

# TACKLING CITIZEN CHAOS

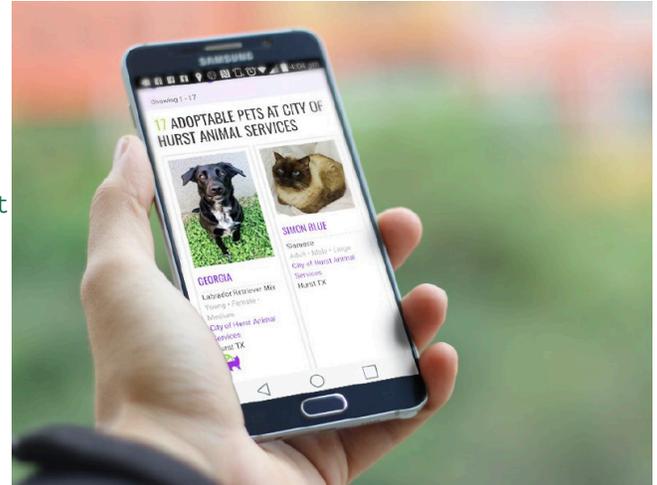
## WITH HURST, TX. CASE STUDY



### INTRODUCTION

by Shelly Klein, Outreach Coordinator - City Manager's Office for the City of Hurst

"In an effort to engage with our citizens using the latest technology, the City of Hurst investigated the use of a mobile app. In finding the perfect solution we were able to spark citizens interest, employee excitement about engaging with citizens, and found uses via our mobile app that helps continue our customer service goals more effectively."



"The Hurst Where We Live mobile app was designed with citizen engagement in mind. It is our intention to provide the best customer service to our citizens as possible. One of the ways we do that is by providing an easy mobile solution to many ordinary issues that our citizens face. Issues such as high grass or weeds, street light outages, potholes, etc. are easy to report via our app. The app utilizes GPS navigation to pinpoint the user's location. Manual location entry is also an option."

"Along with ease in reporting via a mobile device, complete with a photograph or video, the app also promotes two-way communication between staff and citizens. Each reported item is automatically assigned to a staff member based on report type. The staff member is able to keep the citizens informed on the status of their issue. Notifications are sent via email and mobile device."

**"In addition to issue reporting, our mobile app has become a one stop location for all online capabilities we offer."**

"Our citizens can pay their utility bill or citation via the app. We have all of our adoptable pets displayed via the app. Our newest addition is our online Restaurant, Retail & Business guide."

"Along with all of the functionality provided, Where We Live Mobile app is also aesthetically pleasing. The screen image matches our magazine publication, Where We Live, and is switched out several times a year to keep consistency and recognition."

**"We consider our mobile app an evolving solution that will only grow and enhance our customer service initiative."**

- Shelly Klein -





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with Hurst, TX

Nestled in the heart of the Dallas-Fort Worth metropolitan area, Hurst, TX is 10 miles from downtown Fort Worth and 25 miles from downtown Dallas. Hurst is home to some of the best shopping and dining in Tarrant County, pristine parks, excellent schools and, some 38k residents.

