

Memorandum



CITY OF DALLAS

DATE November 30, 2018

Honorable Members of the Government Performance & Financial Management
Committee: Jennifer S. Gates (Chair), Scott Griggs (Vice Chair), Sandy Greyson,
TO Lee M. Kleinman, Philip T. Kingston, Tennell Atkins, Kevin Felder

SUBJECT **Customer Relationship Management System**

On Monday, December 3, Margaret Wright, Director of 3-1-1, will brief the Government Performance & Financial Management Committee on the results of the Salesforce Customer Relationship Management (CRM) System implementation and 3-1-1. The presentation is attached for your review.

Please let me know if you need additional information.

M. Elizabeth Reich
M. Elizabeth Reich
Chief Financial Officer

[Attachment]

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Carol A. Smith, City Auditor (Interim)
Billieae Johnson, City Secretary
Judge Preston Robinson, Administrative Judge

Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Majed A. Al-Ghafry, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
Directors and Assistant Directors

Customer Relationship Management System

Government Performance & Financial Management
December 3, 2018

Margaret Wright, Director
311 Customer Service Center

William Finch
Communication & Information Services



Presentation Overview

- Background
- Implementation
- 311 Update



Background

- Customer Relationship Management System = CRM System
- Documents, routes and tracks 400,000+ service requests annually for 311 non-emergency services received by phone, online, or via mobile app



Salesforce CRM Implementation

- Go-live October 1
 - Motorola Mobile App taken offline 9/26
 - Motorola CRMS taken offline 9/28
 - Salesforce CRM activated for Call Center on 9/30
 - CRM activated for City staff and residents on 10/01
- No major or unexpected issues experienced

OurDallas

- New mobile app launched October 8
- Roadmap of additional features:
 - “Front door” for Dallas apps
 - Natural language processing
 - Artificial Intelligence
- 52,193 service requests submitted via app in FY 17-18

Phone	Updates	New Downloads	Rating
Apple	14,300	1,130	3.4/5
Android	3,200	1,000	3.72/5*

*mixed rating of new/old app



Integrations

- DALForce (Council constituent contact database)
- Animal Services (Chameleon)
- Code Compliance (POSSE)
- Active Directory (Network log-in)
- GIS
- Socrata/Big Data



Data Migration

- Service requests(SRs) migrated from old to new system: 2,613,606
- Legal/Lien Hold SRs migrated: 583,906 (included in 2.6 mm)
- Closed SRs purged: 2,838,916 (52% of previous volume)
- Data review and retention procedures in development

Training and Outreach

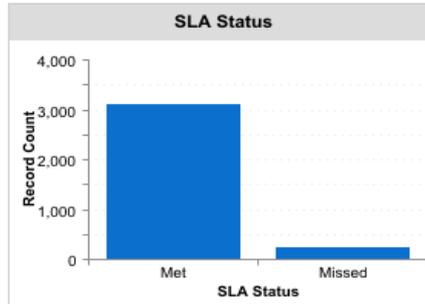
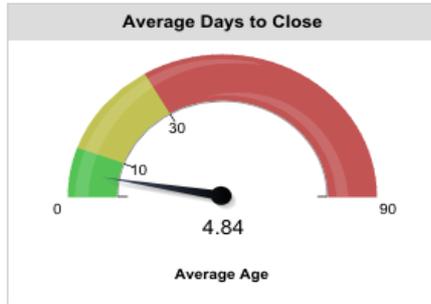
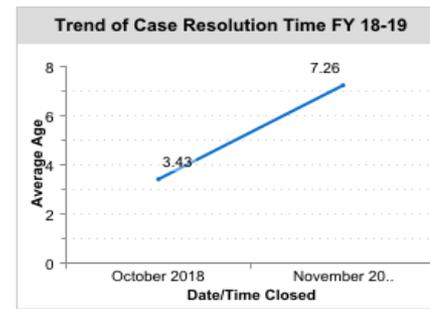
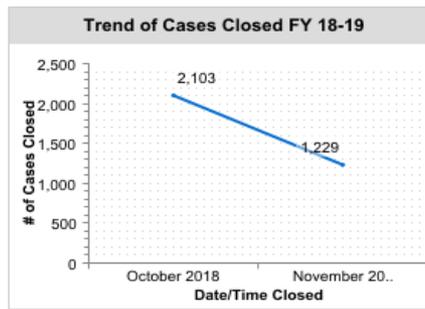
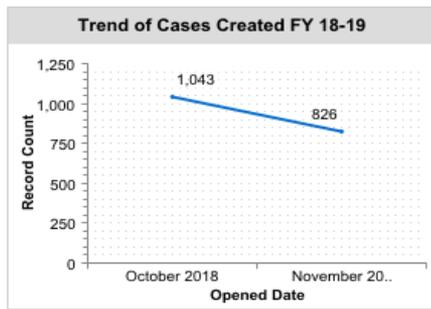
- Training and proficiency test required before system access granted
- 657 users trained
- Invited frequent users to test-drive app before go-live
- How-to videos and social media push on new system
- FAQs available online and on the app



