



## CUSTOMER SERVICE MEASUREMENT TECHNOLOGY - HAPPY OR NOT™

Innovation and Technology

City Council Meeting  
February 21, 2017

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### INTRODUCTION

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



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## BACKGROUND

1. On February 24, 2015, City Council endorsed the seven strategic priorities listing the top priority as *Enhanced Customer Service: Improved Quality of Life*.
2. On April 28, 2015, City Council approved the strategic plan, *Riverside 2.0*, and provided direction for the implementation intent for the strategic priorities.
3. *Happy or Not*™ was selected by departments as a customer satisfaction measurement tool.



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## INTRODUCING HAPPY OR NOT™

1. Used in more than 100 countries and 3,000 organizations
2. Monitors satisfaction levels through:
  - A. Physical Kiosks  
Called Smiley Terminals™
  - B. Web Buttons  
Called Web Smileys™



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## SMILEY TERMINAL™ FEATURES



1. To be placed in a variety of locations throughout the City
2. Measures level of customer service satisfaction for in-person experience
  - A. Four physical buttons available
  - B. Sign can be changed out periodically
  - C. Data feeds into a web-based collection and reporting system



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## WEB SMILEY™ FEATURES



1. To be placed on key web pages
2. Measures level of customer service satisfaction for the online experience

Data feeds into a web-based collection and reporting system



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## SYSTEM BENEFITS



1. Collects customer feedback, both on-site and online
2. Allows departments to monitor satisfaction levels and receive real-time data reports and alerts
3. Goal is to ultimately improve services, engage customers
4. Will be used to supplement the Citywide Performance Measurement Program



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## PLANNED LOCATIONS & INITIAL SURVEY QUESTIONS

Planned Physical Locations for Smiley Terminals™	Initial Question
City of Riverside - City Clerk's Office - Passport Facility	Please rate our customer service today.
City of Riverside - City Manager's Office	Please rate our customer service today.
City of Riverside - Human Resources	Please rate our customer service today.
City of Riverside - Riverside Public Library	Please rate our customer service today.
City of Riverside - PRCSO	Please rate our customer service today.
City of Riverside - Riverside Metropolitan Museum	Please rate our customer service today.
City of Riverside - RPD - Orange Station	Please rate our customer service today.
City of Riverside - RPD - Magnolia Station	Please rate our customer service today.
City of Riverside - RPU - Customer Service	Please rate our customer service today.
City of Riverside - One Stop Shop	Please rate our customer service today.
City of Riverside - Innovation and Technology	How was your day? (Internal employee morale rating.)
<b>Planned Web Pages for Web Smiley Buttons™</b>	
<a href="https://www.riversideca.gov">https://www.riversideca.gov</a>	Please rate our website.
<a href="https://www.riversideca.gov/library">https://www.riversideca.gov/library</a>	How satisfied are you with Library services today?
<a href="https://www.riversideca.gov/museum">https://www.riversideca.gov/museum</a>	Please rate our website.
<a href="https://www.riversideca.gov/finance/purchase.asp">https://www.riversideca.gov/finance/purchase.asp</a>	Did you find what you were looking for?
<a href="https://www.riversideca.gov/park_rec">https://www.riversideca.gov/park_rec</a>	Please rate our website.
<a href="https://www.riversideca.gov/park_rec/information-contact">https://www.riversideca.gov/park_rec/information-contact</a>	Please rate the ease of finding information.
<a href="https://www.riversideca.gov/park_rec/programs-sports">https://www.riversideca.gov/park_rec/programs-sports</a>	Please rate our registration process.

Total two-year  
cost for all  
products  
listed:

\$16,787.00



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## VIDEO

<https://youtu.be/4f4VuLQqrx0>



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## RECOMMENDATION

Receive this presentation on features, benefits, and locations of the new customer service measurement technology, *Happy or Not*<sup>™</sup>.



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