

# Provo City Puts Service First

## **i** ABOUT



Provo City is a vibrant community in Utah with over 115,000 residents. It's home to the well-known Brigham Young University and a collection of museums. Provo is the principal city in the Provo-Orem metropolitan area, with a population of over 500,000. It is Utah's second-largest metropolitan area. The city is a focus area for technology development in Utah, with several billion-dollar startups.

The Provo City Municipal Government is committed to developing services to support businesses as well as the broader residential community. Technology played an important role in their service and support strategy, leading to a community that is more resilient, responsive, and safe.

## **!** THE CHALLENGE

The Provo City Municipal Team is responsible for fielding all calls and inquiries from the community. Provo City is unique in that they have their own dedicated power department and system. The City Call Center initially handled inquiries specific to utility related requests. When a broader initiative was created, the Call Center was moved to the mayor's office to serve a larger, more diverse role. Today, the Call Center handles all inquiries across utilities and municipal services, serving five different departments. The Call Center is open five days a week (while city workers have 4-day x 10 hours regular schedule).

In 2008, the Provo Team brought in Point of Business (PoB) as their solution to improve their internal IT service management and support. In 2013, Customer Service began using POB as their CRM. At the time, the former Director of Customer Service was eager to help the city become more citizen and customer service focused and recognized the broader value that PoB would bring as a Municipal Services solution. The Call Center team previously managed incoming calls and routing via manual processes and siloed tools.

Part of the key outcome of the change was to better track and understand the types of issues the municipality was receiving from its citizens. Existing manual email-driven processes were working for

### ORGANIZATION



### INDUSTRY

- ✓ State and Local Government

### FUNCTION

- ✓ Customer Service Call Center
- ✓ Municipal Departments

### PRODUCTS

- ✓ PoB Municipal Solutions
  - Citizen Relationship Management
  - Work Management
  - Self-Service Portal
  - Mobile Self Service App
  - Integration with Paymentus

### BENEFITS

- ✓ Streamlined workflow management
- ✓ Support across phone, web, mobile etc
- ✓ Easy access to information.
  - Comprehensive solution that's easy to administer onsite

low volume calls, but it would not scale, and the flow of information was inconsistent and often unreliable. Reporting was limited and there was no formal tracking mechanism in place. This impacted the visibility that department heads and the City Council required to understand the areas that needed attention.

The Call Center team asked some key questions to identify a solution that would meet their needs across workflow management, citizen resource management, telephone, and web-based solutions, reporting and tracking. What service level targets should be available for the various types of issues? How would the different departments track their inquiries, case load resolution and progress against goals? How can they improve decision making to optimize operational processes and performance? Is it possible to add a geographical view to identify hotspots or problem areas within the community?

The Customer Service team saw that PoB was a solution that would scale to improve citizen and customer service. The desired goal was to create an effective path of communication, particularly a digital connection, between the municipal workers and the citizens they serve.



## THE SOLUTION

The Provo City Call Center implemented PoB Municipal solutions in 2018 and found that they were able to improve their operations from initial call response to workflow management and enable citizens to self-serve via the web as an option. What started as a call center solution for service requests expanded to cover all municipal and field workers.

PoB Municipal Solutions included several modules. Citizen Relationship Management and Work Management were implemented to manage call requests, tracking work orders and reporting. The PoB Self-Service Portal was available on the website and integrated to the core modules. Half of the requests are via the online portal. This simplifies the process of providing information, uploading documents, and checking the status of work orders.

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**“We feel every interaction is an opportunity to build a better community. The PoB Municipal Solution has transformed how we operate and allowed us to focus on what is important – our people.”**

- Amanda Ercanbrack, Director, Customer Services at Provo City

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Provo City added the option for managing reservation requests such as Park Pavilion and Street Banner reservations which are high volume requests. Customer Services takes pavilion reservations for Parks & Recreation using PoB. PoB is unique in that it has a calendar for scheduling and can maintain the asset as required, including collecting fees via an integration with Paymentus. This solution helps everyone stay on the same page from the beginning to the end of the process.

Top requests managed via PoB include account registration/sign-on, Pavilion reservations, parking requests and streetlight issues. As PoB is a highly customizable platform, the solution was integrated with other applications.



## THE RESULTS

The Provo City 311 initiative significantly changed how citizen requests and municipal work was managed. Over the years, the move from a manual system to a citywide solution serving the needs of a broad set of residents and municipal workers was significant. Leveraging one location to centralize all requests allowed for a more efficient and accountable process. The data and reporting were improved. The productivity of the field staff was increased.

Over 5,000 inquiries are handled yearly across different channels (calls, web, email etc). The Customer Service agent has access to over 1,355 knowledge articles with information across a wide range of topics. Subjects such as how to get a bicycle license, where to buy football stadium tickets and even how to run for mayor are easily available to quickly respond to inquiries. Provo is a vibrant community, home to BYU, Rocky Mountain University Medical School, neighboring Utah Valley University, and other specialty colleges. As students and families move to the area, an additional 2,300 new citizen accounts are created annually via the self-service portal.

Over time, citizens grew to expect more. Transparency and ease of use were increasingly important and PoB supported an environment that allowed for easy engagement. Provo is a destination for vacation as well as for conventions. The city put up signs on one of the main streets leading to the convention center. The signs included a phone number and a QR code to easily request information. The result was a single, integrated solution that met the needs of customer service representatives, business management and field teams, and residents.

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**“For over ten years we have worked with the Serviceaide team. The focus on customer satisfaction and commitment to our success is an important part of our relationship. We are committed to PoB and exploring how we can continue to advance our solutions to better serve the city.”**

- Amanda Ercanbrack, Director, Customer Services at Provo City

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### About Serviceaide

Serviceaide is a leader in modern service and support. Serviceaide's vision is to transform service management, across ITSM, business, and customer service. Serving customers worldwide, Serviceaide applies breakthroughs in artificial intelligence, machine learning, and natural language processing to deliver better experiences, provide enhanced self-service and empower service owners. Serviceaide transforms service through digital labor conversations, automation, and knowledge.

