

The Next Generation of 311

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ORACLE 311: LOCAL GOVERNMENT SOLUTIONS

After broad adoption of 9-1-1 emergency call centers, local governments quickly realized the need for non-emergency 3-1-1 call centers to decrease 9-1-1 response times. In the late 90's the first generation of "311" focused on telephony to offload calls from overused and misused 911 systems and simple service request tracking. While early 311 deployments provided value by decreasing the cost of providing 911 services and initiating service requests for pot hole repair and abandoned cars, local governments are rapidly realizing broader opportunities by using 311 solutions as the design point for constituent focused government.

THE NEXT GENERATION OF 311

The next generation of 311 is focused on designing around the constituent to identify opportunities to achieve efficiencies through cross-agency collaboration and service delivery. In addition to improving the quality and consistency of information delivered to citizens, Oracle provides managers the analytical capability to continuously enhance service delivery and monitor policy outcomes, pre-built integration into back-office applications and multi-channel access to maximize citizen self-service.

As a leader in next generation 311, Oracle is uniquely positioned to address key challenges and opportunities, including:

- Analyzing Performance Trends and Policy Outcomes
- Obtaining Operational Efficiencies
- Tracking and Improving the Effectiveness of Programs, Employees, and Service Delivery Partners

As the worlds leading information Management Company, Oracle understands local governments most valuable asset is information. Oracle has designed its 311 solutions to provide local governments with the tools necessary to empower employees in providing citizens with consistent information, and the ability to leverage legacy systems to analyze customer information to optimize program delivery.

ANALYZE PERFORMANCE TRENDS AND POLICY OUTCOMES

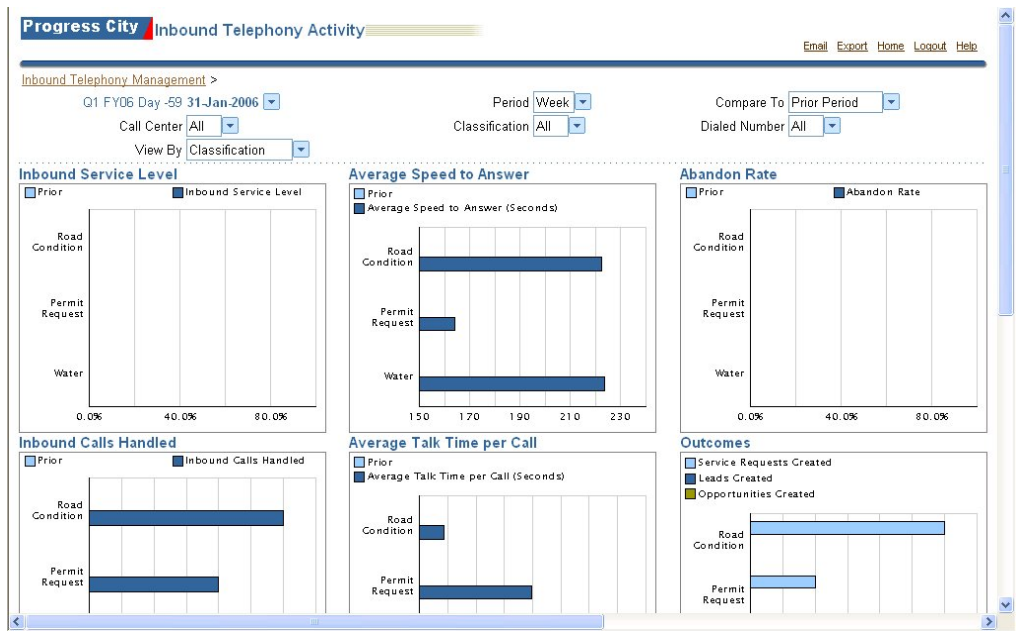
By utilizing 311 as the single source of citizen information, Oracle 311 provides executives with new insights into the success of the administration.

Identify Cyclical and Structural trends

Through the use of Oracle 311 government executives receive unprecedented insights into emerging cyclical and structural trends. With Oracle 311, incoming constituent information is captured in a single data hub; officials analyze constituent requests to *identify emerging trends and program needs, as they occur*, not eighteen months after the fact. By utilizing the citizen data hub as the first indicator into emerging trends, government executives can align program planning, employee training and budget allocations to the evolving needs of the city/county.

