



Customer Service & SeeClickFix

July 9, 2024



Visit Our Website:
MIDLANDTEXAS.GOV

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Presentation Overview

- Customer Service: Comprehensive Look
- What is SeeClickFix?
- SeeClickFix Live Demo
- Community Impact
- Deployment
- Questions?

Organizational Customer Service Enhancements

- A Key Factor of the Council’s Strategic Plan & Key Focus Areas
- Going the **Extra Mile**
- Surveying** our Community, Customers, and Employees
- We know we’ve got room to improve continually
- Using our **Employees as a Force Multiplier; Activate our employees to be Proactive**
- Be In the Know Meetings**
- Employee “**Info Central**” Knowledge Center
- Training, Tools, & Accountability**

Introducing SeeClickFix



What is SeeClickFix?

SeeClickFix is an automated non-emergency reporting platform where citizens can share their issues and concerns throughout the city. We are Bridging the communication gap between citizens and local government, streamlining the issue reporting and resolution process.

Old Reporting System

- Limiting details
- Required log-in
- No notifications sent to staff or Citizen



SeeClickFix

- Prompts Questions for details ✓
- Allows citizens to see all requests submitted across the City ✓
- Notifications sent to staff and citizens ✓



Old System

RequestTracker

Use Request Tracker to report your concerns.

Animal Services			
>>	Broken Link	>>	Report an Animal Bite
>>	Internal-AS	>>	Report Other Animal Issue (Dece
>>	Other issues-AS	>>	Report Other Concern
>>	Report a Stray Dog	>>	Report Wildlife in City Limits

City Employees			
>>	Commend a City Employee	>>	Report a Concern About City Em

Code			
>>	Report a Dilapidated Structure	>>	Report Operation of Business o
>>	Report an Abandoned/Junk Vehicle on Private Property	>>	Report Vehicles Parked in Yards



Home > My Account

 **Website Sign In**
For a more interactive experience please sign in.

Sign In
When using an existing account, you will be redirected to the CivicPlus sign in page.

[EXISTING ACCOUNT](#) | [FACEBOOK](#)

[CREATE AN ACCOUNT](#)

Broken Link

Brief Description

Problem Location

Street Number and Name: *

Address Line 2:

City: *

State: *

Zip Code:

Photograph: No file chosen

Your Information

Name:

Street Number and Name:

Address Line 2:

City:

State:

Zip Code:

Phone Number:

Fax Number:

Email Address:

SeeClickFix

Select a Request Category

Frequent Requests

- ✓ Pothole/Rut
- Solid Waste Concerns

Pothole/Rut

Public Frequent Requests

MIDLAND
Be the Energy!

MIDLAND
Be the Energy!

Select a Location

- 300 N Loraine St, Midland, TX, 79701, USA
- 300N N Loraine St, Midland, TX, 79701, USA
- 300N S Loraine St, Midland, TX, 79701, USA
- 300 S Loraine St, Midland, TX, 79701, USA

Solid Waste Concerns

Public Frequent Requests

Complete

Your request #1054860 has been submitted

Solid Waste Concerns

300 N Loraine St Midland, Texas, 79701

Open 5/20/24 9:51:56 AM

test

Please verify the issue that is occurring.
Missing Trashcan

Public Midland Texas Neighbor
1054860 Frequent Requests

Comments (0)

