**SeeClickFix** 311 CRM
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How Your 311 CRM Solution Can Help Build Resident Trust
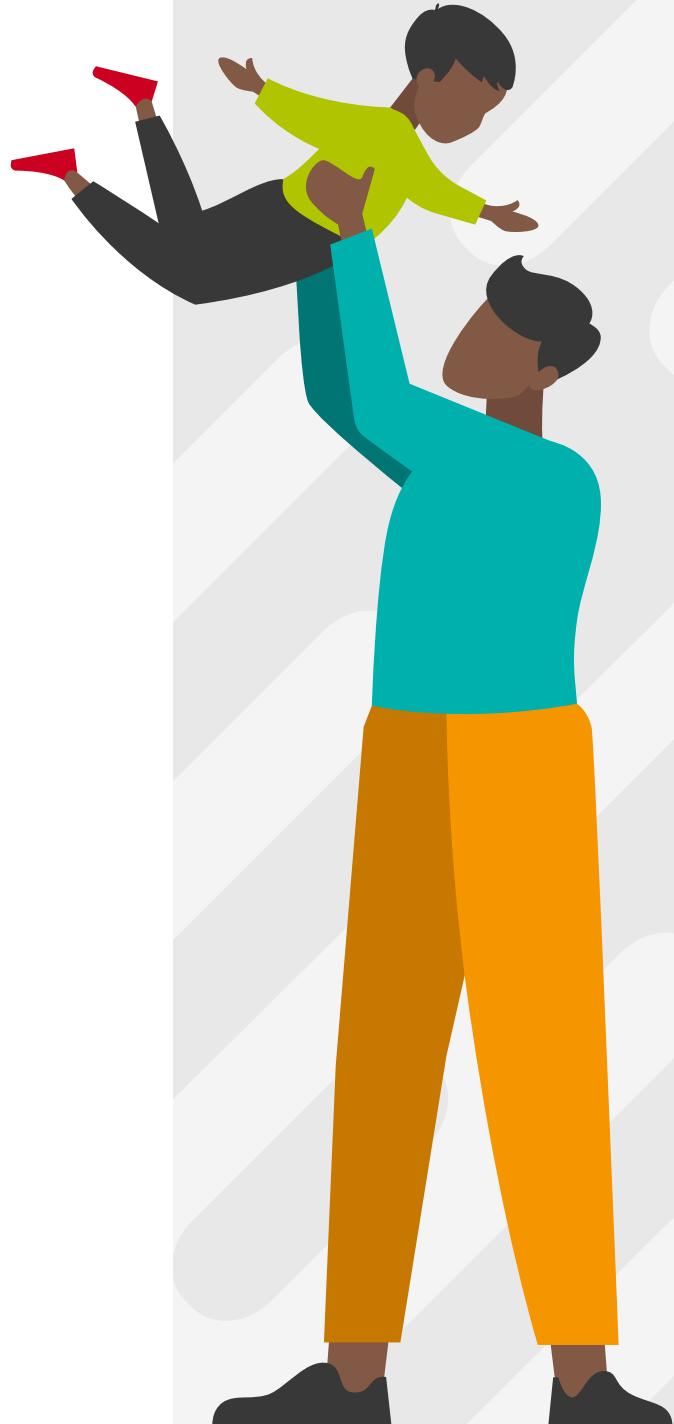
A woman sitting down for lunch in her office breakroom notices an older man struggling to cross a busy street outside her window. She goes outside to see if she can help and is surprised to learn that the man, a resident of the neighboring retirement community building, typically walks four blocks down to the nearest crosswalk to cross the street to then backtrack and reach the market which is located directly across from his building. On this day, he simply didn't have time and needed to get across as fast as possible, but it was difficult and scary. The woman helps the man across the street, and as she does so, the man reports that he wishes the city would add a crosswalk outside of his building. The man shows his gratitude for the assistance with a heart-felt thank you and offers a handshake, and as the woman heads back to her lunch, she wonders if there is more she could do.

