



**Citizen Response Management (CRM) System
Update and Public Launch Overview**

www.AndoverMa.gov/311



Select Board/Town Manager Goals and Objectives

Citizen Response Management and Engagement

Continue to develop citizen response capabilities focused on how we serve the public

- **Launch** new and comprehensive citizen response management function in **summer 2019**
- Begin to design a new approach that centralizes primary customer service functions for residents and businesses who engage with the Town of Andover. Explore investments in technology and realignment of resources to maximize the user experience with Town government and **make appropriate recommendations through the capital improvement program**
- Reorganize existing resources to maximize productivity and **establish efficiencies through collective bargaining** when necessary **(Ongoing)**
- Begin **development of a performance management system** for the purpose of establishing metrics for specific functions of the organization and **provide the Select Board with an update in fall of 2020**
- **Develop and disseminate Citizen Survey** in fall 2019/winter 2020
- Continue to expand effective communication systems with the public through a variety of media, including social and digital media and public forums and information sessions. **(Ongoing)**



Overview of progress since last update (December, 2018)

- Product selected (Q-Alert)
- Project Team visited and researched other communities using the product
- An internal kick-off and demonstration for staff
- Internal, day long training sessions with the product company
- Weekly staff-led training sessions for department and drop-in participants
- Internal, Soft Launch of product for staff use
- Resident Focus Group
- Branding selected
- Ready to launch



What is Andover Central?

- Andover Central is the Town of Andover's customer service hub that can be thought of in three segments:

Digital Service Requests

- The public can submit requests for service that are geo-based, managed, and trackable

Knowledge Base

- An answer to any question related to town government that would not require follow-up

311

- Non-emergency customer service phone line.
- Ability to activate after hours or during emergencies



[Knowledge Base](#)

[Request for Service](#)

[Create Account](#)

[Sign In](#)

311 ANDOVER CENTRAL

The information and forms provided in this portal are not for emergency use.
In the event of an emergency, please dial 9-1-1

Select Knowledge Base: For Frequently Asked Questions.

To Report Non-Emergency issues, Request Service or Ask Questions, Select Request for Service.

Requests are Not monitored 24/7. Our Regular hours are Monday – Friday 8:30 AM to 4:30 PM.



[Knowledge Base](#)



[Request for Service](#)



[Contact](#)

Knowledge Base

Select Language | ▼

Trash collection ✕ 🔍
[Or browse categories](#)

15 matches found for *Trash collection*

- [How do I dispose of a Christmas tree?](#)
- [How do I dispose of Hazardous Waste?](#)
- [When and how is curbside recycling pickup handled?](#)
- [When will trash be picked up?](#)
- [Does the town offer curbside leaf collection?](#)
- [What happens to trash and recycling pickup if there is inclement weather?](#)
- [How do I dispose of unwanted needles or syringes?](#)
- [How do I dispose of old medications?](#)
- [Is it safe to throw an Ionization Smoke Alarm in household trash?](#)
- [How many large or bulky items can I put out with my trash?](#)
- [Can I recycle appliances?](#)
- [How do I recycle computers and televisions?](#)
- [How do I pay my sewer/water bill?](#)
- [What can I do with an old propane cylinder?](#)
- [Does the Town of Andover provide large wheeled recycling totes for free?](#)

Can't find what you're looking for? [Create a request for service](#)

Articles can be added, worded differently, re-categorized, all based on the public's input and questions.

Request for Service

Select Language ▼

Sign in, or create an account to receive updates on your request. ✕
We will remember what you've entered here

Location
Details
Contact Info

Issue Location

Old Town Hall, 20 MAIN STREET, Andover, MA 🔍

Use My Current Location
 Or drag and drop 📍 on the map



Next

Request for Service

Select Language ▼

Sign in, or create an account to receive updates on your request. ✕
We will remember what you've entered here

Location
Details
Contact Info

Type of Issue *

Search or select a type ▼

Comments

Describe the issue

Upload up to 5 photos or files. Drag and drop here to upload.

Request for Service

Select Language ▼

Sign in, or create an account to receive updates on your request. ✕
We will remember what you've entered here

Location
Details
Contact Info

Type of Issue *

Search or select a type ▼

- ▶ Fire Issues
- ▶ Fire Permits
- ▶ Food Issues
- ▶ Forestry Division
- ▶ Gas Permits
- ▶ Graffiti Issues
- ▶ Health Licenses
- ▶ Health Permits
- ▶ Highway

- Any staff member that answers a call can enter a service request, and route it to the appropriate department.
- That request can then be managed by appropriate staff, and updates can be sent by text, email, or phone call to the submitter.
- Escalations are built into the service requests based on service level agreements

Service Request Details

ID: N/A Created: N/A Dept: N/A Status: **Open**
 Priority: 2 District: N/A Origin: Call Center

Who What ⚠ Where More (0) Manage & History (0)

Find submitter... **Submitter stats**
 No stats to display

First name MI Last name

Address Contact Info
 # Street Email
 Suite, Apt, etc Phone Ext
 Andover MA Zip Alt Phone Ext

Additional Information Notification Preferences (0 selected)

Search

Submitter City

Request ID Street

Request Type Street # Range -

Keywords Status
 Open In Progress Closed

Date Range 8/27/2019 - 9/10/2019

Priority Range

Related Information

Related Request List Map View

Map Type: street North Andover

Search Results

ID	Priority	Address	Last Action
1356	2	20 MAIN STREET, Andover	9/10/2019 8:24A
1355	2	BINNEY STREET, Andover	9/9/2019 4:30P
1333	2	800 BULFINCH DRIVE, Andove	9/9/2019 9:56A
1338	2	354 N Main St, Andover	9/3/2019 1:48P
1354	2	49 ELM STREET, Andover	9/9/2019 1:09P
1353	2	15 STARWOOD CROSSING, An	9/9/2019 1:01P
1346	2	33 CHESTNUT STREET, Andove	9/9/2019 8:43A
1331	2	30 SHATTUCK ROAD, Andover	9/6/2019 12:32P
1344	2	254 LOWELL STREET, Andover	9/4/2019 3:19P
1334	2	3 DONNA ROAD, Andover	8/28/2019 3:48P

- *Service Request Management & History provides details on communications between the submitter and town staff*

Who	What	Where	More (0)	Manage & History (5)
 Add Activity	 Re-Route	 Link	 Close	 Print
 Activity	Date	User	Comments	
Created	9/10/2019 8:24 AM	Patrick.Lawlor	Service Request Open - ID 1356 Routed To: Town Mgr Comments: Trash pick-up was missed. Would like information on recycling.	
Activity entered	9/10/2019 8:53 AM	Kathryn Forina	Republic Services has been notified of your missed collection and has responded that they will collect it today. Please keep it curbside until it is collected. We will relay feedback if any.	
Submitter Contacted	9/10/2019 8:57 AM	Kathryn Forina	An automated email has been sent to the submitter(s): plawlor@andoverma.gov	
Activity entered	9/10/2019 8:58 AM	Kathryn Forina	Information on recycling and trash collection can be found here https://andoverma.gov/304/Recycling-Solid-Waste	



Next Steps

- Marketing of Andover Central
 - Internal Social Media Working Group
 - Outreach to media
 - Community meetings/demonstrations
- Integration with our Public Works Request software (MaintStar)
- Internal 311 function for school and town employees
- Performance management systems
- Organizational approach to “one stop shopping”