



Maximize the benefits of 3-1-1 Customer Service Request (CSR) with field mobility





As the people who ultimately pay the bill for city and county services, your taxpayers are some of the toughest customers around. And every day, cities receive thousands of requests from citizens for non-emergency services. Motorola's PremierOne™ Customer Service Request (CSR) application is already in use in many major cities across North America to expedite call handling and the dispatch of work orders to the field workforce, improving the speed and quality of service for non-emergency issues inside the four walls. Now, you can deploy a field mobility automation solution to extend those benefits outside of your four walls, streamlining the execution of work orders out in the field — reducing costs, improving time-to-resolution and greatly increasing the satisfaction of your constituency.

Building on 3-1-1 CSR to further improve operational efficiencies...and constituent satisfaction

Every day, major cities across North America use the Motorola PremierOne™ Customer Service Request (CSR) application to respond to calls received through 3-1-1 and other non-emergency phone systems. PremierOne CSR provides a central, flexible system that enables citizens to contact government agencies easily — via phone, email, or the Web — to report problems, request assistance, or simply get information.

When constituent calls are received, PremierOne CSR allows call-center operators to quickly locate requested information and coordinate with one or more municipalities or government agencies to resolve issues. When these non-emergency calls require a field response, such as a fallen tree that threatens power lines, PremierOne CSR enables operators to create an electronic work order that can be easily tracked from initiation through resolution — regardless of the number of agencies involved.

In addition to being able to process more inquiries in less time, the improved call-center productivity enables municipalities to better utilize the city's field workforce. The ability to rapidly mobilize field response helps reduce costs, improve response quality, and speed time-to-resolution, greatly increasing the satisfaction of the constituency.

However, today's CSR implementations may still rely on paper-based processes for a significant portion of work. For example, field workers may report into the office in the morning to pick up printed work orders, and return at the end of the day with the completed handwritten forms. These paper-based processes create inefficiencies that ripple throughout the entire 'chain of service' — from PremierOne CSR users in the call center to the field workforce. Field workers completing handwritten work orders that must then be entered into the computer at the end of the day waste time on administrative paperwork that could be spent actively resolving cases. In addition, data is more prone to error, either from legibility issues or keying mistakes. Additional time spent on paperwork required to coordinate with other agencies can further reduce service levels. And the lag time between when work is completed and when it is visible in the system negatively impacts cycle times and perceived service levels. The resolution might be reported to your citizens more than a full day after the situation was actually resolved. A field mobility solution can address these issues, allowing government agencies to improve operational efficiencies — and further increase the value of the PremierOne CSR solution.

Boost the power of PremierOne CSR with field mobility

As the people who ultimately foot the bill for city and county services and the maintenance of infrastructure, taxpayers are some of the toughest customers around. When it comes to addressing community health and safety concerns — such as a malfunctioning stoplight, a broken water main or an unsafe abandoned building — constituents demand fast response and even faster resolution.



By boosting the power of the PremierOne CSR system with a field mobility workforce automation solution, CSR's reach breaks through the walls of government departments and into the field. Workers benefit from real-time access to the information they need to make smarter decisions faster — and resolve issues sooner. Now, supervisors can easily monitor work loads, customer service agents will know the moment a case has been resolved, and dispatch can dynamically view maps in CSR to monitor crews in the field, locate and assign the right crew to a new work order and more.

By providing field workers with a handheld device offering rich integrated voice and data, governments can effectively streamline the entire resolution process — from the time a call is received in the call center through to issue resolution out in the field.

With mobility, field workers have the tools needed to act on the spot to solve the citizen issue — without the need to return to the office for information during the day or to enter information collected in the field into the computer at the end of the day. The tools of the office are now in the hands of your workers out in the field, providing access to information in your computer systems, the ability to transmit real-time information to your computer systems and a constant connection to co-workers, supervisors and more. The result? Mobility makes field processes more productive and efficient, reducing CSR cycle times — and allowing state and local agencies to realize the full productivity benefits of the world-class PremierOne CSR solution.

The perfect bridge between your call center operators and your field workforce: Motorola's MC75



Motorola's MC75 Worldwide Enterprise Digital Assistant (EDA) is the perfect mobile device to complement the PremierOne CSR solution, providing the seamless connection and comprehensive toolset required to take the CSR-enabled solution to the next level. With the MC75 in hand, the field workforce has the functionality of a cell phone, integrated GPS, an enterprise-grade mobile computer, a bar code scanner, a 2 megapixel high-resolution color digital camera and push-to-talk capabilities — all in a single, rugged handheld device that is truly built for day-to-day work in the field.

