

# 311/Customer Relationship Management (CRM)

## Gateway to City Services

### 57 Portland boil water alert: Advisory questions persist



The Portland Water Bureau cancelled a boil water alert that affected the entire city as well as some suburban customers for 24 hours. (from [NPR/WHYY/The Oregonian](#))

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The Portland Water Bureau might never identify what caused the contamination in the water system that triggered a 24-hour-long boil-alert to 670,000 customers.

Officials will look for clues, such as a dead animal, when two reservoirs at Mt. Tabor are fully drained, said Jaymee Cuti, a spokeswoman for Portland Water Bureau. Those two reservoirs provided two of the three samples that tested positive for *E. coli* and coliform — bacteria that are indicators of fecal contamination. Officials will also review surveillance video footage from around the reservoirs.

But just like two previous times in 2009 and

#### PORTLAND BOIL WATER ALERT

Portland water-testing discrepancies show lab work is both art and science

Portland water testing follows regulated procedures with checks, balances

Portland boil water alert: Crews find dead birds at bottom of empty reservoir

First of Mt. Tabor reservoirs that triggered boil water alert shows no harmful bacteria





# 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





# 1

- 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)



# < \$ 1

- The incremental implementation cost of 311/CRM software and implementation services per resident per year < \$1.00
  - 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



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