



Active Government Solutions

Maximize Citizen Communications. Improve Operational Efficiency. Increase Citizen Service.

Naperville Park District aims for 'best-in-class' customer service with Active Customer Response

Delivering customer-focused excellence is one of the key goals of the Naperville Park District's vision to be a 'best-in-class' parks and recreation service provider. That goal led the park district to team with The Active Network to implement Active Customer Response to automate and manage the park district's customer service inquiries and requests.

"One of our strategic initiatives is to drive innovation in customer service. We want to be a best-in-class provider of customer service among the parks districts. We want to provide the best possible customer service to go above and beyond the average experience. That is the driver that attracted us to this product," says Mark Campbell, Director of Community Development at the Naperville Park District in Illinois. Active Customer Response provides a powerful solution to aid the park district in its quest to "Delight the Customer," a major initiative of the organization's 2006-2008 Strategic Plan.

The Naperville Park District, celebrating its 40th anniversary in 2006, is home to 136 parks and a number of facilities serving 140,000 residents. Prior to implementing Active Customer Response, the park district had no means to effectively capture what was happening with their customer requests, according to Jacque Clermont, Superintendent of Community Relations. "We wanted to document customer issues. We had no formal way of documenting concerns with our programs and facilities, no application to help us," says Clermont.

Using Active Customer Response, Naperville staff can now effortlessly log a customer question or concern, track the status and escalate requests, if needed. "The system provides documentation of these issues, so that there is a way to track from beginning to end – a complete documentation from the day the call came in, to its resolution and who was involved," explains Campbell. "There is now a record of what happened to the damaged playground equipment. The system gives us confidence that the call is not in someone's head, on 13 Post-it notes or scribbled on a piece of paper that someone lost."

For front-line staff, Active Customer Response provides easy access to a knowledgebase of vital information to help them respond effectively to residents and build competencies. "Customer service representatives can see what the best resolution is based on how the problem was solved previously by others. They now know the answer right away and can answer the question correctly," says Clermont.

“The confidence it brings in customer service resolution has delivered great satisfaction to us. We now have the confidence that, through the product, we can provide the customer service we hope to deliver and that our customers will get the answers and response they expect.”

– Mark Campbell, Director, Community Development, Naperville Park District

Accountability and the capability to measure and reward performance are also important factors that help the park district facilitate customer responsiveness. “Today a supervisor can call a customer service rep directly and ask what is going on with any request we see in the system. We can monitor if we get back to our customers at a reasonable point in time,” states Campbell.

With Active Customer Response deployed across numerous departments with approximately 50 users, the park district also benefits from improved communication and coordination between departments. Through workflow automation, the park district can systematically route requests to the proper people and departments. Automatic escalation settings are easily configured to notify management when delays occur or if cases match other pre-defined criteria. Integration to existing applications via the Active Data Broker module enables information exchange between department databases including maintenance, permitting and core financials. Active Customer Response integrates to Naperville’s registration, reservations and membership management software (Class) and their work order management system (TMA). In addition, for agencies using ESRI’s geographic information system (GIS) software, Active Customer Response seamlessly connects to that system giving agencies the capability to quickly pinpoint locations of requests or incidents.

Efforts to improve communication, coordination and responsiveness are evidence of the Naperville Park District’s commitment to transform customer service delivery. The park district is not stopping there. The team is working to become even more proactive by establishing service delivery metrics and tracking them with the help of the Active solution. By

obtaining access to data and statistical reports, the park district gains the information and insights for a complete view of their operations, both customer-facing and internally. They can measure results and identify trends like the duration of time it takes to close an issue; recurring requests and problem areas; levels of satisfaction; and the volume of calls received – volume during peak periods, volume by department and volume by operator. This enables informed decision-making in support of the department’s goals.

The information can then be used to provide program and service offerings based on customer needs, enhance critical processes and reward performance, ultimately delivering ‘best-in-class’ customer service.

“It’s taking customer service to the next level,” says Campbell. “Each step along the way is documented so we aren’t reinventing the wheel. We’re also saving residents time – they’re able to speak with one contact and gain the confidence their request will be handled efficiently.”

Benefits:

By implementing Active Customer Response, the Naperville Park District is able to:

- ▶ Improve responsiveness and interactions with citizens through a fully integrated, intuitive tracking system
- ▶ Enhance communication and coordination across all departments
- ▶ Increase operational effectiveness through workflow management and metrics
- ▶ Gain valuable insights into status and results