City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: City Manager
To: City Council
From: City Manager & Staff
Council Meeting Date: September 5, 2023
Re: SeeClickFix Agreement with CivicPlus

Executive Summary

Staff has prepared for Council consideration a resolution authorizing the City Manager to sign an agreement with CivicPlus for the SeeClickFix customer relationship management (CRM) system.

Discussion

The City's Contact Center, developed in 2014, enhances customer experience and serves as a central source of city information for citizens, offering multiple communication channels including calls, emails, chats and in-person interaction. Since its inception, the Contact Center has processed over 700,000 citizen requests ranging from reporting potholes to requesting large item trash collection. The city prioritizes excellent customer experience through the importance of tracking customer requests for accountability. Citizen reporting is collected, processed and resolved through a customer relationship management (CRM) system. In order to provide a complete customer experience and close the feedback loop, the CRM software must contain several key features.

Staff conducted internal research and found departmental needs for request tracking, work order processing and workflow. Upon recognizing CivicPlus' SeeClickFix as a proven system utilized by other local governments, staff found that the system offers features that fulfill these needs. SeeClickFix is a CRM solution that empowers citizens to report issues, request services, share feedback, obtain city information and track the progress of the request along the way.

The current CRM system contains limited functionality and has not been able to deliver some necessary functions to meet the desired level of performance. SeeClickFix offers a public facing portal to the CRM for full transparency and visibility, creating ease of mind that the reported issue is being resolved. The system will track requests by location, limiting the submission of duplicate requests. Citizens are empowered with the ability to find information and report issues, as well as view the progress of the report.

SeeClickFix contains a texting option allowing users to quickly report issues through mobile devices. Texts are submitted through the CRM solution as "Conversations" submitted to the Contact Center customer service representatives, similar to the live chat system currently available on the city's website and MyCOMO app.

Another very important feature of SeeClickFix is that it will provide detailed tracking of Council requests/inquiries. Staff can use the system to log and track constituent requests that Council members can track and automatically receive notification of resolution. Detailed reports may be obtained by ward, and trends in citizen reports can be identified to uncover

underlying chronic issues. Staff presented a SeeClickFix demo during a Pre-Council session in December 2023.

Other features include:
- Geolocation for quick location identification
- Enhanced reporting by date, type, location and customer profile
- Workflow automation for accurate routing to the appropriate department
- General work order system

Multiple local governments, including the cities of Springfield, Joplin, and Lee's Summit, MO, utilize SeeClickFix demonstrating that it is a proven system for better management of citizen requests.

The initial cost of the system is $38,764.15 which includes the annual fee, implementation, training and necessary integrations and APIs for the first year with an annual recurring fee of $52,720.96 with an annual uplift of 3%. Funds for the system were included in the FY23 budget. The agreement carries an automatic one-year renewal unless a 60-day notice is given.

The City's Project Management Office (PMO) and CivicPlus' implementation team will coordinate the implementation process. All internal users will receive information, timelines and training for a successful migration to a new CRM. The implementation process will include a marketing plan for the public and provide comprehensive user instructions.

Utilizing SeeClickFix will assist the City in continuity of excellent, efficient service delivery.

Fiscal Impact

Short-Term Impact: $38,764.15
Long-Term Impact: $52,720.96

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:
Primary Impact: Organizational Excellence, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable
Comprehensive Plan Impacts:
Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
NA	NA

Suggested Council Action

Authorize the City Manager to execute the agreement with CivicPlus, LLC for the SeeClickFix CRM system.