Name: Department of Community Response (DCR) Customer 360

Completed: Fiscal Year 2024/2025

Goal Alignment:

INNOVATIVE - Transform the City's service delivery through new and creative solutions.

Summary:

The Department of Community Response (DCR) plays a key role in managing and responding to community-reported service requests related to homelessness. In collaboration with departments like 311 and Code Enforcement, DCR ensures that residents' concerns are addressed efficiently, transparently, and with care. Homelessness remains a prominent and sensitive issue for both council members and the community, making clear communication and accountability vital.

Historically, service requests were submitted through the 311 CRM system, where users had to manually select a specific "call type" when reporting an issue. This method led to several problems, including high misrouting rates, missed opportunities for multi-service responses, inefficient case management, and reduced transparency.

The upgraded DCR CRM system introduces a more streamlined, automated way to handle service requests. DCR and its partner departments are now better prepared to manage sensitive community issues more effectively and transparently. The new CRM process not only enhances accountability to council members and residents but also fosters trust through faster responses and clearer communication.

Benefits:

- **Automated Case Routing**: Manual "call type" selection has been replaced with a short, intuitive questionnaire. Based on responses, the system automatically identifies the required services and generates one or more cases, which are routed to the appropriate response teams.
- **Improved Coordination**: Multi-service requests are now captured at the outset, ensuring more holistic responses and reducing the need for reclassification.
- **Transparency and Accountability**: The system now provides requesters with regular updates and clearer visibility into the progress and status of their cases.
- **Operational Efficiency**: Staff resources are used more effectively, with reduced delays in processing and quicker resolution timelines.