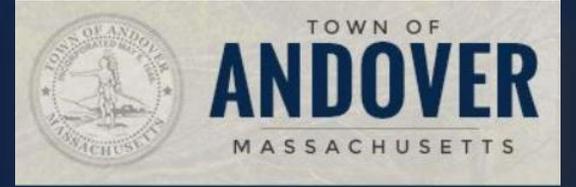




# **TOWN OF ANDOVER CUSTOMER SERVICE TECHNOLOGY UPDATE**

December 17, 2018

# OVERVIEW



- Citizen Response Management programs
- Web based services
- Social and digital media engagement

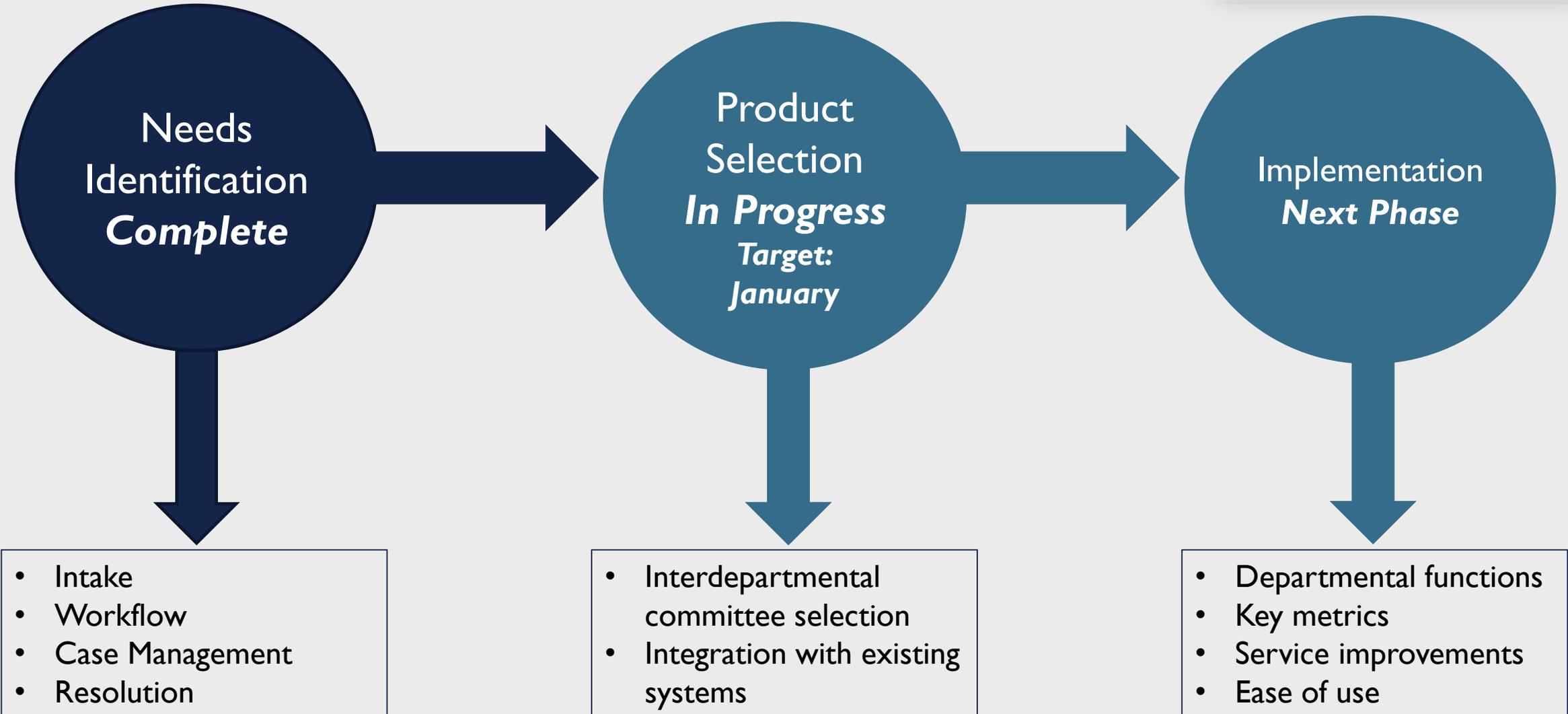
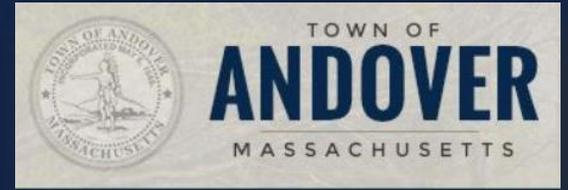
- Goal of the Board of Selectmen to begin the expansion of a citizen response management function

