

VERINT.

How to Select Your 311 / CRM Software

A buyer's guide



Complex challenges, smart solutions

311 organizations strive to best serve their communities efficiently and cost-effectively, but that is easier said than done.

Citizens and decision-makers are demanding better, more agile services, greater productivity, and rapid change. In addition, fighting the pandemic has placed financial burden on governments across the world, resulting in increased pressure on local governments to enhance their efficiency, be even smarter about how they allocate their resources, and “do more with less.”

To combat these challenges, municipalities, local governments, and 311 response centers are reimagining their channel strategies—examining what communication modes best suit the needs of both their citizens and procedural requirements.



This buyer's guide will help you:

- Discover technologies available that can help tackle some of the most burning local government response center challenges.
- Assess CRM solutions based on your organization's needs.
- Find the right vendor to support you in your aspirations.

We hope this guide will help you to be better informed and inspired when planning the next step of your organization's digital transformation and setting the requirements, goals, and success factors.

To take pressure off front-line services and improve responsiveness, forward-thinking organizations are turning to technologies that can help them implement and boost the performance of their self-service channels. A well thought-out strategy has the capability to encourage and maximize the percentage of service requests that citizens can (and do) fulfill for themselves, releasing employees to focus on complex cases that demand their special skills—a trend known as “channel shift.” Organizations leveraging these technologies have seen significant benefits, such as:



Increased speed of service delivery by 400%¹



Online growth of 54%²



Customer satisfaction increased to 85%³

¹ Hertfordshire case study

² Brisbane case study

³ Edinburgh case study

Step 1: Buckle down and set your goals

Managing your organization's digital transformation, implementing the right strategy, and identifying the ideal partners to work with can be a daunting task. Keeping the desired end result in mind, however, can help you set clear project goals and articulate your success criteria clearly when looking for the right vendor.

Success may look different to each organization, but here is a list of common goals that public sector leaders have shared with us:

- Increase operational efficiency.
- Maximize channel shift.
- Optimize workflows, reduce process complexity.
- Improve citizen engagement, trust, and satisfaction.
- Deliver innovative citizen services that are accessible 24/7.
- Empower employees to do their best by providing them with modern, intuitive tools.

These are just a few examples of what the right technology partner can help you achieve. Read on to discover the transformational power of channel shift, the capabilities of automation, and what solution functionalities to look for when selecting your 311 software solution.





Step 2: Create a baseline – measure channel performance against your goals

Adopting a new mindset is a necessary precursor to any successful transformation. To help ensure the success of your channel shift strategy, you will need to set performance goals and KPIs against which you can monitor the performance of each communication and service channel.

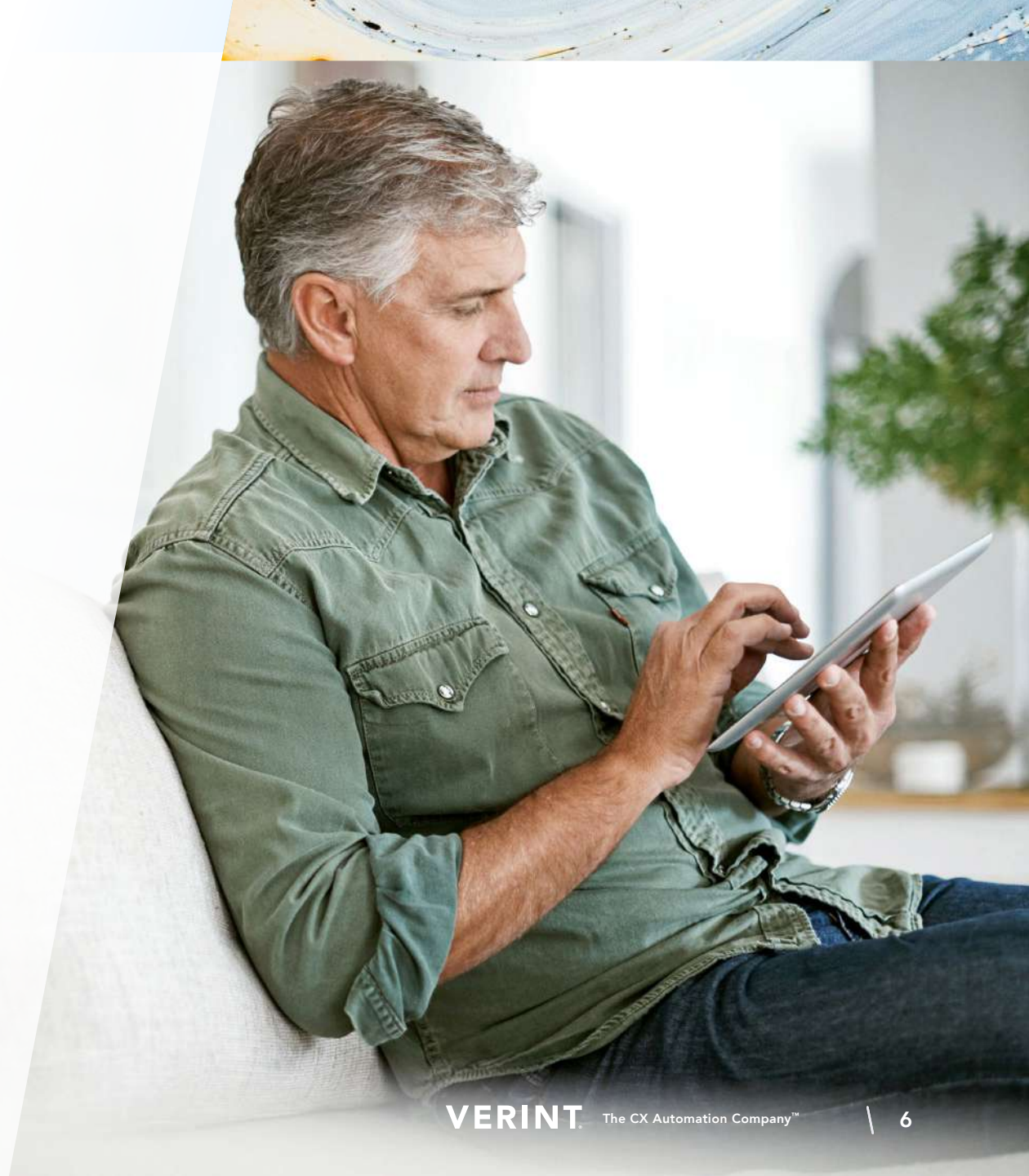
When setting your targets, be realistic and consider the distinctive nature of each service type. For example, for high-volume, routine requests—such as reporting a pothole—you can aim to get a high percentage of requests completed via your self-service portal. But, when it comes to requests related to more complex services, your self-service target can be lower.

