



ROCK SOLID

CASE STUDY:

Cranbrook, BC

Cranbrook, BC Improves Customer Service and Generates Public Works Efficiency With Rock Solid

With a goal of improving citizen customer service, Cranbrook worked with Rock Solid to add mobile to 311. Cranbrook's app has not only improved engagement and customer service, but has added efficiency to internal processes and sped up service request resolution times.

CHALLENGES

The city of Cranbrook was looking for a way to better communicate with its citizens as part of a 311 call center initiative. The only way citizens could submit service requests was by calling a standard, non-311 number. Call takers would then add requests manually. This process often led to confusion between city departments and long hours spent on the phone transferring information.

Beyond that, this process made it difficult for city employees to complete requests. "We'd have a light out, and we'd try take a description from the caller on exactly where that light is. And we were forever sending out electricians to the wrong light, or to troubleshoot the wrong area," explains Tony Hetu, Deputy Director of Public Works for the city of Cranbrook. "Only so much information can be shared over the phone. And feedback on the completion of service requests wouldn't go back to the caller."

ABOUT CRANBROOK

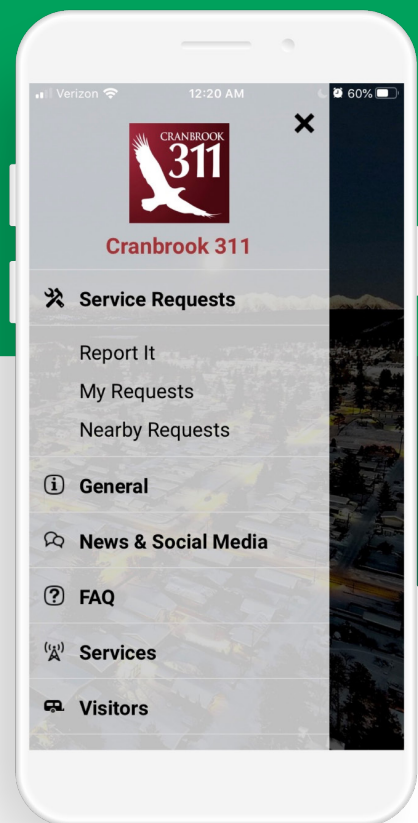
Location:
Cranbrook, BC, Canada

Population:
19,259

Products:
OneView Essentials

Integrations:
CityWorks

Customer Since:
2017



“

This was an investment in our city's customer service. But it's also quite obvious that the functionality of the solution has allowed us to improve resource allocation in other areas.

”

TONY HETU
Deputy Director of Public Works
Cranbrook, BC



SOLUTION

Today, Cranbrook partners with Rock Solid to provide a mobile citizen request solution for citizens and staff. Rock Solid's app and systems connect directly with Cityworks, Cranbrook's asset management system. This two-way transfer of information happens in real time and brings all mobile service requests into the city's existing workflow.

The Cranbrook 311 app has been available for download on the Apple App Store and Google Play Store since going live in 2017. It is free for citizens and easy to use to submit service requests or connect with city resources via smartphone.

For citizen engagement, Rock Solid helps Cranbrook connect with residents in a modern format--mobile. Hetu says, "Rock Solid helped us solve the mobile challenge. It connects with and populates our service request system without having to use a VPN for security. It helped us avoid that extra layer of security and simplified the system to avoid long-term IT involvement."

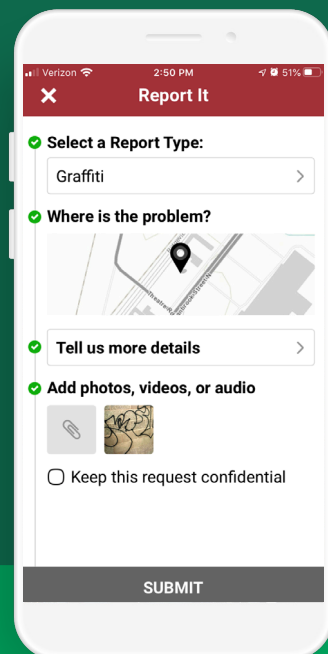
RESULTS

The city's original goals for their mobile app were around citizen customer service, but it provided more benefits than expected. Cranbrook's app positively affects customer service, internal processes, and operations.

- Better customer service means "closing the loop" for citizen service requests:** "What I notice is that it really closes the loop," shares Hetu when asked about the key benefits of the app. Citizens who submit service requests via the Cranbrook 311 app receive status updates as their requests are processed and completed. "When a 311 representative takes a call, that feedback doesn't get back to the user."

"We were looking for a better way to communicate with the public and something that would work with our existing service request and work order system, Cityworks."

TONY HETU
Deputy Director of Public Works
Cranbrook, BC



BY THE NUMBERS

36%
increase in Cranbrook
service requests resolved in
less than seven days

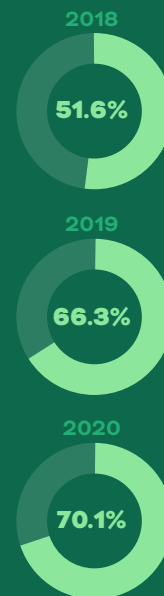
3+ HOURS/DAY
time off the phone given
back to managers

20%
of service requests
are mobile

2000
approximate service
requests per year

- The result of improving customer service?**
Fewer citizen complaints: Citizen complaints used to hit Hetu's desk 2-3 times per week. Now, he goes months without seeing a complaint. "Just the fact that there aren't many complaints coming across my desk is a good indicator about our customer success goals. The reduction in complaints is definitely notable."
- More detailed requests allow Public Works to allocate resources more efficiently:**
 "Prioritization of service requests is better in Cranbrook because the transfer of information is better. The fact that we get a photo, description, and exact GPS location with every request submitted in the app makes us more efficient. That's where we've saved a lot of time, and have been able to prioritize those resources elsewhere in the city," claims Hetu.
- Managers save 3+ hours of phone time every day, thanks to routing:** Because 311 requests include better information and automatic routing, Hetu and other managers saw their time on the phone drop from approximately 4 hours every day to less than 1. "The really nice piece is that the system automatically sorts requests and sends them to the right department head. That bypasses about 2 steps that we had before. It saves a lot of time," says Hetu.
- Reduced phone loads for 311 services:** 20% of all service requests came from the Rock Solid mobile app so far in 2020.
- Using a single tool across departments lets Cranbrook staff work as one:** "The app helped us bring other departments, like bylaws and community services, together into our 311 process so we were all using the same system. That was a positive change for us."
- 36% improvement in service request resolution times:** Throughout their relationship with Rock Solid, the city of Cranbrook has steadily improved service request resolution times. In 2020, nearly 3 in 4 requests are resolved within a week, compared to just over half two years ago.

PERCENT OF CRANBROOK SERVICE REQUESTS COMPLETED IN 7 DAYS OR FEWER



“I would definitely recommend Rock Solid. The way the project was managed, everything was on time and on task. It was a really great experience compared to dealing with some other projects.”

TONY HETU
Deputy Director of Public Works
Cranbrook, BC

CRANBROOK SERVICE REQUESTS BY SOURCE IN 2020



■ Cranbrook 311 app ■ Other

ABOUT ROCK SOLID

Rock Solid's OneView citizen engagement platform allows you and your constituents to work as one. Through our proprietary Microsoft Dynamics based CRM and Mobile Application PaaS, Agencies bring their citizens to one place for all service and information requests while seamlessly bringing the city's departments together to understand how why constituents are making requests through robust reporting and analytics dashboards.

Contact us for more information on how to improve citizen engagement in your community through innovative technology.

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