Share with Neighbors

Facebook Twitter Email NextDoor
Copy link

Download the App

Stay up to date on this request and discover more services

Download on the App Store GET IT ON Google Play

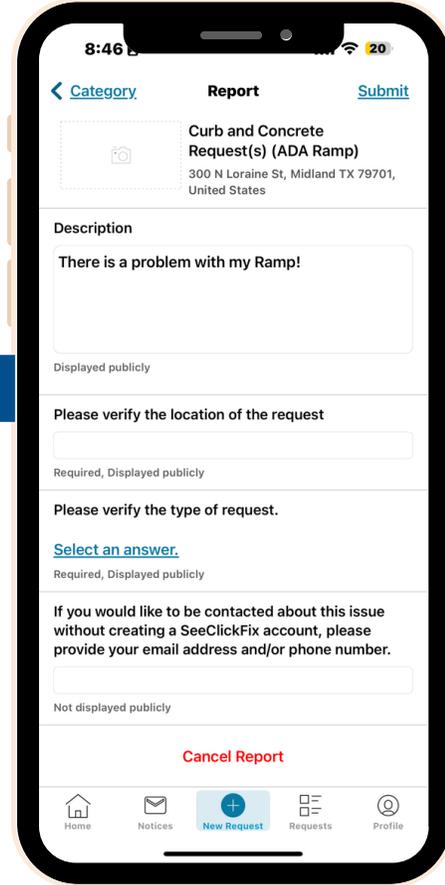
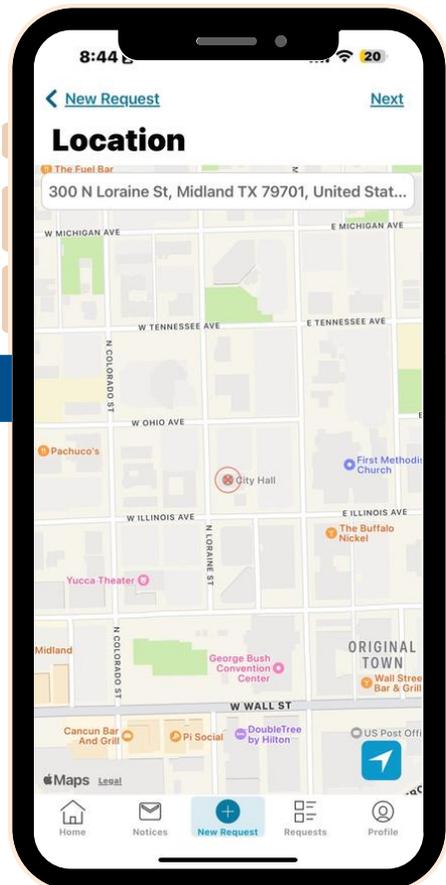
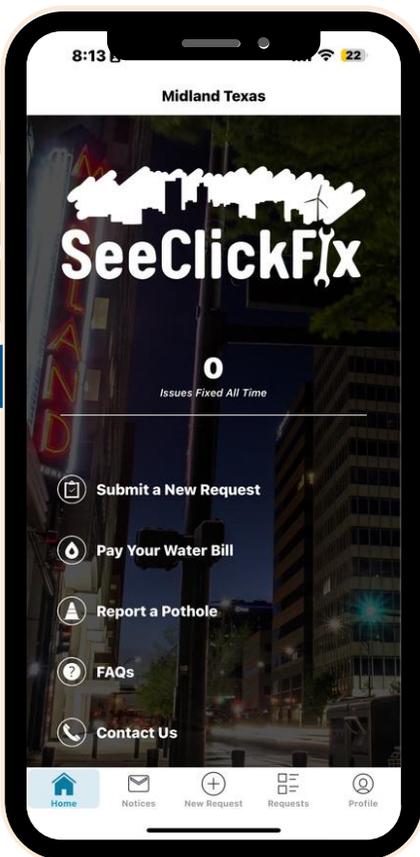
SeeClickFix Demo



SeeClickFix Live Demo



App Functionality



SEE IT, CLICK IT, FIX IT!



Community Impact

Transparency & Communication

- The platform enhances transparency by providing real-time updates on the status and resolution of reported issues, instead of relying on phone calls or emails. Keeping residents informed about the actions taken by local authorities builds trust between citizens and the City of Midland.

Community Empowerment and Cohesion

- SeeClickFix empowers residents to actively participate in the improvement of their neighborhoods by reporting issues and providing valuable feedback to city staff. It promotes a sense of community ownership, pride, and responsibility for the well-being of Midland. **ALL EYES ON MIDLAND!**
- **Engaging all community partners for force-multiplication across Midland**



Deployment

- Advertisement & Social Media Outreach
- **Citizen Training: In Person and Video**
- **Agency Partners: Eyes on Midland**
- Using our 1,000!
- Graphics, QR Codes, Commercials
- Training Staff to Train Citizens!
- Adjustments & Surveys



Questions?



Introducing Ask Jacky



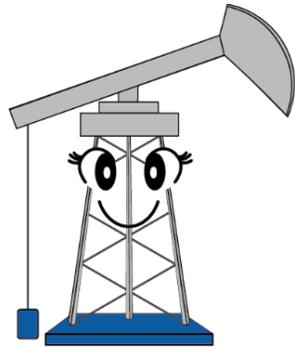
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Presentation Overview

- Introducing Ask Jacky
- Who and What is Jacky?
- Live Demonstration
- Questions

WELCOME OUR NEW TECHNOLOGY!

Welcome our new technology AskJacky and SeeClickFix, a better and more efficient way of reporting, getting resources and the answers you need.



Ask
JACKY
AI VIRTUAL ASSISTANT


SeeClickFix




MIDLAND
Be the Energy!



Ask Jacky

Who is Jacky?

Jacky is an intuitive AI-powered virtual assistant **designed to provide quick and helpful responses** to citizen and customer inquiries about city services, events, and information. It's accessible directly on our city webpages and aims to enhance citizens' experience by offering instant assistance.

What can Jacky do?

- 24-hour availability on the City of Midland website
- Immediate information vs. sending emails or calling by phone for simple questions
- Reduces the number of clicks on the website; Simply "Ask Jacky"
- Jacky Will be trained over time; She is **Continuously Learning & Improving**

What Jacky Is Not?

Ask Jacky Demonstration

- Live Demo

Questions?

MISSION

Deliver exceptional services and promote a high quality of life and place for **ALL** our citizens.