



Hamilton

INFORMATION REPORT

TO:	Chair and Members General Issues Committee
COMMITTEE DATE:	November 25, 2022
SUBJECT/REPORT NO:	Requirements for the Implementation of a 311 Customer Service Call Platform (FCS22058) (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

COUNCIL DIRECTION

On September 21, 2022, Item 13 of the General Issues Committee directed:

“That staff be directed to report back through the 2023 Capital and / or Operating budget processes as to the requirements for the implementation of a 311 customer service call platform.”

INFORMATION

The Call Handling review was directed by Council as an action under “Valued and Sustainable Services”, one of three strategic priorities in the City’s 2012-2015 Strategic Plan. The outcome of the review was to facilitate the consolidation of calls from the various departments and divisions to the Customer Contact Centre (CCC), thereby simplifying telephone access to City services and information via 905-546-CITY (2489). The analysis identified the opportunity to consolidate call volumes from service areas across the City including:

- Animal Services
- Building
- Tax
- Transit
- Water
- Waste

The CCC provides multi lingual, non-emergency information and access to City services from 8:30 am to 4:30 pm, Monday to Friday (excluding holidays) and City emergency

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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dispatch service (i.e. water main breaks, parking, animal control, etc.) after 4:30 pm and on weekends, inclusive of holidays. The CCC answers approximately 600,000 calls per year.

During the call consolidation process, the City introduced online service enhancements in the areas of bulk waste pick up, taxation, marriage licences and askCITY email management.

On September 21, 2022, staff were directed to report back through the 2023 capital and / or operating budget process as to the requirements for the implementation of a 311 customer service call platform (Motion GIC 22-018 – Item 13).

Given the successful completion of call consolidation in 2023 (inclusive of reserve repayment), staff would be in a position to undertake an investigation to implement a 311 customer service call platform which would replace the 546-CITY (2489) number. Both the 311 phone number and 546-CITY phone number will be active for a short period of time as many residents are familiar with the 546-CITY number. The transition to the 311 phone number would be supported by a communication strategy.

Implementation of the 311 phone number must follow the CRTC's Canadian N11 Notification and Implementation Guideline, which addresses the notification, planning and co-ordination of N11 numbers in Canada, as well as, the responsibilities of all entities involved.

Guideline requirements include:

- establishing agreements with all surrounding municipalities prior to proceeding with the 311 phone number implementation;
- notifying and consulting with all Telecommunications Service Providers operating in our 311 service area;
- providing documentation to the Canadian Numbering Administrator; and
- conducting a public awareness campaign.

The introduction of the 311 phone number provides residents an easily remembered number which will support an enhanced service experience for residents (for City services). All 311 calls will be answered by the CCC. Opportunities to leverage alternative channels utilizing an enhanced Customer Relationship Management (CRM) application will continue to evolve supporting seamless access to City services. An enhanced CRM application will also support operational efficiencies and enterprise reporting.

To support the call consolidation and with Council approval (Report CM13017 / FCS13098) in 2014, an on-premise CRM application was purchased. In 2021, the City

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was advised that the CRM application was nearing its technical end of life and will no longer be subject to technical updates. However, technical support will continue as per the agreement. Enhancing the CRM application will ensure the application's technical sustainability, as well as, support features such as expanded online services, improved back office work flow automation, shared knowledge, enterprise reporting and multi service channel integration.

Capital Project 3452357001 - Customer Relationship Management (CRM) – Upgrade represents the costs (\$600,000 in 2023) required to implement a 311 phone number and enhance the CRM application to support the implementation of a 311 customer service call platform. Approval of the capital project is necessary before staff can proceed. An enhanced CRM application will be integrated with other enterprise systems to provide a seamless service experience. Without this important CRM application enhancement, staff will be constrained in their ability to evolve the service experience for residents due to the technical status of the current CRM application.

For the implementation of a 311 customer service call platform, staff requires approval of Capital Project 3452357001. Upon securing capital approval, staff will initiate the implementation of a 311 customer service call platform. The implementation is predicated on the completion of call consolidation in 2023, compliance to CRTC's Canadian N11 Notification and Implementation Guideline to secure a 311 phone number, development of a communication strategy and the enhancement of the CRM application. This Capital Project will foster an enhanced seamless service experience for our residents across multiple service channels.

APPENDICES AND SCHEDULES ATTACHED

N/A

SD/dt