City of Fresno,CA

Incapsulate 311 Solution Overview

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May 2023

Incapsulate | Company Overview

15+ Years of Gov Consulting
350+ Headcount (275+ Employees)
1100+ Technical Certifications
275+ Public Sector Solutions Certs
4.97 out of 5 CSAT Score from Customers

Customer 360 · Public Sector · Managed Services
(Salesforce NAVIGATOR EXPERT)

salesforce — **Salesforce Platinum** Summit Partner

MuleSoft — **Mulesoft** Select Partner

+ableau — **Tableau** Certified Partner

esri THE SCIENCE OF WHERE — **Esri** Silver Partner

box — **Box Certified** Partner

WE ARE WASHINGTON DC

CITY OF ALEXANDRIA VIRGINIA

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

16 Million Residents Served

50+ Clients across Fortune 500, Federal Agencies, State & Local Government

In less than one year, we've been able to modernize every aspect of our CRM service...
Bill Finch
Former CIO City of Dallas

Incapsulate's support was critical in transitioning our 311 system from Motorola to Salesforce...
Tegene Baharu
Former CTO, Washington DC

5 of the Top 25 CRM Implementations By Population

**Incapsulate provides Fast, Easy and Smart Solutions built on Salesforce**
- **We are a Top Tier Salesforce Implementation Partner in Public Sector**
- **Our Teams are focused on Implementing State and Local Government Solutions**
- **We have over 25 cities and counties currently using our 311 solution**
- **Our CSAT is 4.95 our to 5**

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FresGo 311| Making Citizen Engagement Fast. Easy. Smart.
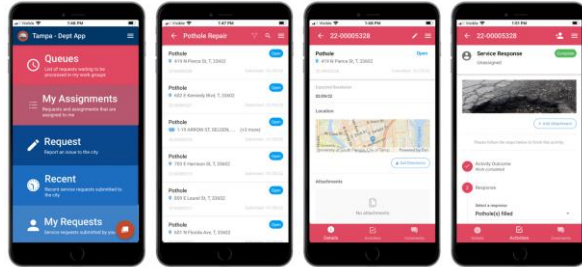
The FresGo 311 is a 23 Week project and the implementation will include:

- Public facing Mobile App allowing residents to submit Service Requests (SRs)
- Streamlined 311 Agent Console to take SRs over the phone
- Omnichannel (Chatbot and Live Chat) with Notifications via Email and/or Text
- Mobile Worker allowing city workers to update/close SRs with before and after pictures
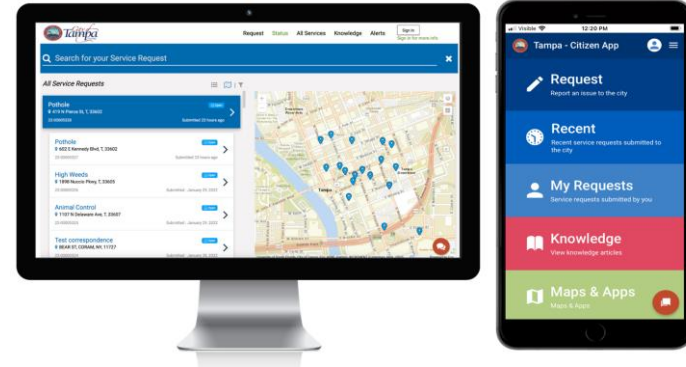- Reports and Dashboards
- Training & Support

Agent/Department Consoles
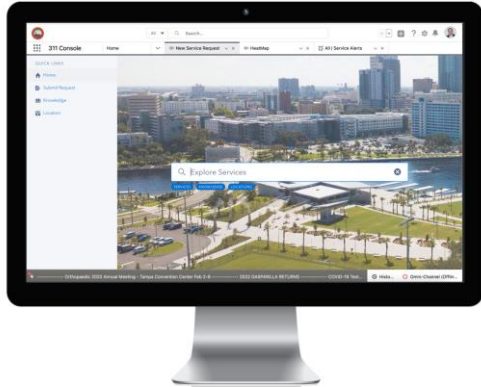
Mobile City Worker App

Self-Service Web Portal & Mobile App

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311 Capsule | Intuitive Experience for Agents

