Memo

City of
Kelowna

Date: June 20, 2011

File: 0150-20

To: City Manager

From: Eric Carr, Service Innovation and Performance Manager

Subject: Service Request System – Deployment to Internet

Recommendation:

THAT Council receives for information, the report from the Service Innovation and Performance Manager dated June 20, 2011, with respect to our Internet Service Request system.

Purpose:

This report is in response to previous direction from Council to advise them regarding our project to deploy Service Requests to the internet.

Background:

In March 2010 Kelowna deployed an application to its web site kelowna.ca that allows citizens to submit Service Requests online.

To-date we have received more than 2900 Internet Service Requests (ISR), which represents about 12% of the Service Requests received from the public since that time.

The overall objective was to provide a convenient, user-friendly, secure way for citizens to request a service. Other objectives included improving the quality of information we receive from requestors and ensuring requests are routed to the right department, thereby saving staff time.

This application has also allowed us to reduce the number of specialized corporate email addresses that were previously used to report problems such as graffiti@kelowna.ca and eagleeye@kelowna.ca.

The key design feature of the system is the notion of pre-defined ISR types, with descriptions that guide the requestor in choosing the correct problem type. Selection of an ISR type leads to a set of questions that can be customized for that ISR type, and subsequent routing to the appropriate department. Kelowna currently has more than 160 ISR types defined. Standardized ISR types help us better understand problem volumes, identify trends, and improve service delivery.

To quickly meet changing requirements and reduce maintenance costs, the flexibility for non-technical staff to easily add new ISR types, descriptions, and questions was paramount.

Successful implementation was achieved due to the efforts of a multi-departmental team that included staff from Strategic Initiatives, Information Services, and Community and Media Relations. Additional team members from Bylaw Enforcement and Design and Construction Services played a key role working with departments to define their ISR Types, descriptions, and questions.

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

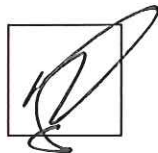**Community & Media Relations Comments:**

Alternate Recommendation:

Submitted by:

E.Carr, Service Innovation and Performance Manager

Approved for inclusion:

cc: Director of Community and Media Relations
    Information Services Manager

SERVICE REQUESTS - INTERNET DEPLOYMENT

Council Update – June 2011

SERVICE REQUEST SYSTEM

▸ Deployed to the internet just over a year ago

▸ To-date we have received more than 2900 Internet Service Requests (ISR's)

▸ Represents about 12% of the Service Requests received from the public over that time

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KEY OBJECTIVES

▸ Improve Customer Service
  ▸ Convenient, user-friendly, secure, available 24x7

▸ Improve the quality of the info we receive

▸ Get the request to the right department

▸ Reduce the number of special email addresses

▸ Save staff time

KEY DESIGN FEATURES

▸ Use of *ISR Types* (160+)

  ▸ Choose ISR type from listbox, or do a word search

  ▸ Explanatory note
    ▸ Describes problem type in common terms
    ▸ Clarifies responsibilities and policies of the city
    ▸ Provides hyperlinks to additional information
    ▸ The right information in a note might head-off a request

  ▸ Customized set of questions

  ▸ Associated with a specific city department

▸ Flexible and configurable

KEY STANDARDS

▸ We will assign Service Requests for action or review within 1 business day.

▸ If a requestor has asked to be contacted about their issue we will do that within 2 business days.

▸ If a Service Request has been misdirected to our department we will make sure we transfer it to the right department within 1 business day – and no guessing.

Service Request

1. Select Service Type   2. Enter Service Location   3. Enter Request Details   4. Enter Contact and Submit

Welcome! Online Service Requests makes it easy for citizens to request a broad range of services. Step by step instructions will guide you through the process from start to finish.

Please note that if your request is of an urgent nature, or if there is a public safety component to your request (regarding water, sewer, parks, solid waste, roads and snow removal) you should call the Customer Service line at 250-469-8600. Calls will be received during regular business hours and after hours.

If your request is an emergency please call 911

Choose a service request type from the pull down menu, or type one or two keywords in the box provided and click "Go".