She pulls up the city website on her phone and discovers that there is a button on the homepage that reads, *Make a Service Request*. She clicks the button and fills out a simple form. She tags her location and takes a couple of quick pictures with her phone to include with her request submission. She's not confident much will come out of the interaction, but she feels like it wasn't time wasted because it took so little effort that it was worth the attempt, regardless of the outcome.
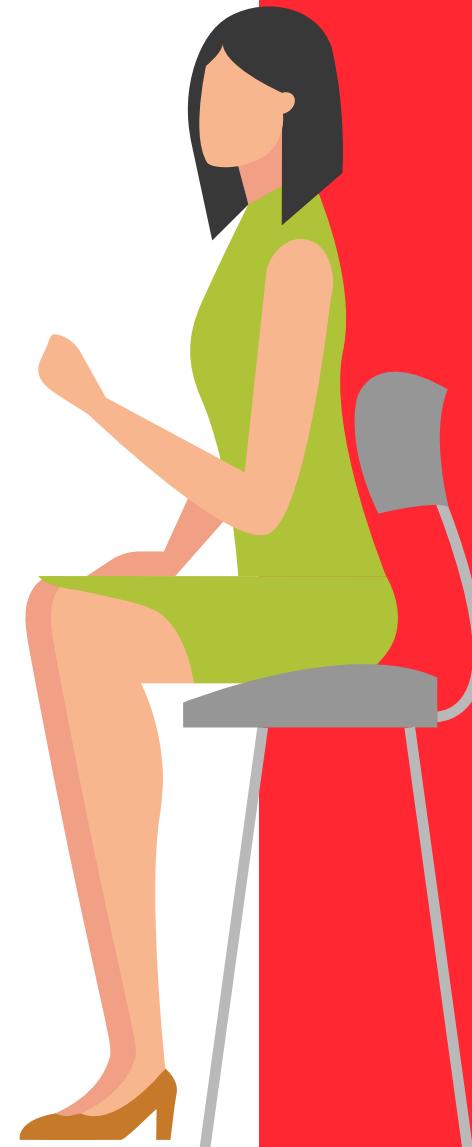
After she submits the service request, she gets a confirmation email and can track the project status. One day as the woman is taking the elevator ride up to her office, she gets a notification on her phone—it's a work order update from the city indicating that roles and assignments had been assigned for the project and that it was scheduled to begin in two weeks. A couple of weeks later as she's unpacking her lunch, she sees a city truck pull up to the nearest intersection. Two workers get out and begin marking up the street. Over the course of the next few weeks, more and more steps are completed. The woman continues to receive mobile updates and even reacts and leaves feedback to staff on how impressed she is, and in just a matter of a few short months, an entire modern crosswalk is installed, complete with an accessible pedestrian signal and flashing lights.

The woman is shocked. Could it really be that easy? She feels a sense of civic pride and has a renewed sense of trust and confidence in her local government. She reflects on how such a simple gesture and brief encounter was given such visibility and volume to quickly evolve into significant action with incalculable future positive impacts on the community. Dozens of city employees worked through various processes to complete a work order that she had casually entered on her mobile device one ordinary day as she walked back to her office to finish lunch.

This is the potential of 311 CRM solutions — positive change for the community by empowering residents to communicate needs in real time and streamline workflows for staff to make it possible to act.

# The Link Between Resident Trust and Positive Civic Experiences

Does trust in local government drive positive civic experiences, or is it the other way around? The answer is that it goes both ways. One cannot thrive without the other. Honesty and transparency are critical components of a trust-filled relationship between residents and government. The more you can provide those attributes through access, visibility, and clear and efficient communication, the more you can predictably create positive interactions that will serve as the bedrock for you to build an organizational foundation that works to deliver meaningful and impactful civic relationships with regularity for years to come.

What Is 311 CRM Software and Why Is It Needed?

