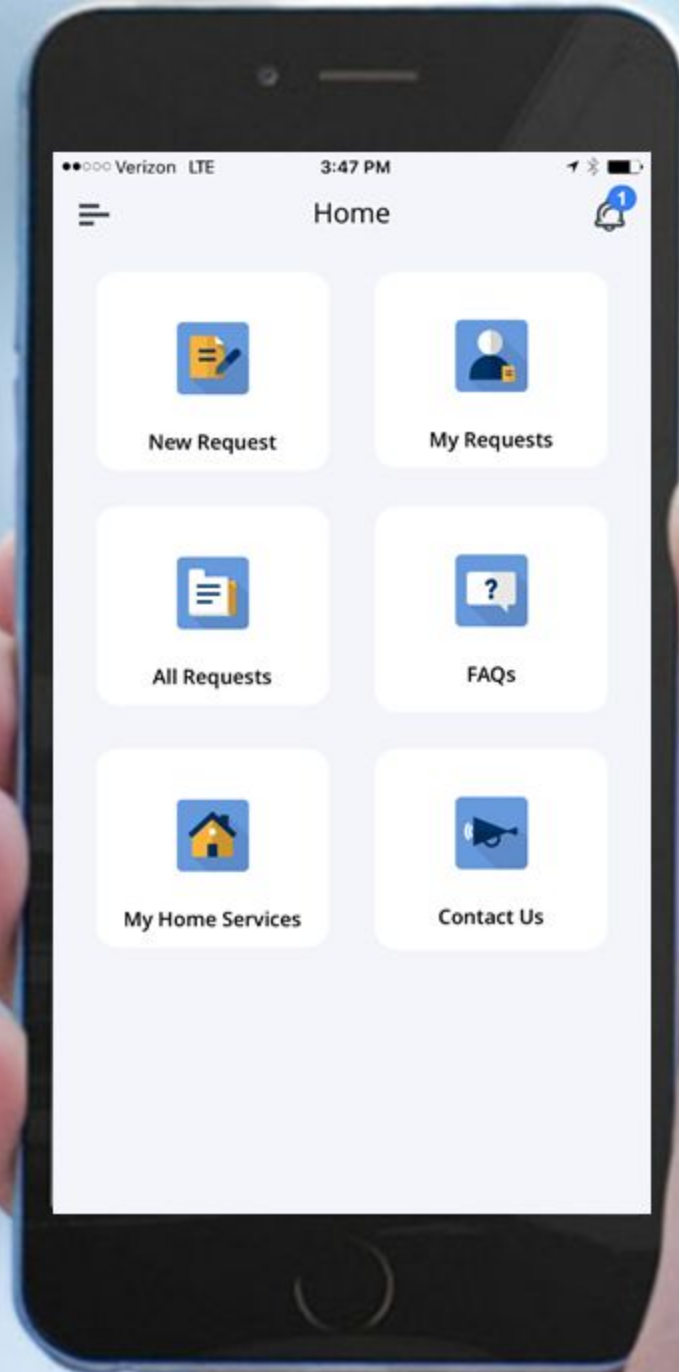


Smart Cities & Service Improvements Committee My San Jose Update

June 7, 2018

My San Jose

- **Where we are now**
- **What we've learned**
- **What's next**

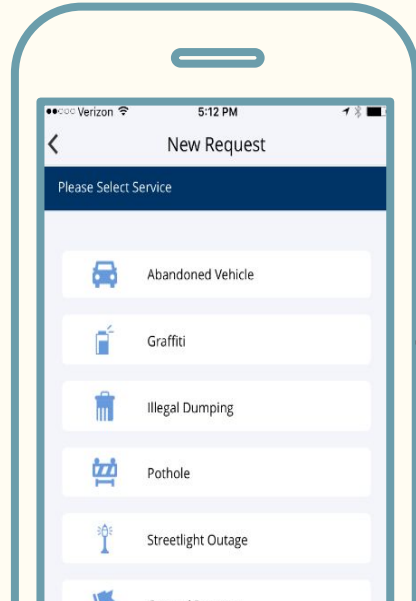


My San Jose Ecosystem

Customer-Facing App

Citywide CRM Platform

Department Work Order Systems



Auto-routing

Call center

DOT

PRNS

ESD

