



Catalis Request311 Enhances Constituent Experiences

The Challenge

The City of Somerville, Massachusetts, 311 Constituent Service Center, faced a low survey response rate, unclear survey scales, and a lack of an effective survey dashboard for data analysis. Despite a long-term vendor relationship, their previous survey design did not follow best practices, leading to unclear interpretation of results and insufficient response rates.

To enhance their “Constituent Experience,” Ed Hardy, Somerville’s Customer Experience Manager, sought a better survey system to incorporate into their overall customer experience strategy and better understand the constituents’ journey.

The Solution

Catalis proposed Request311, an integrated survey solution leveraging its existing CRM system. They identified Somerville’s needs, mapped Catalis’ capabilities, and bridged gaps with creative work-arounds for a seamless transition.

The survey update required minimal training, focusing on contextual changes rather than a complex technical upgrade. This efficient approach allowed Somerville to quickly adapt and benefit from the improved system without any downtime.

The Results

Implementing the Catalis Request311 solution led to a fivefold increase in survey responses, from 75-100 to over 500 per quarter.

This significant increase provided a critical mass of data, making the findings statistically relevant and offering deeper insights into constituent satisfaction. The new survey system has been positively received by colleagues, supervisors, and constituents, meeting or exceeding expectations and supporting Somerville’s efforts to create the best constituent experience in the Commonwealth of Massachusetts.

“This represents only our first step in leveraging Catalis’ integrated survey solution and dashboard capabilities. I look forward to implementing more of their survey solutions in the future as we continue to evolve our overall CX strategy.”

Ed Hardy

Customer Experience Manager

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