Reports and Dashboards

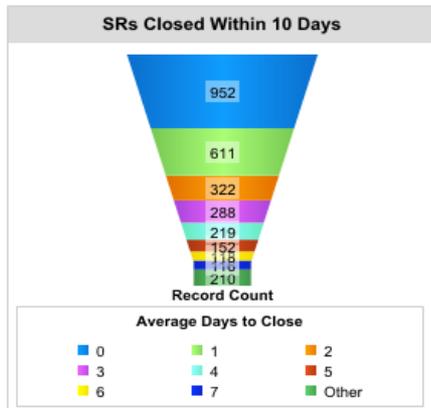
- 55 standard reports built
- Drag-and-drop report building
- System auto-generated reports
- Council district dashboards in progress





Top 20 SR Types

SR Type	Record Count
Water/Wastewater Line Locate - 311	270
High Weeds	221
Sanitation Missed Service - SAN	202
Sanitation Roll Cart Maintenance/Delivery - SAN	201
Litter - CCS	173
Pot Hole - Routine - PBW	172
Parking - Report a Violation - TRN	164
Substandard Structure - CCS	146
Traffic Signal - Flashing - TRN	138
Graffiti Private Property - CCS	132
24 Hour Parking Violation - DPD	126
Obstruction Alley/Sidewalk/Street - CCS	106
Dead Animal Pick Up	95
Signs - CCS	94
Pot Hole - Hazardous - PBW	89
Animal Loose - DAS	83
Homeless Encampment - OHS	83
Street Repair - Routine - PBW	78
Animal Lack of Care - DAS	76
Bulky Trash Violations - CCS	58



SR Count by Address

Address	Record Count
600 S AKARD ST, DALLAS, 75201	65
1500 MARILLA ST, DALLAS, 75201	50
1400 MARILLA ST, DALLAS, 75201	20
9480 WEBB CHAPEL RD, DALLAS, 75220	16
610 S AKARD ST, DALLAS, 75201	15
1515 YOUNG ST, DALLAS, 75201	13
4313 CEDAR SPRINGS RD, DALLAS, 75219	13
4611 COLUMBIA AVE, DALLAS, 75226	13
LEMMON AVE & W MOCKINGBIRD LN, DALLAS, 75209	12
3011 CULVER ST, DALLAS, 75223	11

Going Forward

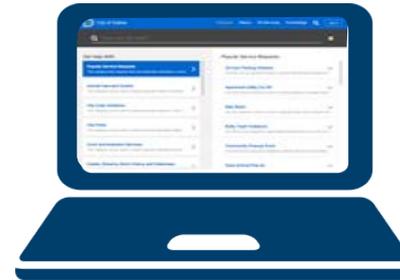
- App updates
- Additional integrations
 - Bike/Scooter Share app
 - DFR Fire Inspection (Streamline)
 - Emergency Management (Constellation)
- Salesforce field services module
- Text SR updates to customers



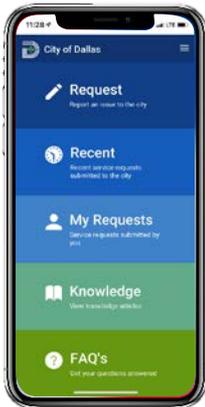
Multiple Ways to Reach 311



Dial 311 or
214-670-3111



On the Web



Mobile Device



@311Dallas

Twitter



City Hall on the Go!



