

Seamless Service Delivery

The future of Miami-Dade County's 311

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311 &

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


CSI

- “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!
- **servicedirect** 
 - Branding a seamless customer service experience across all service channels