Analyze the Performance of Employees; Programs, Initiatives and Vendors

In today's world, the definition of "employee" is evolving. Increasingly governments are relying on partners, non-profits and contractors to deliver government services. Oracle 311 tracks not only the initial citizen request, but all assets and resources utilized in resolving that request. Because Oracle 311 tracks requests all the way through to resolution, government executives are able to analyze the relative cost of case resolution as delivered by various agencies, channels, contractors and non-profits. The ability to track the cost and relative effectiveness of channels empowers government executive during contract negotiations to negotiate the best contract with those partners capable of meeting the needs of constituents. Oracle is the only solution capable of tracking the costs of all assets associated with a case, providing executive insights into the overall effectiveness of various service delivery operations.



Report on The Successes of the Administration

“If we can reduce someone’s call volume by 50% that’s four hours a day that they can now spend doing what they were hired to do. Efficiency gains are exponential at that point.”

-Kristin Gonzenbach
 Director of Process Improvement
 DeKalb County, GA

By using Oracle 311, governments not only monitor the relative success of government programs, assets and channels, but relate individual and program performance measures to larger policy objectives such as reducing operational costs, decreasing crime, increasing economic development and developing a sustainable workforce. Through executive dashboards, mayors and other government executives identify the key policy objectives they need to track, and post attainment of those objectives on their website for all citizens to see. With Oracle’s powerful scorecards, executives are not only alerted to anomalies, but can drill all the way down into individual cases to identify the source of the problem. Oracle is the only 311 provider capable of delivering in-depth real-time analytics as part of its Commercial-Off-The-Shelf (COTS) product. In short, only Oracle 311 provides the ability to track, analyze and report on the ultimate goal of any administration, voter satisfaction.

IDENTIFYING OPERATIONAL EFFICIENCIES

Oracle 311 empowers governments to identify operational efficiencies and streamline processes, reducing the tax burden on citizens.

Multi-Channel Support

Oracle 311 provides out of the box support for the entire spectrum of constituent interactions including web self-service, email, fax, chat, phone/CTI, in-person. Every problem solved online is one less expensive call or email to support staff; Oracle 311 allows citizens to initiate service requests (request for tax assessment,

apply for building permit, report graffiti) through the web, freeing employees to focus on their core jobs.

Oracle 311 provides the ability for citizens to receive proactive non-emergency alerts through their channel of choice. Citizens “opt-in” to alerts based on a number of topics from community events, event driven alerts, to notices regarding public hearings. By providing proactive, event driven alerts, governments provide citizens with enhanced levels of service (e.g. notification of school cancellation), while creating efficiencies by avoiding costly calls or face-to-face interaction. When requests are logged through Oracle’s call centers, citizens can track the status of the request through event driven notifications, limiting follow up calls from citizens.

Through packaged integration with Oracle Financials, cities and counties are able to provide citizens the ability to perform electronic payment, enabling local governments to recognize funds faster, while decreasing the internal costs associated with inputting citizen payments. In doing so, Oracle’s 311 solutions provide integrated analysis of service delivery effectiveness against cost accounting.

The screenshot shows the Oracle 311 web interface. At the top right, there are navigation links for 'Home' and 'Support'. Below this is a search bar with the text 'Quick Find' and a dropdown menu currently set to 'Service Requests'. A 'Go' button is to the right of the search bar. Below the search bar, there is a section titled 'Create Service Request' with a sub-header 'Create Service Request'. The text below reads: 'You can start creating a service request by selecting a request type or by using one of your saved service request templates.' To the right of this text is a 'Cancel' button. Below this is a section titled 'Select Request Type' with a sub-header 'Select Request Type'. The text below reads: 'To help us resolve your problem efficiently, please select the correct request type.' There are three options, each with a small image and a title: 'Abandoned Vehicle' (with an image of a car), 'Hazardous Street Condition' (with an image of a street), and 'Pothole Repair' (with an image of a pothole). Each option has a description: 'Report Abandoned Automobiles', 'Report about hazardous street condition', and 'Report about a pothole'. Below this is a section titled 'Use a Saved Service Request Template' with a sub-header 'Use a Saved Service Request Template'. The text below reads: 'You can also create a service request by using a service request template. After you select a template, its data provides default values for the corresponding fields of the service request that you are creating.' Below this text is a dropdown menu labeled '*Template' and a 'Go' button. To the right of this section is a 'Cancel' button.

Routing Automation

Oracle's 311 solutions are leading to more efficient allocation of resources by empowering employees to provide information regarding multiple government programs. With Oracle's automated branch scripting and industry leading workflow, employees are provided the tools they need to resolve and/or route a service request efficiently.

Oracle 311 is the only solution to provide packaged integration to Enterprise Human Resources and Financials. Integration into Human Resources enables the city/county to use the Human Resource system as the system of record in recording employee competencies and to utilize that system of record to automatically assign the right person to the right task or call. As a result, calls are routed to the agent best able to answer a request, providing faster call resolutions rates and increased citizen satisfaction.