## Citizen Response Management and Engagement

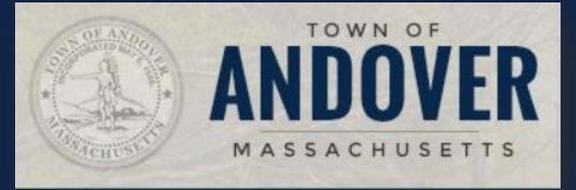
Begin to develop a citizen response management function focused on how we serve the public

- Begin to develop a citizen response management function focused on how we serve the public
- Begin the design of a new approach that centralizes primary customer service functions for residents and businesses who engage in a transaction or relationship with the Town of Andover. Explore investments in technology and realignment of resources to maximize the user experience with Town government
- Reorganize existing resources to maximize productivity and establish efficiencies
- Continue to communicate effectively with the public through a variety of mediums including social and digital media and public forums and information sessions

# CITIZEN RESPONSE MANAGEMENT PROGRESS UPDATE



# PREVIEW OF POTENTIAL CRM SYSTEM



Knowledge Base   Request for Service   Contact

Location   Details   Contact Info

Issue Location

Enter the complete address of the issue

Use My Current Location   Or drag and drop  on the map



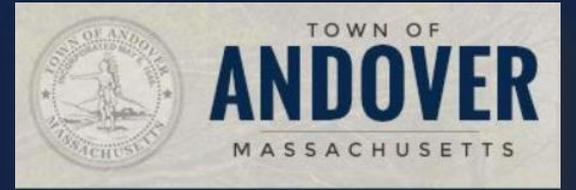
Map Type: streets

Google   Map data ©2018 Google   Terms of Use   Report a map error

Next

The interface is a web-based form for reporting an issue. It features a top navigation bar with three tabs: "Knowledge Base", "Request for Service" (which is highlighted in red), and "Contact". Below this is a secondary navigation bar with three tabs: "Location" (highlighted in light blue), "Details", and "Contact Info". The main content area is titled "Issue Location" and contains a text input field with the placeholder text "Enter the complete address of the issue" and a search icon. Below the input field are two options: a button labeled "Use My Current Location" with a location pin icon, and the text "Or drag and drop  on the map". The map is a Google Street View map of Andover, Massachusetts, showing major roads like 133, 125, and 114, and local streets like Beacon St, Shawsheen Rd, and Essex St. A location pin icon is visible in the top right corner of the map. At the bottom of the map, there is a "Google" logo and copyright information: "Map data ©2018 Google Terms of Use Report a map error". Below the map is a green button labeled "Next".

# PREVIEW OF POTENTIAL CRM SYSTEM



Knowledge Base   Request for Service   Contact

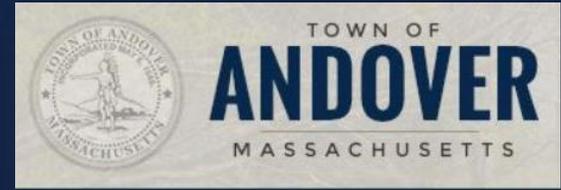
Location   Details   Contact Info

Type of Issue \*

Search or select a type ▾

- Alleys ▶
- Animal Issues ▶
- Ask Us/General FAQs ▶
- Building, Construction & Inspection ▶
- Grass / Leaves in street
- Housing, Blight & Code Enforcement Issues ▶
- Illegal Dumping ▶
- Landscape Maintenance of Public Right-of-Way ▶
- Leaf Collection ▶