Agent guidance and dynamic recommendations

Intuitive information presented as needed

Information and Services blended for quick access to the answers

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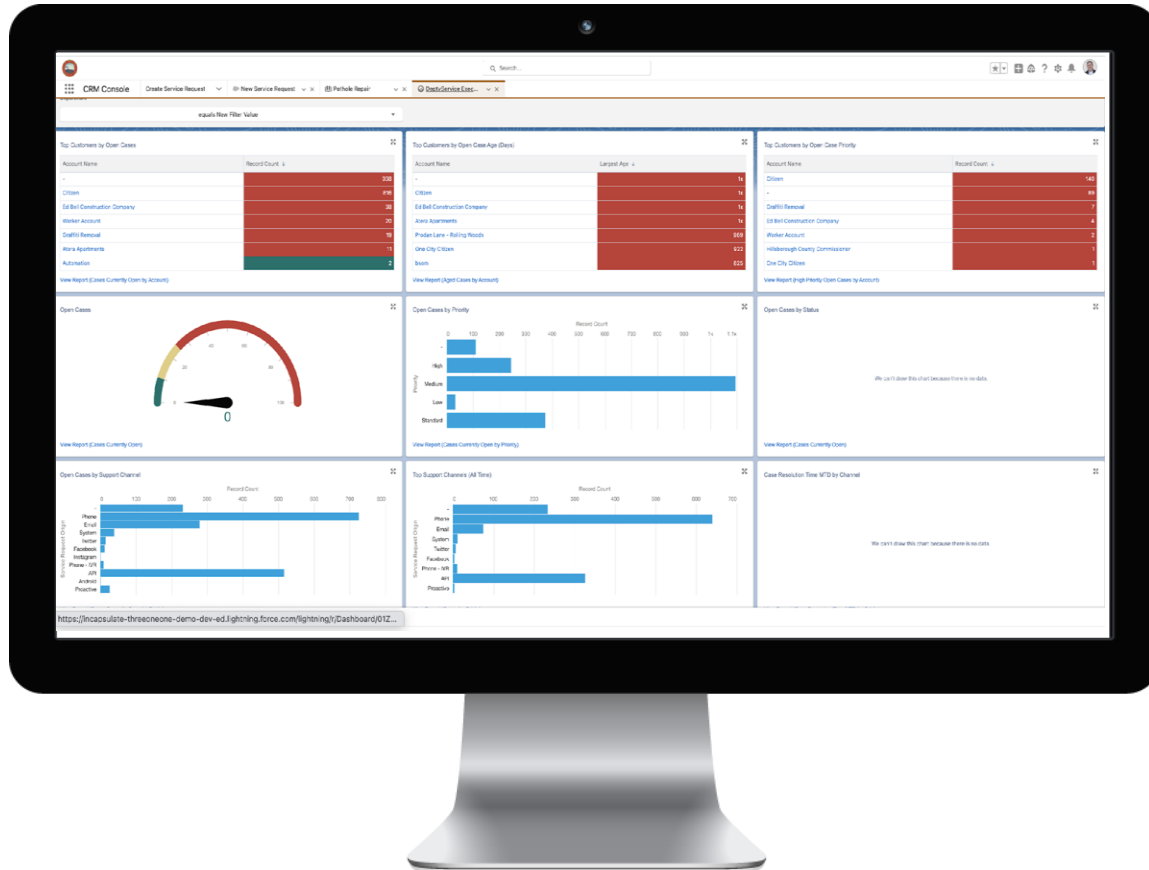# 311 Capsule | Web and Mobile Self-Service Access for Citizens
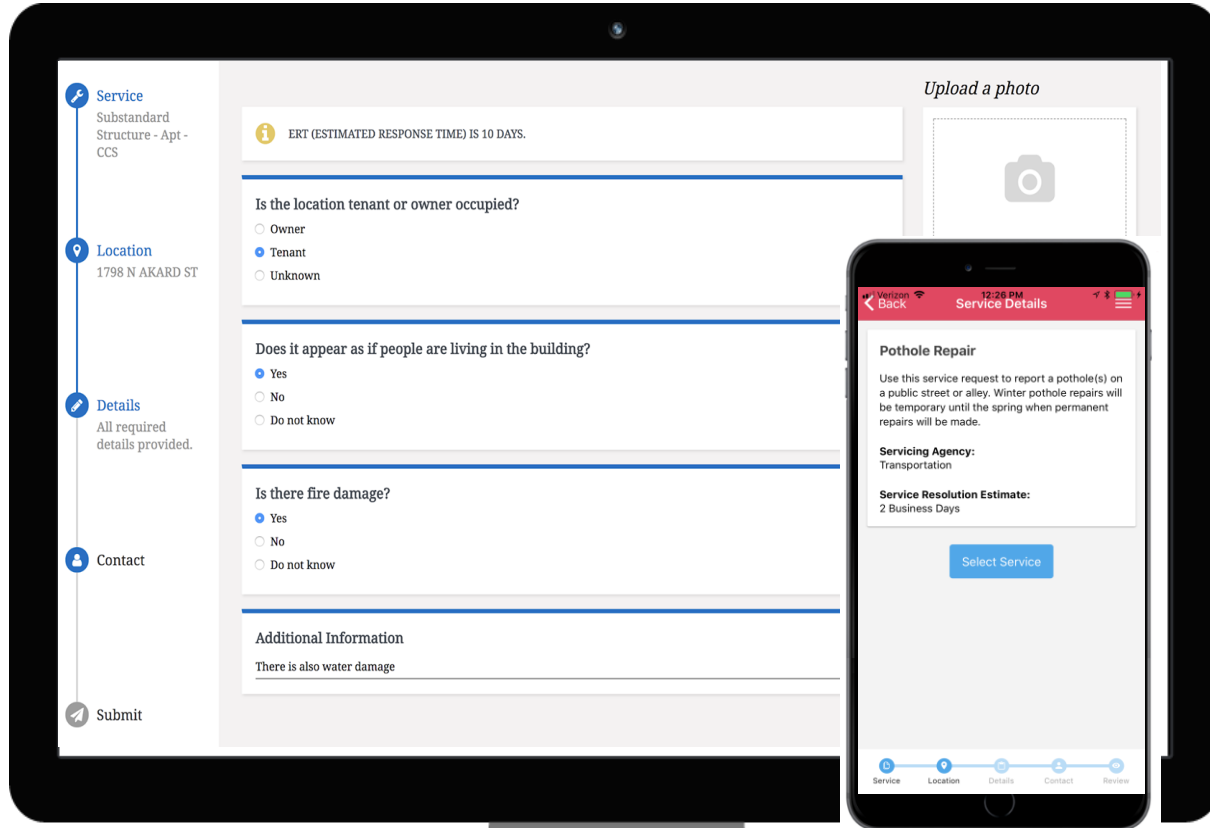
Consistent user experience for the citizen - across all channels

