Seamless Service Delivery
The future of Miami-Dade County’s 311

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The Government Information Center

• 311 launched in 2004
• GIC created in 2006, consolidating the county’s service channels: 3-1-1 and miamidade.gov
• In 2007, merged with the Communications department
• Created a unique vantage point for understanding the customer experience.

• How do we enable our customer’s to have a positive and seamless experience with their government?
The One-Year Outlook

Key Initiatives for the next year that bring us closer to a seamless experience with government:

• Additional Call Center Consolidations
• Customer Service Intelligence (CSI)
• Portal Knowledge-Base Integration (PKBI)
• The 3rd Portal
Add’l Consolidations

• Transit consolidation in 2007:
  – Transcending perceptions of the 311 “complaint” center

• Currently assessing call handling of Water & Sewer Bill Payment function:
  – Many payment transactions already occur online
  – Successful consolidation would further strengthen customer’s ability to transact in their method of choice
“Counting what counts”
- How do your metrics support your organization’s performance management strategy?
- Multi-mode Feedback strategies
- Opportunities to ‘feed’ your metrics to a performance management solution?

ServiceStat:
- Provides quantitative data on Customer Service demand and delivery

The “CSI Initiative”:
- Using Cognos in 2009 to analyze customer service delivery data from numerous sources in one environment.
PKBI

• Portal Knowledge-Base Integration
  – Ensuring that information accessed through all service channels remains synchronized, so that customers receive consistent, accurate information.

• The “Health” of the Knowledge-Base
  – PKBI will be used to rank individual KB topics, providing partner departments more accurate measures regarding their information.
The 3rd Portal

- The 3rd Portal
  - The “in-person” customer experience
  - Redesigning the county’s Outreach function with the help of in-house customer service consultants – our own 311 Call Specialists!

- service direct
  - Branding a seamless customer service experience across all service channels