Work Type	Count	Queue Name	Type	Count
Media	10	< Any >	Inbound Telephony	8
Inbound Telephony	8	Mayor	Inbound Telephony	1
Web Callback	1	Service	Inbound Telephony	1
My Inbox	1	Streets	Inbound Telephony	2
support	1	Traffic	Inbound Telephony	2
Queued Messages	0	unClassified	Inbound Telephony	2
support	0			
Advanced Outbound T...	0			
Basic Telephony	0			
My Tasks	0			
Service Request	8			
My Service Request	8			
Group Owned	8			
Escalations	0			
Personal List - Contacts	0			

Utilizing e-Government to Drive Process Re-Engineering

Progressive governments are using the call center to identify barriers to identify common service requests (e.g. building permits and requests for new electrical, plumbing and sewage lines), recognize barriers to self-service and redesign ineffective business processes. By utilizing Oracle scripting and workflow as part of Oracle 311, managers begin to monitor and categorize the types of requests coming into the center. As common requests begin to appear, employees are trained to cross-"sell" ensuring citizens obtain all the services they require. When barriers to self-service emerge (e.g. unclear instructions on a form, confusing portal workflows) managers utilize these insights to continually revise scripts and

workflows, changing not only citizen self-service workflows, but also ineffective internal business processes. By focusing on the needs of citizens, governments have the tools to continually evaluate and refine internal processes to obtain greater efficiencies while delivering quality service to citizens.

Effective Program Delivery

Oracle recognizes that efficient government does not equate to effective government. The next generations of 311 focuses on not only providing efficient government, but ensuring the services delivered are effective in addressing the current and emerging needs of the jurisdiction.

Manage the Entire Lifecycle of a Case

Recognizing 311 doesn't stop at the call center; Oracle 311 provides pre-built integration into Oracle's case management and field service. When a call requires onsite service, Oracle 311 synchs with a scheduling engine that sends the right people with the right skill sets to the right place (through GIS and HR integration). Oracle Field Service enables highly effective resource assignment and dispatch, while empowering remote workers with remote access to case history, blue prints, required parts and/or case information necessary to resolve the case effectively or initiate a repair request effectively and deliver optimal levels of customer satisfaction.

Through Oracle 311, case escalation is automated with configurable service-level notifications; rerouting cases when an employee is unresponsive or on vacation, providing executives greater insight into employee productivity. Because Oracle 311 tracks all assets and resources devoted to resolving an service request and/or managing a case, executives have insight into procurement needs, and the tools necessary for effective cost analysis, budgeting and planning.

Empower Employees With Consistent, Accurate Information

As use of 311 expands to encompass a broad range of services, governments must provide agents the ability to deliver information on an increasingly diverse number of requests. Oracle 311 allows employees and citizens to easily search or browse the online knowledge base for solutions to common requests, providing frequently asked questions, troubleshooting guides, and up-to-date forms and instructions. The knowledge base automatically learns from experience which items are useful to users in solving particular problems, increasing first call resolution rates and contact

center productivity, while freeing experienced agency staff to focus on complex cases.

The screenshot displays the 'Progress City Citizen Support' web interface. At the top, there is a navigation bar with links for 'Queued Work Selection', 'Automatic Work Selection', 'Manual Work Selection', 'Agent Dashboard', 'Home', 'Logout', 'Preferences', and 'Diagnostics'. Below this is the 'Agent Dashboard' header.

The main content area is titled 'Update Service Request: 30626 - Pot Hole Repair Request'. It includes a 'Cancel' button, an 'Actions' dropdown menu, an 'Assign to Me' dropdown, and 'Go', 'Save', and 'Apply' buttons. A note states: 'All dates and times are displayed in the America/Los_Angeles time zone. * Indicates a required field.'

The form contains several input fields:

- Request Type: Field Service (dropdown)
- Status: Open (dropdown)
- Problem Type: (dropdown)
- Resolution Type: (dropdown)
- Category: (dropdown)
- Item: (text input)
- Item Desc: (text input)
- Item Instance: (text input)

 A 'Create Instance' button is located next to the Category field. A summary bar shows '* Summary Pot Hole Repair Request' with a link to 'Additional Details'.

On the right side, there is a 'Customer Profile' section with an 'Update Contact' button. The profile information includes:

- Customer: MR. Joe Citizen
- Email: NULL
- Phone: (412)555-1212
- Current Time
- Language
- Open Requests: 4
- Critical Customer
- Service Level

Below the profile is a 'Search Knowledge' section with a 'Keywords' input field containing 'Pot Hole Repair Request'. It has radio buttons for 'Knowledge Search' (selected) and 'Advanced Solution Search', along with a 'Go' button.

