



# AT YOUR SERVICE

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

## In This Issue FALL/WINTER 2019

- **Motorola CSR and Find It, Fix It**  
A quick look at how these tools work together
- **What is 311?**
- **DATA: Changing Intake Trends**  
Find It, Fix It usage steadily increases
- **Can CSR Help Your Business?**
- **SPOTLIGHT ON SPU: Service Efficiencies with Mobile Data**
- **KUDOS: Stories of Good Work**



**Seattle**  
Finance &  
Administrative Services

## Motorola CSR and Find It, Fix It

FAS' Customer Service Bureau (CSB) is the City's central intake point for customer inquiries. Our tool to manage these inquiries is Motorola CSR.

### WHAT ABOUT FIND IT, FIX IT?

A common misconception is that the Find It, Fix It app, or FIFI, is a separate system for tracking requests. But FIFI is just one way information is entered in Motorola CSR. It's an intake method, not a service request system on its own.

In addition to submitting requests via FIFI, customers can use web forms. With either of these methods, service requests are automatically created in Motorola CSR. Customers also call, email or visit CSB to submit requests. When customers use these methods, staff will create the service requests in Motorola CSR for them.

Since FIFI launched in 2013, we've seen a steady increase in the number of service requests submitted via mobile devices. In 2018, FIFI was the submittal method for 52% of all service requests submitted to CSB.

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

## What is 311?

311 is a non-emergency phone number that people can call in many cities to find information about services, make complaints or report problems like graffiti or road damage. Since its inception, 311 has evolved into a multichannel service that connects people with government, while also providing a wealth of data that improves how cities are run. A 311 system can include:

- Website and mobile app that invites questions and service requests.
- Service order tracking system that allows work requests to be routed and tracked.
- Customer relationship management system that integrates customer information across services and departments.
- Knowledge management system that can capture, query and share data and information.

While Seattle has no official 311 system in place, callers dialing 311 within Seattle reach the FAS Customer Service Bureau (CSB). The CSB serves as a single entry point for customer service on a variety of city issues.



## DATA: Changing Intake Trends

Find It, Fix It launched in 2013. Since then, we've seen a steady increase in the number of service requests submitted via mobile devices.

While the website remains a popular way to make a request, with the increasing popularity of Find It, Fix It, the percentage of requests received via website and phone has been cut in half.

### Percentage of total counts of service requests

Method	2013	2014	2015	2016	2017	2018
Website	69%	63%	51%	49%	43%	35%
Email	5%	2%	5%	5%	6%	3%
Find It, Fix It	8%	20%	30%	35%	42%	52%
Calls	16%	14%	13%	10%	8%	7%
Other (combined)	3%	1%	1%	1%	1%	3%
<b>Total counts</b>	<b>51,857</b>	<b>66,671</b>	<b>89,726</b>	<b>109,950</b>	<b>132,933</b>	<b>145,405</b>

## Can CSR Help Your Business?

The City uses Motorola's CSR application to manage the intake and tracking of service requests, suggestions, complaints and correspondence from the public. The CSR system is generally best suited to well-defined public services with clear intake needs and service level expectations.

If your department is interested in implementing a solution using the CSR application, the first step is to contact the FAS Customer Solutions Team.

Learn more about the process by reading the **Motorola CSR new customer orientation** in the Resources section on the Customer Solutions Team's InWeb site. Contact the team at [fas\\_customer\\_solutions@seattle.gov](mailto:fas_customer_solutions@seattle.gov).



## SPOTLIGHT: SPU's Service Efficiencies with Mobile Data

Faced with more than 1,600% growth in customer reports of illegal dumping and graffiti over four years, Seattle Public Utilities needed a way to maintain high levels of customer service for illegal dumping and graffiti reports. They worked with FAS' Customer Solutions Team to deliver efficiencies, meet demand and determine how to better communicate with customers at each step of the process.

Prior to 2018, SPU's graffiti and illegal dumping work orders were processed in the office, in both Motorola CSR and Maximo (SPU's work order system), before crews headed into the field. Without real-time connectivity, field crews had no easy way of learning about new requests and often missed opportunities to respond to a new request near where they were already working.

### WHAT WE DID AND THE RESULT

FAS partnered with SPU to implement CSR Mobile Workforce, a back-end Motorola solution for field workers to access and resolve requests via a mobile application. This improved services and delivered efficiencies by routing customer reports to field supervisors and coordinators in real-time for follow-up inspection. This also allowed SPU to keep customers better informed at key stages of the process. Now SPU estimates it is saving 45 hours of labor time per week from efficiencies made!

### WANT TO LEARN MORE?

Read more about SPU's success on the Customer Solutions Team's InWeb site at <https://seattlegov.sharepoint.com/fas/customer-relations-service/cst>.

The FAS Customer Solutions Team is keen to engage departments to explore how this functionality can benefit you and your customers. Contact [fas\\_customer\\_solutions@seattle.gov](mailto:fas_customer_solutions@seattle.gov) for more information.



## KUDOS

Staff at FAS' **customer service centers** regularly receive praise for their friendly and efficient interactions with customers. Take a look at some of the comments they've received and you'll see why we are so proud of our staff!

*"Had to go apply for my first passport and the lady was so helpful and patient with everything! Made it such a smooth experience." -Alex M.*

*"Very efficient and friendly, great customer service." -Daniel Collins*

*"Really nice people to work with. Always a pleasure to pay my utilities here." -Zack Jacques*

*"Everyone whom I interacted with is professional and courteous. Love it!" -Aspen Knight*

*"Staff was so friendly and understanding. They walked me through each step of the way and had a lot of patience when I had questions. They were super helpful and made the best out of a pretty stressful situation." -Jada Taylor Jenkins*