This robust device offers support for 3G broadband cellular networks, providing the speed and bandwidth to support the fast, secure transfer of information to and from the field for both phone calls and data — including transmission of images and video. Its large color 3.5" VGA screen offers four times the resolution of QVGA solutions — making it ideal for viewing detailed maps, video, web pages, schematics — even in bright sunlight. GPS capabilities enable location-based services, such as turn-by-turn directions, providing the fastest route to a destination or an alternate route to avoid a traffic jam — helping field workers to stay on schedule. And with additional storage capacity via a user-accessible memory card slot, agencies can enable field access to complex database-driven applications or applications that may involve the storage of large files, such as photos.

Field workforce multiplier

The MC75 delivers benefits to the many types of field workers found in government agencies. With the MC75 in hand, your mobile workforce is now:

- **More accessible.** Call center staff and field workers are in constant contact by whatever communication method is preferred — phone, email, text, or push-to-talk.
- **More agile.** Since GPS and dynamic mapping technology are integrated into the handheld mobile computer and the CSR solution, dispatch can now reach workers in the field as well as monitor the location of the field workforce. Armed with this knowledge, dispatchers can dynamically route workers throughout the day to accommodate the many changing priorities as calls continue to come in around the clock. Dispatchers can quickly and easily locate the closest worker with the right skills and toolset to respond to a more urgent call — for example, a downed tree that is blocking the road. As a result, not only is response time improved, but mileage is also minimized, helping reduce fuel costs as well as minimizing wear and tear on your vehicle fleet.
- **More accurate.** The built-in GPS capability of the MC75 allows field work crews to easily and accurately report the locations of problems when creating new service requests. Using the GPS information captured in the field, the PremierOnce CSR application can then geo-code the request and assign accurate street address information. Work crews no longer need to search for the location of the problem, improving resolution response times.

- **More informed.** With the MC75, field workers enjoy real-time access to 311 applications. Workers can easily tap into the information needed to best tackle the job at hand, right at the point of work. For example, a worker repairing a water leak might check maintenance records and determine that the problem has occurred several times in the recent past. Armed with that insight, workers conduct a more thorough investigation to locate the true root of the problem.
- **More efficient.** With the tools in hand to act on the spot, process bottlenecks that drained time out of the workday are eliminated. Workers no longer need to waste time on a multi-step process to collect data via pen and paper, only to have to return to the office to enter that data into the computer. With a mobile computer in hand, the information can be captured quickly and accurately, automating as many of the fields as possible through drop down menus, bar code scanning and more. The ability to collect and transmit data in real time effectively condenses the steps in your business processes, freeing workers to get more done during the day. And since a worker's territory may be an entire city or county, integrated best-in-class GPS capabilities helps workers stay on schedule with turn-by-turn navigation that can even help circumvent a current traffic jam.

Achieve new levels of customer service excellence with true mobility

When you boost the power of your PremierOne CSR system with mobility, your field workforce can deliver smarter, faster, and better resolution of non-emergency community inquiries. This flexible, proactive response system can significantly improve the quality of life within your constituency, and deliver a superior customer experience for all types of service calls — from a request to tow an abandoned vehicle, to removing debris that is blocking a roadway, to addressing an instance of animal abuse. The following are just a few of the scenarios your 3-1-1 callers report every day — illustrating how a field workforce mobility solution can magnify efficiency gains in your PremierOne CSR.

Animal Control

When a caller reports a case of animal abuse, time is of the essence. In order to protect the animal from further harm, Animal Control staff must be

dispatched to the scene immediately. Since the GPS functionality in the MC75 can be integrated with event mapping technology to display field unit locations in the CSR MapViewer, call center operators can easily locate and dispatch the worker closest to the address in question. The ability to arrive at the scene in minutes instead of hours allows workers to often catch the abuser in action. The field worker completes a mobile CSR electronic application form to process the incident while on



the scene — eliminating paper. The high-resolution color autofocus camera allows the worker to capture undisputable photographic evidence of the crime, including proof of the extent of any injuries to the animal as well as an image of the accused abuser. In addition, the GPS system can also embed accurate proof-of-location information into the photograph or any other data file, known as geostamping. The report, complete with images and geostamp, can then be transmitted back to the PremierOne CSR system in seconds, enabling the call center operator to follow up with the original caller and update or close out the case.

Street Maintenance

In cases of road or curb damage, a site assessment can be conducted quickly and accurately using a series of drop-down menus on an electronic form, eliminating the delays and errors associated with the completion of a multitude of paper forms. The integrated high-resolution color camera enables workers to capture “before” and “after” images of the damage and repair, and geostamping can confirm that the repair was made at the correct location, and in a timely fashion. With mobility, workers can be dispatched promptly to a site, resolve an issue and wirelessly transmit the associated case data directly to the CSR system. The resulting process efficiencies allow the same number of workers to process more work orders per day. And the resolution of the issue is visible in the system within seconds of completion.