Hours of Operation

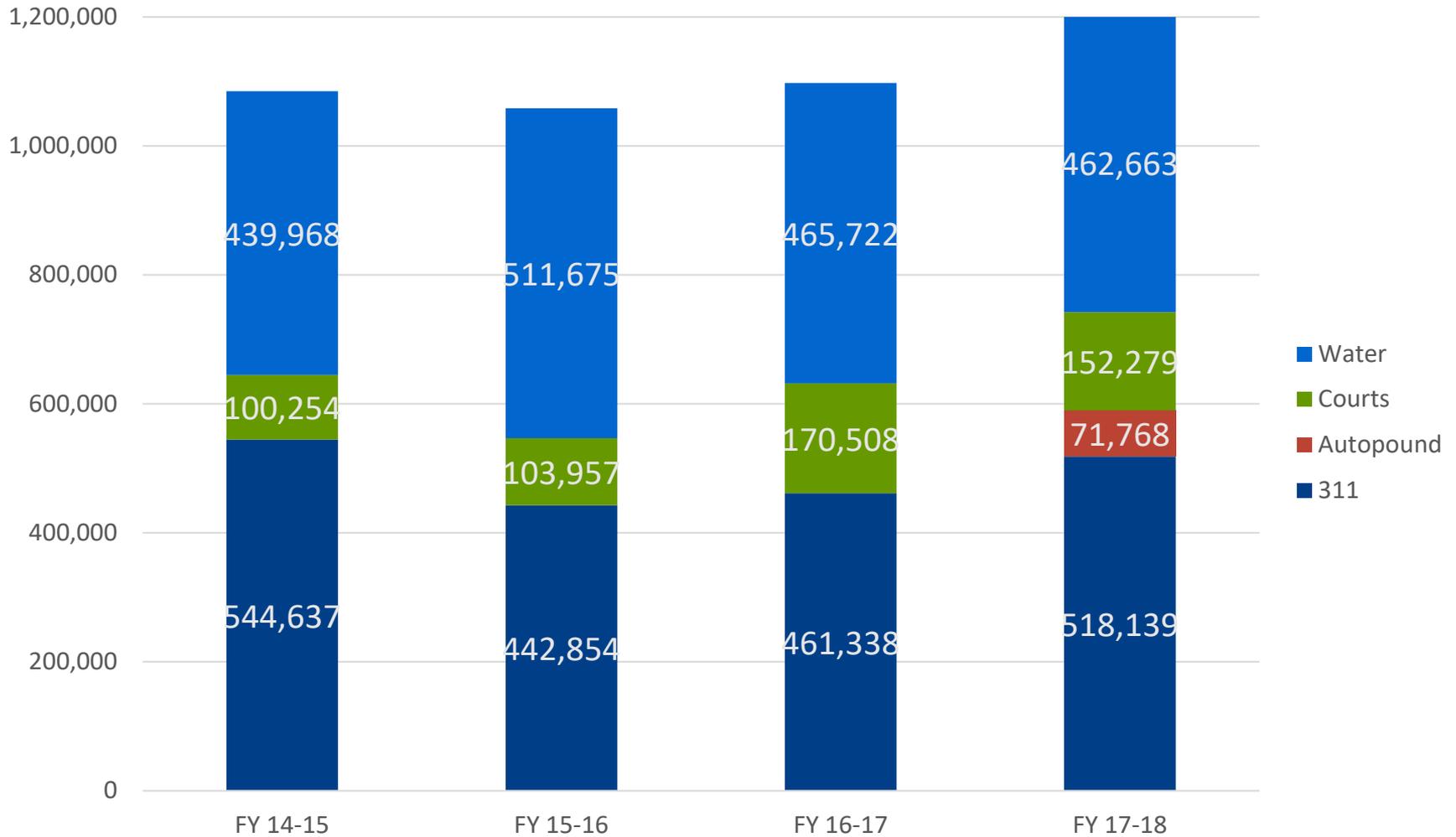
Water Customer Service
8:00a - 5:00p
M - F

