



311

Not Just a Call Center!

May 7, 2024

311: Denver Residents' Gateway to City Services

Residents can:

- ✓ Ask questions
- ✓ Begin business processes
- ✓ Report concerns

We still have a call center, but in 2024, we are so much more!

311 Services Channels



311 / 720-913-1311



Sunny Chatbot via web or smart device



[Denvergov.org/report](https://denvergov.org/report)

311 Key Performance Indicators

311 handles ~500K interactions annually (1,700 per day)

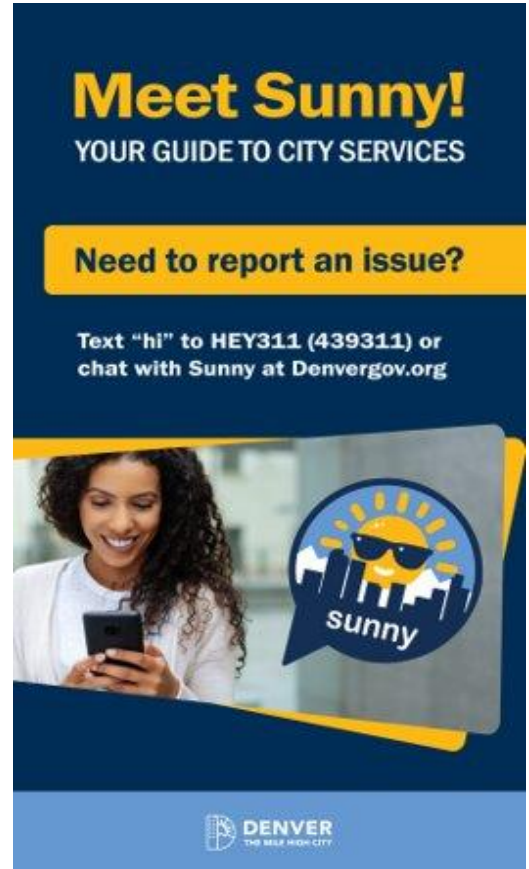
- Average caller hold times are under 3 min
- The average denvergov.org/report that goes to 311 is answered in 24 hours
- 50% of interactions are resolved within 311 in the first interaction
- Remainder forwarded to agencies via Salesforce cases
- 95% of residents surveyed report a positive 311 experience
- 85% come through phone calls (remainder through digital channels)

Top interaction drivers

- DOTI Solid waste
- DMV (311 handles 100% of calls before customer can speak to a DMV agent)
- Treasury

Sunny: Denver's New Chatbot


- Launched in February
- 24/7/365
- Assists with questions and city services
- Provides satisfying responses 95% of the time
- Access to 311 agents through Sunny, as needed, during 311 hours M-F 7am–7 pm



Meet Sunny!
YOUR GUIDE TO CITY SERVICES

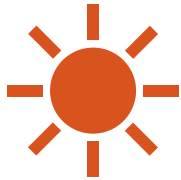
Need to report an issue?

Text "hi" to HEY311 (439311) or
chat with Sunny at [Denvergov.org](https://denvergov.org)



DENVER
THE MILE HIGH CITY

Expanded Hours for 311 via Sunny



Sunny is always available!



24/7/365 Sunny is ready to assist with questions and city services.



To date, less than 5% of Sunny users request 311 agent follow-up for additional assistance



Chatting with Sunny

Tree Issue

This tree is wrapped around the wires and telephone pole so we can't cut it down safely but it will not survive another year can someone help

Please wait a couple more second, I'm finding an answer for you

If a tree is entangled with utility lines, do not attempt to remove it yourself. Please report the situation immediately to Xcel Energy at 1-800-895-1999. If the tree poses an immediate danger or emergency, call 911. For non-emergency removal of a fallen tree branch that needs to be cleared from the street, you can call 311 to report the specific address of the location. We will evaluate and prioritize the removal of the obstruction. If Necessary, we will remove the encumbrance, and the cost of the work will be billed to the responsible property owner. Remember, do not attempt to climb the tree or use a ladder to reach higher limbs. Stay safe and report the issue to the appropriate authorities.

[Storms & Tree Damage - City and County of Denver](#)

[High Winds and Tree Damage: How To Manage Fallen Trees and Branches](#)

[Back-to-Back Snowstorms May Cause Additional Damage to Trees](#)

Is there anything else I can help you with?




Chatting with Sunny


Sober Living Facility


Where do I find a Sober Living Facility in Denver?

