Elements of Community Readiness for a 311/CRM System

In Place Local government employees recognize and value citizens as **Customer Service Focus** customers. Generally done on a biennial basis, the survey measures what Citizen Satisfaction Survey programs and services citizens want as well as their satisfaction with those services. Defines the community's vision, mission, values, and objectives for the future. Should be a working document referred to for all Strategic Plan major policy-making decisions. **Performance Measurement** Used to measure the city's progress in meeting the goals and Management Program defined within the strategic plan. One type of performance measure for fulfilling a service request Service Level Agreements (SLAs) within a specific timeframe. Documents a local government's processes and procedures for **Constituent Relationship** fulfilling a citizen request and provides a tracking and monitor-Management (CRM) System ing process for ensuring requests are completed in an efficient

and effective manner.

request a service.

Centralizes customer service functions of a local government and provides a one-stop shop for citizens to get information or

Citizens can go online 24/7 to report problems, request information and ask for services.

Allows citizens access to the latest technology to interact more frequently and intimately with their local government.



Central Call Center

(311 or other dedicated phone number)

Web Self-Service Reporting

Web 2.0 Applications and Social Networking

