

AT YOUR SERVICE

CUSTOMER SERVICE NEWS + INFORMATION FROM THE DEPARTMENT OF FINANCE AND ADMINISTRATIVE SERVICES



customer service

outreach + engagement

In This Issue

■ Customer Service vs. Outreach and Engagement

A look at customer service and how it differs from community outreach

■ SPOTLIGHT: Customer Service Bureau

Who and what make up the Customer Service Bureau?

■ DATA: Customer Contacts

A look at the subjects customers are contacting the Customer Service Bureau about

■ KUDOS: Stories of Good Work



Seattle
Finance &
Administrative Services

Customer Service vs. Outreach and Engagement

While “customer service” and “outreach and engagement” are sometimes used interchangeably, when it comes to the City of Seattle, they mean quite different things.

Customer service covers requests that are customer-initiated (aka incoming), while **outreach and engagement** is related to City efforts to proactively reach out to community members (aka outgoing). The Department of Finance and Administrative Services is responsible for leading the City’s general incoming customer service efforts, while **Executive Order 2016-06** designated the Department of Neighborhoods as the lead on City outgoing outreach and engagement.

CUSTOMER SERVICE TOOLS

FAS’ Customer Service Bureau is the City’s central intake point for customer inquiries and service requests. FAS manages the Motorola PremierOne Customer Service Request application. As an internal Citywide service provider, we use our operational knowledge to support departments’ Motorola use to receive requests related to the delivery of basic government services. Customer reports of issues such as graffiti, illegal dumping, streetlight outages and potholes go directly into the Motorola system.

HOW WE HEAR FROM OUR CUSTOMERS

The Customer Service Bureau receives requests for information and service requests via phone, email, web form, in-person visits and the Find It, Fix It mobile application. Bureau staff receive phone calls made to 206-684-CITY (2489) as well as any calls made to the number 311 within Seattle city limits.

Learn more about the Customer Service bureau at <http://www.seattle.gov/customer-service-bureau>.



DATA: Top 10 Customer Contacts (PHONE/WALK-IN)

This data is provided to illustrate the variety of issues and questions that Customer Service Bureau staff address on a daily basis.

This report shows the **top 10 subjects** of information requests the Customer Service Bureau received from customers either in person or via the main information line (206-684-CITY) **from July 1-31, 2019**.

Bureau staff either provided the information to the customer or referred them to where they could most easily obtain what they were looking for.

ISSUE	COUNT	% OF TOTAL REQUESTS
General information	1,167	44.78%
Miscellaneous	183	7.02%
Business license	101	3.88%
King County	98	3.76%
Other agency	89	3.42%
Claims forms and questions	68	2.61%
Unauthorized camping	63	2.42%
City Council	55	2.11%
Ticket	55	2.11%
Non-emergency	48	1.84%
TOTAL	1,927	73.94%



SPOTLIGHT: Customer Service Bureau

When you visit the Seattle.gov website, one of the first things you'll see on the homepage is a picture of City Hall with the words "Need Help? Give Us a Call." That simple phrase describes exactly what FAS' Customer Service Bureau does.

The Customer Service Bureau is where customers of all City departments can go to ask questions, get information and referrals, submit compliments and complaints and get assistance. In 2017, the bureau received 17,134 service requests through all its intake methods. In 2018, the number increased by more than 10,000 — staff processed 27,178 incoming service requests.

The Customer Service Bureau's staff includes one group focused on intake, i.e., receiving customer calls. Their goal is to answer incoming calls within 60 seconds. They will also respond to routine inquiries and forward requests to appropriate City departments. A second group handles questions and requests that need more research and analysis, or when it's determined the caller will need additional time with a staff member.

Bureau staff also support the Mayor's Office, by receiving overflow calls and assisting with some correspondence. They also, on occasion, help out with Mayor's Office front desk coverage.

Customer Service Bureau staff members are Vance Adams, Marriah Collins, Katelyn Harmston, Zebedee Hill, Abel Kifle, Christine Kurc, Roxana Mincu and Felicia VonDrak-Olsen.



KUDOS

FAS also manages the City's **customer service centers**. There's one in each of the seven council districts, plus a **mobile version**. The **Ballard Customer Service Center** received this rave review on Google Reviews:

"This place is AWESOME. I always dread errands involving government paperwork but the gal I chatted with today made it a breeze. She went way above and beyond to make sure I had all my ducks in a row - she wrote down the website to request my birth certificate when I said I needed to request the proper one, and when I showed her the copy I have, she let me know it was actually right and I didn't need to spend \$20 for a new one in the mail!"

"I'm sure that this office is FLOODED with people like me who have no idea what they need (despite it being clearly printed on the passport application form), and I really appreciated her taking the time to walk me through everything."

-Shelby Dennis