311 & Dispatch
24/7/365

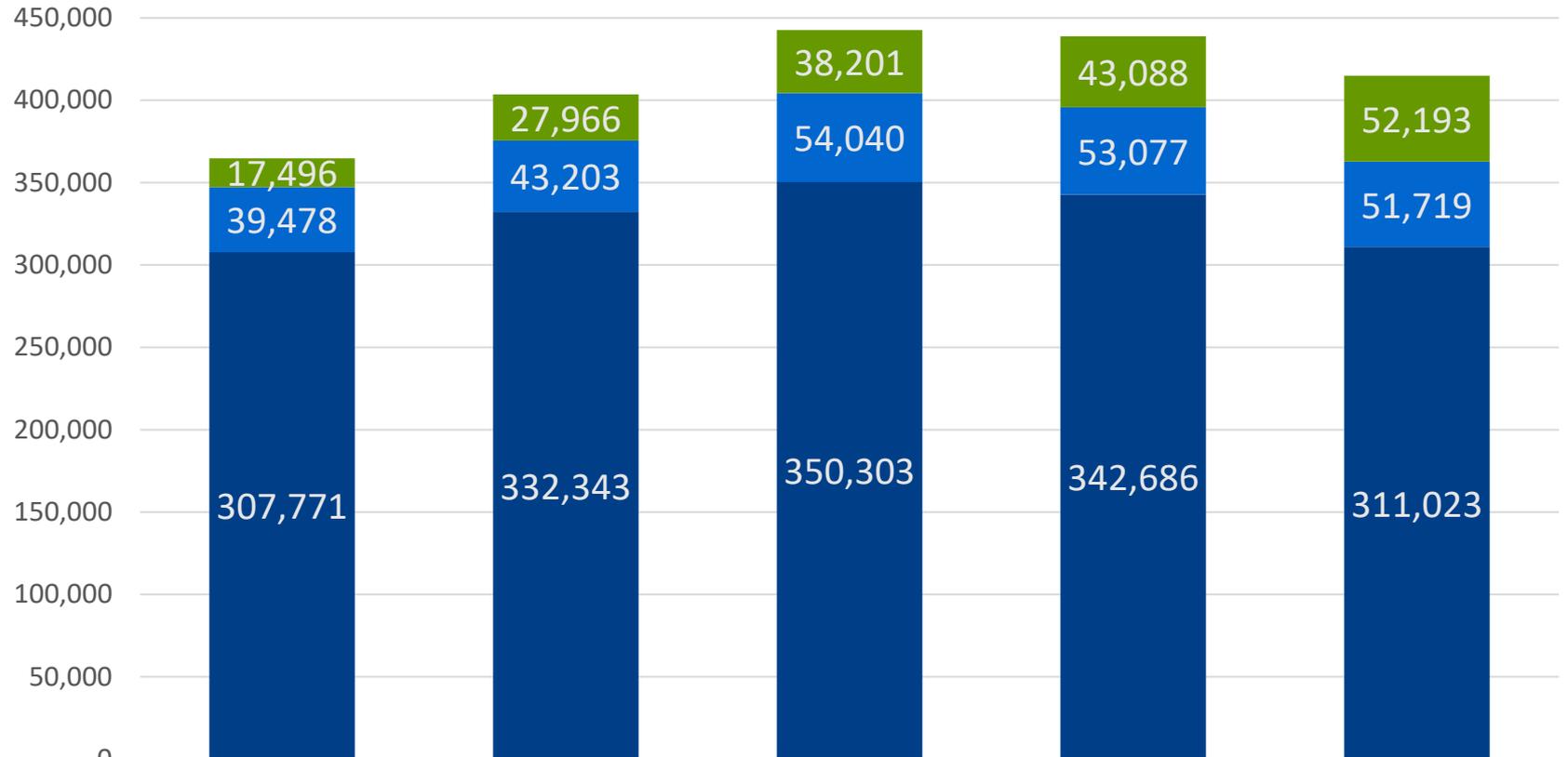
Courts
8:00a - 7:00p
M - F

Auto Pound
24/7/365

Call Volume 17-18



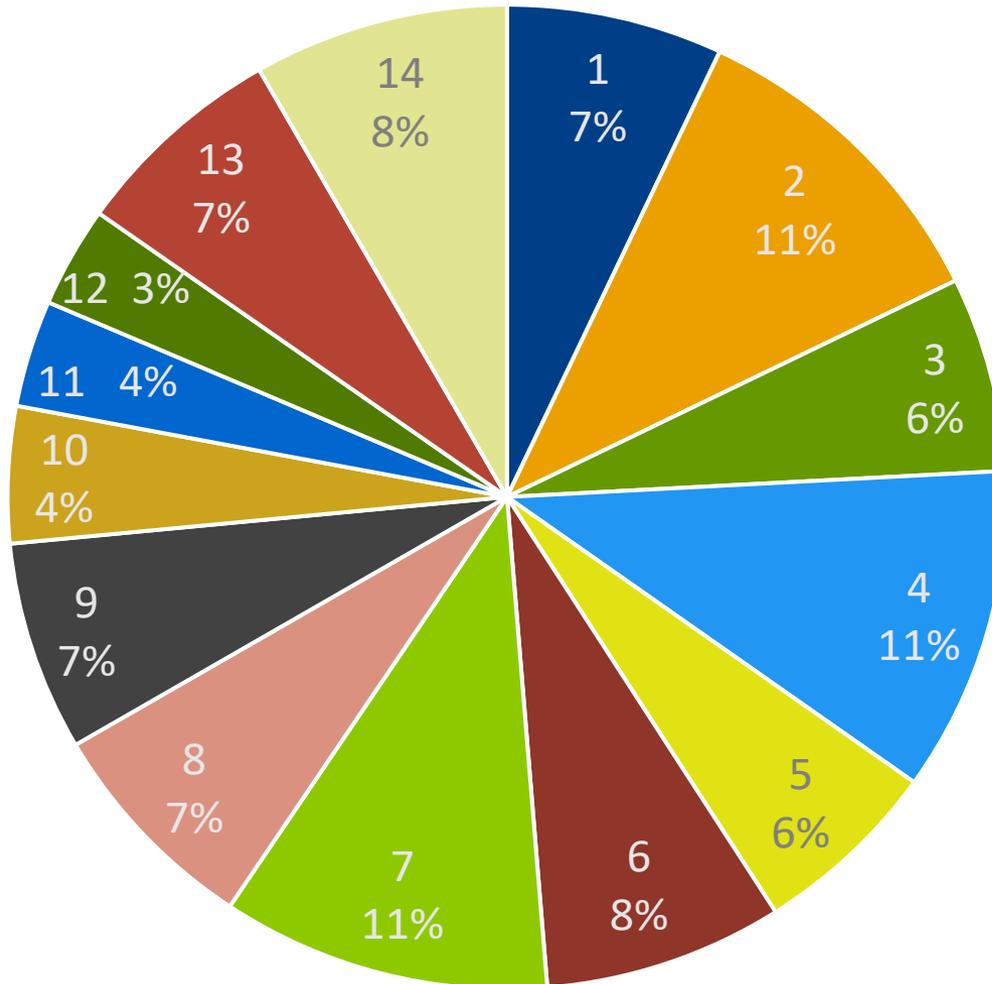
Service Request History



	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18
Input via 311 App	17,496	27,966	38,201	43,088	52,193
Input via Website	39,478	43,203	54,040	53,077	51,719
Input via 311	307,771	332,343	350,303	342,686	311,023