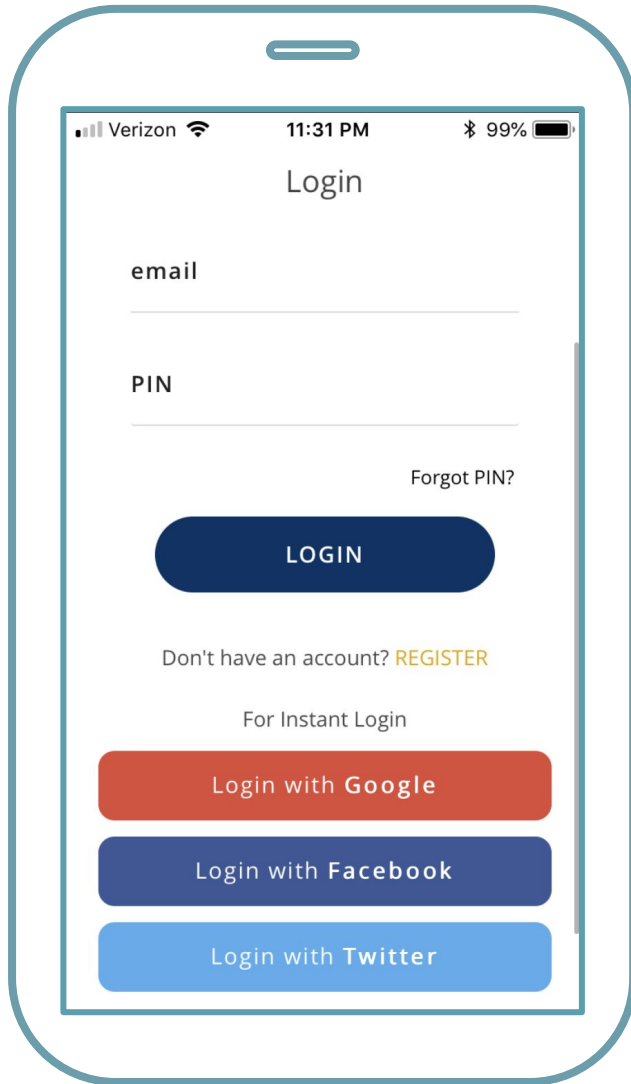


Real-time two-way communication

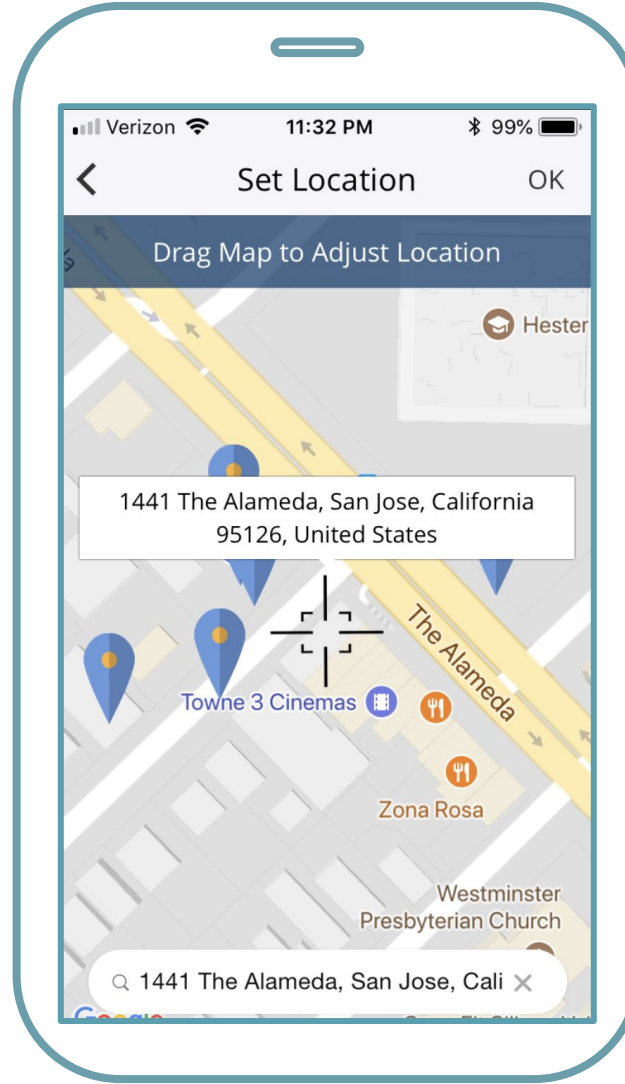
My San Jose Timeline



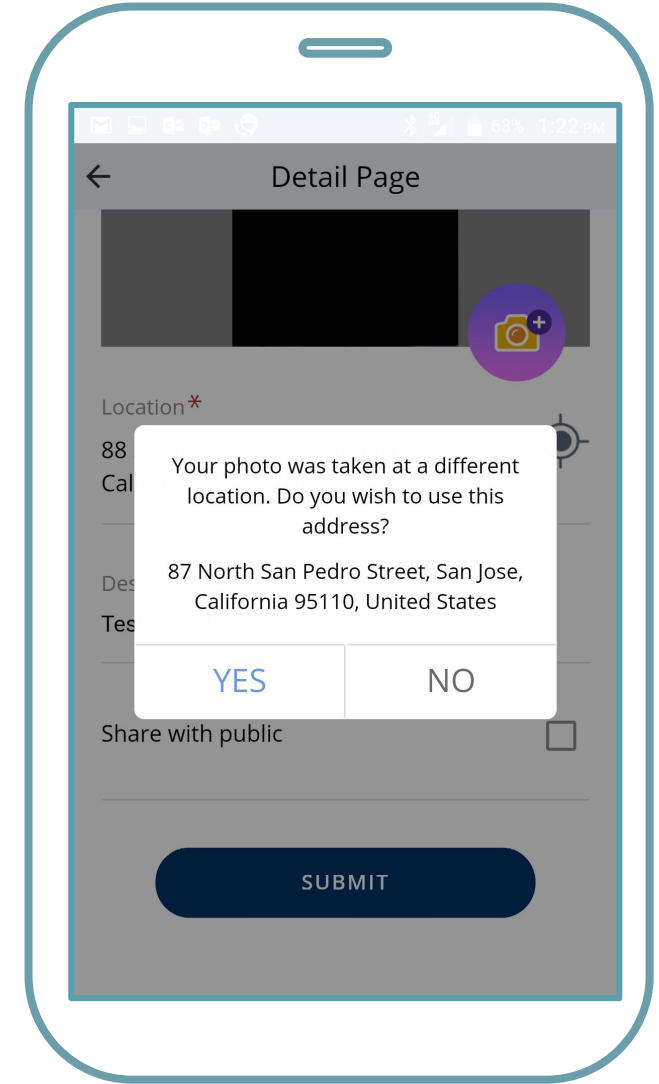
Version 1.5



**Social media account
login**



**Improved map
navigation**



**GPS location
detection for images**

My San Jose

- Where we are now
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- What's next

Champion the Customer

Customer Gains



“Wow, it really got done.”

“It’s been the biggest way I’ve seen that shows the City cares.”

“It gives me hope for having a cleaner city.”



Customer Pains



“It’s frustrating, you don’t know if you’re being ignored.”

“Don’t tell me to call a number. If I wanted to call, I would have called.”

“Whenever we report something, there should be forward motion.”

