Case Study:
Transforming Municipality Services - How AI-Powered Knowledge Boosted Efficiency at the El Paso, TX - 311 Call Center

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Background:
Complex Call Scenarios Challenge 311 Call Centers

The **El Paso, TX 311 call center** faced operational challenges stemming from the complexity of its service inquiries. Citizens relied on the center for assistance with a wide range of services, from waste management to utilities, which often involved nuanced and detailed scenarios. These complexities led to prolonged call handling times, extended training durations for agents, and variability in the quality of responses. These issues impacted the center's efficiency, delayed resolutions, and decreased overall citizen satisfaction.

What is a 311 Call Center?

311 call centers serve as non-emergency hotlines for municipalities, offering a single point of contact for citizens to request services, report issues, or obtain information. These centers play a vital role in ensuring effective communication between local governments and their communities. Success relies heavily on well-trained agents, quick access to accurate information, and operational efficiency. The ability to handle diverse and often intricate inquiries requires robust systems to support agents in providing timely, accurate, and consistent responses.

Challenge:
Inefficiencies in Handling Complex Calls and Training Agents

The **El Paso 311 call center** struggled with several operational inefficiencies, including:

Lengthy Training Times:

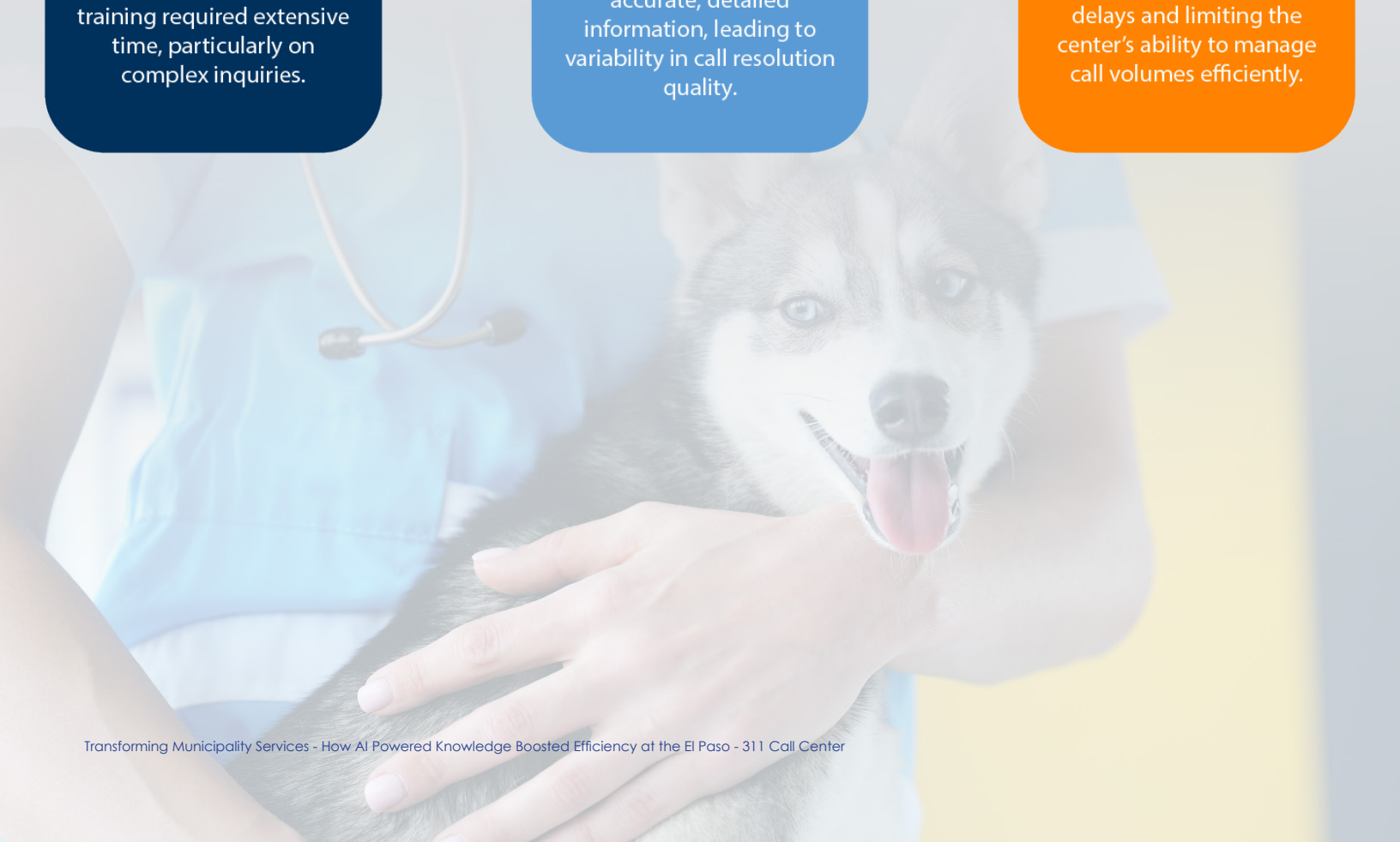
Due to the breadth of scenarios covered, agent training required extensive time, particularly on complex inquiries.

