



# The Future of **Personalized Resident Relationship Management** And the Technology Available Now

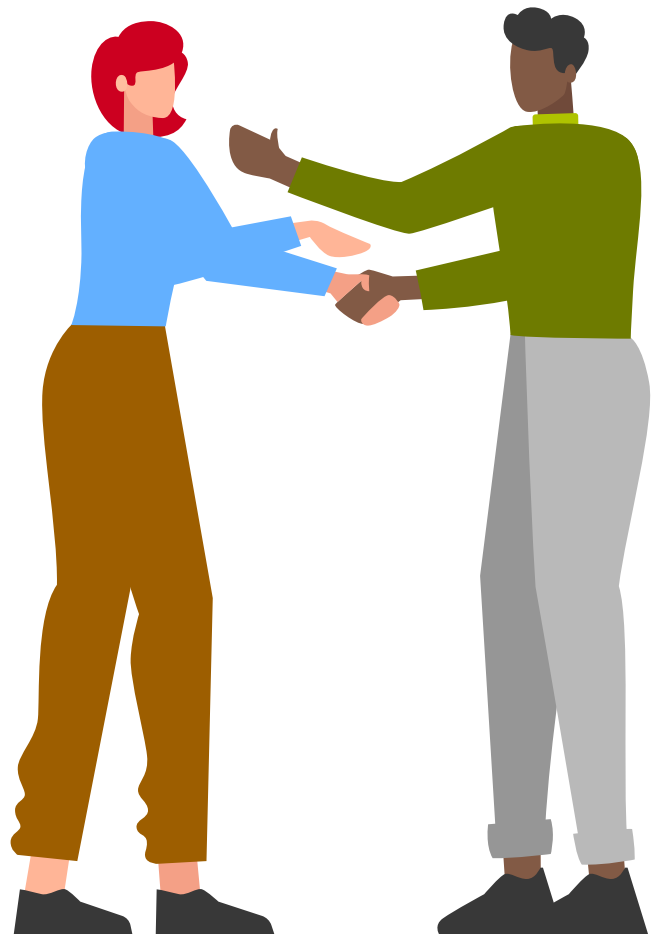


## INTRODUCTION

An effective resident relationship management strategy requires a personalized approach to solving residents' issues and completing work order requests. Why can't a one-size-fits-all approach work? The word relationship implies a two-way road of communication, trust, and dependence. You would never describe a good and healthy relationship between two people as impersonal or generic. The same applies to a resident-government relationship. Giving each resident interaction the personal touch of special care and attention paid to the overall experience is the future of successful resident relationship strategies for local government.

A healthy civic relationship isn't created overnight. It's something to be nurtured. Providing a resident with positive, impactful civic experiences while addressing their specific needs is the best practice of building your relationship with them.

Local governments are committing to digital transformation and continuing to convert services — formerly in-person or in-office — to an online format. Is it still possible to make each resident interaction feel personalized without a physical presence? We think yes — with the right technology. Implement the strategies outlined in the following pages can help.





## The Need for **Multi-Channel Messaging**

It can be a challenge to keep track of and communicate across all channels that residents utilize. Still, it's essential to meet your residents where they are, across all the communication channels that they most commonly use. The days of residents reporting an issue or making a request by walking into a public office as their first option for communicating are dwindling.

Today, residents can still stop in their municipal building or make a phone call, but more and more, community members are utilizing other digital means to share their thoughts and communicate with your municipality. Social media, email, text messaging, notifications, and sophisticated mobile apps are powerful and commonly utilized channels. Ensure you're considering all these channels to give the most residents the best possible experience accessing services and resources in a comfortable and familiar way.

Communication that feels like it was customized to meet a community member's unique needs and preferences will be more impactful. The most advanced 311 CRM and customer experience solutions integrate resident communications from all channels and deposit them into a single documentation and response management hub. Multiple communication streams funnel into a single messaging center within this model. Local governments can then find the greatest communication and engagement efficiencies, and residents benefit from the most transparency and expedited responses.



# Using Available Data To Create Personalized Experiences

A big part of a personalized resident civic experience is utilizing analytics, data, and reporting to guide you in exactly how you want to tailor communications and processes. This crucial information can help you plan announcements, highlight popular content, uncover resources that may be buried or underutilized, and more.

The information you can extrapolate from your digital tools — especially your 311 CRM software that is a direct window into the needs of residents — can potentially be the primary factor in creating personalized civic experiences for members of the community because it's some of the most relevant data about your residents' interests and needs. A few data-gathering features you want to be sure your 311 CRM solution incorporates are:



### **Performance Monitoring**

See which issues are reported most and measure the performance of your data-driven decisions, so you better understand how to tailor responses to user preferences.



### **Automatic Reporting**

Set up reports to be delivered automatically to key managers, so they know how to best contribute to your strategy of creating positive civic experiences through digital personalized interaction.



### **Budget Tracking**

Set appropriate resident expectations by knowing exactly where you stand in terms of a work order's cost of time, materials, and equipment. Providing realistic, transparent expectations, as well as detailed information and updates for residents, creates an exchange that feels custom.



### **Trend Watch**

Give residents a personalized experience by letting them know you see what's important to them in their specific neighborhoods. As you identify patterns, you can be proactive and focus efforts where they're most needed.



## The Power of **Real-Time Responses**

Residents are more connected than ever before, which means those passionate about maintaining the quality and cleanliness of their community can submit their suggestions and requests on the go.

The smartphone most residents carry every day can be a powerful channel to provide community members with a highly personalized civic experience. It allows residents to engage with their local government on issues and services impacting their community, wherever and whenever a user has something to report.