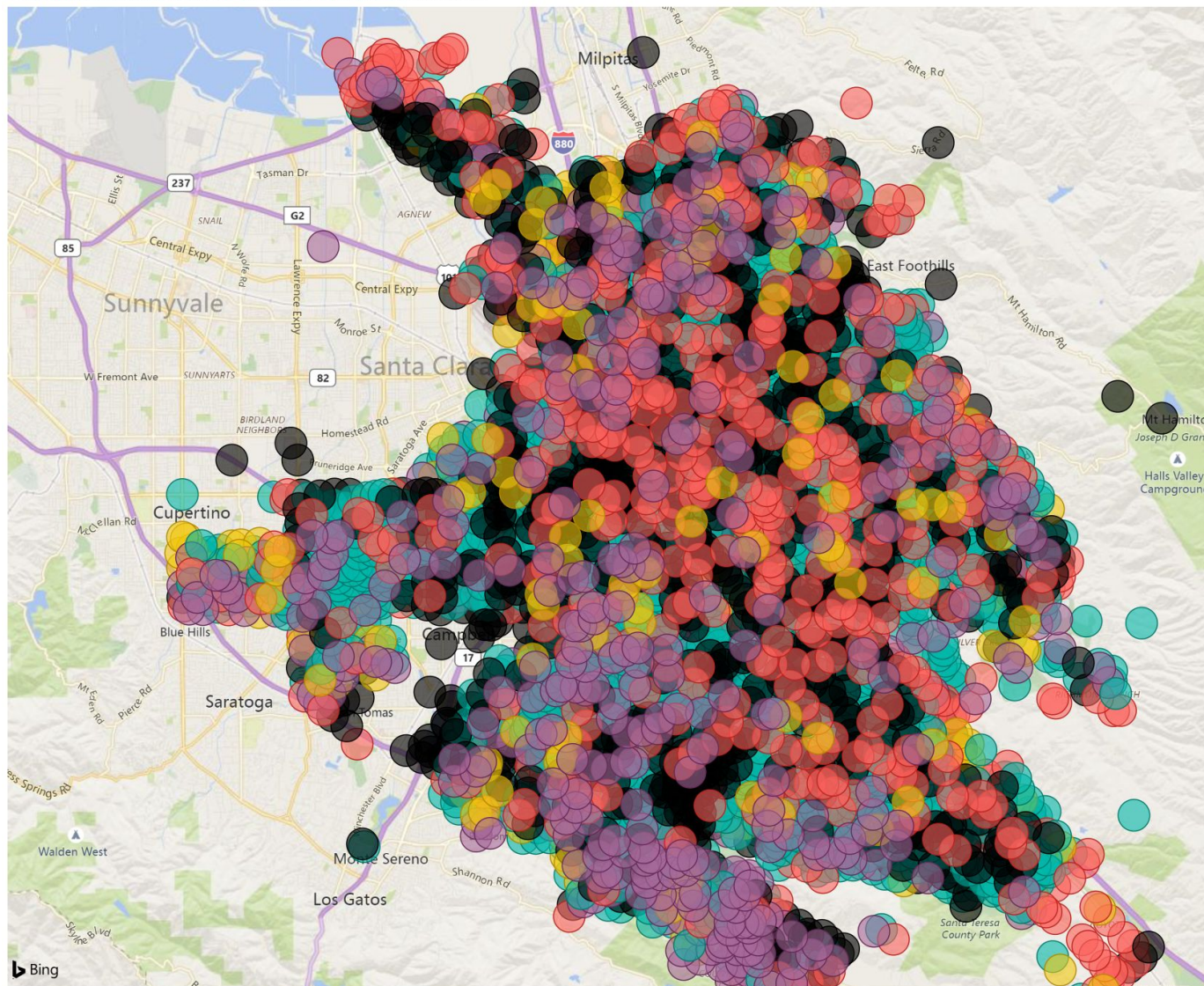
Learn through Data

120,000+ service requests

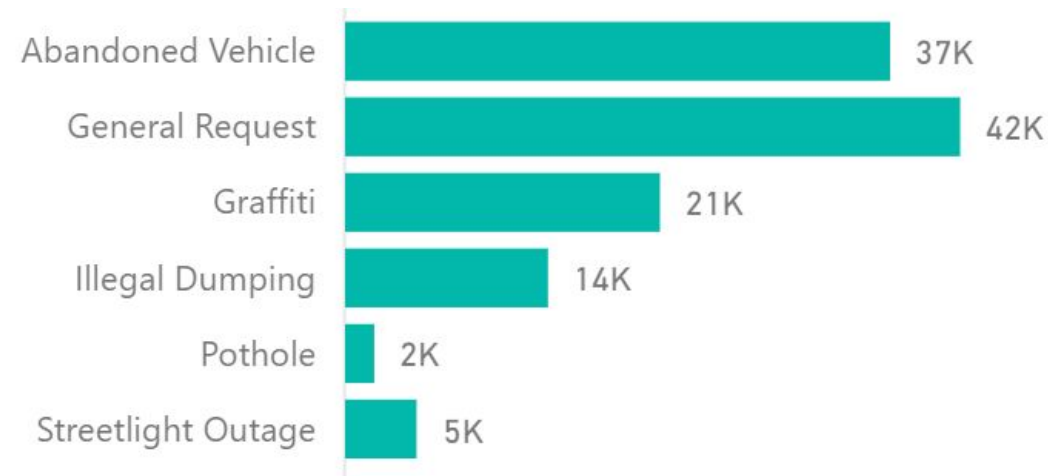
30,600 users

22,300 mobile app installs

Service ● Abandoned Vehicle ● Graffiti ● Illegal Dumping ● Pothole ● Streetlight Outage



