



## Sacramento 311 Launch Boosts Communication & Customer Service

The City of Sacramento originally adopted 311 as the phone number for non-emergency City services in 2008. Most inquiries and requests received are regarding topics such as solid waste, recycling, water usage, code enforcement, road repairs, building permits and parking issues.

Fast forward more than a decade later and City officials wanted to implement a more modern, comprehensive CRM to improve service levels. The IT team worked with Visionary Integration Professionals (VIP) to create a strategy and ultimately chose Salesforce as the platform to develop its new 311 CRM solution to aggregate all customer contact data into a central repository.

Now, Sacramento 311 is integrated with a host of other technology platforms including Cisco Call Manager, ArcGIS (Esri's Geographic Information System), Microsoft Azure (Identity Management), Infor EAM, Chameleon Software (Animal Control) and the city's billing and customer care platform. The result is a modern system that improves the speed and efficiency at which the City can provide service and seamless support via multiple channels.



### By the Numbers

**1,000 - 1,500 service requests per day**

**125% increase in requests via the portal and app**

**34 customer service center operators**

**Operates 24 hours a day / 7 days a week**

The launch of the new Salesforce CRM was temporarily delayed as City employees began to telework once the COVID-19 pandemic took hold. City employees were still working remotely when the platform was launched in April. The deployment went very smoothly and quickly provided positive results, with 311 service requests coming in via the portal and app increasing from an initial 20 percent to nearly 45 percent.

“311 is the City’s front door, and by far the most frequent touch point with our community. We are very excited to build this modern system that will improve the efficiency and speed at which the City can provide seamless support and service through multiple channels.”

—*Maria MacGuingal, CIO, City of Sacramento*

The new CRM streamlines the entire call intake process. 311 Customer Service Agents can now quickly field calls, locate City assets and information and even identify duplicate requests for greater efficiencies. Now, both Sacramento City staff and residents can watch the progress of a specific request with a ticket or reference number via a detailed dashboard view. Citizens receive a notification once an issue is resolved.

City departments also gain greater insights and can track an issue’s history to improve and refine responses. Residents can even track open tickets to increase their knowledge and be informed on what is happening in their neighborhood.

Sacramento’s 311 system serves an increasingly important role in enhancing collaboration and effectiveness between the City government and its constituents.

## **Visionary Integration Professionals (VIP)**

### **A strategic approach to drive results**

VIP offers a diverse solution portfolio that allows organizations to better align strategy with execution. The most effective path to achieving success requires dedicated teams, proven methods, and adaptability to tailor our solution offerings to meet the unique needs of our clients. Our management consulting and technology solution capabilities provide the visibility, proven execution, and agility to accelerate strategic change. VIP has partnered with 1,200+ clients to deliver results that matter.

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