At the bottom right is a 'My Links' section with a link for 'Web Conferencing'.

The bottom of the page shows a history section for 'Today - January 31, 2006':

- 06:00 PM - Smith, Rick
- Changed Owner: Smith, John To Smith, Rick
- 08:13 AM To 08:14 AM - Smith, Rick
- Phone Inbound Call
- Created Severity: No Value To Low
- Status: No Value To Open

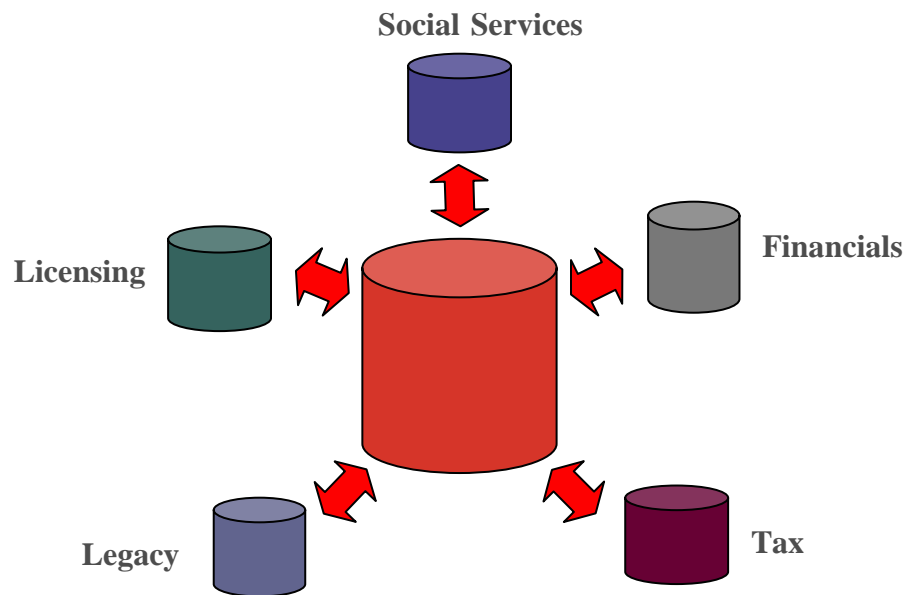
Deliver a Single, Accurate View of the Constituent Across All Agencies

In an effort to deliver the right programs to citizens, government employees must have an accurate understanding of the citizen; failure to maintain data accuracy results in decreased reimbursements, wasted government resources, or worse, as citizens get lost in the bureaucracy of government. Oracle Citizen Data Hub is a fully integrated citizen data management solution that centralizes, cleanses, and enriches your citizen data, continuously synchronizing with all data sources, to provide a single view of citizens needs. As new data comes in, agencies have a better understanding about all the agencies involved in servicing their client, reporting up to State and Federal agencies becomes more accurate, analytics become more valuable, employee productivity increases, and day-to-day citizen interactions are more effective.

A key benefit of the Oracle Citizen Data Hub is the creation of a single place for all citizen data, without disrupting existing system. Oracle's Citizen Data Hub reaches into existing systems (based on existing privacy policies) and provides a single, authoritative source of truth.

As the citizen data hub captures information and provides an accurate view of the citizen, managing access to that data is imperative. Oracle 311 provides role-based security, so while all data captured through Oracle 311 is housed in a single repository, access to that data at any given time in the workflow is restricted based on an individual's role maintaining compliance with agency privacy policies.

Implementation Benefits



Most 311 implementations are focused on addressing a single pain point; it's typically post implementation that government executives identify broader potential. Oracle 311 is licensed as part of Oracle's e-Business Suite. Local governments are only required to license those components they need to address immediate pain points (e.g. call center only). As 311 evolves, Oracle 311 is there to support the future needs of the jurisdiction (e.g. dashboards, iSupport, case management, field service) by simply turning on the license, eliminating future costly integration expenditures.

Oracle 311 provides local governments with the benefits of business best practices and the flexibility of custom built solutions. While Oracle 311 leverages industry best practices, the solution is highly configurable and readily tailored to city/county service delivery processes. These configurations are supported through upgrades,

dramatically reducing the need for customization while improving the total ownership experience for your government agency.

Conclusion

The next generation of 311 extends contact center functionality to deliver value to constituents, employees and executives. Governments cannot afford to invest in 311 solutions that focus solely on capturing non-emergency citizen request. Larger benefits are realized by utilizing 311 solutions as the basis for citizen focused government. Oracle 311 is the solution for managing constituent information to identify program efficiencies and deliver on the priorities of the administration.



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