Setting channel targets and measuring performance against your goals can help you spot and remedy performance issues, drive increased adoption for more channel shift, and adjust your citizen engagement strategy to align with ever-changing user behavior.

Step 3: Leverage new channels

The pandemic has driven huge expansion in digital communications. Many citizens who were formerly “digitally-excluded” are now regular users of social media and instant messaging apps. In addition, citizen expectations of service standards and delivery are increasingly influenced by commercial entities. Take advantage of this evolution by making more services available online for self-service. Now, more than ever before, they will be used. This can improve service quality and efficiency, as well as citizen engagement and satisfaction.

With the help of the right technology partner, you can reimagine your channel strategy and enable citizens to interact with your organization using the most efficient communication channels. Get it right and they will be able to start, stay informed about, and complete transactions easily through intuitive self-service platforms.



Step 4: Get down to business – selecting the right partner

Once your organization is aligned on the goals you want to achieve, it's time to assess the 311 / CRM solutions available on the market. In this section we have collected a few essential questions to consider before investing in a solution.

Key considerations when choosing a 311 / CRM solution:

Maximizing channel shift and improving efficiency

- Does the solution enable citizens to interact with your organization using the optimum mix of the most efficient channels—including a customer portal and social media apps?
- Once implemented, will the self-service channels be intuitive to use and enable citizens to complete transactions easily?
- Does the solution help you automate high-volume intake processes?
- Does it eliminate the need to re-enter requests between systems—easily integrating with back-office and fulfillment systems, to allow end-to-end automation and automatic updates?
- Does the solution guide your citizens (and employees) through process steps and provide them with progress notifications?

Delivering and continually improving citizen-centric services

- Is the solution capable of collecting citizen feedback digitally?
- Does the solution offer you tools and support to build new services from the citizen's point of view?
- Can the solution help you identify service issues to be rectified and addressed before they lead to costly complaint calls or damage your organization's reputation?
- What facilities are provided to monitor the performance of each channel and turn performance data into actionable insights?
- Does the solution help you give citizens more control over their data and preferences?

Realizing a quick return on investment (ROI)

- Does the solution allow you to build unique and sophisticated workflows and systems integrations without being dependent on the vendor?
- Does the solution enable you to build service capabilities, forms, integrations, and more that meet the specific needs of your organization?
- Can the solution be smoothly deployed and easily integrated with your existing systems?
- Can the technology vendor provide you with expertise gathered from a high number of successful projects?



This is going to hurt... isn't it?

Not necessarily. It's true that delivering channel shift and achieving a truly successful digital transformation of services is not a simple undertaking. Don't let anyone tell you it will be. Yet it needn't be daunting if you approach it in the right way with the right support.

With proven experience delivering key citizen engagement and service delivery tools to global customers, across all tiers of government, Verint® can be your trusted partner to guide you through your digital transformation and channel shift journey. Click on the tiles to learn how others have done it.



San Francisco 311 Enables Remote Work and Enhances Self-Service with Verint



The City of San Antonio Enhances Its Omnichannel User Experience with Verint



The City of Edinburgh Council Increases Customer Satisfaction from 70% to 85% with Verint

Get started with Verint for Citizen Engagement

With more than twenty years' experience delivering key citizen engagement and service delivery tools to global customers, across all tiers of government, Verint can be your trusted partner to guide you through your digital transformation and channel shift journey. Deliver digitally transformed customer services over a variety of channels, enable self-service via web and mobile applications and elevate channel shift to the next level, so you can:

- Improve citizen experience, engagement, and trust.
- Optimize your processes and reduce cost.
- Drive citizen behavior.
- Continuously improve of your services.

[Discover Verint for Citizen Engagement™](#)



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