CENRALIZING CITIZEN’S COMPLAINTS
SUFFOLK COUNTY’S 311 SYSTEM

MODERATOR:
THOMAS MELITO, DEPUTY COUNTY EXECUTIVE

PANEL MEMBERS:
JON KAIMAN, DEPUTY COUNTY EXECUTIVE
SCOTT MASTELLON, COMMISSIONER OF IT
STEVE CARTER, DIRECTOR INCAPSULATE
SCOTT HORIGAN, STRATEGIC ACCOUNT MANAGER, SALESFORCE
MIKE YEGANEH SOLUTIONS ENGINEERING, SALESFORCE
AGENDA

• What is 311
• Challenges Implementing in County Government
• Staffing
• Technology Solution
• Performance Measurement Integration
• Shared Services
• Costs
WHAT IS 3-1-1

• Centralized Call Center
• Improved Constituent Communication Channels
• Standardized Constituent Interactions
• Creates Centralized Knowledgebase
• Relieve Pressure on 9-1-1
• Relieve Pressure in Departments
• Provides Window into Back Office Operations
• Improves Ability to Measure Performance
• Provides Back-up Center to Support Emergency Events
CHALLENGES WITH GOVERNMENT

- Multi-jurisdictional aspects with State, Towns, Villages, Special Districts and Utilities
- Diversity of County Operations
- Civil Service Titles
- Integrating with Public Safety Organizations
- Breaking up Silos
- Changing the Culture
311 Staffing

- Centralized vs. Decentralized Approach
- Use of Emergency Complaint Operators (ECOs)
- Use of Departmental Subject Matter Experts
- How to Create “Generalist” within Call Center
TECHNOLOGY SOLUTION

- Customer Relationship Management (CRM)
- Geographic Information System (GIS)
- Automated Call Distribution (ACD) System
- Mobile Application for Employee Workforce
- Website for Constituents
- Mobile Application for Constituents
- Business Intelligence Dashboard Reporting
• Establish Service Level Agreements (SLA) for all Service Requests
• Measure Actual Performance Against SLAs
• Identify Opportunities for Improvements
• Allocate Resources Based Upon Performance Data
• Integrating Municipalities (i.e., Towns) on the CRM Platform
• Sharing Information Across Jurisdictions
• Further Consolidation of Overall Function
• Providing “One Stop” for Constituents
• Inter-Municipal Agreements (IMA)
OVERALL BENEFITS

• Consolidate Constituent Interactions
• Standardize Constituent Interactions
• Implement Data Driven Decisions
• Improve Performance
• Reduce Costs
• Improve Accountability
• Improve Overall Constituent Satisfaction