



City Performance Management 2022 Q3 & Q4 SB Stat Post-Meeting Memo

Customer Service Stat Project Portfolio

Project	Brief Description
Leverage delinquency and code data to find best eviction prevention intervention window	Predictive analysis project informing a 311/EEE pilot
More generous, efficient "shut-off" process	New shut-off process map; preliminary analysis of process
Improve Solid waste missed pick-up and EPU policies	Cost-benefit analysis + new policy recs
Improve pothole response time	SLA analysis; Design and conduct pilot with streets; deliver pilot results
Improve customer interactions with frontline Utility Staff	Analysis of post-call surveys; proposed scripts/processes for identified pain points
Plan for the "One Stop Shop" for Customer Service at new City Hall	Best practices from similar set-ups in other cities and the private sector; Proposed Plan for new South Bend City Hall

Next Steps Identified at Stat Meeting

- **Customer Service KPIs from 311 data**
 - Promote 311 and 311 Service Portal through seasonal social media posts
- **Post Call Survey data**
 - Test different number of questions in post call survey
 - Test different language to present post call survey
 - Determine benchmark for ideal call survey response rate
- **Redesigning the southbendin.gov homepage**
 - n/a
- **Project scope - Improving Solid waste missed pick-up and EPU policies**
 - Ran out of time to review this topic
 - BP to follow-up with relevant teams on project scopes
- **Project scope - Improving pothole response time**

- Ran out of time to review this topic
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Recommended initiative for Q4 (Oct to Dec)

- **Customer Service KPIs from 311 data**
 - Promote 311 and 311 Service Portal through seasonal social media posts

Other potential ideas discussed

- **Major projects (High impact, high effort)**
 - Incorporate data from other work order systems to provide context for CRM data (ex: sometimes trash misses aren't actually misses)
 - Develop utility bill explanations
 - Redesign template for southbendin.gov department pages
 - Develop how-to videos for different City services
 - Add more service forms to CRM
 - Create KBAs for "No Article Found" topics
- **Quick wins (High impact, low effort)**
 - Identify opportunities to reduce call transfers not due to departmental agreement
 - Make more service forms public
 - Identify Microsoft Forms that can be converted into CRM
 - Communicate how to use 311 Service Portal directly to neighborhood associations, other 311 "super users"
- **Fill ins (Low impact, low effort)**
 - Place larger and updated 311 stickers on City vehicles
 - Determine benchmark for ideal call survey response rate
 - Update over time view to be quarterly in Post Call Survey dashboard
 - Add information about highest 311 calls to southbendin.gov homepage
 - Develop offboarding guides for different roles related to southbendin.gov & CRM
- **"Thankless" Tasks (Low impact, high effort)**
 - n/a

Potential Topics next SB Stat Meeting

- Stat projects for next year
- Updates on Delivery Associates projects (Improving Solid waste missed pick-up and EPU policies and Improving pothole response time)
- Results from Post Call Survey tests