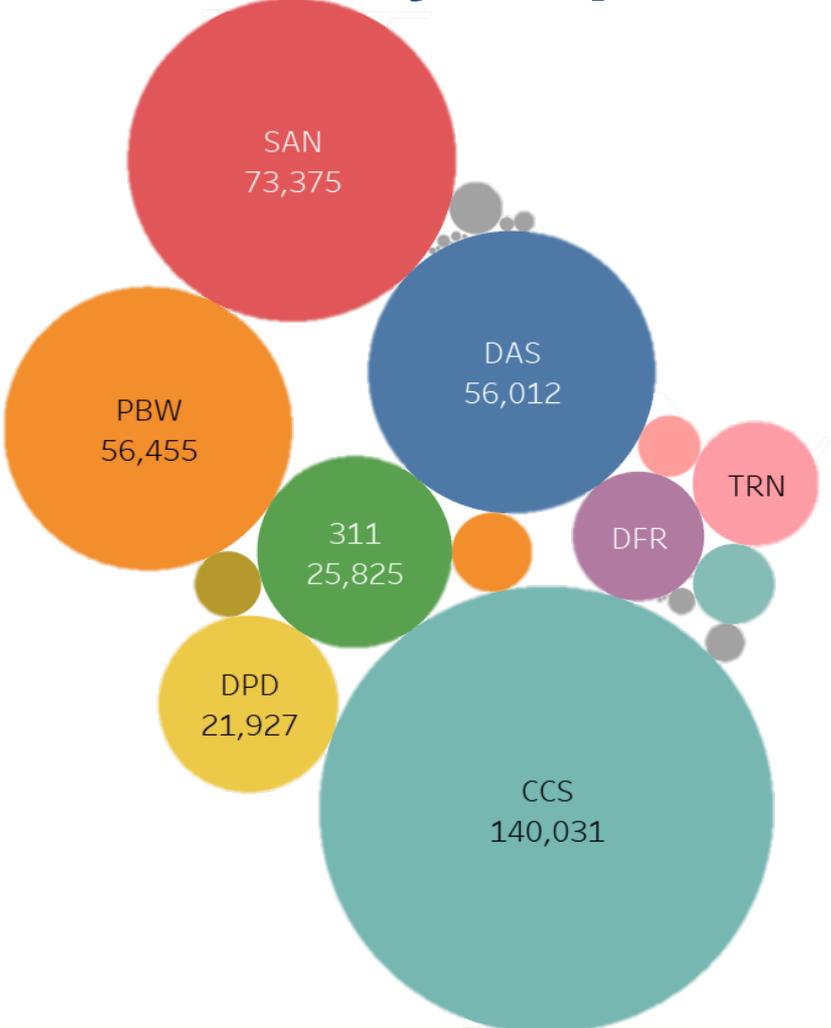
FY 17-18 SR Count by Council District



Council District	# of SRs Created
1	24,224
2	37,196
3	22,149
4	36,960
5	21,189
6	26,818
7	36,854
8	25,024
9	23,822
10	15,512
11	12,115
12	11,445
13	24,061
14	28,598