# PREVIEW OF POTENTIAL CRM SYSTEM



QAlert

Not Secure | anycity.qscend.com/qalert/

Call Center | Service Requests | Maps | Reporting | QAlert Administration

+ New Request | Save | Save + Close | Save + Add

**Service Request Details**

ID: N/A | Created: N/A | Dept: N/A | Status: **Open**  
 Priority: 6 | District: N/A | Origin: Call Center

Who | What | Where | More (2) | Manage & History (0)

Type: Recycle Missed Pickup | Knowledge Base (4) | Request is not linked

Comments | General | Private | Files (None) | Add

Recycling is mandatory for every resident, business, office and institution in the City of Pittsburgh (City Code 619). Your recycling not only helps the City to recover valuable resources and save energy, but it also generates revenue and saves on landfill costs. Tonnages reported by private haulers, businesses and institutions also enable the City to attract more funding from the State. The City's Bureau of Environmental Services provides curbside recycling collection for residences, multi-family units and non-profit institutions that complete a service agreement...

Related Information

Union St, Waterbury, Connecticut

Search

Submitter | Request ID | Request Type | Keywords | Date Range | Priority Range

City | Street | Street # Range | Geographic Areas | Status | Reference ID

**Search Results**

ID	Priority	Address	Last Action	Request Type	Submitter
17778	2	231 Bank St, Waterbury	10/22/2018 2:37P	Street Light	Jessica Chase
17805	6	238 Lincolndale Drive, Waterb	10/25/2018 2:54P	Animal Issues	Jessica Chase
17809	6	231 Bank St, Waterbury	10/25/2018 10:24A	Street Light	Jessica Chase
17802	6	Waterbury	10/24/2018 2:43P	Downed Tree	Jessica Chase
17813	6	238 Lincolndale Dr, Waterbury	10/24/2018 11:15A	Recycle Missed Pickup	Jessica Chase
17812	6	231 Bank St, Waterbury	10/24/2018 11:11A	Street Light	Jessica Chase
17804	6	231 Bank St, Waterbury	10/23/2018 2:52P	Street Light	Jessica Chase
17803	6	Waterbury	10/23/2018 2:42P	Street Light	Jessica Chase
17810	6	56 Johnson St, Waterbury	10/23/2018 11:12A	Blight	Jessica Acosta
17797	6	Waterbury	10/22/2018 3:37P	Graffiti on Public Property	Jessica Chase

Page 1 of 4

\* - Master Service Request with linked Service Requests

**Incoming Messages**

max.gerald@yahoo.com 9d

Tree down over Sidewalk

Hello,

A tree fell down on my road. It is near the intersection of Beeker and Smith St.

Thank You!

