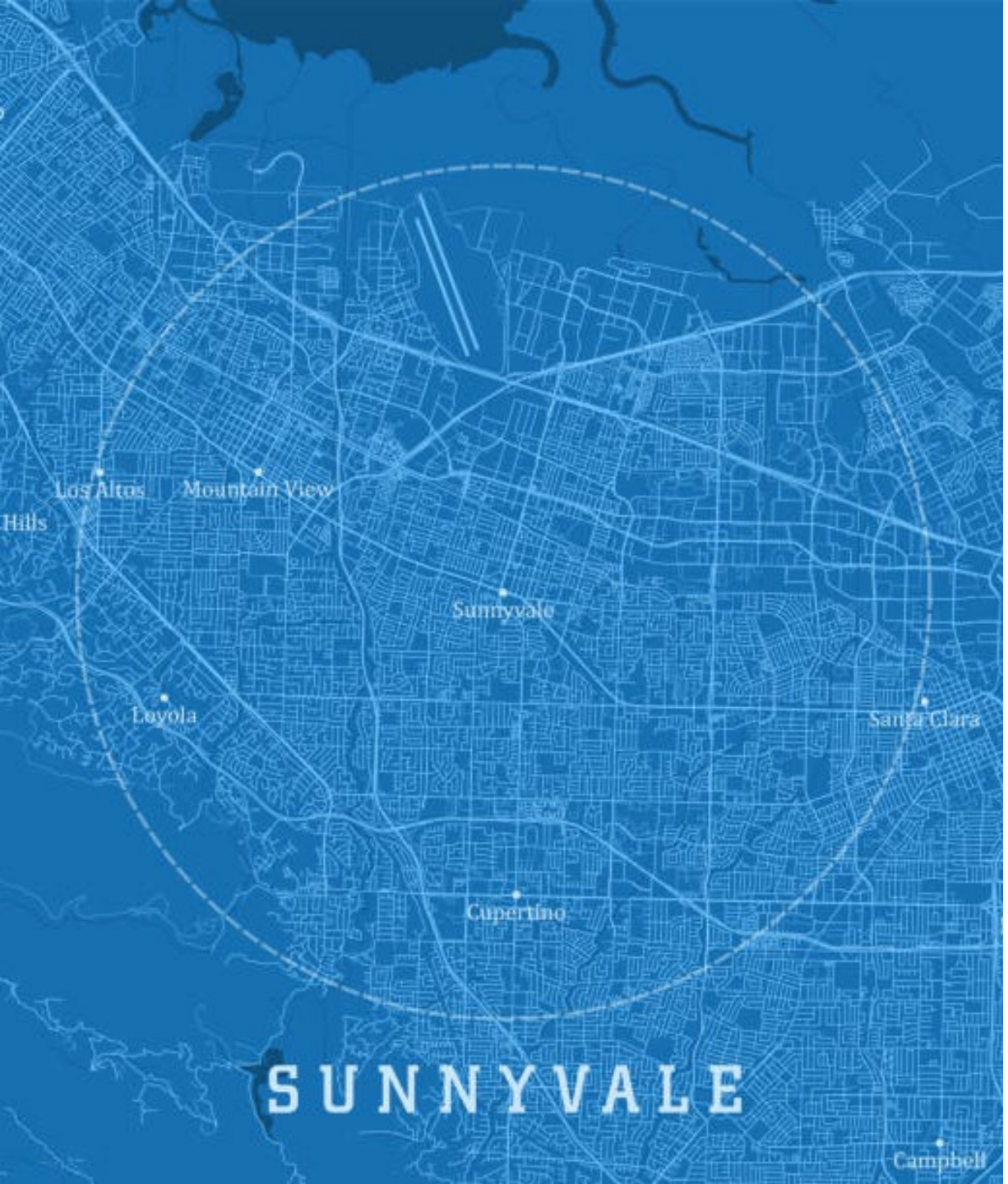
City of Sunnyvale, CA

Improving Access Sunnyvale, the City's Customer Service Portal

BerryDunn

December 10, 2024

Sunnyvale



Agenda

- Introductions
- Project Milestones
- Project Goals and Objectives
- Access Sunnyvale
- Current Findings and Themes
- Discussion and Next Steps

