

# CityLink 311



# The Mission

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**Shantell Neal McClam, Director**



The mission of CityLink is to improve citizens' access to information and non-emergency city services, while delivering excellent customer service. CityLink will handle all calls with a goal of One Contact Resolution to ease the burden for citizens unfamiliar with the structure and responsibilities of city departments.

# How Do We Support the City of WS?

- Ease of Access
- One Contact Resolution
- Questions Answered
- Service Request Created
- Improved Response Time
- Seamless Government



# More About Us



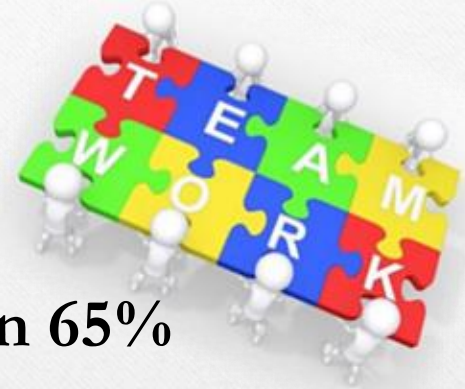
## Operating hours

- 7:00 a.m. – 7:00 p.m. weekdays
- 9:00 a.m. – 5:30 p.m. weekends
- Closed all holidays except Good Friday and the Day after Thanksgiving
- After-hours call center available to handle emergency issues

## 25 Full Time Staff

- 16 Contact Center Representatives
- 3 Senior Contact Center Representatives
- 6 Support Staff members

# Teamwork Is Essential



- City Link supports 32 City divisions
- Service requests created:
  - **City/County Utilities Division 65%**
  - **Sanitation Division 11%**
  - **Non-City Services 6%**
  - **Planning 2%**
  - **All other departments 16%**
- Call volume typically exceeds 350,000 each year:

**FY2018**

351,947

**FY2019**

426,742

**FY2020**

422,780

# Contacting City Link

- Call 311 or (336)727-8000
- E-mail [citylink@cityofws.org](mailto:citylink@cityofws.org)
- CityLink 311 Mobile App – Apple & Android Smart Phones
- To Live Chat or submit a request online.  
Visit the City's New webpage: [www.cityofws.org](http://www.cityofws.org)



Pay Bills



Alerts



Agendas



Jobs



Leaf Pickup



CityLink

City Link's user friendly page:



Submit A  
Request



Live Chat

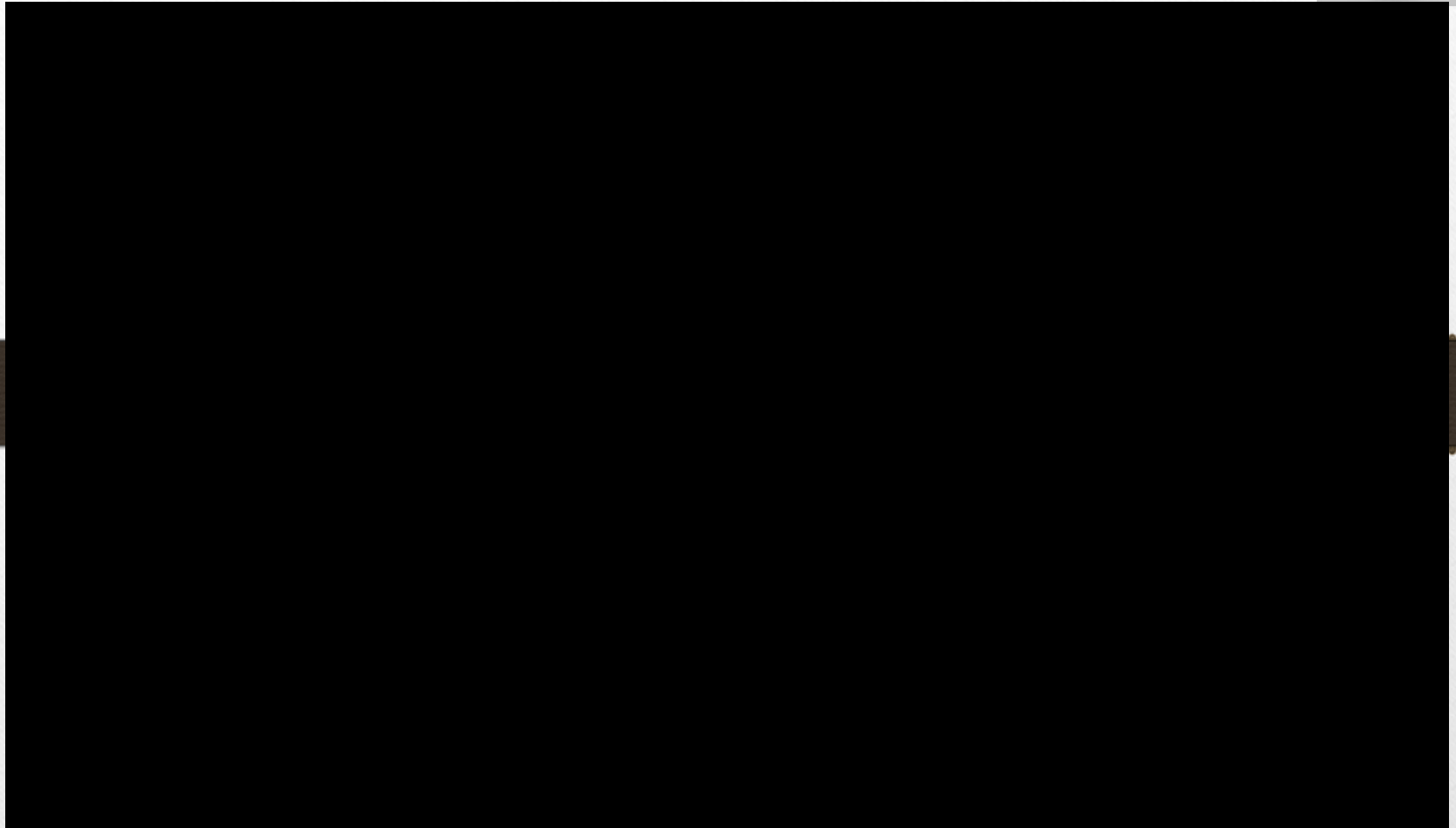


Pay My Bills



Mobile App

# Virtual Tour of City Link 311





# Hot Topics



- City Link Community Outreach
  - 3 Fulltime Bilingual Positions
  - Agent on Duty
- Courtesy Call Back Feature
- New Customer Relations Management System (CRM)
  - Customer Account based, user friendly
  - Allows customers to check on the status of their requests

# Quality Monitoring Session

Recorded Call Review

Discuss Call Flow Guidelines



# Making a Difference



International Festival



One Team



Network & Innovate



Recognition



Giving Back



Community

# Questions ???

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