Service Type [ ]
- or -
Keywords [graf] [Go]
Any Word All Words Exact Phrase

Service Request

1. Select Service Type   2. Enter Service Location   3. Enter Request Details   4. Enter Contact and Submit

Service Type [ ]
- or -
Keywords [ ] [Go]
Any Word All Words Exact Phrase

Search Results for Any Word: graf

Please read the usage notes and click on "Request This Service" to continue.
Otherwise, select a Service Type or do another keyword search.

1. **Graffiti** [Request this Service]
   Use to report graffiti/vandalism on private and public properties. Prior to requesting this service, we encourage you to visit the Graffiti Management section of our website for detailed information.

2. **Unsightly Premises** [Request this Service]
   Use to report an unsightly private property, except for graffiti. To report graffiti, please select "Graffiti" from the Service Type button above. Prior to requesting this service, we encourage you to view the Unsightly Premises Bylaw on our website for detailed information.

Service Request

1. Select Service Type   **2. Enter Service Location**   3. Enter Request Details   4. Enter Contact and Submit

Service Type: Graffiti

Service Location:

You must enter an Address, or Location Details, or both.

When providing an Address, enter at least a Street name, and a number/unit if possible.

Use the Location Details to provide additional information such as intersection, block number, civic facility, park name, or other landmark information.

Street [ ] Number [ ] Unit [ ]
[ ]
If your Street name is not in the drop down list or just outside the City of Kelowna boundary and your request should be directed to the appropriate neighbouring jurisdiction

Location Details [Stuart Park - north side of Zamboni building]
eg. Intersection of Bernard and Water, 400 block, City Hall, Ben Lee Park, The Sails

[Continue]

Service Request

1. Select Service Type   2. Enter Service Location   **3. Enter Request Details**   4. Enter Contact and Submit

Service Type: Graffiti

Location: Stuart Park - north side of Zamboni building

Request Details:

All fields marked with a * are mandatory

What type of structure is the graffiti on? *   [Building]
Is it on public or private property? *   [Public Property]
Please describe the graffiti and indicate if it contains profanity or if it is offensive [Black tag with profanity - 3 feet across]
When did you observe this graffiti (date time)? *   [June 20, 2011 - 7:00 a.m.]

Additional Information: [Repeat offender - I've seen this tag before in City Park. Looks like spray paint on concrete wall of building (not marker pen)]

[Continue]

Service Request

1. Select Service Type   2. Enter Service Location   3. Enter Request Details   **4. Enter Contact and Submit**

Service Type: Graffiti

Location: Stuart Park - north side of Zamboni building

Request Details:
What type of structure is the graffiti on? Building
Is it on public or private property? Public Property
Please describe the graffiti and indicate if it contains profanity or if it is offensive Black tag with profanity - 3 feet across
When did you observe this graffiti (date time)? June 20, 2011 - 7:00 a.m.

Repeat offender - I've seen this tag before in City Park. Looks like spray paint on concrete wall of building (not marker pen)

Contact:

Enter name and/or business or organization name
Enter a phone number or e-mail where you can be contacted if we require additional information.
Suggested format for phone numbers is 250-469-0000.

First Name [Jane] Last Name [Public]
and/or
Business Name [ ]

Address [ ]
Phone [ ] Work Phone [123-456-7890]
Email [abc@abc.ca]
Check if you would like to be contacted. ☑

[Submit]

Service Request

Thank you for request 151304. Please retain this number for future reference.

Your request has been forwarded to the Graffiti Coordinator, 250-469-0000. If you need to contact us, please allow two business days for staff to review your request.

Make another Service Request

Service Type: Graffiti

Location: Stuart Park - north side of Zamboni building

Information:
What type of structure is the graffiti on? Building
Is it on public or private property? Public Property
Please describe the graffiti and indicate if it contains profanity or if it is offensive Black tag with profanity - 3 feet across
When did you observe this graffiti (date time)? June 20, 2011 - 7:00 a.m.

Repeat offender - I've seen this tag before in City Park. Looks like spray paint on concrete wall of building (not marker pen)

Contact:
Jane Public
123-456-7890
abc@abc.ca

2011-06-20 1:24 PM

SUMMARY

▸ We're making it easier for citizens to contact us!
  ▸ This is an important service delivery channel to go along with counter, phone, mail, and email options.

▸ For each request gather the right information and make sure it goes to the right department!

▸ With better information comes better decision making around service levels and budget.