203-355-9264 9d

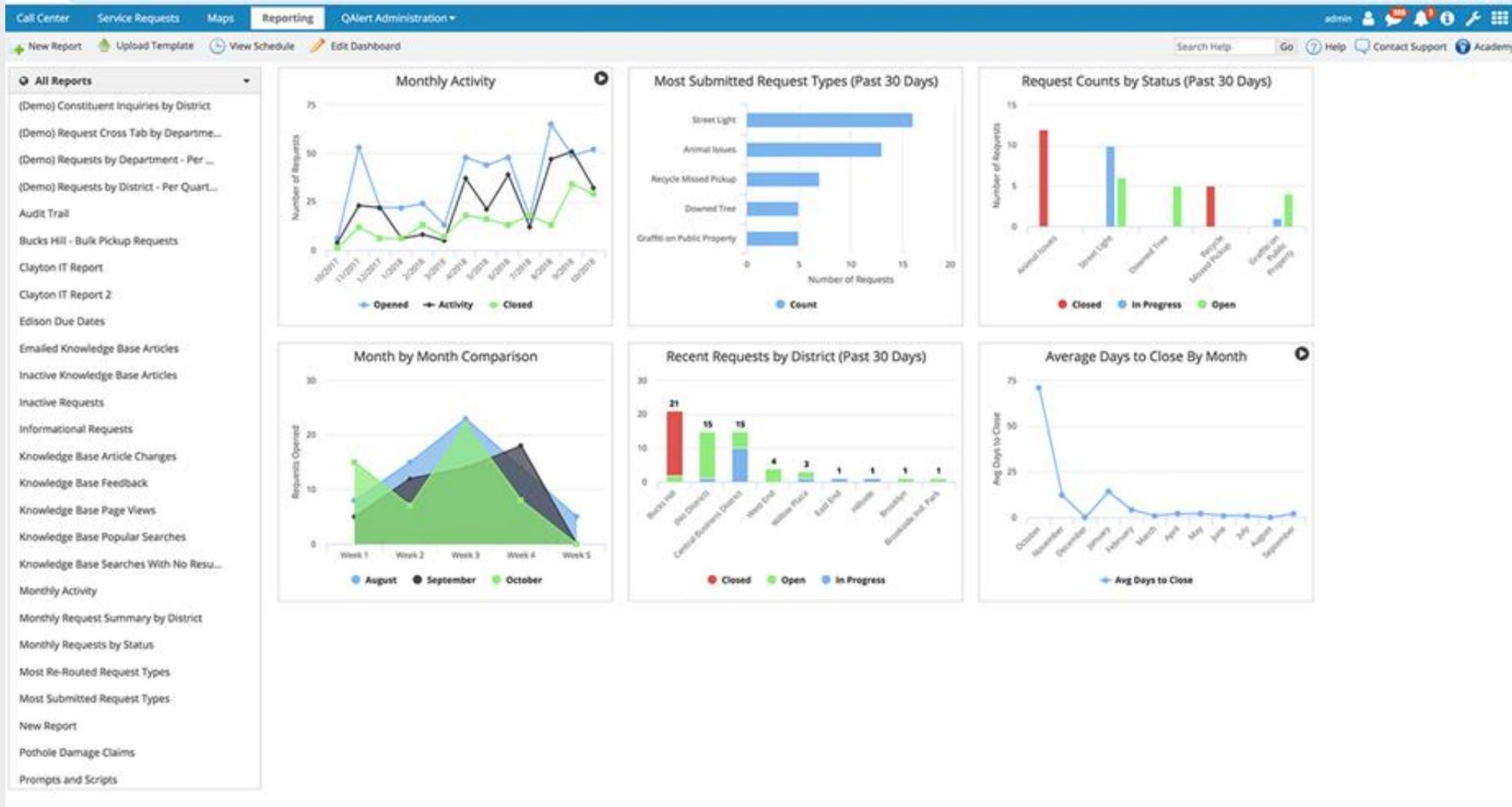
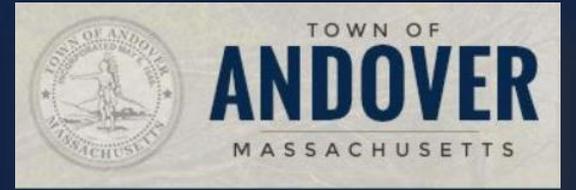
Big tree down at 28 Estherburg Ave.

caleb.brand@qscend.com 9d

Pothole Report

We have a huge pothole at 65 Loggers Overlook.

# PREVIEW OF POTENTIAL CRM SYSTEM



# ADDITIONAL IMPROVEMENTS



- Water/Sewer billing added to online bill pay
- Online Bill Pay center continues to integrate a number of systems in a central location

## Online Bill Pay

The Town of Andover now offers the option of paying several types of municipal bills electronically using third-party payment processing services. Online payments can be made quickly and easily via electronic debit from a checking account or with a credit card.

