

DATA

Information

Insight

Strategy

ACTION

The Business Issue

The City of Sacramento 311 department serves a population of nearly 500,000 constituents and city staff. Their 23-person call center addresses over 1,500 issues daily related to animal services, city garbage and sewer, management of assets and city water.

The Sacramento call center manages and resolves a growing number of city and constituent related requests. These requests require tracking and managing field service work, billing and ticketing issues, health and safety issues as well as public works projects. Multiple city departments depend on several applications to coordinate with the Police Department to Animal Control to Asset Management to ultimately resolve the issues.

As the needs of the city grew, the 311 team found themselves with multiple systems requiring duplicate data entry, involving Microsoft excel spreadsheets, Outlook email, and Esri GIS. The city was struggling to manage and resolve city and constituent requests, as well track the type of requests coming in from the community.

Ultimately, in an effort to increase efficiency, decrease costs and geo track citywide related issues, Sacramento City officials went in search of a single point, self-service solution with a multi-channel option for support. The City of Sacramento evaluated many solutions in the marketplace, and determined that Oracle Service Cloud was the right solution to close this gap.

The AmberLeaf and Oracle Service Cloud Solution

AmberLeaf and Oracle outlined the path for the City of Sacramento on reducing call volume through an enhanced knowledgebase, reducing time to first call resolution, enhancing and automating constituent self-service, supporting constituent and agent visibility to field inquiries, as well as improving the online experience using Oracle Service Cloud. Through advancements with a robust knowledge base tool, web self-service, and GIS integration, the AmberLeaf and Oracle addressed issues related to decreasing operational costs, enhancing the real-time geo-location of hotspots and reduce issue resolution time.

To further enhance the city staff and constituent experience, the Sacramento team sought to tie together additional applications currently in use, fostering a smooth transition from the time the issue is recognized by a constituent to the time the issue gets resolved. AmberLeaf integrated Oracle Service Cloud with an Animal tracking application, Asset management application and a City Sewer and Garbage management application. Since then the solution has helped The City of Sacramento to:

Oracle Service Cloud Constituent Management Solution

- Issue Management / Resolution and data collection
- Esri GIS integration, Issue mapping, hotspot tracking
- Dynamic and Robust Reports/Queries
- Mobile friendly Constituent Interface
- Google Maps User Interface, delivering Esri GIS data in real-time
- Administration and Management Tools
- Robust Search Capability
- Menu-driven user interface

- Reduce the time to first call resolution by improving Incident and Contact Management interactions
- Provide "Location Hotspot" insight into issue management and tracking through GIS integration
- Enable robust Knowledge Management capabilities to promote easier self-service experiences
- Enhance city official and constituent experience by providing a user friendly Google maps experience with a dynamic web form, displaying based on issue
- Enhance City of Sacramento Customer Portal web experience by seamlessly integrating CX knowledge across cityofsacramento.org site for seamless user experience
- Provide deep insight into constituent and operational analysis through Oracle Service Cloud Analytics

AmberLeaf (www.amberleaf.net) combines strong business and operational planning with innovative software solutions from Oracle Service Cloud (www.oracle.com) to ensure our client base serves the right customers in the right ways to generate the greatest return. To learn more about how AmberLeaf can help your company improve customer experience increase its sales success, contact us at 312.474.6120, or info@amberleaf.net.