



Oceanside, CA

Population: 169,569 • Launch: May 2011 • App: Oceanside PublicStuff

THE CHALLENGE

Find an affordable CRM to enter requests from citizens that also acts as an internal request system for staff Information Systems needs.



OCEANSIDE CALL CENTER
 Prior to using PublicStuff, requests were logged into multiple systems from both citizens and staff. Calls for service requests were answered throughout the city by individual departments. A Call Center was established to consolidate function while experiencing staff reductions.

WHY PUBLICSTUFF?
 PublicStuff allowed the City to implement a centralized request system, while also providing access for citizens to submit and track their own requests. As a result, the call center will be expanding from 3 agents to 4 to accommodate call volume

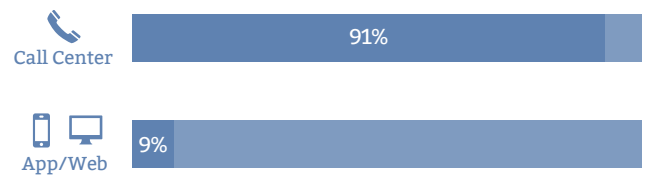
53,000
 service requests

45,000
 total comments

1,600
 requests via app or mobile

43,400
 requests via call center

USAGE PER DEVICE



TOP FIVE SERVICE REQUEST TYPES

- graffiti public property
- watering violations
- building maintenance
- utility billing
- broken street lights

"Job well done city of Oceanside! Speedy attention to addressing the graffiti. Many thanks." —Google Play Reviewer