### [Real Estate, Water/Sewer, Personal Property & Motor Vehicle Excise Bills](#)

Payments made by electronic debit are charged a 25-cent processing fee by the service provider. Payments made by credit card are assessed a convenience fee by the service provider (calculated and displayed prior to submitting payment).

Visit the [Payment Website](#).

### [Delinquent Motor Vehicle Excise Bills](#)

Motor Vehicle Excise Bills that are over 45 days past due may also be available to pay using a separate online pay service than current Motor Vehicle Excise Bills. Payments made by electronic debit are charged a \$0.50 processing fee by the service provider. Payments made by credit card are assessed a convenience fee by the service provider (calculated and displayed prior to submitting payment).

Visit the [Payment Website](#).

### [Parking Tickets](#)

Parking tickets should be available to pay online 10 days after issuance. Payments made by electronic debit are charged a 50-cent processing fee by the service provider. Payments made by credit card are assessed a convenience fee by the service provider (calculated and displayed prior to submitting payment).

Visit the [Payment Website](#).

### [Municipal Lien Certificates](#)

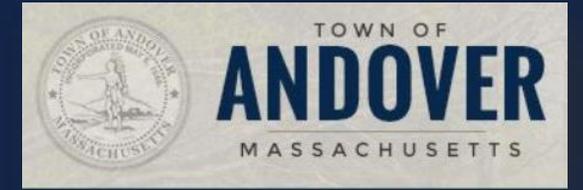
Municipal Lien Certificate (MLC) payments made by electronic debit are charged a 25-cent processing fee by the service provider. Payments made by credit card are assessed a convenience fee by the service provider (calculated and displayed prior to submitting payment). To request and pay for a MLC fill out the form at the link below.

[MLC Request Form](#).

