



CRM Enhances Efficiency and Community Engagement

The Challenge

The City of Rochester, Minnesota, sought to establish 311 services to enhance communication, improve customer service, and drive greater community engagement.

To achieve these goals, the city needed a proven technology solution that could modernize its capabilities, track responsiveness, and aggregate community engagement data to inform service improvements.

The Solution

After evaluating options, Rochester selected **Catalis Citizen Request Management (CRM)** as the best fit. The platform not only met all their needs but also provided room for future growth and evolution. From implementation to training, Catalis delivered a seamless experience, ensuring the team was well-prepared before going live.

The Results

Since adopting Catalis CRM, Rochester 311 has transformed how the city tracks and analyzes service requests, leading to data-driven decisions that enhance efficiency and productivity. The platform's robust reporting, records retention, and streamlined workflows have significantly improved internal operations.

Jorge Llinas, 311 Customer Service Supervisor, City of Rochester, MN, shared their experience:

“The training was detailed and comprehensive. Catalis Support worked with us every step of the way, providing guidance and responsive feedback. Implementation was a breeze! By the time we went live, my team and I were highly proficient and comfortable navigating Catalis CRM.

*Catalis CRM has allowed me to track and analyze how the community utilizes Rochester 311, helping us create a comprehensive picture of service demand and areas for improvement. **The ability to fully process a service request within one platform has improved internal workflows across multiple departments.**”*

Community feedback has been overwhelmingly positive, with residents appreciating the improved transparency and communication throughout the service request process.

“**Community engagement, communication, and transparency have never been better.** The feedback from our residents has been extremely positive, especially regarding the notifications and updates they receive on their service requests.”

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