This ability to report an issue in real-time in a seamless and familiar way via 311 CRM mobile app, can be a major boost to engagement. If a user notices that a streetlight is out on an evening walk, the odds of them reporting that issue so it's promptly resolved increase if that resident can take advantage of a mobile channel to efficiently snap and attach a photo, tag the location, and add a description. The fact that the resident can then follow along with updates creates a continuous personalized relationship spanning the life of the work order. It makes it more likely a resident will return to engage again.





# Proactive Work Order Progress Updates

It's not enough to only respond to requests or field questions. Personalized experiences need to carry on throughout the progress of a transaction so users can ask questions and receive updates from the municipality on a work order. Imagine a downed tree limb in your alleyway blocking your car in your garage. When information only flows in one direction, a resident might be able to report something initially, but that's where the flow of communication stops. There are no updates and no opportunity to ask questions.

Progress tracking with automated updates allows you to maintain an extended civic interaction with a resident, ensuring everyone has the information they need when they need it. Over the course of the service request being carried out, the resident feels like they had an experience with their local government that was tailored to their needs.

## Automation

When you aim to create highly personalized civic experiences for residents, you might think that automation would work against that aspiration. That's not necessarily the case. While it may be a balancing act, much of the automation that exists is designed specifically to free up staff to focus on other complex problems and organizational initiatives or to spend more personalized time with residents. These automations can also help the overall organization strategy of providing self-service opportunities to residents that feel efficient and effective and tailored to their needs.

Whether it's a feature such as automated issue routing that sorts requests based on location or category or automatic management of duplicate requests, so residents don't feel like their time was wasted, your 311 CRM software should utilize time-saving automation that also contributes to your personalized approach to customer service.

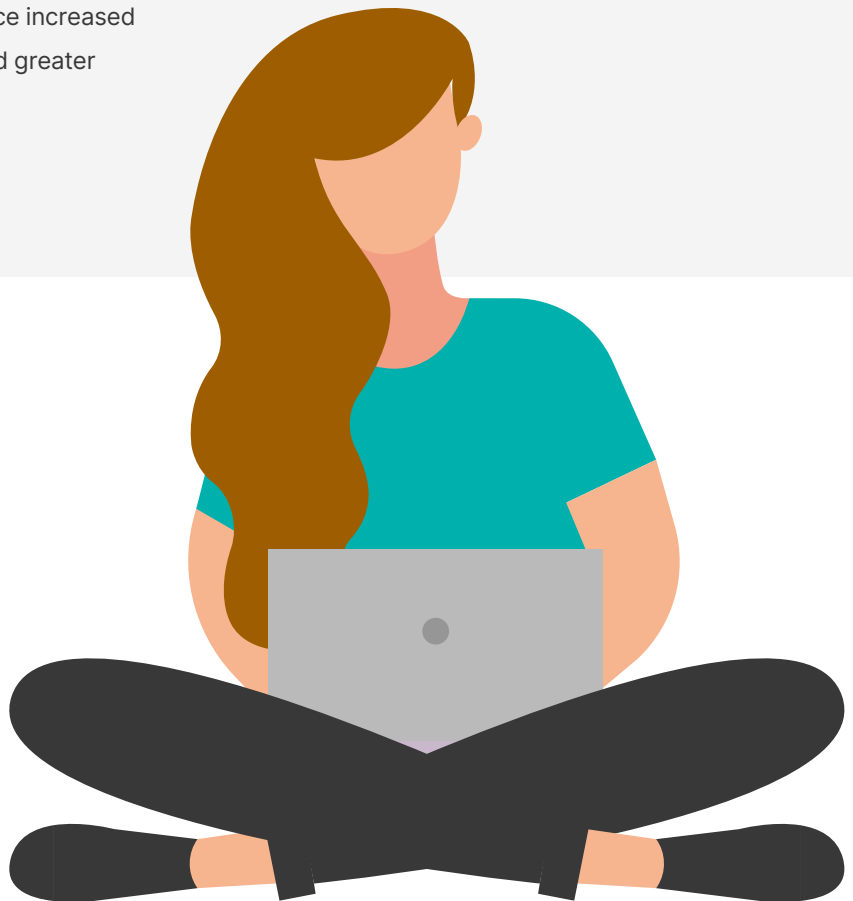




## CONCLUSION

A comprehensive 311 CRM solution can be a configurable, flexible workflow manager and communication tool to help you align your processes. Ensure that your resident requests aren't slipping through the cracks in a fast-changing environment. Focus on a service-oriented, resident-first strategy where you empower community members to have their voices heard.

Provide in-depth digital tools that help create an impactful civic experience through personalized interactions. These positive, tailored experiences produce increased engagement and revenue opportunities and greater levels of satisfaction in residents.





## ABOUT CIVICPLUS

CivicPlus® is a technology company focused on building trust in government by fostering consistently positive digital experiences for residents and staff. With over 12,000 global customers, CivicPlus solutions are used daily by over 100,000 administrative staff members and over 340 million people in the U.S. and Canada alone. For more information, visit [civicplus.com](https://civicplus.com).



## ABOUT THE SECLICKFIX 311 CRM SOLUTION

CivicPlus offers a comprehensive and robust 311, request management, and resident engagement solution that empowers governments to demonstrate their positive community impact, accountability, and responsiveness, resulting in greater resident appreciation and trust.

Our industry-leading request management system is easily integrable with the most widely used Esri and asset management systems to help governments receive, respond, and report on community issues and repairs.

Our solution also allows residents to submit feedback, questions, inquiries, and requests using the most common digital communication tools they already use daily—text, email, and phone. All messages are aggregated in a single system and associated with individual resident profiles for historical reference and administrative triage, assignment, resource management, and resolution.