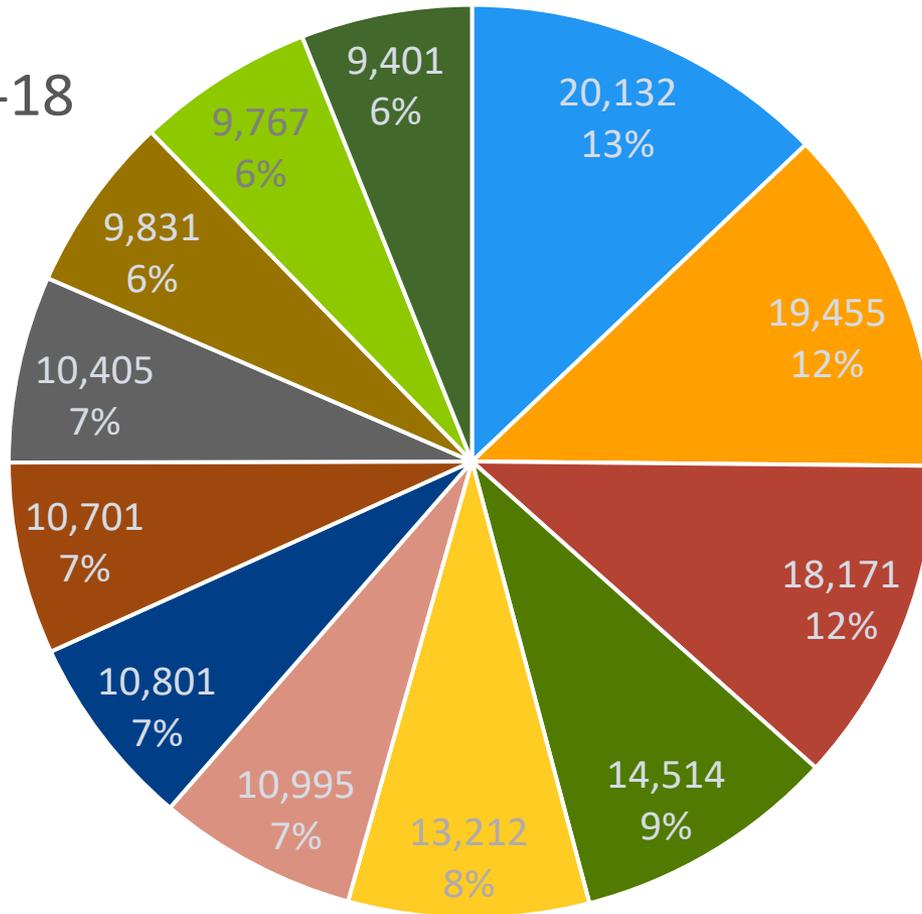


FY 17-18 SR Count by Department



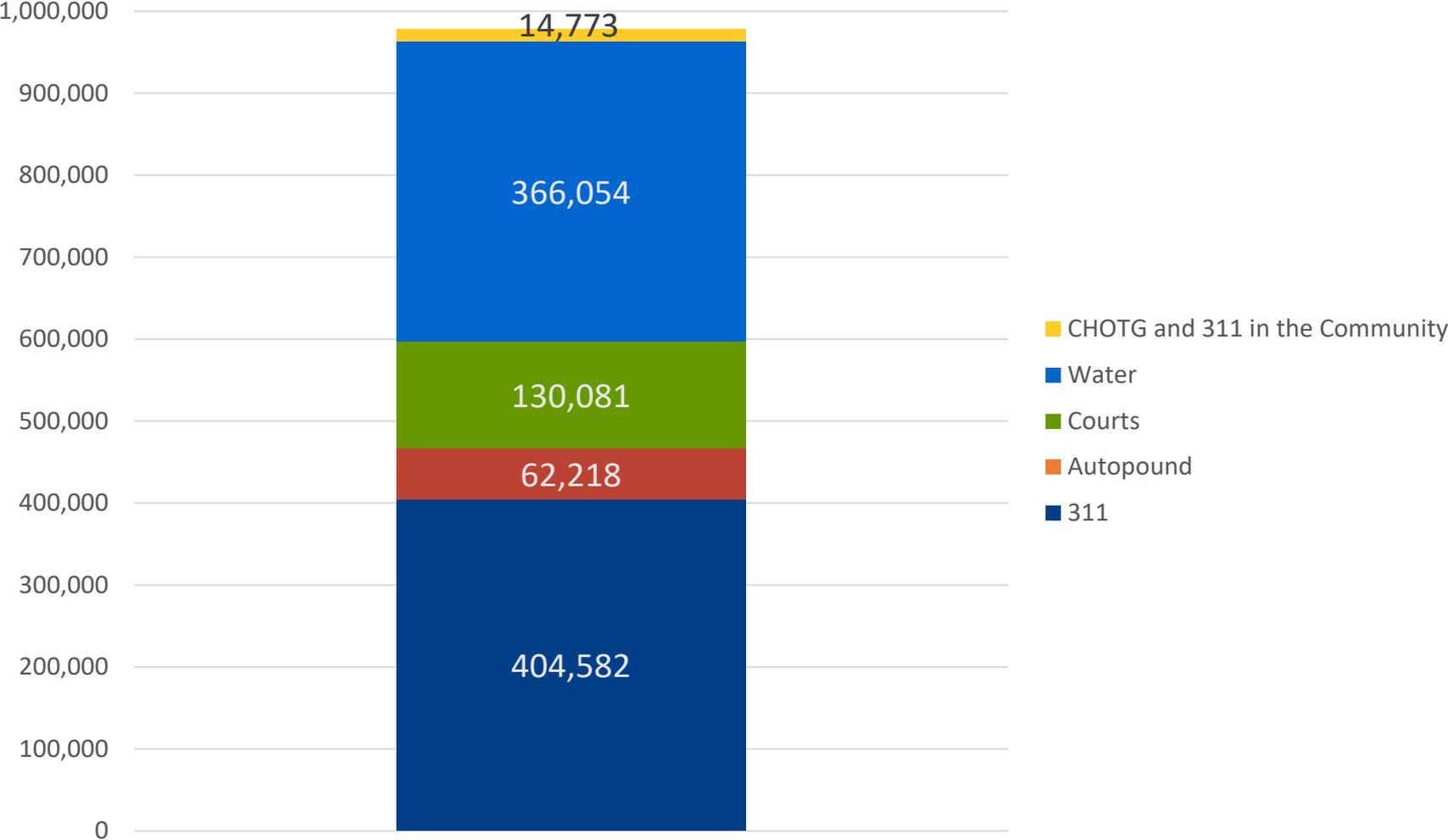
Most Common Service Request Types

FY 17-18

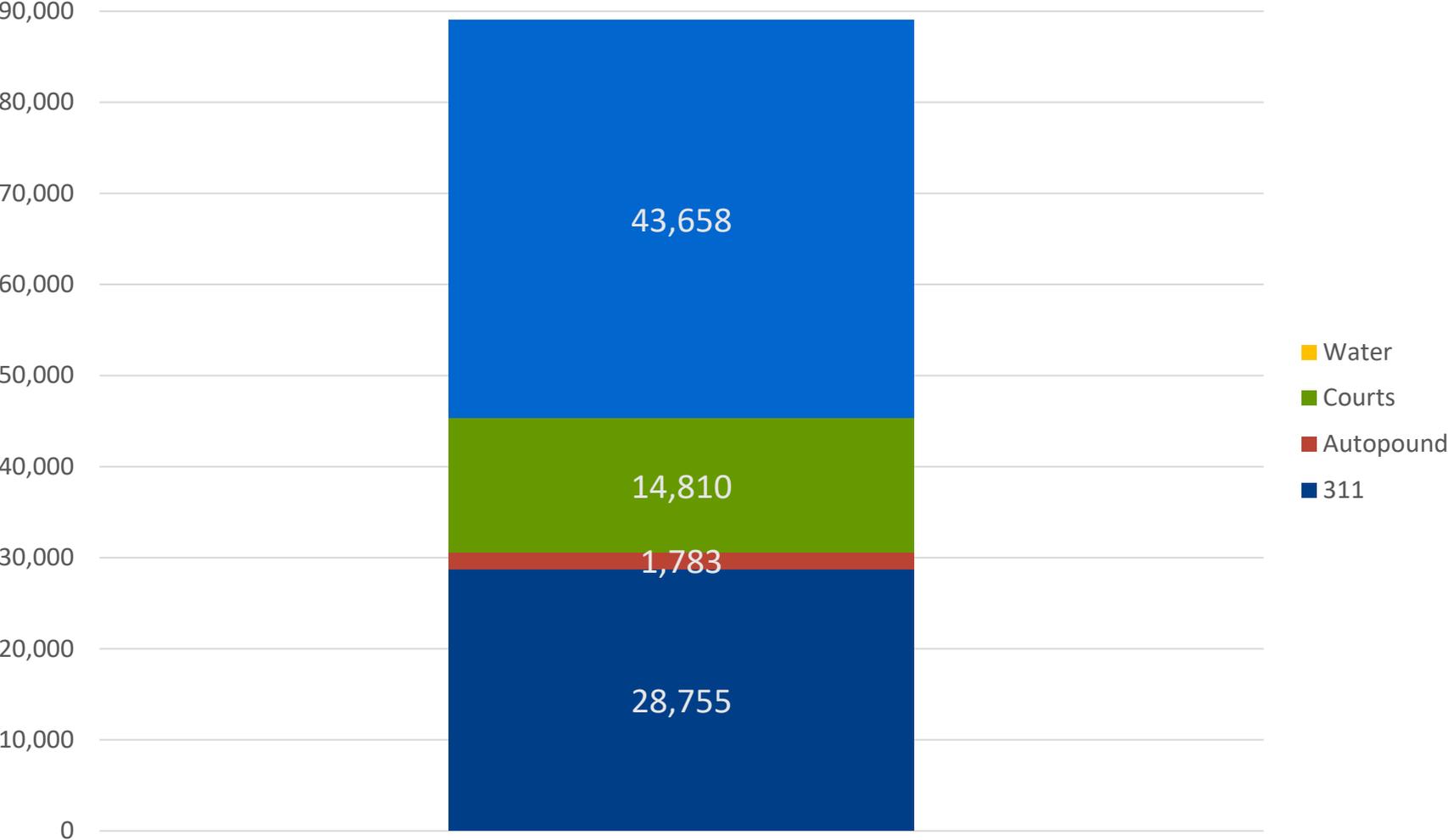


- Litter
- Garbage - Missed
- High Weeds
- Dead Animal Pick Up
- Water/Wastewater Line Locate
- 24 Hour Parking Violation
- Bulky Trash Violations
- Obstruction Alley/Sidewalk/Street
- Parking - Report a Violation
- Signs - Public Right of Way
- Animal - Loose (Owned) - DAS
- Recycle - Missed - SAN

