



TELUS 311 Service

it's more than just a number

single point of contact

With Canadian cities growing rapidly, municipalities like yours are facing increased demand for services. You need to improve accessibility and enhance government accountability in a cost-effective manner.

A one-stop, non-emergency contact centre can help your municipality meet these challenges. With the CRTC's recent approval of '311' for municipal government services, citizens can now have an easy-to-remember number as a single point of contact. Although 311 is the number commonly used for this purpose, many numbers, such as 800-ACCESS can be used. What really counts is what happens after the citizen has dialed.

Our solution does more than manage the routing of telephone calls. TELUS 311 can be a multichannel single point of contact encompassing contact via phone, e-mail, Internet chat and the Web. Your municipality will be able to meet the individual needs and preferences of all your citizens, and manage them from an organization perspective.

The key to success is integration. TELUS has the full spectrum of capabilities and experience needed to integrate all the components of a 311 solution. By working closely with you, we can tailor our 311 business model to meet your municipality's needs and budget.

Integrated contact centres represent a huge leap forward in government efficiency and citizen empowerment.

explore the possibilities

An integrated contact centre is more than 'one number to call'. It enables a range of innovative ways for citizens to access municipal services and new, cost-effective modes for the delivery of those services. Imagine the impact on your municipality if:

- Municipal operators were available 24x7x365
- Your 311 phone service was integrated with a Web portal for less urgent requests and e-mail responses. Portal users could 'click-to-chat' and communicate with 311 personnel via online messaging.
- During high call volume times, callers could leave a message that is returned once call volumes drop
- 311 calls are managed by an agent and technologies to best serve the citizen requirements
- At the touch of a button, you could see where all of your field vehicles and resources are located. Requests for services could be dispatched to the resource closest to the need.
- Potential to obtain revenues from outside organizations who wish to leverage your 311 infrastructure
- Calls regarding issues outside your jurisdiction could be easily transferred without the citizen having to re-state their needs

do more with less

A 311 solution can help your municipality leverage existing applications, utilize internal expertise and experience, consolidate resources, and reduce costs. The TELUS difference is our ability to offer a fully integrated 311 solution, with all the components you need. The capabilities of TELUS and our partners include:

- Professional services and consulting
- Business process re-engineering
- Citizen Relationship Management (CRM)
- Integrated Voice Response (IVR)
- Contact Centre Solutions and consolidation
- Web services and portal development
- Enterprise applications integration
- Computer telephony integration
- Speech recognition
- Geomatics services
- Mobility and wireless services
- Voice and data network services and support
- Operator services

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benefits of 311

If needed, our TELUS team can assist you in developing the business case and ROI model as part of a technology road map and implementation plan. Discover what TELUS 311 can help you do:

Consolidate resources. A single integrated contact centre will effectively respond to citizen's needs through one main centre. This is much more efficient than having numerous agency-based centres spread throughout your municipality, and is less frustrating for your citizens since it eliminates the "Who do I call?" question.

Improve service. Use the wealth of information collected from a single repository to analyze citizens' concerns and requests, and deploy resources cost-effectively. 311 services also allow your officials to target voters' needs intelligently and effectively.

Increase access. More and more, citizens are increasingly demanding to conduct business with municipalities anytime, from anywhere, with any device. 311 services can be leveraged through integrated Web and automated systems as well as keeping the traditional in person approach.

Streamline processes. Duplication of effort is eliminated by employing a knowledge management solution and centralized database for information sharing.

Provide a more open, transparent government. Improved accessibility is a cornerstone of a citizen-centric government. TELUS 311 establishes a direct, citizen-driven link to municipal agencies and programs.

business models

TELUS is constantly enhancing their current technologies and implementation processes to ensure that we offer a best-of-breed 311 solution. We understand that municipalities are unique. Our three basic business models can be tailored and interchanged to meet your needs:

Customer Owned and Operated. Single-instance implementation with extensive functionality, determined by the specific needs of the municipality. All technologies and personnel reside on the municipality's property.

Hosted infrastructure. Technology is hosted by TELUS and personnel are either hosted by TELUS or work at the municipality's site. This model includes the new TELUS hosted contact centre infrastructure that allows municipalities to use multiple media channels such as phone, e-mail and Internet collaboration to serve citizens.

Shared services operation. Regional municipalities can work together to share a 311 service centre that can be independently operated or outsourced to TELUS as a stand-alone operation.

a trusted partner

No other Canadian service provider has developed as many contact centre solutions for as many clients as TELUS. Today, more than 200 Canadian contact centres answering more than 250,000 calls per day, rely on TELUS for their contact centre solutions. To enhance our technology offerings, TELUS has a national Contact Centre Consulting Team which is focused on Citizen Centric Services. They can assist you by walking through your long list of questions as well as the business transformations (people, processes and technologies) of implementing a 311 service.

In addition to our contact centre expertise, TELUS' relevant municipal government expertise includes 911 services, emergency notification, electronic municipal records and taxpayer information, government-focused Web portals, geomatics mapping systems, and real-time credit or debit card payments.

Our strong public sector focus and involvement with local communities have made TELUS the partner of choice for municipalities across Canada.