

# “One Call City Hall”

## City-wide Citizen Request Management

### GovPartner™ Connect Modules implemented by the City of Lynwood, California

- Citizen Request Management (CRM)
- Public Portal



### City of Lynwood, California

#### Client:

City of Lynwood, CA

#### Population:

73,000

#### Location and Description:

Established in 1921, this city of 4.2 square miles is located in Los Angeles County, Southern California

The City of Lynwood is located southeast of Los Angeles and is a very compact community of 73,000 residents in a 4.9 square mile area. Residents and local businesses are involved in maintaining the quality of their community, while the City must balance limited resources with increased demands.

In 2001, the City of Lynwood implemented legacy RequestPartner (now **GovPartner Connect | Citizen Request Management**) as a way to track residents' complaints and requests for service and to run reports in order to understand its own performance. City officials also sought to improve response-time to address service requests and assure that no complaint feel through the cracks. The project was branded “One Call City Hall” and has resolved more than 60,000 requests through the **advanced online CRM tool**.

The City worked with GovPartner to conduct a data migration from its old system to legacy RequestPartner, and established the customer portal available via the Lynwood website ([www.lynwood.ca.us](http://www.lynwood.ca.us)). Residents and those that do business in Lynwood can create user accounts on the portal and make a request or view the status of existing requests. A Frequently Asked Questions (FAQ) section helps provide information to help guide portal users, and in some cases avoid having to make a request at all.

City of Lynwood staff and officials utilize RequestPartner to route requests in real time through the centralized, web-based CRM system.

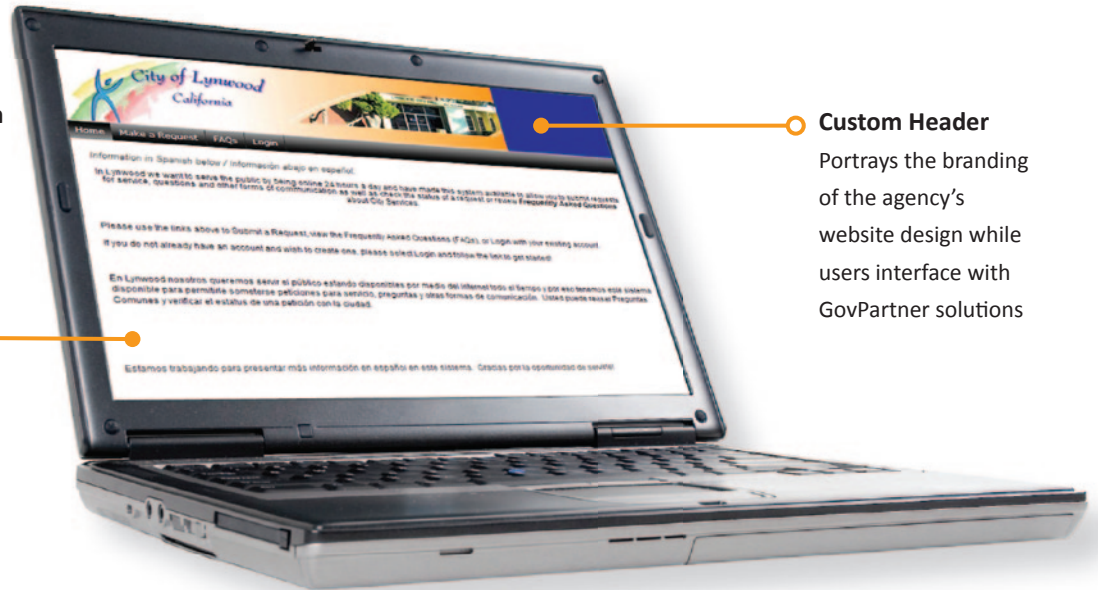
*“If we didn't have this system, we'd have to have two or three people for filing and retrieval of the complaints, which would not be as efficient. Because of the system, the city has been able to hold the cost constant and stable from year to year.”*

-Assistant City Manager of Lynwood

## City of Lynwood, continued

Select customer service managers take citizen calls or meet them at the counter, enter the information and requests into the online database.

The system then auto-assigns next steps based on predetermined workflow and performance metric settings. Details like contact info, location, priority level and desired follow-up method are all tracked in RequestPartner.



### Custom Login Screen

Lynwood has customized their login screen to meet the needs of their community

### Custom Header

Portrays the branding of the agency's website design while users interface with GovPartner solutions

The City of Lynwood CRM solution was selected to be profiled by the ICMA (International City County Management Association) Committee on 311 / CRM solutions in 2008. As the case study report describes: "When the One Call City Hall system was introduced in 2001, nearly everyone who used it was trained on its features. The technology provider, GovPartner, worked...to conduct a city-wide orientation as well as individual trainings for departments."

One City employee was quoted in the report describing the system before (legacy) RequestPartner: "We were back like the Flintstones before. The system has made the complaint process more efficient."

Today, multiple City departments utilize GovPartner's CRM solution as a comprehensive summary of all contact from the public and other agencies. Below are just some of the departments that utilize the system, at City Hall and at off-site locations throughout the City:

- Public Works
- Community Development
- Facilities Maintenance
- Code Enforcement
- Business Licensing
- Police
- City Clerk
- Water Yard
- Human Resources
- Housing
- Fire
- Water Billing
- Finance
- Neighborhood Services
- Parks
- City Manager
- Animal Control
- Recreation
- MIS
- Parking Enforcement



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