

FLORIDA LOCAL GOVERNMENT INFORMATION SYSTEMS ASSOCIATION
TECHNOLOGY ACHIEVEMENT AWARD PROGRAM



Name of Nominee: _____

Nominee's Jurisdiction: City of Tampa

Nominee's Title: _____

Nominee's Email: _____

Nominee's Phone: _____

Nominee's Mailing Address: 200 West Tyler Street

Nominee's City and Zip Code: Tampa 33602

Name of Person Submitting Application (Optional): Steve Cantler; 813-274-8293; steve.cantler@tampagov.net

- Jurisdiction Size:**
- Less than 30,000
 - Between 30,000 and 80,000
 - Over 80,000

- Award Category:**
- Leadership
 - Development

- Award Subcategory:**
- Demonstrated Leadership in Management of Information Technology Award
 - Best Application Serving a Public Organization's Business Needs Award
 - Best Application Serving the Public Award
 - Best IT Collaboration Among Organizations Award
 - Most Innovative Use of Technology Award

FLORIDA LOCAL GOVERNMENT INFORMATION SYSTEMS ASSOCIATION
TECHNOLOGY ACHIEVEMENT AWARD PROGRAM



TampaGov Customer Service Center

1. What business problem were you trying to solve by implementing this application?

Citizens are confronted with daily life issues and don't know which agency can help them. After assistance is requested, stakeholders want know what is happening. The TampaGov Customer Service Center empowers citizens with the capability to manage and track their service requests without regard to which agency delivers the assistance.

2. Describe the features, functionality and benefits of the project/application.

The TampaGov Customer Service Center provides centralized citizen access to four major areas: submission of service requests, opinions, recommendations, and inquiries; self-service payments; self-service public records research; and automatic redirection to non-City agency services. Citizens are provided with choices based on 450+ life events. Each request reflects the specific requirements and business language used by the service department responsible. When a request is submitted, the system generates a Tracking Number and an Access Key that the citizen can use to independently follow-up as needed to determining what actions have resulted. The system allows citizens to remain anonymous yet still provide two-way communication with City officials. The system routes the request to the responsible staff.

The request recipients are presented with processing actions customized to reflect the business responses appropriate for the request type. As actions are taken, features assist the staff in providing consistent, professional responses including the use of predefined standard replies. Actions are recorded, and the status of the request is updated as appropriate. The system notifies the citizen when actions occur, keeping them informed as their request is being processed.

The system also addresses management concerns, such as: "Did the request get to the appropriate employee?; Was a response made; was it timely, consistent, complete?; Are there conditions that need attention?." It aids in monitoring, managing, and reporting on the business communications. Real-time summary and detail statistics reports are available.

The TampaGov Customer Service Center greatly aids in the accountability objectives of the City administration. It gives citizens the capability to track the progress of their requests. It helps departments in meeting consistent customer responses, and it helps coordinate an

FLORIDA LOCAL GOVERNMENT INFORMATION SYSTEMS ASSOCIATION
TECHNOLOGY ACHIEVEMENT AWARD PROGRAM



integrated response even when multiple agencies are involved. And management gains immediate access to information improving communication monitoring and reporting.

Use of the TampaGov Customer Service Center saves citizens time in a variety of ways. Efficiencies result by reducing, or eliminating, telephone connect and hold time, or travel time to City offices, then possibly waiting in line, until a City employee is available. Efficiencies result by reducing, or eliminating, waiting time that occurs while a business analyst researches a request by providing direct access to government records. Efficiencies result by providing easier, faster access to accurate information that directs the citizen to the correct service.

Use of the TampaGov Customer Service Center saves City staff time in a variety of ways. Efficiencies result by providing self-service functions that completely eliminate employee involvement in business transactions. Efficiencies result by reducing, or eliminating, direct service requests as citizens are empowered to locate the specific information they want with minimal or no employee assistance. Efficiencies result by reducing, or eliminating, researching and redirecting citizens to the appropriate authorities, when a requested service need is not addressed by the office contacted. Counts are maintained for online service requests, online payments, online research sessions, and online referrals to other government agencies. The calculation for the number of hours of time saved for citizens and City staff are noted directly on the TampaGov Customer Service Center home page, and updated every 15 minutes to reflect actual conditions and use of the site. Using average wage/income rates, the monetary savings are readily determined. Specifically for 2007, the estimated savings were \$11,727,062.

Additional information regarding the time savings benefits is located at:

http://www.tampagov.net/about_us/tampagov/tampagov_savings_estimate.asp

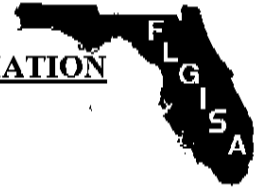
3. Describe the technology used to create the application.

This ASP application was developed using Microsoft InterDev and is delivered via an IIS web server with access to SQL databases.

4. Did the application extend or replace an existing system? If yes, provide a description of what was accomplished.

The application replaced all web site mailto communication links to public officials.

FLORIDA LOCAL GOVERNMENT INFORMATION SYSTEMS ASSOCIATION
TECHNOLOGY ACHIEVEMENT AWARD PROGRAM



5. How has the business process been improved as a result of the application? Provide data that demonstrates this improvement.

The improvements are noted in the response to Q.2 above. Further, citizen use of the Customer Service Center occurs 52% during normal business hours (M-F from 8am-5pm excluding holidays) and 48% during non-business hours. Prior to the implementation, the City averaged 10,000 messages via the web site each year. For 2007 via the facility, 39,896 unique requests were tracked, resulting in 99,841 employee actions.

6. What has been the economic benefit of the application?

As noted in the response to Q.2 above, the estimated savings were \$11,727,062 for 2007.

7. Who benefits from this use of the application?

Three groups benefit from this enterprise-wide initiative: citizens, City management, and the ~4,000 employees from 50+ agencies responsible for delivering the requested services. We receive numerous compliments on how business with the City has been streamlined:

"Congratulations on the new customer service center for Tampa government. It is an excellent idea and a big improvement. As a customer service manager, I know the difficulties that can take place, and you should be commended on this excellent effort." Peter Z (Tampa, Florida)

"Enjoyed using the correspondence system. It shows people that you are working on their problems or concerns in a timely manner." Wendell D (Little Rock, Arkansas)

"I love this new tool! Great job, City of Tampa! I am getting responses, replies and results! Excellent way to let your citizens communicate and keep track of what's going on! This is fantastic! And, as a neighborhood association president, this new tool will help me streamline my questions of the city on behalf of our residents." Emmy R (Tampa, Florida)

8. What is the current usage of the application; what is the population that is eligible to use it?

For 2007, 39,896 unique requests were tracked from a city population of ~334,550.

9. How has the application been marketed to end-users?

Numerous marketing methods have been used including PSA's on the city cable tv channel, discussions at Mayor's Town Hall meetings, and articles in community newsletters.

10. Provide a link to the application if available for external viewing.

http://www.tampagov.net/appl_customer_service_center/