



NEWS RELEASE

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Sugar Land Launches 311 Contact Center

Sugar Land, Texas – Citizens ask, and the city answers from its newly created 311 Contact Center.

311 is a single, one-stop point of contact designed to make it easier for residents to know who to contact for assistance with non-emergency, city-related questions, and requests for services and also provides the ability for residents to track the progress of their requests.

311 is staffed by customer service ambassadors who are trained in customer service and are equipped with a comprehensive knowledge of city services. The ambassadors aim to identify the best way to assist with general questions or service requests during residents' first interaction with the city.

Customer service has continually ranked among the community's top priorities in its recurring Citizen Satisfaction Survey. An organizational emphasis on customer service and communications resulted in some of the largest percentage increases in satisfaction levels above the national average in the most recent survey.

311 is the result of the city's customer service strategic project that began in 2013 and tasked city staff members from across the city organization with analyzing the city's customer service practices, as well as industry best practices. The effort led to a recommendation that the city create the 311 Contact Center to focus on continuous improvement of the city's customer service delivery.

"311 builds upon the city of Sugar Land's long-standing reputation of providing superior service to our residents," said City Manager Allen Bogard. "The consolidation of existing technology and resources into 311 allows the program to deliver a cost-

effective enhancement to our citizens, which is in line with our city’s mission to enhance the quality of life in the community through a commitment to excellence in the delivery of public service.”

Residents can call 311 from 7 a.m. to 5 p.m. Monday through Friday, excluding city holidays. An after-hours answering service assists with and dispatches urgent calls to city staff members in the evenings and on the weekends, allowing residents to reach a live person 24/7.

Residents have the option to submit questions and requests to 311 day and night using a variety of communication technology:

- By phone, call 3-1-1 or 281-275-2900 (the 10-digit number for outside of the city’s corporate limits).
- Email 311@sugarlandtx.gov.
- Submit a request via MySugarLand, the city mobile app that can be downloaded at <http://www.sugarlandtx.gov/80/Mobile-App-Download>.
- Visit the 311 Contact Center webpage at www.sugarlandtx.gov/311.

In preparation for the official launch of 311, the customer service ambassadors supported the city’s response to Hurricane Harvey and other severe weather events, as well as the December annexation of the Greatwood and New Territory communities.

For more information about 311, visit www.sugarlandtx.gov/311.