

# STAFFORD *Virginia*



## 311 Call Center

*Service  
Excellence*

# 311 Call Center

**Stafford's 311 Call Center  
is  
Open for Business!**

**“One Call Does It All”**



*Service Excellence*



# 311 Call Center

- What is a 311 Call Center?
  - 311 is a phone line dedicated by the FCC for local government information
  - One-stop shop for all incoming calls
  - Used by localities across the United States



# 311 Call Center

- Why Does Stafford Need a 311 Call Center?
  - Enhance Service Excellence priority for the community
  - Large volume of phone calls to all departments
  - Callers don't know which office to call
  - Callers were getting transferred
  - Help track trends and important issues
- Establish database to help monitor certain situations and enable departments to cross-check





# 311 Call Center

- **Stafford's "311 Center"**

- The Board of Supervisors approved a 311 Center in FY12 budget
- A Pilot Call Center was established in February 2012 in Citizens Assistance Office to field Utilities calls
  - Staffed with three employees (in existing positions)
- In the meantime, staff worked with phone service providers to offer 311 to subscribers



# 311 Call Center

- How Does It Work?

- Callers with landline phones in Stafford County dial 311 to reach our Call Center
- Callers outside of Stafford or on cell phones can call 658-4311 or 658-5311
- Calls are handled from beginning to end. Goal is to not transfer to other departments, but to help callers with one phone call.
- Focus is on **Service Excellence**





# 311 Call Center

- How Does It Work?
  - After hours
    - Submit requests through Live Support option on Stafford homepage:  
[www.staffordcountyva.gov](http://www.staffordcountyva.gov)
    - Report a Concern link on Stafford Homepage
    - Future – 311 App for cell phones



# 311 Call Center

- Next Steps

- Develop 311 App
- Continue publicizing 311
- Webpage under Development
- Create database with Hansen 8 upgrade
- Work with cell phone providers to offer 311 to subscribers



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