

## **Executive Summary - Ask Nevada County Customer Relationship Management**

**OVERVIEW** - Ask Nevada County is a web tool and app that Nevada County residents can use to immediately report hazards, ask about road work activities and get updates on projects and other issues they care about.

**CHALLENGE** - Nevada County residents love discussing what's happening in their community! A recent posting to social media about the possible dumping of material into a local creek is a good example. Community members were theorizing about what happened and stories were getting very imaginative before the County was even notified. It turned out that Nevada County crews were sweeping nearby roads and had stockpiled leaves on the shoulder of a road for a few hours – that's it! No creek was involved. A Customer Relationship Management (CRM) webpage would have made notification of this situation convenient and easy to respond to. That's where Ask Nevada County comes in and now that our community is familiar with our new web tool and app, were receiving more notifications of hazards, dangers and repair requests than ever before. Our efficiency and response times have improved as well. Issues are no longer falling through the cracks or taking lengthy amounts of time to get to the people who need to respond and the public can track our progress, increasing transparency.

**INNOVATIVE SOLUTION** – Ask Nevada County is an app and webpage that provides an innovative solution to a modern problem where the public demands convenience and wants to be in the know on how, why and when problems will be solved. Ask Nevada County allows the public to upload pictures and drop a pin at their location, in the comfort of their own homes or at the site of issue. It also provides an opportunity to include photos, videos, links, and other useful information to requests. This information allows staff to better identify solutions and more accurately respond to customer requests. One key feature in Ask Nevada County is the automated response feature, which allows customers to track their service requests in real time and view other similar requests in their area as well as receive status updates and completion information. Requests that use to involve multiple contacts with staff via phone, in person or in writing are now completed with a few simple clicks.

Internally, Ask Nevada County significantly improves our ability to monitor service request status and performance benchmarks. The system includes a series of standardized and customized reports and alerts that are readily available to users and managers to track and monitor customer service performance. Alerts include calendar and email notifications that inform users and managers of overdue requests, key delivery milestones, and internal and external comments relating

to the proposed request. Ask Nevada County allows requests to go directly to the employees responsible for responding. This critical feature eliminates routing delays and the opportunity for a request to get lost in the shuffle.

**ORIGINALITY** – In a world where there is an app for everything, it's innovative for government to create such a tool. With over 560 miles of road to maintain, the public acts as our eyes and ears in even the most remote areas of our County. In response, we are more efficient responding to 90% of requests within 7 days! We can now coordinate customer requests more efficiently and can triage issues responding to the more critical ones first. In addition to the unique features Ask Nevada County provides to county staff and our customers, the county has aggressively advertised the system with the community. Early in the implementation phase, the county reached out to key customers and partners to test the system and provide feedback on its performance. This feedback was critical to update and finalize the features and services provided in Ask Nevada County. During the countywide release, staff issued a series of press releases and social media blasts to bring awareness to Ask Nevada County. Staff regularly updates the Board of Supervisors with performance information and continues to advertise the robust features and capabilities of Ask Nevada County with the Board and the community. Ultimately, this combination represents a unique approach for the county to significantly improve transparency and accountability for both internal and external customers.

**BUDGET AND COST SAVINGS** – Annual maintenance costs for the Ask Nevada County app and webpage are around \$15-\$20k. A small cost for improved performance and accuracy when responding to customers while improving our accountability and transparency. The robust reporting and monitoring tools also improve our ability to monitor our performance countywide. Initial estimates show annual operating cost savings between \$200k-\$400k.

**RESULTS** - Since its inception in July 2016, Ask Nevada County has received more than 1,420 public requests. Among the most frequent requests from the public are drainage concerns, pothole and pavement maintenance concerns, and roadside tree, vegetation, and brush concerns. Ask Nevada County has been so well received that it is also being used for environmental concerns, illegal trash dumping, wastewater issues, agricultural issues, code violation reports, transit questions and more! The county is responding to customer requests quicker than ever before, completing many of these requests ahead of schedule and meeting or exceeding our customer's expectations.

**PROGRAM CONTACT** - Joshua Pack, P.E. – Principal Civil Engineer (530) 265-7059 – [joshua.pack@co.nevada.ca.us](mailto:joshua.pack@co.nevada.ca.us)

**ADDITIONAL LINKS** – For an opportunity to review Ask Nevada County, please [click here](#).