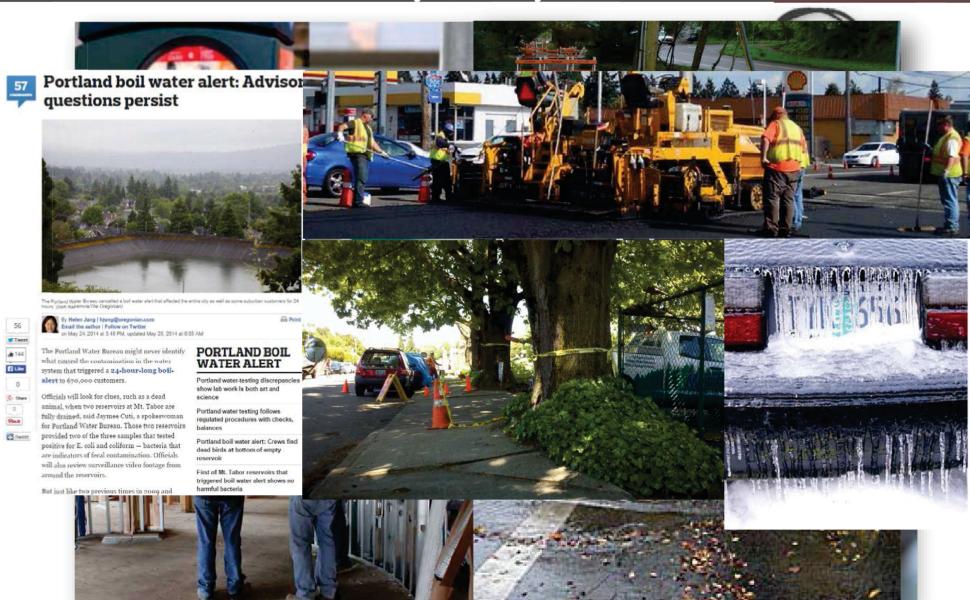


# 311/Customer Relationship Management (CRM)

### **Gateway to City Services**



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## Expected Results for Portland's City-wide 311/CRM Solution

#### Based upon demonstrated results of existing 311/CRM implementations

Citizen satisfaction

Staff & operational process efficiency

Inter-bureau collaboration & shared knowledge

Field operations and customer responsiveness

Data-driven decision-making

Staffing required

Long-term cost

















 Portland is the one City among 15 comparably sized cities without a 311/CRM system

- Number of phone numbers a customer will need to use to contact the City for non-emergency services
- The number of CRM platforms requiring staff training
- The number of CRM platforms requiring BTS support
- The fully loaded cost per minute for customer service representative (CSR) staff (\$1)





- The incremental implementation cost of 311/CRM software and implementation services per resident per year < \$1.00</li>
  - Total Net Incremental Cost \$4.8 million over 5+ years
  - ROI
    - Payback period 5.5 years
    - 17% annual ROI annual savings from 311/CRM of \$800,000+

## Roadmap

#### 1. Project Planning

- Detailed project plan
- Technical plan
- Change management plan
- Risk plan
- Design environment & standards

#### 2. RFP Development

- Completed set of requirements
- 311/CRM RFP
- Vendor conference

#### 3. Vendor Evaluation & Selection

- Completed contract and SOW
- Vendor project implementation plan
- Vendor technical plan

#### 4. Project Implementation

- End-user procedures
- Training plan
- Cutover plan
- Training & production environments
- System test sign-off

#### 5. Soft-Launch

- Live environment
- Improvement & optimization opportunities
- Future phase plan
- Business case measures
- Implementation sign-off



## **Future**

