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Mayor’s Action Center utilizes new technology to improve customer service

INDIANAPOLIS – Residents who dial the Mayor’s Action Center (MAC) for city services will experience improved customer service thanks to an upgrade in technology, according to MAC Administrator Patrick Holdsworth. A new computer system, called Citizen Relationship Management (CRM), directly links the MAC with other city and county departments through an integrated network that makes the flow of information between agencies instantaneous, leading to faster responses to citizen requests.

The new CRM system also provides detailed tracking of each service request, allowing residents and city officials to monitor the progress of the inquiry.

Holdsworth stated that the improved tracking will hold the city more accountable to citizens and provide officials with data to enhance service delivery.

“With this new system, we can pinpoint each step taken by city and county agencies to address a request, analyze the time it takes to provide that service, and ultimately look for ways to improve service and response time,” said Holdsworth. “While these progress reports will be useful to city departments, I believe the biggest benefit will come from citizens being able to track their service request step-by-step. Getting detailed information back to residents is key to quality customer service.”

As in the past, residents who phone-in to the MAC are given a tracking number in which they can use to follow-up on their request. The old tracking system, however, gave very limited information, and at times made it difficult for a citizen to determine the status of a case.

Holdsworth stated that within a month, residents will be able to use their tracking number to obtain detailed information regarding their request online at the MAC website.

The new system also enables some city workers to update cases in real time while working in the field, so information can be kept up-to-the-minute accurate. For instance, a zoning inspector can report on the status of a code violation case at the scene by using wireless technology to send data back to the CRM system.

The implementation of the CRM system, which cost approximately $500,000, began this summer. After going online initially with the Department of Public Works, the CRM system is now fully integrated with the city’s Animal Care and Control division, the Department of Metropolitan Development and the Marion County Health Department.

The technological advances in the MAC, which operates as the city’s central point of contact for citizens to request city services or information on neighborhood issues, have made the center a model for other municipalities. Later this week, City of Knoxville officials will visit the MAC to gather information and ideas for establishing their own citizen call center.

The MAC can be reached by calling 327-4MAC (4622) or by visiting www.indygov.org/mac.