



Fort Bend 311 Readiness Assessment: Recap and Next Steps

State & Local Government

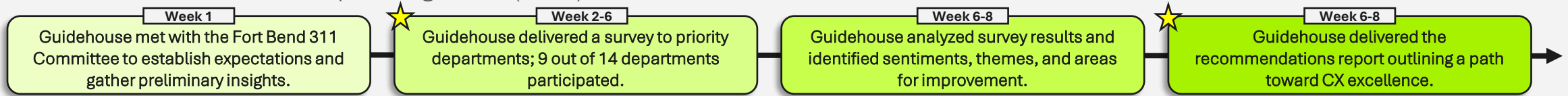
MARCH 25, 2025

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Our Work in Review: Phase 1

The County does not currently have a centralized point of contact for residents to access various County services, such as reporting non-emergency issues, requesting information, or seeking assistance. Fort Bend's rapid growth has highlighted the need for a non-emergency, or 311, Customer Relationship Management (CRM) solution for residents.



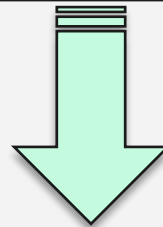
Analysis Findings			
People + Process Domains		Technology Domain	
Communications Tools	Email and Microsoft Teams are the most common and somewhat effective, with Webex, OnBase, Zoom, and telephone also used.	CRM System Usage	Most departments do not use a shared CRM, leading to inconsistent responses and confusion about CRM usage and functionality.
Budget, Training, and Staffing Capacity	Only three departments can afford new technology, training is limited, staff are capable but face integration challenges, and hiring new staff is not feasible.	Benefits vs. Challenges of Current System	Benefits include ease of use and customization, while challenges involve login delays, limited categories, mobile-only constraints, and high maintenance or limited IT support.
Current Constituent Service Processes	Most departments handle constituent requests with some difficulty, limited capacity, standard documentation but varied tracking, and few measure satisfaction formally with varying SLAs.	Integration and Interdepartmental Collaboration	Most respondents are unsure about system integrations, and despite inconsistent CRM usage, a majority believe their systems enable interdepartmental collaboration, though this varies.
External Dependencies	About half of departments rely on external entities for some workflows, mainly for service request fulfillment or management.	Meeting Departmental Needs	Most departments say their technology meets operational needs but lacks features, with desired improvements including better communication, integration, ease of use, and multi-platform access.
Constituent Communication Channels	The most common methods are phone calls, in-person visits, and email; language support is mainly Spanish with bilingual staff as primary resources, and notification methods vary significantly.	Hesitations Towards CRM Adoption	Cost and complexity of integration are the top concerns, followed by disruption of operations, ROI, and data security.
		AI Readiness and Interest	No AI tools or policies exist, interest in AI for 311 is split, and staff attitudes toward AI as a workload reducer are neutral or positive.

- ★ Phase 1 Deliverables:
- ☐ 311 Readiness Assessment Survey
 - ☐ 311 Readiness Assessment Recommendations Report

CX Transformation Overview – Next Steps

Guidehouse’s proposed Phase 2 and Phase 3 cover funding strategy development and change management activities.

Guidehouse produced 15 recommendations across 4 categories that will transform Fort Bend’s Customer Experience (CX) strategy and position the County for CX excellence. This future state will greatly improve the County’s ability to manage constituent service requests and execute internal CX functions. ***The first transformation steps are outlined in the pending SOW, which covers Phases 2 and 3.***



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| Phase 2 Deliverables: <ul style="list-style-type: none"> <input type="checkbox"/> 311 Implementation Funding Strategy <input type="checkbox"/> Funding Source Catalog <input type="checkbox"/> Funding Typology <input type="checkbox"/> Project Prioritization and Cost Allocation | Phase 3 Deliverables: <ul style="list-style-type: none"> <input type="checkbox"/> Change Management Plan <input type="checkbox"/> 311 Advocacy Roadshows <input type="checkbox"/> 311 Advocacy Roadshow Feedback Overview <input type="checkbox"/> Pilot Plan Recommendations |
|--|--|

	May-25					Jun-25				Jul-25			
	1	2	3	4	5	6	7	8	9	10	11	12	13
	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul
Phase 2: Funding Strategy													
2.1 Assess existing partnerships and funding relationships.													
2.2 Identify key stakeholders and funding opportunities.													
2.3 Analyze public-private funding sources.													
2.4 Collaborate with budget POC on funding strategy.													
2.5 Conduct regular check-ins to align with fiscal goals.													
2.6 Develop a catalog of federal and non-federal funding.													
2.7 Build a financial model with funding scenarios.													
Phase 3: CX Strategy													
3.1 Execute a 311 Advocacy Roadshow to align departments.													
3.2 Conduct workshops on customer service, efficiency, cost savings, and security.													
3.3 Identify and train Change Champions within departments.													
3.4 Engage stakeholders to assess workflows and pilot program needs.													