BerryDunn

50 YEARS

Founded in 1974

69 principals

37 years serving the public sector

875+ employees

Inspiring Organizations to Transform and Innovate

Community Development and Utility Operations

Parks, Recreation, Libraries

Enterprise Digital Transformation

Enterprise Organizational Development

Technology Management

Health and Community Services

Justice and Public Safety

BerryDunn's Team

Sunnyvale

Seth Hedstrom
Project Principal

David Ledbetter
Engagement Manager

Evan Agnello
Project Manager

Maddi Powers Spencer
Engagement Lead

Additional Resources

BerryDunn's Consulting Team includes **more than 300 consultants** to draw from as needed

Project Goals and Objectives

Evaluate and Assess the Current System

- Strengths
- Weaknesses
- Areas for improvement

Enhance Customer Experience

- Usability
- Variety of intake
- New functionality
- Self-Service

Streamline Internal Processes

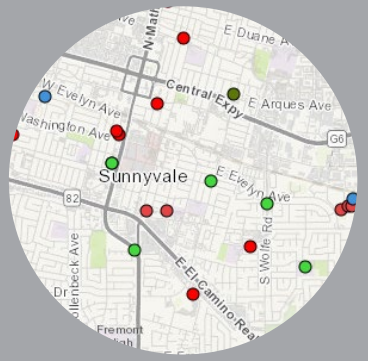
- Workflows
- Efficiency
- Tracking
- Overall service delivery

What Sources Inform the Process?

City Council, employee, and community input forums

Social Pinpoint website

Current City plans, processes and documentation



Access Sunnyvale

The City's primary system used by the public to submit services requests, report issues, or contact the City.

Online Service Requests

- Public records requests
- Park maintenance
- Car seat inspections
- Request a speaker

Report Issues

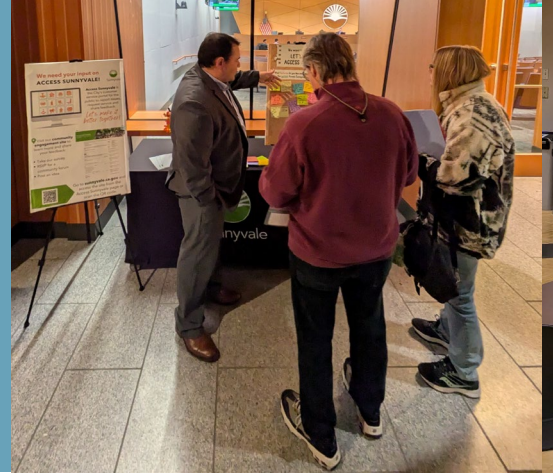
- Utility issues
- Neighborhood complaints
- Abandoned vehicles
- Graffiti cleanup
- Traffic issues
- Noise disturbance

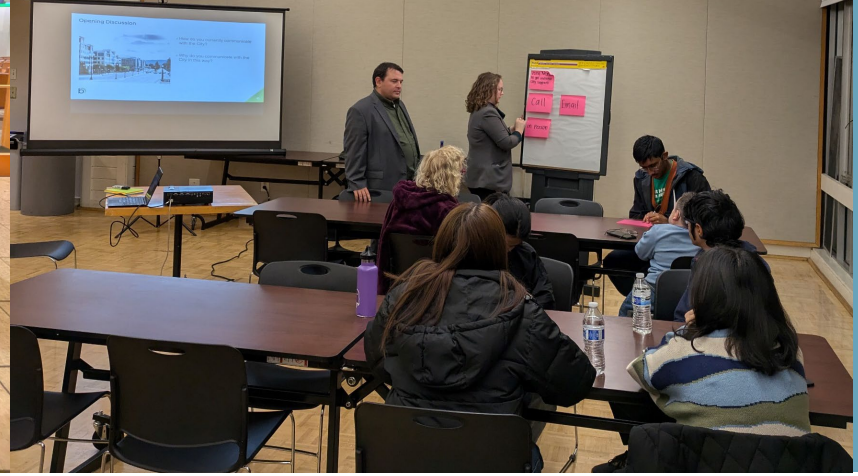
Contact the City

- Monitor requests
- Review requests
- Resolve requests

CURRENT ACCESS SUNNYVALE PORTAL:

Who We Talked To





Community Outreach

10 outreach events

4 pop-up table events

4 in-person focus groups

2 virtual focus groups

300+ community members

Employee Interviews

10 employee interviews

1 Access Sunnyvale liaison focus group

9 department interviews

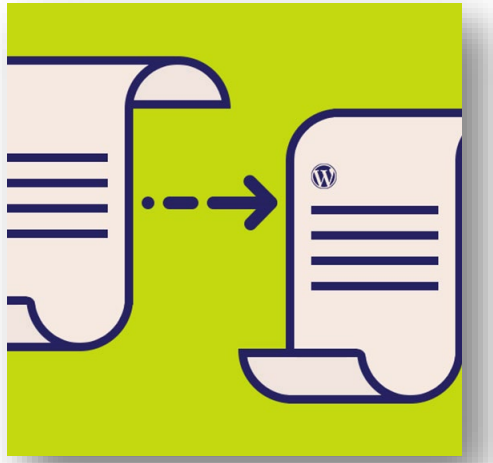
Survey Responses

60 employee

204 community

+ Announcements in Horizon, Update Sunnyvale, and Council meetings, to City communication list subscribers and Access Sunnyvale users

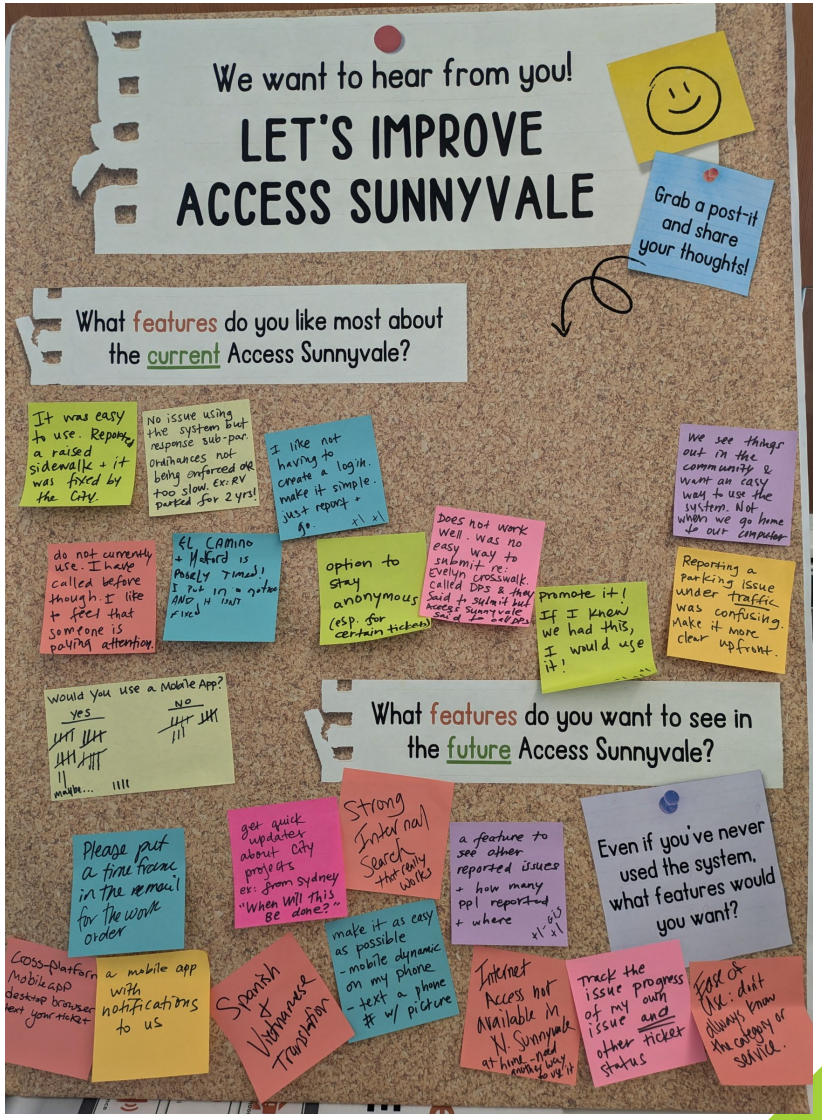
What We Learned from Staff



- Minimize duplicate requests
- Collect sufficient case details upfront for better routing
- Eliminate need for multiple tracking methods
- Integrate with external systems
- Standardize communication templates in system

