Elements of Community Readiness for a 311/CRM System

In Place

☐	**Customer Service Focus**	Local government employees recognize and value citizens as customers.
☐	**Citizen Satisfaction Survey**	Generally done on a biennial basis, the survey measures what programs and services citizens want as well as their satisfaction with those services.
☐	**Strategic Plan**	Defines the community's vision, mission, values, and objectives for the future. Should be a working document referred to for all major policy-making decisions.
☐	**Performance Measurement and Management Program**	Used to measure the city's progress in meeting the goals defined some within the strategic plan.
☐	**Service Level Agreements (SLAs)**	One type of performance measure for fulfilling a service request within a specific timeframe.
☐	**Constituent Relationship Management (CRM) System**	Documents a local government's processes and procedures for fulfilling a citizen request and provides a tracking and monitoring process for ensuring requests are completed in an efficient and effective manner.
☐	**Central Call Center (311 or other dedicated phone number)**	Centralizes customer service functions of a local government and provides a one-stop shop for citizens to get information or request a service.
☐	**Web Self-Service Reporting**	Citizens can go online 24/7 to report problems, request information and ask for services.
☐	**Web 2.0 Applications and Social Networking**	Allows citizens access to the latest technology to interact more frequently and intimately with their local government.