



COUNCIL KEY FOCUS AREA:
**CUSTOMER SERVICE &
COMMUNICATIONS**

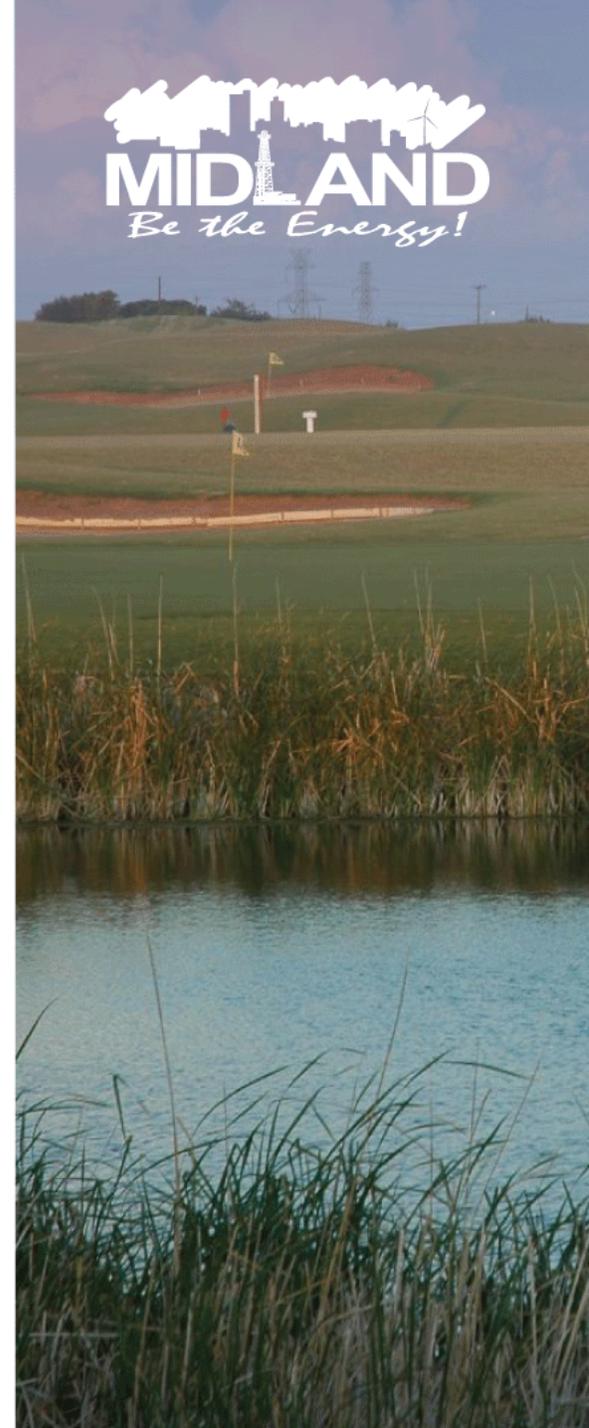


Visit Our Website

MIDLANDTEXAS.GOV

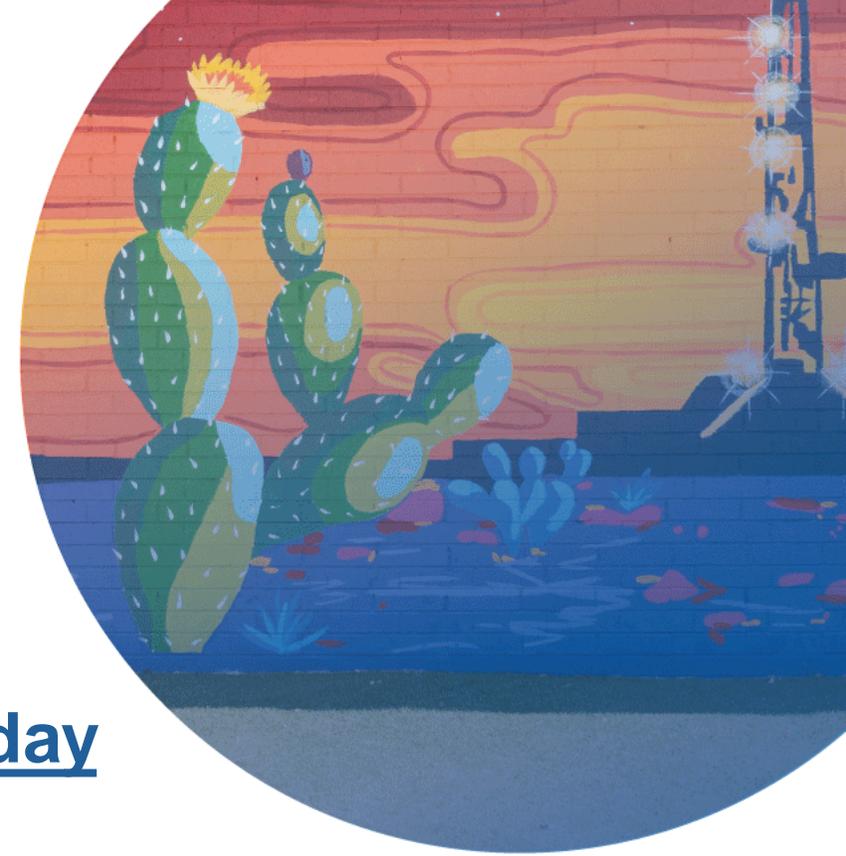
STRATEGIC CONNECTIONS

- **Goal 4:** Transparent and Consistent Communication
 - Strategies
 - 4.1, 4.2, 4.3, 4.4, 4.5
- **Goal 5:** Provide Sound Governance and Fiscal Management
 - Strategies
 - 5.3, 5.4, 5.5, 5.6, 5.8 5.10



CUSTOMER SERVICE

- **Phone System Update**
 - Phone Call Recording
 - Phone Monitoring
 - KPI's
 - # of Missed Calls, 25.6% (Business Hours)
 - City Averages 6,000+ inbound calls per day
 - **Over 800 phone lines**
 - Phone Etiquette Employee Training and Greeting Script
- **RingCX Enhancements Upcoming:**
 - Chat Capability
 - Text Capability
 - AI Functionality



CUSTOMER SERVICE

Customer Service Training

- Situational Based-Real Workplace Demonstrations
 - **143 Employees** Across Various Departments in May engaged in a two-day course on Customer Service Training
 - **34 New Employees** Trained this fall with Midland College
 - New City Employees will be trained on customer service using **new video training and in-person, as needed**



CUSTOMER SERVICE

Employee Info Central

City Manager Office Staff Created Info Central

Departmental & Organizational Overviews

- Includes CLEAR descriptions of what each department does (from their own experiences and knowledge), what they do not handle (or common misconceptions about what they may handle) and the services they provide.
- **Departmental FAQ's**
 - Offers answers to common questions for each department, empowering employees across the city to address citizen inquiries **without the need for transfers or escalations.**

5



CUSTOMER SERVICE

Employee Info Central

- **Cross-Departmental Collaboration**