**“Rock Solid has become a very important part of our communications.”**

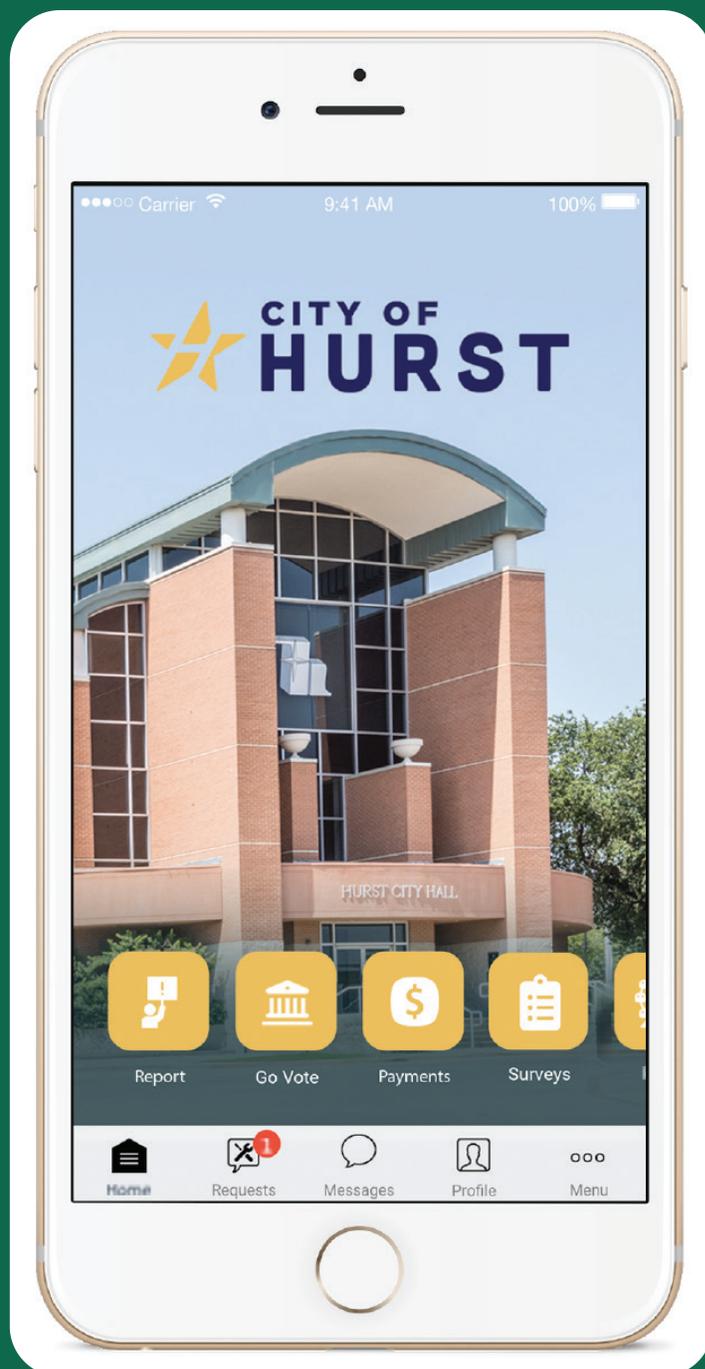
**- Shelly Klein, Hurst, TX**

Like many mid-sized government municipalities, Hurst, TX understood the value of building a connection with their customers. Rock Solid was chosen by Hurst to develop a mobile platform that would better serve residents, improve efficiencies, and integrate service requests with their newly implemented Cityworks system.

Municipalities that are preparing for the future have started to use technology to address issues that could only previously be faced in-person or through an outdated ‘pen and paper’ process.

**To help overcome slow response times when service requests are submitted and improve their resident experience when interacting with the city, Hurst, TX worked with Rock Solid to develop a mobile app for residents that was custom built to their needs.**

Hurst has been a Rock Solid customer since 2015, when a city council member got wind of another city using the Rock Solid platform. The idea of a mobile app had not been considered yet and they quickly realized that it would make their jobs easier, increase the speed of delivering services and improve the experiences of their customers.



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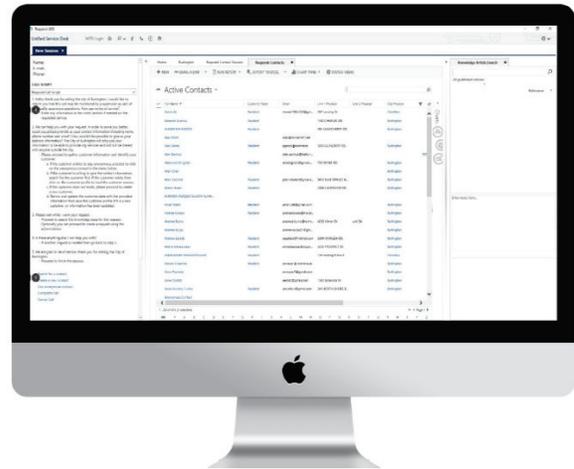
## HURST, TX CHALLENGES

Prior to launching their advanced mobile platform, there were two methods of submitting a service request to the city.

