



311 Resident Services Updates

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Concerns**

City of
MEMPHIS

What have we accomplished and where are we going?

2025

- Hired a new 311 Call Center Manager
- Implemented staggered lunches ensuring the call center is always accessible during business hours
- Conduct weekly agent feedback sessions to promote collaborative problem-solving and coaching
- Review and analyze data to identify percentage of service request types that drive call volume and top 3 Divisions attributing to call volume
- Develop escalation playbooks and scripts for call center staff

2026

- Strengthen data quality and operational insight
- Elevate citizen communication and education
- Deepen cross-divisional collaboration
- Advance system modernization
- Strengthen workforce capability and consistency



Two-Lane Strategy

1

Improve the current 311 systems

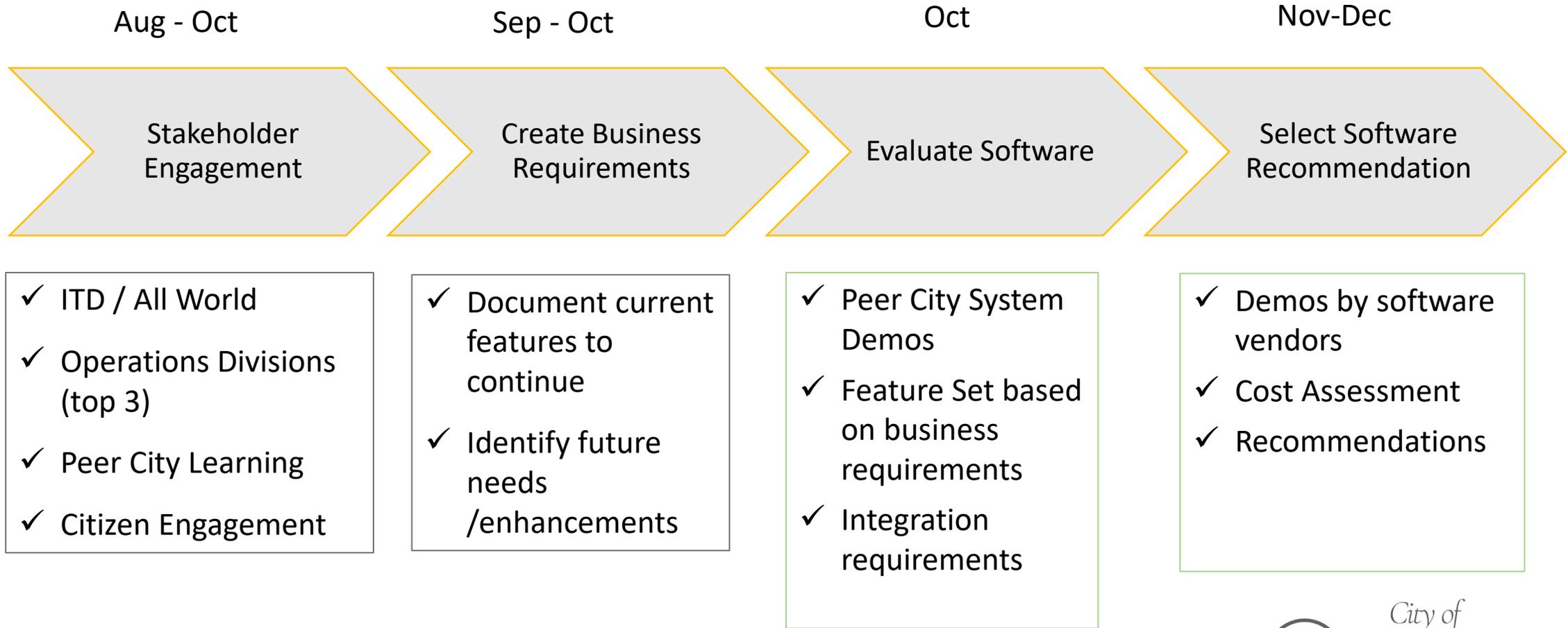
2

Look for a replacement system

Current System Improvements

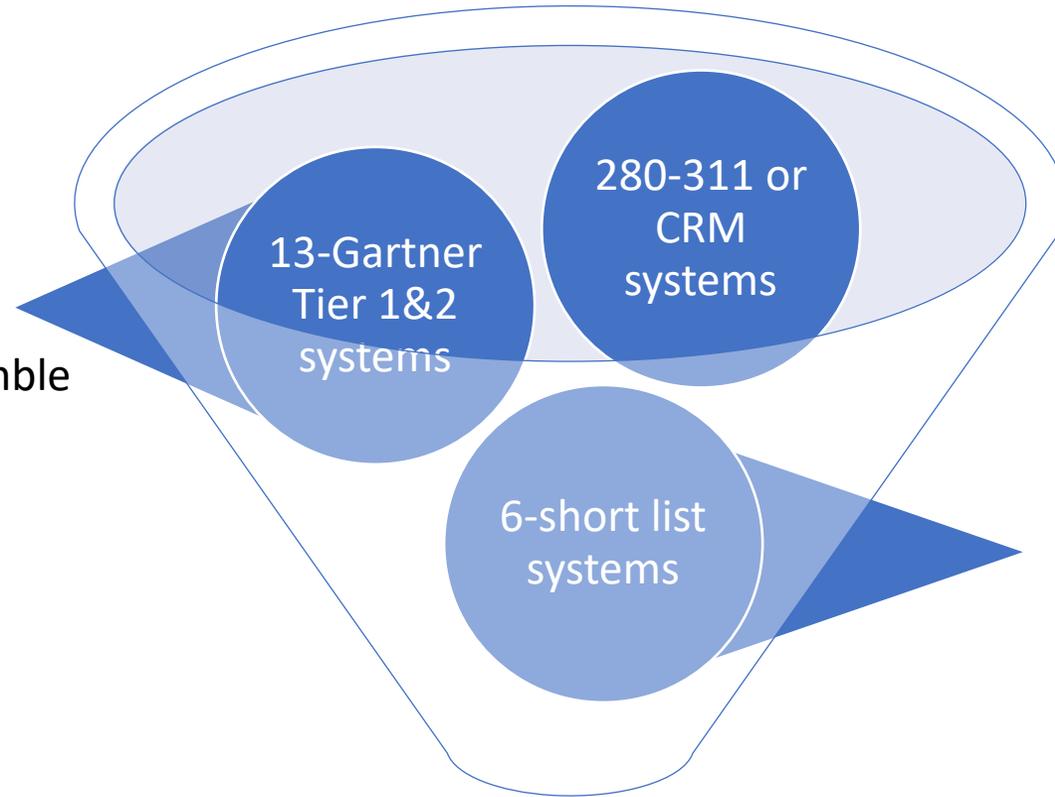
- Upgraded computer server resources to help prevent outages and system crashes
- Enhanced duplication management process
- Documented current workflows and system dependencies
- Added “date” for closed service requests in the 311-Call Center application so agents can see the date the service request was closed by the Division when handling calls from residents
- Replaced “Roadside Litter” with “Bulk Trash” service request type on the resident facing 311 web portal to reduce misreporting of issues and improve routing to the correct Division on the first attempt
- Assessed system for data accuracies and developed plan to implement updates now (where feasible)

Replacement System Identification Timeline



Narrowed the list of potential 311 solutions to conduct deep-dive on four software providers

1. ServiceNow
2. Salesforce
3. Microsoft
4. IntelliGov
5. AvePoint
6. Azteca Systems/Trimble
7. Accela
8. CivicPlus
9. Catalis
10. Central Square
11. Granicus
12. GovPilot
13. Tyler Technologies



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4-finalist systems-deep dive
