



City of Arts & Innovation

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: FEBRUARY 21, 2017**  
**FROM: INNOVATION AND TECHNOLOGY DEPARTMENT**      **WARDS: ALL**  
**SUBJECT: CUSTOMER SERVICE MEASUREMENT TECHNOLOGY - HAPPY OR NOT**

## **ISSUE:**

Receive a presentation on features, benefits, and locations of the new customer service measurement technology, *Happy or Not*™.

## **RECOMMENDATION:**

That the City Council receive a presentation on features, benefits, and locations of the new customer service measurement technology, *Happy or Not*™.

## **BACKGROUND:**

On February 24, 2015, City Council endorsed the seven strategic priorities from the City Council Strategic Planning Workshops listing the top priority as Enhanced Customer Service: Improved Quality of Life.

On April 28, 2015, City Council approved the City's strategic plan, *Riverside 2.0*, and provided direction to ensure staff have adequately captured the implementation intent for the strategic priorities.

## **DISCUSSION:**

*Happy or Not*™ is a customer satisfaction measurement tool being used in more than 100 countries and 3,000 organizations. This tool was recently selected by City departments to measure citywide customer satisfaction and aid in the tracking of performance measures. *Happy or Not*™ monitors satisfaction levels through colorful physical kiosks called Smiley Terminals™ and Web Buttons called Web Smileys™.

The physical kiosks will be placed in a variety of locations throughout the City (Attachment 1). The physical kiosks will measure customer service satisfaction levels of in-person customer engagements and consist of a free-standing unit with four physical buttons available to be pressed. A custom sign will be posted above the kiosk asking a specific customer service-related question, which can be changed out periodically.

A Web Smiley™ is a virtual kiosk that will be placed on key City web pages (Attachment 1). This product will measure the level of customer service satisfaction of our website visitors' online experience. Data collected from both kiosks, physical and virtual, will then be fed into a web-based collection and reporting system. This data will allow City departments to monitor customer satisfaction levels with the goal to ultimately improve services and further engage customers.

The Purchasing Services Managers concurs with the recommendations in this report.

### **FISCAL IMPACT:**

The total fiscal impact of this action is \$16,787 for two years. The funds are available in the following account numbers:

Department	Amount	Account #	2 year Terminal	2 year Web Panel
City Clerk's Office	\$1,201.00	1200000-426800	1	0
City Manager's Office	\$1,201.00	1100000-421000	1	0
Community Development	\$600.50	2810000-425400 - \$300.25 2825000-425400 - \$300.25	0.5	0
Finance	\$835.30	2305000-421000	0.1	1
Fire	\$120.10	3500000-425200	0.1	0
Human Resources	\$1,201.00	2100000-421000	1	0
Innovation & Technology	\$1,916.20	2415000-425700	1	1
Library	\$1,916.20	5140000-421000	1	1
Museum	\$1,916.20	5305000-459950	1	1
Park & Rec	\$1,916.20	5200000-421000	1	1
Police	\$2,402.00	3105000-421000	2	0
Public Utilities	\$1,441.20	6000009230-42100006	1.2	0
Public Works	\$120.10	4100000-426800 - \$30.03 4125000-426800 - \$30.03 4130000-426800 - \$30.03 4150000-426800 - \$30.01	0.1	0
<b>Total Cost</b>	<b>\$16,787.00 (two-year total)</b>		11	5

Prepared by: Lea Deesing, Chief Innovation Officer  
 Certified as to availability of funds: Scott G. Miller, PhD., Chief Financial Officer/City Treasurer  
 Approved by: Al Zelinka, FAICP, Assistant City Manager  
 Approved as to form: Gary G. Geuss, City Attorney

### Attachments:

1. Initial Locations and Survey Questions
2. Presentation