As indicated in the story, 311 CRM solutions allow governments to promptly respond to resident inquiries and requests, empowering them to collaborate with local government staff and leaders on community improvements and process enhancements.

311 CRM software results in streamlined communication and enhanced processes, but how does it get you there? Not all solutions are created equal. Ensure your resident request software meets the following three requirements for the most significant impact.
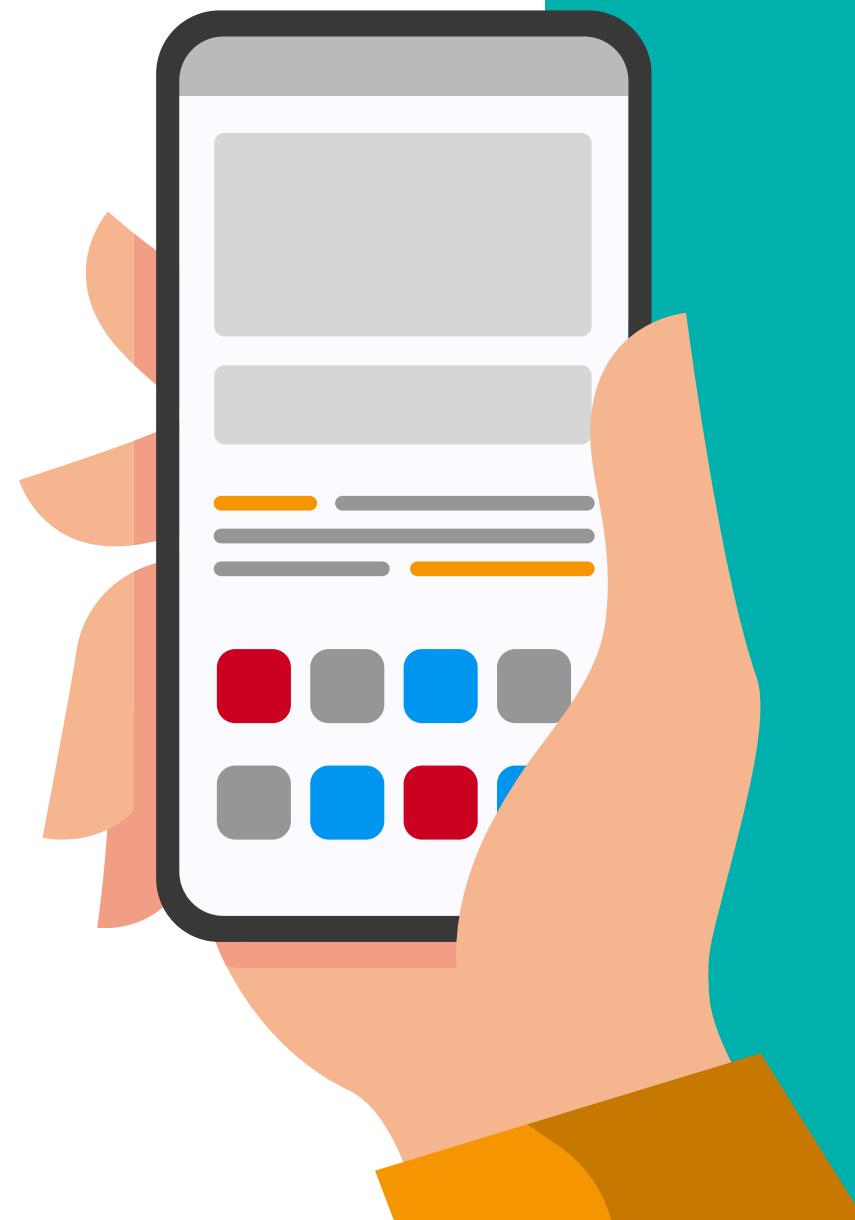
It enables personalized interactions - One-on-one dialogue with residents is crucial to making them feel valued and heard. A positive and impactful civic experience is almost assured when solutions are tailored to the specific needs of an individual resident, as opposed to a cookie-cutter approach.