Number of Requests by Service Type

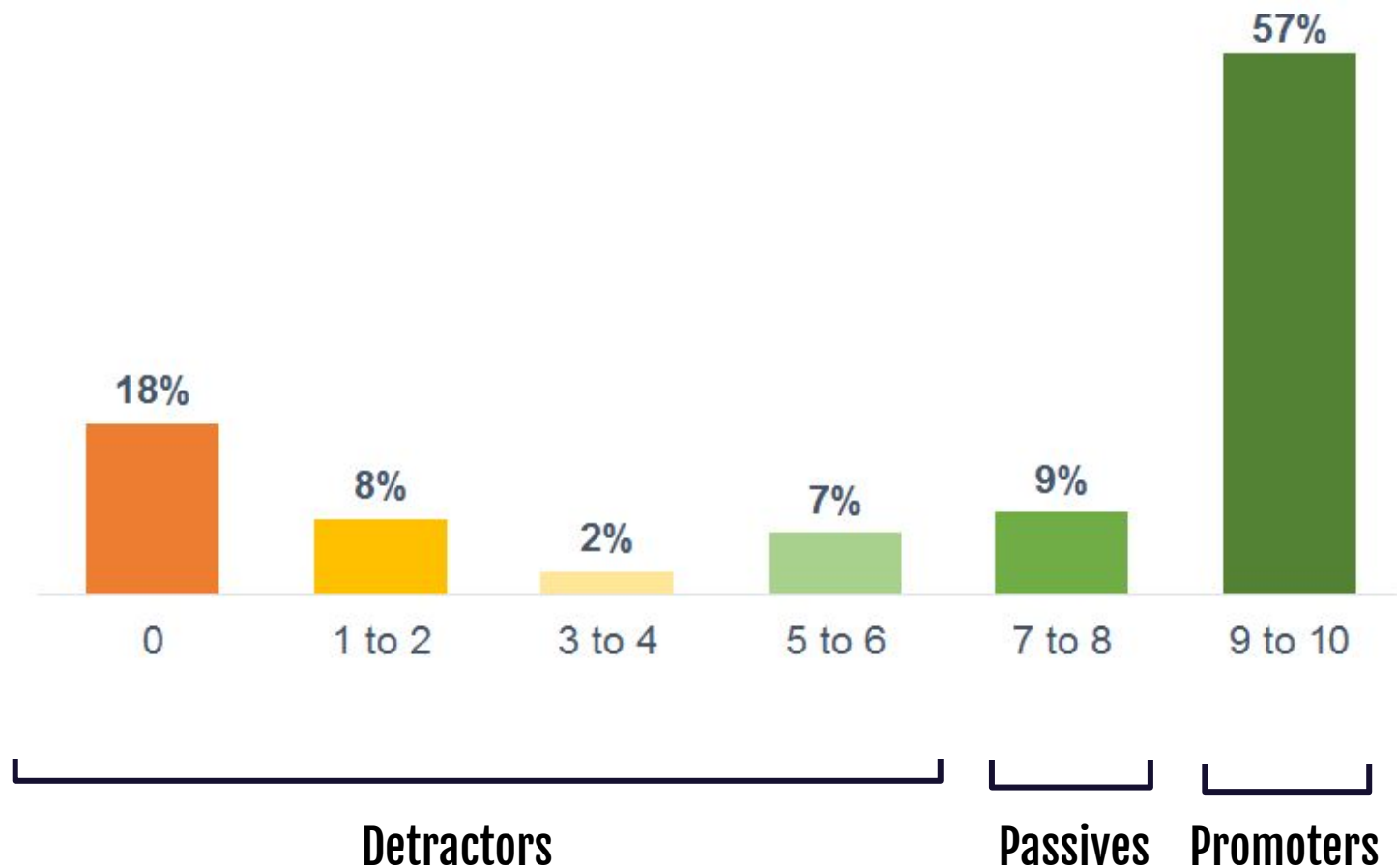


Number of Requests Per Day



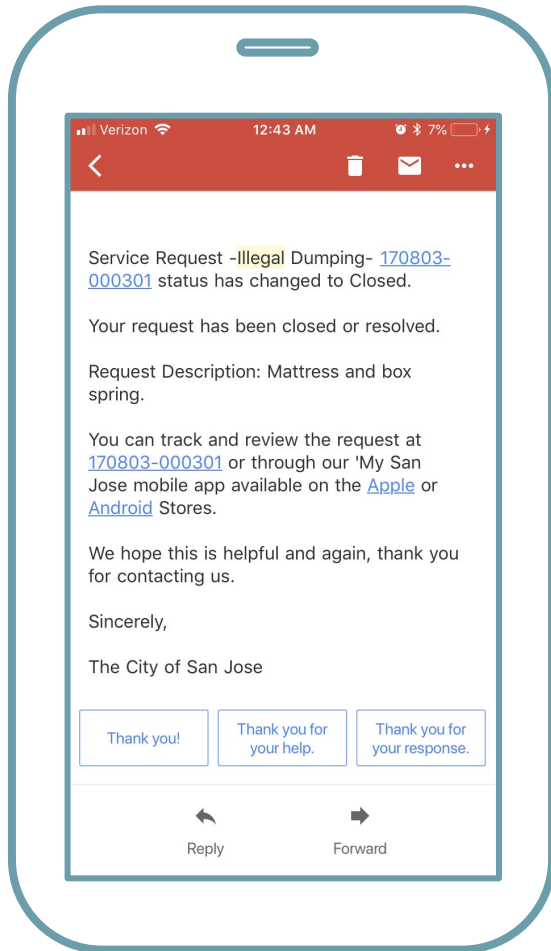
Initial results from customer survey

How likely are you to recommend My San Jose to a friend or colleague?



