

MODERN 311

Engage Customers | Empower Employees | Adapt Quickly

Is 311 the heart of your city, or is your service on life support?

45%
of citizens want it to be easier to find information¹

60%
want that destination to include both phone and online service options³

50%
want one place to go for answers²



Be a hero to your citizens with modern 311

Can you offer one-stop online service?



75% of citizens prefer to complete government transactions online⁴



86% want support 24/7/365⁵



7X increase in online 311 visits saves millions⁶



Make it easy for customers to engage with you

How empowered are your employees?



71% of service barriers are caused by lack of staffing and organizational support⁷



13% of agents touch same incident due to customer calling multiple departments⁸



22% more volume handled by 43% fewer agents due to efficiency gains⁹



Make it easy to serve customers

What holds you back?



19% of agencies say inflexible technology impedes better service¹⁰



20 average # of agencies duplicating services that could be merged into 311¹¹



\$10M in savings from consolidating agencies into single 311 destination¹²



Easily adapt to the needs of your organization

Why change at all?



90% of calls answered in 5 seconds¹³



87% first contact resolution¹⁴



45% drop in average handle time and 50% drop in cost per call¹⁵



Deliver a modern government experience

MODERN CUSTOMER EXPERIENCE means you



ENGAGE CUSTOMERS



EMPOWER EMPLOYEES



ADAPT QUICKLY

Start modernizing today: www.oracle.com/cx

1. Harris Interactive, Digital Government Institute, 2011
2. Accenture, "Build It and They Will Come?" 2012
3. Ibid.
4. Public CIO, "Next-Generation Government," 2014
5. Ibid.
6. Mayor Bloomberg Commemorates Ten Years Of Nyc311, The Nation's Largest And Most Comprehensive 311 Service, 2013
7. GovLoop, "Re-imagining Customer Service in Government," 2012
8. PricewaterhouseCoopers, "Transforming the citizen experience," 2012
9. Oracle Insight, "City of Sacramento: A 311 Success Story," 2009-2014
10. GovLoop, "Re-imagining Customer Service in Government," 2012
11. Air Force Total Force Service Center, NYC311, Regional Municipality of Halton, 2014
12. Oracle Media Network, "Montgomery County Improves Citizen Services with Siebel CRM," 2012
13. NYC311, 2014
14. Oracle Insight, "City of Sacramento: A 311 Success Story," 2009-2014
15. Ibid.