evaluation

- Accela
- Tyler Technologies
- Catalis
- GOGov

Taking a data-driven approach, a scorecard rating business functionality, technical capabilities and affordability was used

Summary Element	Details evaluated
Business Functionality/ User Experience	<ul style="list-style-type: none"> • Easy/Simple user interface with mobile, web and call center entry of service reqs • Address Verification & Service Eligibility • Location input & GIS Mapping • Ticket Management & Duplicate Prevention • Notification to Citizens (text and email, app notifications) • Internal Reporting • Public Dashboard • WCAG2.2 Compliant
Technical	<ul style="list-style-type: none"> • Data Security & Compliance • Integration & APIs • Architecture & Change Management • Operational Fit • Vendor Reliability
Price	<ul style="list-style-type: none"> • Software/license • Implementation / Pro Fees • Integration • Training

Vendor Selection

➤ Scoring model based on four weighted categories

- 40% Business functionality / user experience
- 30% Technical capability
- 20% Affordability
- 10% Vendor Support

➤ Four-point scale

- 4 Meets most
- 3 Meets some
- 2 Meets few
- 1 Does not meet

Overall Score	Weight	Vendor 1	Vendor 2	Vendor 3	Vendor 4
Functionality/User Experience	0.4	2.90	3.70	2.85	3.00
Technical Capability	0.3	2.58	3.03	3.18	2.90
Price	0.2	3.50	2.95	2.90	1.75
Training/Support/Relationship	0.1	3.75	4.00	2.50	3.25
Total	1.0	12.73	13.68	11.43	10.90
Weighted Score		3.01	3.38	2.92	2.75
Rank		2	1	3	4

Next Steps

- Begin procurement and contracting process
- Commence software system implementation and integration planning with vendor, AllWorld, and City of Memphis teams
- Continue to work with Divisions to evaluate service level agreements based on current service request types
- Develop a transition and training plan for call center staff ahead of system implementation
- Conduct a readiness assessment with Divisions to identify any process gaps before rollout
- Work with Communications to plan and execute marketing campaign for new system

Questions?