It is a single integrated tool - A single, integrated tool designed as an outlet for residents to feel heard also means a single, integrated tool intended to allow administrators to listen. It's important to streamline your solutions into one integrated solution to ensure greater ease of use and consistency.
Consider the use of resident service request software — this solution should seamlessly integrate with your municipal website, asset management systems, ESRI, and other communication systems.

It allows you to make data-informed decisions - It's easier to make sound decisions when the tools you are utilizing give you valuable and accurate real-time data that provide you a better picture of a problem and how you can solve it. 311 CRM technology allows you to keep detailed records of interactions at the resident level, measure performances of past decisions, set up automatic reports to be delivered to managers, monitor trends on a public map, and more.

Digital Requests Becoming a Priority

Residents have always expected their local government to be responsive when it comes to requests. Now, however, residents expect this response to come through easily accessible digital tools. The average resident has access to real-time information, interactive options, and reporting capabilities like never before.

Residents expect this type of access in all aspects of their lives, including when doing business with their local government. In a time when communication occurs with a few strokes of the keyboard or a few taps on a touch screen, it's imperative to be adaptive and eager to adopt digital trends that can boost resident engagement with their local government, fostering a greater number of opportunities to curate a positive civic experience.
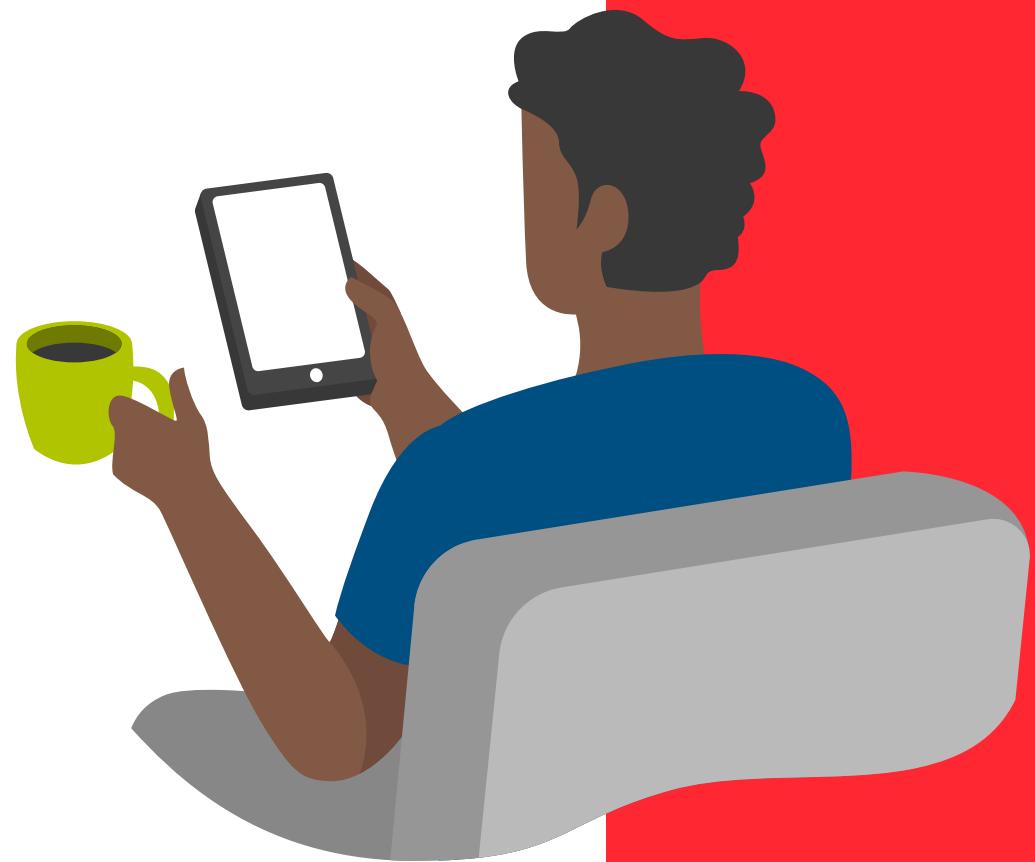
Rebuilding Resident's Perceptions

Residents may be comparing your solutions to those provided by commercial businesses in other domains, but the quicker you embrace and learn from digital trends, the more benefits you can reap.