What We Learned from the Community

- Frustration with ticket lifecycle ("resolving" open issues)
- More ticketing transparency
- Maintain user-friendly navigation
- Add other ways to report (e.g., call, text, app)
- Increase marketing & awareness (ongoing)

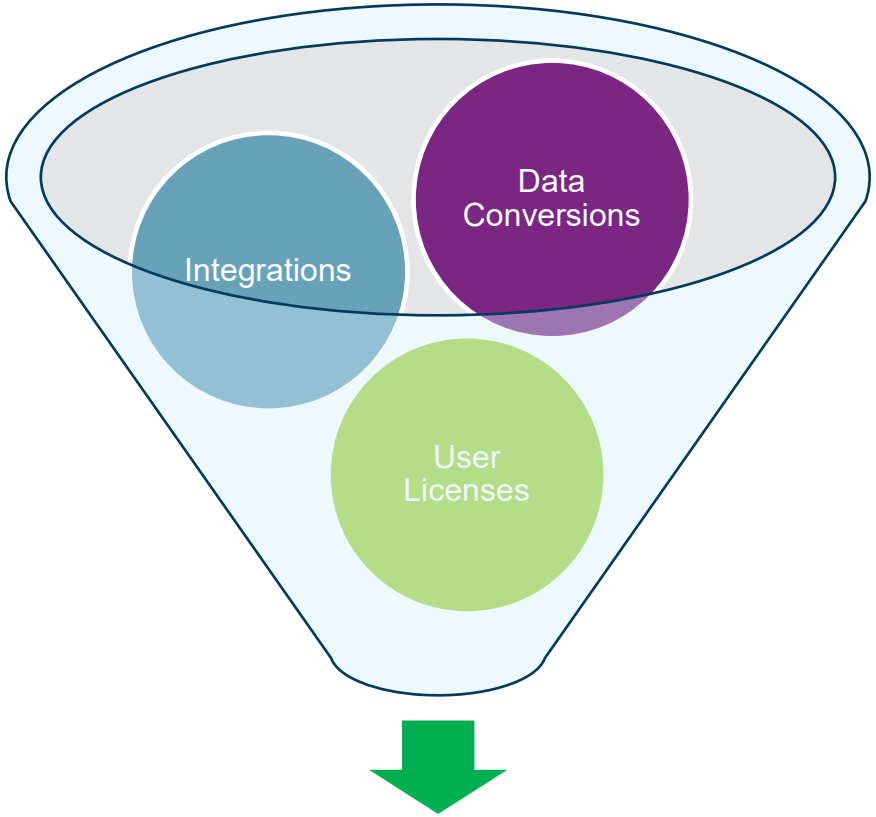


Discussion

- What works well with Access Sunnyvale now?
- What would you say needs improvement going forward?
- What are your two top priorities for a new CRM system?

Future State

Factors to consider in a future CRM:



