request. PremierOne CSR Reporting delivers a real-time view of your city's performance indicators, resulting in increased government accountability and effectiveness.



# THE WORLD'S LEADING CRM SOLUTION

Motorola PremierOne CSR is one of the world's most efficient, most cost-effective CRM and 3-1-1 solution for governments and municipalities of all shapes and sizes. In addition to its citizen relationship management benefits, the system also offers a number of other unique benefits.

## **MULTI-JURISDICTIONAL CRM**

To enable cities and counties to more efficiently and cost-effectively serve their constituents, PremierOne CSR supports multiple jurisdictions from a single operating environment. Common service offerings are accessed through a single call center, dynamically routing requests to the appropriate jurisdiction. PremierOne CSR is the leading location-based, multi-jurisdiction CRM application.

## **HIGHLY SCALABLE ARCHITECTURE**

PremierOne CSR can be deployed in a number of different configurations and is scalable to hundreds of concurrent users. Configurations are designed to maximize performance, reliability and efficiency in a range of deployment models to meet the differing needs of each government or municipality. Motorola also offers

PremierOne CSR as a hosted solution where the entire system can be housed, maintained, and run by Motorola, substantially reducing the load on your city's technical resources.

## **OPEN311 API**

Today's leading communities can reach out to citizens using a variety of channels, including the city website, popular commercial websites and social networking sites like Facebook and Twitter. PremierOne CSR provides a publicly accessible Open311 API implementation that lets people access city services via the web or mobile application. Using social media, residents can get information, report issues directly to government agencies and help spread the word about city announcements and events.



# PREMIERONE CSR IN THE REAL WORLD

## MAJOR STORM WREAKS HAVOC ACROSS AREA

Destructive thunderstorms force a mid-size city to deal with hundreds of issues including electrical outages, road damage, flooded viaducts, downed trees and more. From the outset, the city's 3-1-1 system enables city departments and work crews to respond at peak efficiency. The system answers service request calls and emails, identifies duplicate requests, then automatically creates work orders and dispatches crews. It then tracks job progress through completion, while capturing data to help in planning for similar circumstances in the future. Equally important, the 3-1-1 system offloads non-emergency traffic from the 9-1-1 system, enabling faster response to the most serious incidents.



## TAGGERS STRIKE BRIDGE WITH GANG GRAFFITI

Gang graffiti is added overnight on a bridge spanning a major road. The next morning, a resident takes a photo of the vandalized bridge with her smartphone and submits it to the city's 3-1-1 center. The phone's GPS information is used to quickly identify the location of the "tag", and a graffiti abatement crew is dispatched to correct the problem within minutes. The same information provides the police department with valuable intelligence about local gang activity.



## DOWNED TREE BLOCKS TRAFFIC ON BUSY ROAD

An independent contractor working in the area knocks over a large tree onto a busy road late one afternoon. The foreman of a field crew operating just a few blocks from the scene receives the service request, location and a photo of the incident on his handheld computer. In a matter of minutes, the crew reaches the site and removes the fallen tree from the street, preventing a possible rush hour traffic tie-up.



## OVER A DECADE OF 3-1-1 LEADERSHIP

Motorola is committed to delivering the highest quality CRM in the marketplace and has years of public sector CRM and 3-1-1 call center experience, along with documented success in the deployment of some of the world's most successful public sector CRM solutions.

This background, combined with our expertise in delivering mission critical systems, devices and services to governments worldwide, makes PremierOne CSR the CRM solution of choice. We support our PremierOne CSR system with a comprehensive portfolio of services spanning installation, training, maintenance and technical support. Services include an end-to-end hosted solution option to assist customers with optimized implementation and exceptionally efficient day-to-day operations.

For more information, visit [www.motorola.com/PremierOneCSR](http://www.motorola.com/PremierOneCSR).

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