Communities that embrace digital transformation can overcome the misperception that local government is stuck in old, manual, and paper-based processes, or that they are difficult to work with due to disconnected communications, or interactions that are unnecessarily complex.

By implementing a one-stop, integrated solution you encourage and empower community members to engage in an efficient yet impactful civic experience. These experiences ultimately result in the increased levels of trust and appreciation residents have in their government.

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311 CRM

Justifying a 311 CRM Investment

Limitations in resources like time and budget make it challenging for any municipality to maintain high service levels and speedy resolution times. What is often overlooked is that inefficiencies of existing processes and solutions are often the cause, or at the very least, factors, in the loss of valuable time and budgetary resources.

You can accomplish more in less time and broaden your message's reach by taking advantage of 311 CRM software that can help you:

- Eliminate duplicate requests

- Know more, sooner — pertinent details in real time, via seamless channels, presented in actionable workflows

- Condense work order time-to-close spans

- Create automatic reports for critical managers

- Capture diverse voices to understand your entire community better

- Make more targeted and educated decisions, solutions, and actions based on current data showing what means the most to residents

- Achieve improved staff job satisfaction and recognition from the public

- Empower staff to have actionable steps they can take to solve real resident problems

- Collaborate as a staff to streamline internal communication and breakdown information silos

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Replacing Traditional 311 CRM Solutions

Unfortunately, many existing 311 solutions are limited front-end interfaces to broken back-end processes. Take the case of Gilbert, AZ, where government leaders knew their previous 311 CRM system created commonly seen issues such as unnecessarily complicated forms, slow response times, and communication gaps that stopped the flow of information before progress could be made. Gilbert noted that awkward online forms created clumsy requests, leading to unclear responses that didn't provide resolution. Residents would understandably think of the system as a black hole of information where questions and issues get consumed and then disappear with little or no action and no feedback for the resident creating a negative civic experience.

SeeClickFix, powered by CivicPlus, enabled Gilbert's leaders to provide residents with instant feedback on their submissions, including email confirmations and updates, allowed residents to upload geo-tagged photos of service requests, allowed them to post anonymously, and allowed staff to rely on time-saving automated methods of communicating assignments internally, as well updating residents. Watch this video to learn more about Gilbert, Arizona's solution upgrade.

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Keys to Success

Responsive 311 CRM software delivers effortless resident Interactions.
To successfully leverage 311 CRM technology to improve civic experiences
in your community, make sure you focus on these critical outcomes:

Give residents a voice by letting them communicate using whatever channel they're most comfortable with.

Train department leaders to ensure they are comfortable using technology to replace manual processes.

Ensure your local government body has a way to share progress and results with the community.

Establish a comprehensive strategy aimed at regularly producing positive civic experiences with innovative digital solutions that empower data-based action.

Turning Problems Into Praise

The global pandemic has shown the value of smooth, contactless service request communications. It has provided many examples of how communication channels can be utilized to maximize engagement and get the most out of every civic experience.

311 CRM solutions empower you to realize a step-change in handling resident requests. They do so by unlocking the capacity and full potential of teams to handle complex tasks that previously were being delayed due to slow processes or logjams of information.

This honing of the process through an integrated digital tool has a lasting effect on communities because it allows residents to be active and engaged. 311 CRM tools give voice to community members that otherwise may feel overlooked or unheard. It enables a local government to listen to the diverse experiences of its residents and provides free-flowing channels of communication through which action can be sparked.

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