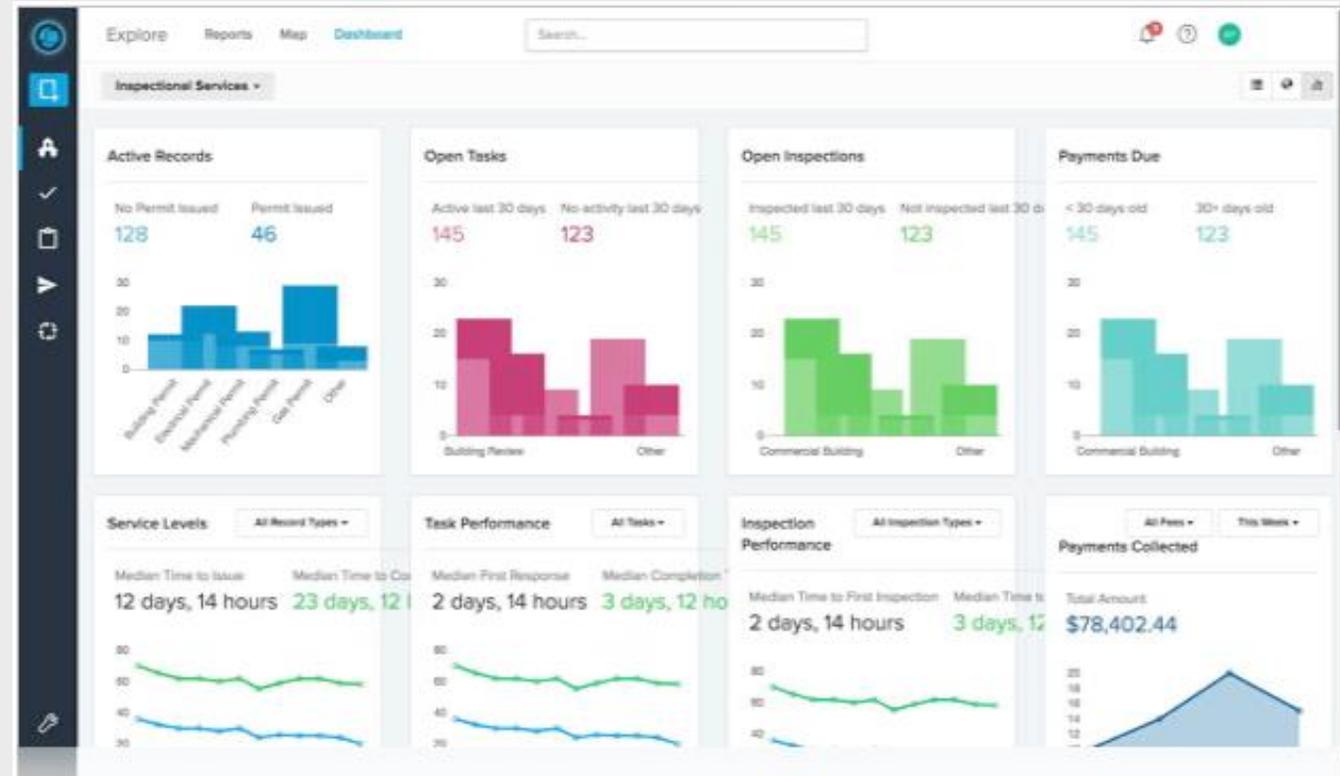
## Resources

- [Additional Information on Paying Bills](#)
- [Collector/Treasurer's Office](#)

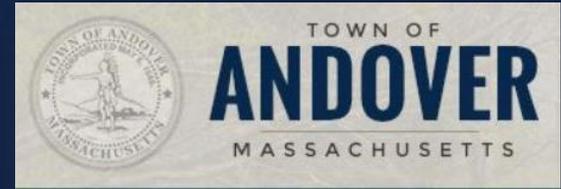
# ADDITIONAL IMPROVEMENTS



- FY2020 CIP request for software improvements will move our permitting, licensing and inspectional services software into a cloud based system that will improve workflow
  - Real-time updates to track progress of applications
  - Supports online license renewal for dog licenses and restaurants
  - Provides for communication between staff and applicant
- Parking payment improvements include pay by phone and add time by phone launching spring 2019



# PUBLIC ENGAGEMENT



**Town of Andover, MA**  
Published by Patrick Lawlor [?] · December 3 at 1:00 PM · 🌐

Looking for an easy way to get involved? We're seeking input on an upcoming project in our downtown. Please join us for a community workshop on Wednesday, December 12th at 7:00 PM at Old Town Hall, 20 Main Street

The Town of Andover is seeking to enhance pedestrian and vehicular safety along Barnard, Bartlet and Park Streets, and to reconfigure the existing Municipal Parking Lots behind the Old Town Hall. The goal of this effort is to accommodate parking while forging a dynamic community and amenity space in the heart of downtown. Don't miss the opportunity to offer your insights and create smart, innovative solutions in collaboration with the planning team. Let's transform this potentially remarkable space while keeping essential parking needs!

Please visit [www.downtownandover.com](http://www.downtownandover.com) for more information.

Lisa Schwarz  
Phone: 978-423-8458  
Email: [lischwarz@andoverma.gov](mailto:lischwarz@andoverma.gov)

GAMBLE ASSOCIATES Agency Landscape • Planning DCI

Turn on job features for this post to reach more applicants.

2,258 People Reached      177 Engagements     

## Promoting Public meetings

██████████ All I know is that our tax bill will go up.  
Like · Reply · Message · 1m

**Town of Andover, MA** Hi ██████████ the Ballardvale Fire Station is being funded through the town's Capital Improvement Program (CIP), which is designed to maintain and invest in our town's property in a predictable manner. Because the CIP is a fixed part of the budget every year, there is no incremental tax increase due to a new Ballardvale Fire Station. That being said, about \$25 of the average tax bill would be attributable to a new Ballardvale Fire Station. Those same funds would be spent on capital improvements in other areas if not for a new fire station. We hope to see you at an upcoming public information session.  
Like · Reply · Commented on by Patrick Lawlor [?] · 1m

## Communicating with residents