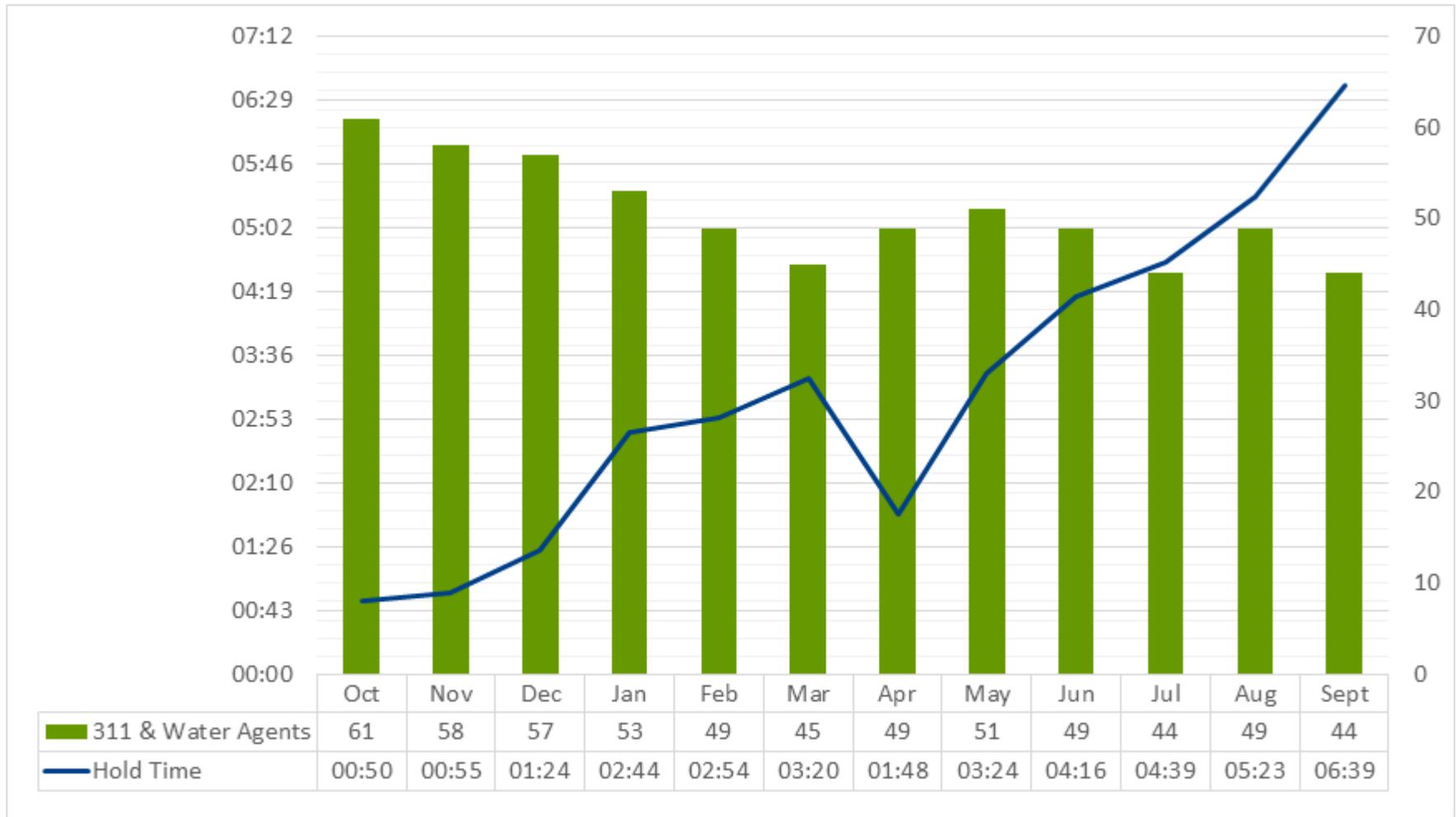
Citizens Served in FY 17-18



Spanish Language Calls



Hold Time and Staffing FY 17-18



Performance Improvement: Additional Staffing

# of New Hires	Hire Date	Date to be Handling Calls (Auto Pound & Courts)
15	10/15	10/22
15	10/29	11/07
6	11/12	11/19
36		11/19

Performance Improvement: Additional Training for Current Staff

# Current staff adding a skill	Skill	Training Start Date	Date to be Handling Calls (311 or Water)
5	Water	10/16	12/3
12	311	10/29	12/3
9	Water	11/8	12/17
26			12/17

Performance Improvement: Technology

- More “natural language” and self-service options
- Updated call recording technology (key word search)
- “Screen pop” of customer information on agent’s screen; shortens call time and reduces errors
- Updated staff scheduling system (available on app)

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