Citizens can create a Portal Account and online presence

One configuration for all channels

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311 Capsule | Dashboards and Reports

Dashboards show the big picture of citizen engagement

Reports can provide Multiple Views (neighborhood, department, request type)

Dynamically updated using live data

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FresGo 311| Implementation Timeline

Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Wk 20	Wk 21	Wk 22	Wk 23

Kickoff & Install
- Install CRM Capsule and Web Portal

Discover & Align
- Review and Configure ESRI (Address Validation & GIS)
- Review and Configure Initial Case Types

System Setup & Configure SRs
- SR Configuration Training to City Staff
- Salesforce Configuration (Roles, Profiles, Queues)
- Configure Specific Reports and Dashboards

Integration and Data Migration
- ESRI/GIS
- Open311 APi
- Data Migration Setup
- Data Migration Review & Test

(Plan → Test → Build cycle diagram)

Review & Train
- Remote Train-the-trainer
  - End User Training
  - Admin Training
- User Acceptance

Deploy & GoLive
- Final Data Migration & Staging
- Production Deployment

Program Management

- Weekly Activities
  - Status Meetings and Updates
  - Issue/Risk Log Management
  - Sprint Planning Reporting

- Monthly Activities
  - Steering Committee Meetings
  - Issue Review with Executive Team
  - Sprint Demos

- Quarterly Activities
  - Joint Steering & Executive Project Meeting
  - Executive Project Readout
  - Functional Demos

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Incapsulate Clients | Local Government

DC 311

Baltimore 311

Dallas 311

Suffolk 311

Orange County CRM

Spokane 311

Corpus Christi 311

Tampa CRM

Prince George 311

Prince William 311

Alexandria 311

Virginia Beach 311

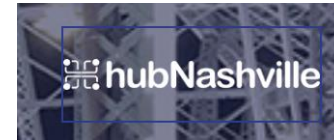**Bellevue CRM**

Indianapolis Mayor's Action Center

Philadelphia 311

Burleson 311

San Bernardino County Board of Supervisors

City of Nashville TN hubNashville Citizen Services

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Thank you!

www.Incapsulate.com