The first was called “the Mayor’s action line.” Residents called a specific phone number then left a message. That message was then transcribed onto a form and sent to the department in charge. The department was responsible for sending a truck to verify the information, update the request and send it back. It was a long and cumbersome hassle, the worst of the worst-- **A snail mail version of delivery for services.**

The second method involved using an online form, the only difference between the first and the second method? There was no need for transcription.

One thing was common in both methods, they were both highly inadequate, and both required a lot of resources that could have otherwise been utilized for other priorities if Rock Solid had been in effect.





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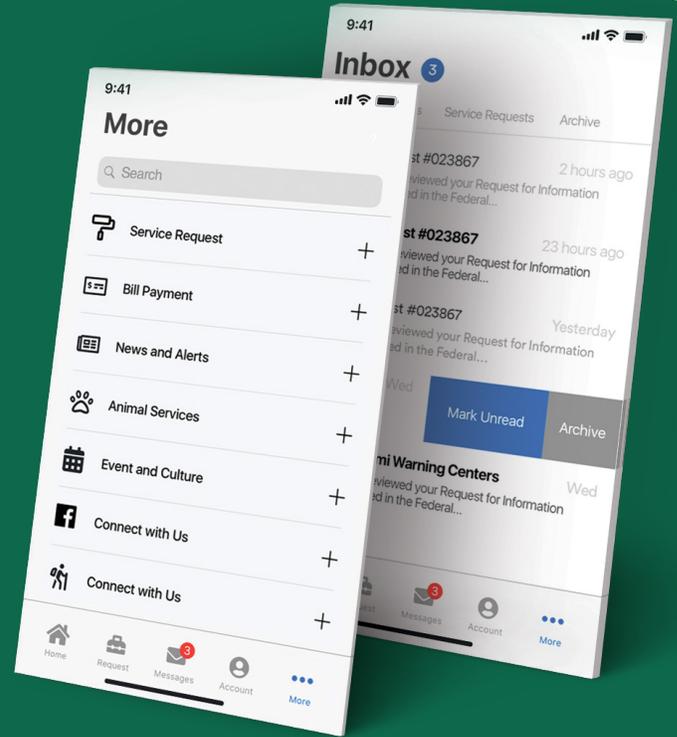
## THE PROCESS & PRODUCT

There was originally no way for Hurst to officially track their efforts and compare those metrics to the results they've seen since switching to Rock Solid. Some of the major changes that they attribute directly to their mobile platform are; how long it takes to close a request, how many requests have been managed through the platform, the most common request types, slowest closed requests, and average days to resolve issues. Along with these insights they now also have visibility into:

- Number of app downloaded
- # of requests submitted
- # of requests closed
- Along with other custom reports

Launching a mobile platform for Hurst resolved more than customer service issues. It was an easy way for their customers to get in-touch with the city for **less than \$0.60 per interaction**. While in previous times, the whole process was an expensive, endless hassle that left everyone involved irritable and frustrated, "Going mobile changed everything for our customer engagement." said, Klein.

The mobile platform built a two-way communication between Hurst and their customers that had not been capable before. It allows the customers to be updated in real-time for issues they submitted and lets the staff ask for more information if needed.



**“Rock Solid is a useful platform to have at hand. We’ve seen a huge increase in customer service. Our residents are happier and more informed because of it.”**

**Shelly Klein, Hurst, TX**

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The Rock Solid platform also increased the speed of getting issues resolved which makes it easy for the customers to build trust. According to Shelly Klein, **“Customers are now eager to report because they know that a solution will be provided as fast as possible, it doesn't matter if it's a pothole, graffiti, traffic, or another city asset -they trust us to deliver.”**

The team at Rock Solid worked with Hurst through a step-by-step 4 phase implementation process that ensures each platform is built to the customized needs of every municipality. We work with your team every step of the way, from app branding and development, to training, testing, and public launch. We even provide your team with a promotion kit to help you be successful in announcing your platform to customers.

From within a single app, municipalities can deploy applications that allow everything from paying bills to reporting maintenance issues to real-time updates on election information and governments can see every customer engagement within a simple to use CRM.

