



KCStat Follow-Up Memo
Customer Service and
Communication KCStat Meeting
June 20, 2017, 9:00 AM

Full presentation and link to video
(when available) can be found here:
<http://kcmo.gov/kcstat/meetings>

Live-tweet stream can be found by
searching Twitter for #kcstat

The Customer Service and Communication KCStat meeting on June 20, 2017 focused on reporting progress toward the objectives outlined in the Adopted 2017-2021 Citywide Business Plan (see Section 5 below). Major discussion points and follow-up items that arose at the meeting are summarized below. For questions on these items, please contact Julie Steenson (julie.steenson@kcmo.org or 816-513-6568).

Major Discussion Points From Meeting:

1. Benchmark data on citizen survey demonstrates the importance of considering the local and national context. In the areas of customer service and communication we are generally at or above national averages.
2. In areas where the city has invested in communication, resident survey results reveal higher levels of satisfaction over time and an increase in use:
 - a. **AlertKC campaign** highlights the benefit of paid media. There was a significant increase in subscriptions, which will help in sending text communications about emergency situations and city services.
 - b. **Website investments** seem to be driving use; City Planning has seen a significant increase in hits to their webpages due to an active Public Information Officer who uses web traffic patterns to determine appropriate content for the CPD page.
 - c. **KCMore** is a popular method for communication and investment in mailing twice per year appears to be moving satisfaction in a positive direction. (44% for FY2017)
 - d. **Graphic design** staff have been nationally recognized for their work on campaigns like Bike KC
3. Employee Recognition picnic will be at Worlds of Fun again based on positive feedback from employees. Tickets will be at a discounted price and efforts are under way to publicize to employees, especially field staff.

Follow-Ups for Departments (to report back at a future KCStat Meeting):

- City Communications Office
 - Consider ways to highlight awards received by the city; how can awards be incorporated into overall communication strategies
 - Consider standards that ensure consistency when using social media live streaming services like Facebook Live
 - Examine webpages on E-tax and contract bidding for clarity

- 311/Customer Service
 - Bring results from CEU class surveys to a future KCStat
 - How do we target customer service efforts to the departments with the lower ratings of customer service on ElevateKC?
 - Distill ElevateKC results from 2016 into very specific recommendations based on the data and provide to the City Manager (OPM)
 - The 311 Call Center is in the process of examining benchmarks for their metrics. 311 will attempt to update metric targets to be more in line with public sector 311 operations. Original benchmarks were established based on private sector call centers; KCMO 311 is not trending poorly against those benchmarks, but it may be best to identify and align to public sector call centers that have been established after the launch of KCMO 311.

Next Meeting for Customer Service and Communication KCStat:

TBD 2018 – this topic is covered annually at KCStat

Objectives: The following objectives from the Adopted 2017-2021 Citywide Business Plan are:

#	Objectives relating to Customer Service	Target Timeframe
1	Implement established customer service standards that can be applied across all departments	April 2018
2	Require all departments to identify customer expectations and perceptions and measure satisfaction via feedback tools such as surveys	April 2018
5	Expand customer service and communications training for existing employees through Think Zoom and other channels.	Ongoing
#	Objectives relating to Engagement and Communication	Target Timeframe
3	Execute the strategic communication plan in support of the Citywide Business Plan	April 2018
4	Continually seek innovative and creative ways to connect and communicate with the public and staff while applying an integrated and strategic approach to all communication efforts	Ongoing
6	Expand resident engagement in the Citywide Business Plan and budget review processes	April 2017
8	Establish a process to identify public health and public safety issues and create campaigns to improve awareness and availability of resources by creating one Public Safety Announcement (PSA) per quarter and providing training opportunities for citizens	November 2017
#	Objectives relating to Transparency	Target Timeframe
7	Make information about the City's performance, operations, and financial condition more transparent, user-friendly, and understandable to elected officials and the public	Ongoing