Potential for Online Conversion of 311 Calls

Potential Areas 1: Create better online services for information topics that the 311 call service does not have a lot of success in resolving.

Potential Areas 2: Create and advertise better online services for addressing common complaints that cannot be immediately resolved by the phone.

Take Action:

What does it mean by “improve” and “advertise” the website or app to have more web conversion? For the specific areas we highlighted at the bottom of the Potential Areas 1 and 2 sections, you should implement a choice of the following actions:

Action 1: Make those basics accessible

With the current Denver 311 website, there is not an easy-to-link complaint link in the left navigation bar. Users may not be able to find the information they need quickly.

Action 2: Advertise online service

Make sure people are aware of the website options. Implement better searchability for 311 Denver and highlight the apply process. Incorporate a phone number.

Action 3: Carefully offer forms to corresponding issues

While we have a list of a few forms, the information does not go beyond basic call centre information. We need to make sure the forms are consistent and easy to access.

Action 4: Create Spanish forms

It must be understood that Latinos are a very important demographic group. However, some applications require a call center that is bilingual. The future of 311 must consider this demographic factor.