



## New Customer Service Platform

Launched Aug. 1, 2020



**(844) 977-2291**

## What is TextQC?

- First integration of Citibot & See Click Fix
- Allows residents to ask questions via text
- Takes service requests via text
- Filters request to the correct department
- Allows residents to track service requests via email or live chat



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## **Metrics for the First Month**

- 485 total communications during the first month
- 278 number of unique residents who messaged last month
- Sample resident inquiries:
  - Are all parks open in QC?
  - How do I apply for a business license in QC?
  - Is the Mansel Carter Park splash pad open?
- General topics of interest:
  - Recycling
  - Abandoned vehicles
  - Construction
  - Mosquitos



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## **Opportunities & Identified Solutions**

- **Missing Tickets**
  - Certain categories were not integrating between the two systems. All tickets that do not have a corresponding category in SCF now auto-populate to the “other” category to ensure they get assigned to the appropriate staff member for resolution.
  - Citibot is currently working to ensure all missed tickets have been resolved.
- **Enhanced Communications**
  - Staff is using the live chat feature in addition to system/email updates.



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## Recommendations Being Evaluated

- Providing a map for residents to “pin” the location of an issue
- Prefacing service requests with identifying “Service Request” language
- Submitting photos with requests
- Generating a unique number/identifier to track requests



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## **Shifting Marketing Messages**

- This system is not for emergency communications
- Setting expectations that interim notifications will be provided via SCF and email
- Updated auto message for the live chat feature to set a better expectation for how the resident will receive communication



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## **Issues with the System?**

Residents can communicate with the Town via email at [TextQC@QueenCreek.org](mailto:TextQC@QueenCreek.org) if they are experiencing issues with TEXTQC.



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## Measuring Success & Savings

- Evaluating traffic in front lobby and number of phone calls to customer service areas
- Evaluating length of time customer service reps spend on phone calls
- Measuring traffic on the Town website





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Questions?