 - Facilitates better understanding of interdepartmental roles, allowing **employees to collaborate** effectively and provide **consistent information to the public**.
- **Why it Matters**
 - The Employee Info Central enhances service delivery by **equipping employees with the tools they need** to answer questions and resolve concerns efficiently. Instead of transferring citizens between departments, employees can access accurate, up-to-date information to assist with many inquiries directly. **This reduces frustration for residents**, improves response times, and fosters a more unified organization.

6



MIDLAND
Be the Energy!

CUSTOMER SERVICE

SeeClickFix

- **Streamlined Reporting for Residents:** intuitive, easy to use platforms
- **Efficiency in Action:** Automatically routes reports to correct department, reducing delays and increasing resolution speed
- **Impactful Results:** over 3,100 requests resolved in just first 5 months, **averaging 600 issues addressed monthly.**
- **Transparency and Accountability:** Residents can track the status of their reports in real-time, building trust and engagement.
- **81% Of SCF User Survey Respondents say they would submit a request in the future.**



CUSTOMER SERVICE

AskJacky

- **24/7 Accessibility:** Provides residents with immediate answers to frequently asked questions and guides them to the right resources anytime, anywhere.
- **Reduced Workload:** Frees up staff from repetitive inquiries, allowing them to focus on high-priority tasks.
- **Improved Service Delivery:** Ensures consistent, accurate information is available for residents, enhancing overall satisfaction.
- **Continually Learning and Evolving:** Staff and Jacky continually update to ensure updated information is readily available as things change over time.