Please wait a couple more second, I'm finding an answer for you

We have a resource called New Genesis that provides housing, food, and social services to men, women, and families striving to become self-sufficient, which includes sobriety as part of its blueprint for achieving self-sufficiency. You can learn more about New Genesis at this link:
<https://denvergov.org/Community/Housing/Housing-Homelessness-Guide/Shelter-Assistance/New-Genesis>

Health & Medical - City and County of Denver 

Shelter Assistance - City and County of Denver 

Denver CARES Withdrawal Management and Residential Treatment Programs 

Is there anything else I can help you with?



Chatting with Sunny

Electrical Permit

quick electrical permit

Please wait a couple more second, I'm finding an answer for you

To apply for a quick electrical permit, you can use our e-permits system. Here are the steps:

1. Visit denvergov.org/epermits.
2. Click the "Enter e-permits" button.
3. Click "Register for an account" if you haven't already.
4. Enter your account information.
5. Click "Add New" to open a pop-up screen to add contact information. Remember, the email address you register with does not update your email on file with Contractor Licensing.
6. Click "Continue" to successfully register your account.

Once registered, you can submit applications for various permits electronically, including quick electrical permits. If you're a contractor, make sure to add your contractor license or supervisor certificate to your account. Detailed instructions are available by project type on our e-permits page.

Is there anything else I can help you with?

Expanded Language Access via Sunny

72 distinct languages

No need to select a language

Simply begin typing and Sunny will respond in kind

German, Estonian, French, Polish, Tagalog, Danish, Irish, Haitian, Italian, Malay, Portuguese, Turkish, Chinese and more were used in just the last week

Sunny's Initial Impact

Sunny immediately began handling 7% of 311 total traffic

More than 90% of Sunny interactions are fully handled by the bot

Sunny's now handling 12% of all 311 interactions

2024 goal: 25% of total 311 interactions are handled via digital channels

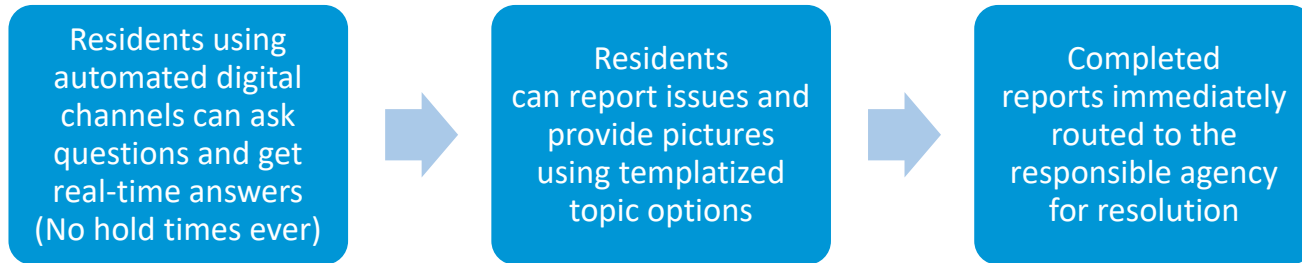
Why the Focus on Digital Channel Expansion?

311, the gateway to CCD services, is now accessible where our residents are already searching, on their smart devices!



Digital Efficiencies (They're a Big Deal)

24/7/365: resident requests automatically routed to the agency service provider for response or resolution



Service Level Responsibilities

311

- Provide expert, reliable customer service agents
- Strive for 3-minute average speed of answer for phone calls
- Provide automated, digital channel alternatives
- Strive for 50% first-call or digital inquiry resolution
- Provide immediate routing of remaining 50% to agencies

CCD Agencies

- Triage and resolve customer service cases routed to their teams
- Provide residents with anticipated timeline to resolution or set expectations for resolution
- Close Salesforce cases when issue is resolved

Ensuring Resident Satisfaction

- Quickly routing resident requests and reports to agencies is an important first step – 311 has that covered
- We review our data regularly and meet with agency partners frequently to discuss ways to improve resident experience



311 Customer Satisfaction Scores

2020: 91.0%

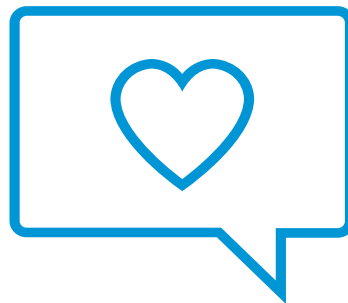
2021: 95.4%

2022: 95.1%

2023: 95.1%

2024: 95.2%*

**January - April*



Still to come in 2024: Smart Interactive Voice Response (IVR)

Digital options and live agents for all 32 CCD resident-facing call centers



This summer: launch to support DPD non-emergency calls



Next: 311 and agency workflows added to smart IVR

Thank you!

Questions?