

Cranbrook, BC

Improved Customer Service and Added Internal Efficiencies with a Government CRM

3+ hours

A day given back to managers thanks to service request routing

36%

improvement in service request resolution time

20%

of service requests received from mobile devices

2,000

approximate service requests per year

OVERVIEW

With the goal of improving resident customer service, the city of Cranbrook wanted to find a way to connect citizens better with its 311-call center. With the implementation of a robust government SRM (service request management) and its brandable mobile app, Cranbrook has improved resident engagement and customer service, added efficiency to internal processes, and sped up service request resolution times.

SITUATION | MANUAL AND TIME-CONSUMING 311 PROCESS

The city of Cranbrook was using a 311 process that was both time-consuming and burdensome to city staff. The process often led to confusion between city departments and long hours spent on the phone transferring information. The tedious process made it difficult for city employees to complete requests.

SOLUTION | MODERN CITIZEN ENGAGEMENT VIA APP

The city partnered with Granicus to implement a mobile resident request solution for community members and staff. Branded as "Cranbrook 311," the free app functions as a real-time engagement platform for residents to submit public service requests and connect with community resources. The two-way transfer of information brings all mobile service requests into the city's existing workflow.

RESULTS | IMPROVED CUSTOMER SERVICE

The city's original goals for its mobile app centered around resident customer service, but the app provided more benefits than expected. The Cranbrook 311 app improved customer service, internal efficiencies, and sped up service request resolution time. When the citizens of Cranbrook submit public service requests, they receive updates until completion, and the real-time, two-way transfer of information allows the city to prioritize service requests more efficiently.

MUST HAVE SOLUTION govService OneView

“ This was an investment in our city's customer service. But it's also obvious that the functionality of the solution has allowed us to improve resource allocation in other areas.”

Tony Hetu,
Deputy Director
of Public Works