CUSTOMER SERVICE

- Combined Benefits of **SeeClickFix** and **AskJacky**
 - **Enhanced Resident Engagement:** Modern tools that **empower citizens** to take an active role in improving their community.
 - **Data-Driven Insights:** Provides valuable **analytics to identify trends** and improve city services proactively.
 - **Cost and Time Savings:** Streamlined processes reduce manual tasks, **increasing efficiency** across all departments.

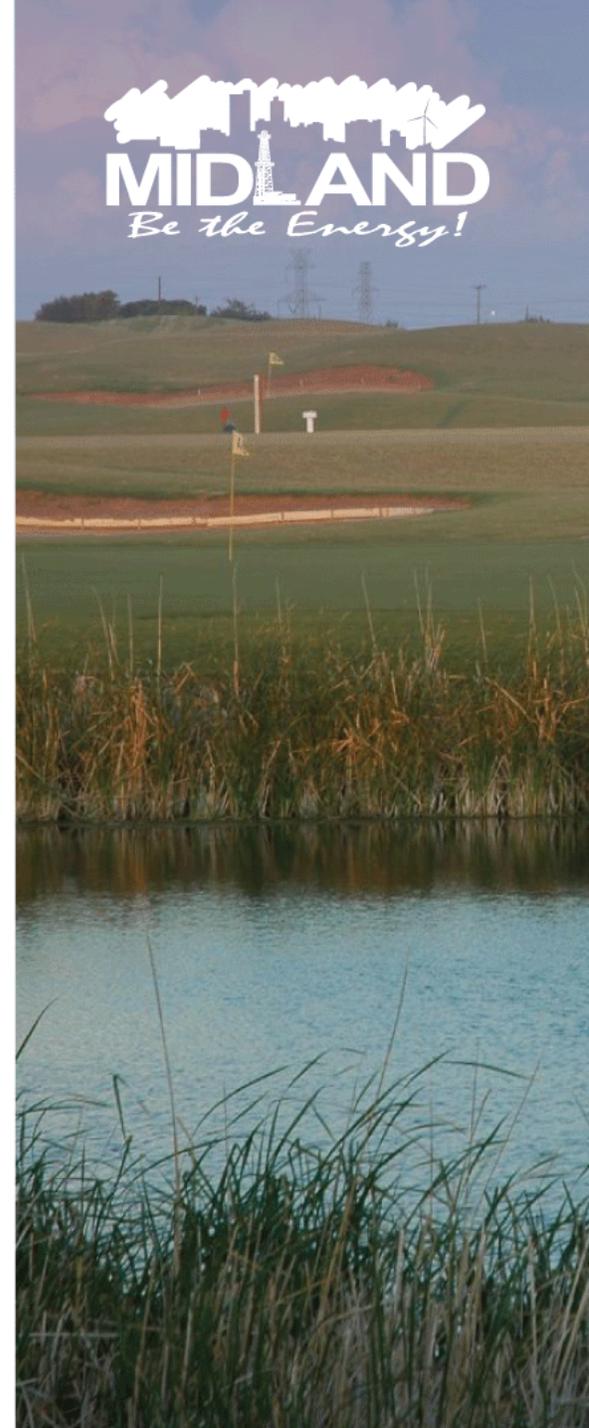
9



COMMUNICATIONS

- Created **City Nextdoor Account**
- Increased Social Media Posting to on a minimum, **3 posts per day**
- More timely response to citizen comments and direct messages on social media.
 - **Average response time: 2 h 23m**
- Increased focus on **short-format video (Reels)**
- **Increased focus on video content**
 - **Visual Content Receives 94% More Views than Text Only**
 - **Video Content Alone can increase organic traffic by 157%**
- Activating Everbridge System for '**Alert Midland**'
 - Neighborhood level and City-Wide notifications such as water outages and street closures.
 - Geofenced to affected locations and neighborhoods
 - Since initiated in July, **80 Notifications Sent**

10



COMMUNICATIONS

- FY25 Budget Chime-In Survey
 - **175 Submissions**
 - **4,073 Data Pointes Collected**
- Social Media Following Growth
 - **20% Growth** in Facebook and Instagram over last Fiscal Year
- **Council District Town Halls**
 - 5 Town Halls Held over a month period
 - Averaged 10 attendees per session



MISSION

Deliver exceptional services and promote a high quality of life and place for ALL our citizens.

