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**PTI Technology Solutions Awards
Web & E-Government**



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Wyandotte County 3-1-1 Kansas City/Wyandotte County, Kansas

Problem

The problem was the lack of effective and efficient communication with our constituents, the citizens of the Unified Government of Wyandotte County/Kansas City, Kansas (UG). Disparate information required by our constituents needed to be tied together in a one-stop, instant access source.

Additionally, the UG needed to have performance measures in place, something to help receive the right information at the right time, and to analyze what actions are needed to best serve the constituency. Instead of the UG assuming the needs of the community and developing policies and procedures based on these assumptions, the UG needed to monitor what the community was asking for and make these requests the target of their efforts.

Response

To solve the problem, the UG embraced the 3-1-1 concept to provide an easy to remember number that allows access to non-emergency municipal services and resources. The 3-1-1 responses involved the leveraging of existing legacy systems and this led the UG to a unique, groundbreaking solution.

The UG is primarily a Microsoft shop. The decision was made to invest in a Microsoft package, the Microsoft Customer Relation Management (CRM) software module. However, CRM did not talk to Cisco, our current legacy phone system, nor had CRM ever been deployed in a 3-1-1-call center environment.

To maximize the efficiency of its deliverable services to the citizens and business affiliates of Wyandotte County, the UG engaged the services of Power I.T. Inc., a local consultant, to develop a proprietary link between Microsoft CRM 3.0 and the Cisco Call Manager system.

Specifically, Power I.T. spent six weeks onsite during the initial planning phase with a select group of Unified Government subject matter experts to identify the critical areas of development such as key organizational stakeholders (both internal and external), existing core service platforms/general business processes, existing infrastructure/system architecture and technical software requirements. To enhance these on-site efforts, Power I.T. provided a Lead Systems Architect, a Dot Net Developer, a Database Administrator, and a Business Analyst to serve as the primary design team.

All team members were required to report to the Unified Government's 3-1-1 Project Manager for all relative assignments throughout the process. The UG is the first in the country to deploy both Cisco and CRM in a call center environment and also actively worked with AT&T to write the tariff for the state of Kansas to deploy 3-1-1.

The call center itself was established with some of the most up-to-date technology including a conference room that is actually a media center. From the ergonomic furniture to the lighting ballasts that put out more lumens using less energy, the call center provides an efficient environment to house the 3-1-1 operators.

In tandem with the conception, development, and launching of 3-1-1, the UG is developing and deploying an Enterprise Architecture which will serve as the central repository of information for the UG to leverage future assets. SharePoint is a great example of that. SharePoint will be leveraged through our EA that we will control because of the dynamics in the architecture. The EA will serve as the technical hub and resource for all UG data.

Performance Based Logistics will empower the UG to not only see the big picture, but will allow it to see the true cost of conducting business. The UG 3-1-1 implementation is Highly Available (HA). Built on VMware ESX server, the system was built using Virtual Machine technology, enabling us to rapidly move the virtualized servers to another host should the primary fail. This ensures maximum system uptime, availability, and stability.

To conclude, the entire system was constructed using Microsoft products, including Microsoft CRM, making it much more cost effective than other 3-1-1 solutions, thus enabling a smaller community like ours to afford and to implement this technology. By pioneering the way to implement this technology using existing applications and with a minimum of custom programming, the UG is sending a message to other communities that not only is it possible to implement this in our environment but it can be cost effective as well.

Results

- Improved customer service capabilities.
- Immediate reduction of calls to the 911 Emergency System.
- More effective/efficient utilization of UG resources.
- Promotes constituent self-service where applicable.
- Provides central data repository to enhance current performance-based initiatives.
- Develops/deploys seamless integrated User Interface connections with current legacy systems, thus diminishing operational expenditures on an annual basis.
- Delivers enhanced Web-based service capabilities to accommodate online service requests, payment transactions, etc.
- Delivers enhanced reporting capabilities to end users and Administration.
- Creates an immediate knowledge base to provide and/or deliver accurate information and services to the constituents of Wyandotte County.

- Provides instant access to existing static information, to submit an immediate service request or review previous request status, to request research information, or receive immediate 1-touch access to a UG *subject matter expert (SME)*.

Key Participants

The Executive sponsorship of Mayor Joe Reardon and the County Administrator's office, including Dennis Hays, Doug Bach
Power IT, Inc.

Greg Talkin, Neighborhood Resource Center
Paul Pausick, Board of Public Utilities

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