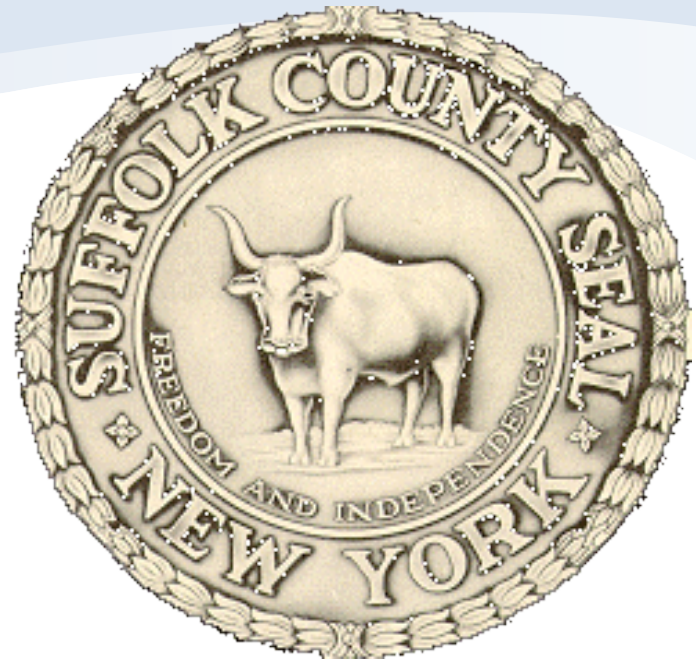




# CENTRALIZING CITIZEN'S COMPLAINTS

## SUFFOLK COUNTY'S 311 SYSTEM



**MODERATOR:**  
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**PANEL MEMBERS:**  
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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

# PERFORMANCE MEASUREMENT



- Establish Service Level Agreements (SLA) for all Service Requests
- Measure Actual Performance Against SLAs
- Identify Opportunities for Improvements
- Allocate Resources Based Upon Performance Data

# SHARED SERVICES



- 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