Iterate to Improve

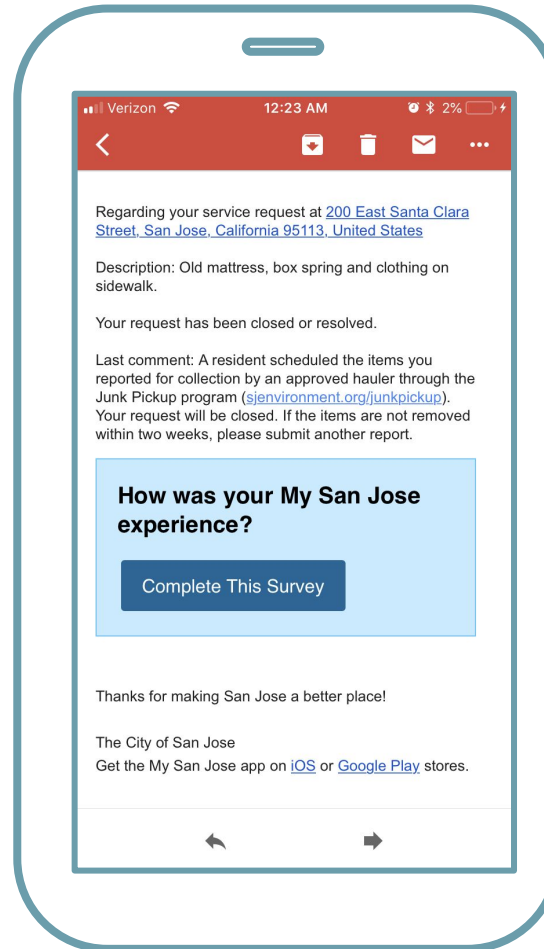
Before



Lack of clarity on
"closed" status

Current

(version 1.5, May 2018)



Add context with last
City comment

Next Phase

Prototype and test
finer-grained status
updates.