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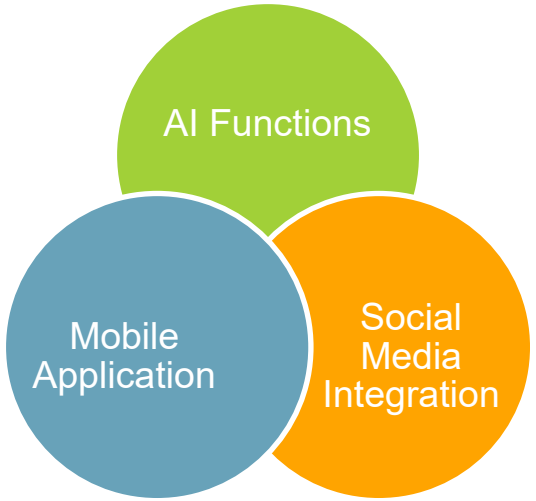
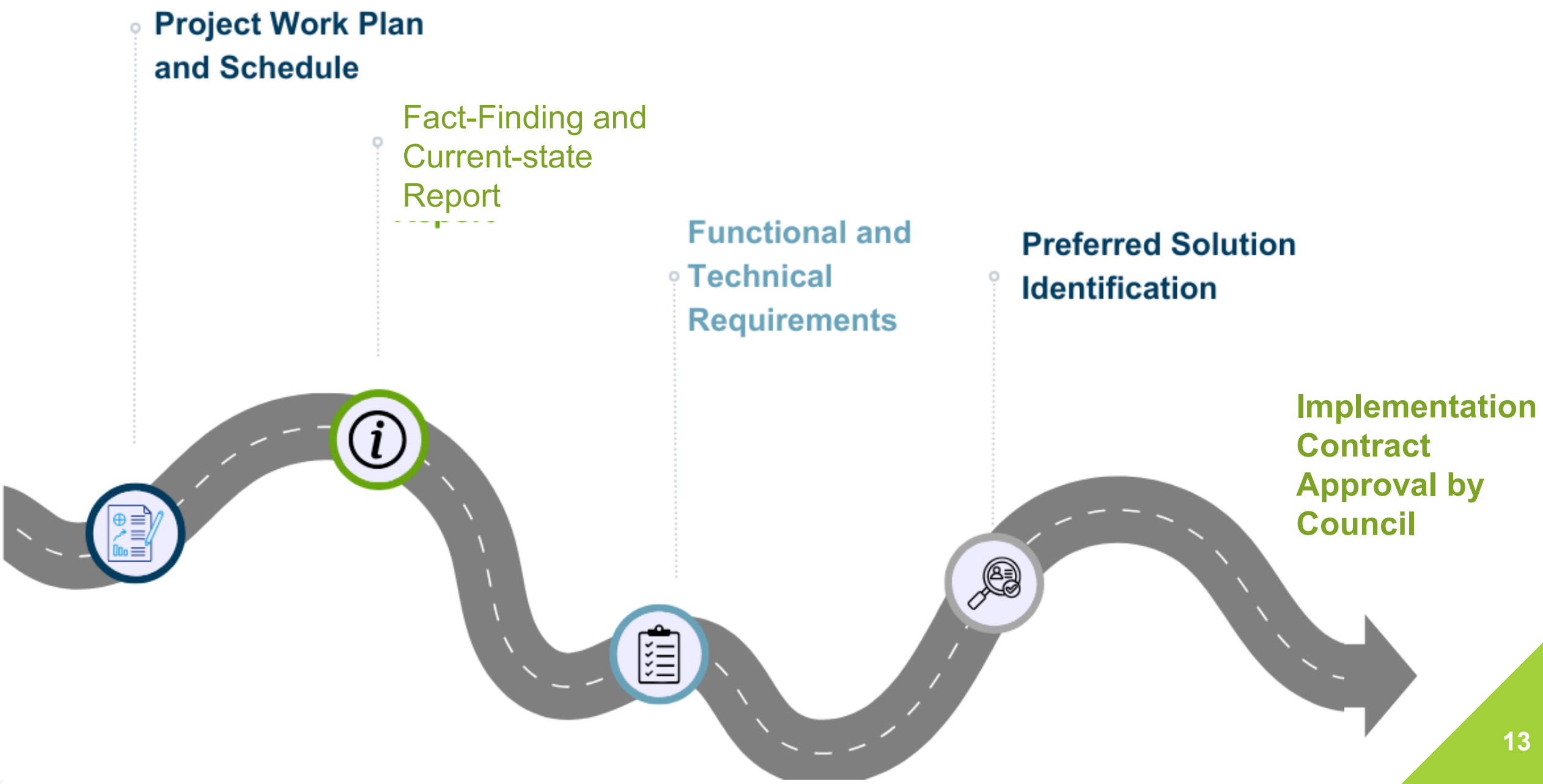
Other Factors to Consider:



Project Milestones & Next Steps



Ask us anything!