Public Safety

Broken or malfunctioning traffic signals, street lights, fire hydrants, or other city or county-maintained fixtures can put citizens in danger. The MC75 helps governments speed resolution of these emergency issues by providing visibility into the real-time location of work crews as well the parts and tools that are on board the vehicle. The ability to integrate GPS technology with the dynamic mapping function in the PremierOne CSR Map viewer enables dispatchers to see where crews are at any point in time during the day. Bar code scanning allows workers to scan the bar codes on the tools and parts in the truck before leaving the yard — and integration between CSR and departmental inventory and parts management systems provides dispatchers with a real-time view into the inventory on each vehicle. Now, in response to an urgent issue, dispatchers can quickly and easily identify and dispatch the team that is not only closest to the site, but also has the right tools and parts on board. As a result, the job can be completed with just one service call, enabling faster resolution as well as eliminating the high cost of additional service calls.

In addition, as parts are used, a quick scan of the bar code provides the warehouse with the real-time visibility to inventory, required to issue timely re-order and protect against theft. When the job is done, workers can snap a quick photo, complete with a geostamp that records location and time, providing proof that the right item was repaired in a timely fashion.

Code Compliance Violations

The MC75's real-time communications can also help agencies protect the health of their communities.

For example, a health inspector can remotely access the history of a specific restaurant before entering the facility to check for any open violations and prior complaints, providing rich information to maximize the effectiveness of the onsite visit. The ability to complete and submit forms on-site — and attach undisputable photo and video documentation of kitchen and other facility conditions — helps discourage business owners from challenging allegations. And since inspectors are more productive, they can perform more inspections per day, better protecting residents from food-borne illness or other contamination.

Better utilization of workforce, assets, and resources

By combining the MC75's state of the art mobility features with PremierOne CSR, processes required beyond the four walls to address CSR calls are streamlined, truly maximizing the time workers spend in the field. Your workers can spend more hours on critical tasks and can complete more tasks per day, leading to faster service...and happier constituents. By combining the strengths of these two solutions, government entities can:

- **Get more from the existing workforce:** Process more work orders per day to reduce staffing costs in growing communities.
- **Increase speed and quality of service:** Provide rapid response and fast resolution to calls, improving constituent satisfaction.
- **Better utilize the vehicle fleet:** Decrease daily mileage, extend vehicle life, and reduce wear-and-tear through dynamic routing.
- **Reduce costs:** Better utilization of the workforce helps control staffing costs. Better vehicle utilization reduces fuel and repair costs. The ability to provide field workers with a single mobile device instead of multiple devices (such as a cell phone, a laptop and a GPS unit) reduces

capital expenditures. And fewer devices to purchase translate into fewer devices for IT to manage, reducing operational costs.

- **Improve the quality of data:** Since data no longer has to be handled twice — first captured on a paper form and then entered into a computer — the opportunity for errors is reduced, improving data accuracy. In addition, photographic evidence — snapshots and videos — provides reliable proof of service and proof of condition. And GPS data helps to validate the location of a problem and provide a geostamp of time and place, documenting without any doubt when and where service was completed.
- **Improve the return on investment (ROI) for PremierOne CSR 3-1-1 solutions:** Extend the power of the call center to field workers by giving them real-time access to the main database, enabling them to seamlessly exchange information with dispatchers so that all staff can make smarter decisions around response calls.
- **Improve field force management:** The rich information set that can be collected by the MC75 provides managers with the data needed to better manage the mobile workforce. Proof that service was completed along with the time of service allows managers to ensure that tasks were completed properly, on time. Laggards are easy to spot, no longer able to conceal non-productive time during the workday. High performers are easy to spot, ensuring ample reward for a job well done. And real-time visibility into staff activities throughout the workday allows managers to ensure adequate personnel is always on staff to meet fluctuating daily demands.

For more information

For more information on how you can leverage Motorola's MC75 to get more out of your PremierOne CSR solution, please visit us on the Web at either www.motorola.com/mc75, <http://www.motorola.com/Business/US-EN/Business+Product+and+Services/Dispatch/Customer+Service+Request> or contact your local Motorola authorized partner.

About Motorola Enterprise Mobility Solutions

When you choose Motorola for your government mobility solutions, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as firsthand experience in virtually every size business in nearly every major industry. Every day, governments all over the world count on Motorola enterprise mobility solutions to maximize employee effectiveness, improve customer service, and increase supply chain efficiency.

Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end solutions that offer the simplicity of a single accountable source — regardless of the number of vendors involved. Our comprehensive product offering includes:

- Rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options
- Business-class smartphones
- Rugged two-way radios for always on voice communications
- Private wide area and local area wireless network infrastructure to deliver wireless connectivity to workers inside and outside the four walls — and to network multiple business locations
- A complete line of RFID infrastructure, including fixed, mobile, and handheld RFID readers, as well as channel partners who can provide any type of tag suitable for any type of environment
- A partner channel delivering best-in class applications
- Motorola's Mobility Suite, which enables central and remote management of every aspect of your mobility solution
- A complete range of pre-and post-deployment services to help get and keep your mobile automation solution running at peak performance every day of the year



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