Possible status
clarifications:

- Case is resolved
- Case is a duplicate
- Case not found

Refine status
communication

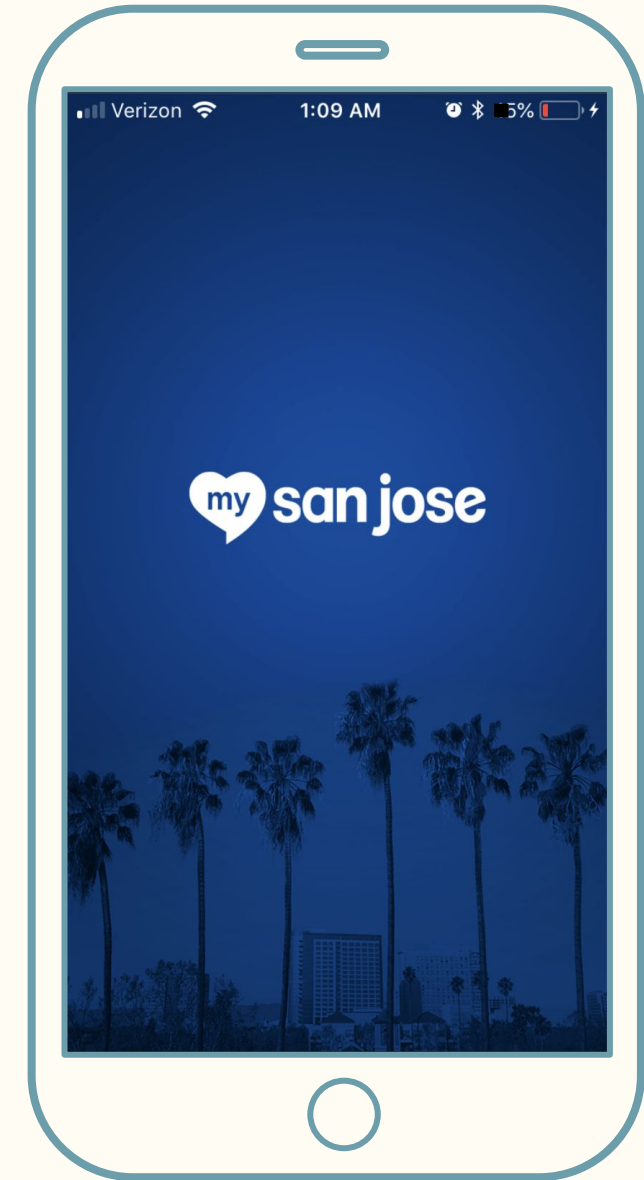
My San Jose

- Where we are now
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My San Jose 2.0

Priorities:

- Clarify status communication
- Support one or more additional languages
- Improve usability in app and on the web
- Support efficient workflows for back-end service teams
- Streamline re-routing of requests
- Implement better feedback loops on customer satisfaction
- Increase use of data analytics to monitor and adapt services
- Develop technology that's easy to maintain and scale



My San Jose demonstrates an effective approach to digital services

Empower an
internal team to
own the vision



Start with a
handful of
priority services



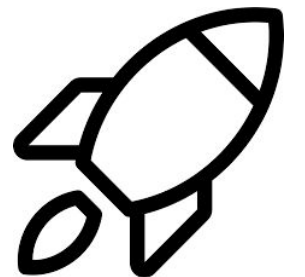
Design the
experience from
beginning to end



Test early and
often with real
customers



Launch is just
the beginning



Launch is just the beginning