Inconsistent Call Quality:

Agents often lacked immediate access to accurate, detailed information, leading to variability in call resolution quality.

Prolonged Average Handle Time (AHT):

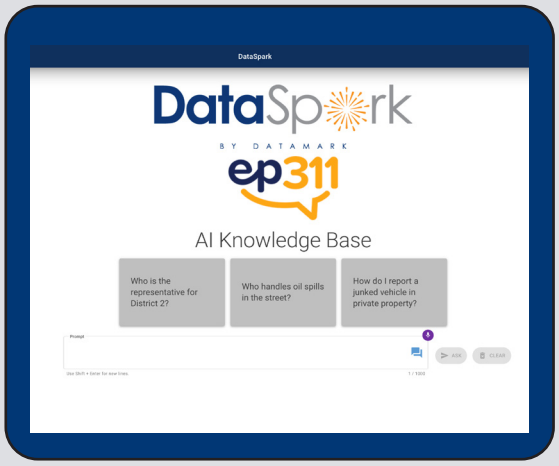
Complex inquiries required extended handling, causing delays and limiting the center's ability to manage call volumes efficiently.



DATAMARK Solution:
AI Knowledge Base Implementation and Workflow Optimization

To address these challenges, **DATAMARK** partnered with the **El Paso 311 call center** to streamline operations and enhance service quality. The solution centered on implementing **DataSpark**, an *AI-powered knowledge base* designed to support agents in real-time. Key components of the solution included:

DataSpark AI Knowledge Base:
This tool equipped agents with instant access to accurate, scenario-specific information, significantly reducing the need for lengthy training on complex calls. **DataSpark** leveraged **generative AI** to provide real-time, detailed answers to citizen inquiries, ensuring efficient resolutions.



Streamlined Call Handling:
By simplifying access to relevant information, **DataSpark** reduced the **Average Handle Time (AHT)**, enabling agents to manage more calls within the same timeframe without compromising quality.

Quality Improvement:
With a centralized repository of accurate knowledge, agents delivered consistent, high-quality responses across all interactions, enhancing citizen satisfaction.

Results:
Improved Efficiency and Citizen Satisfaction

The implementation of **DATAMARK's** solutions led to measurable improvements in the **El Paso 311 call center's** operations:

Reduced Training Time:
New agents required significantly less time to become proficient, accelerating onboarding and allowing thecenter to maintain service levels even during high-demand periods.

~11%

Decreased AHT:
The average call handling time decreased **by ~11%**, improving the center's ability to handle call volumes efficiently.

Enhanced Quality Scores:
Call quality metrics improved, with citizens reporting higher satisfaction due to accurate and timely resolutions.

Conclusion

DATAMARK's strategic implementation of the **DataSpark AI knowledge base** transformed the **El Paso 311 call center's** operations. By reducing training times, improving agent efficiency, and ensuring consistent call quality, **DATAMARK** addressed core challenges and elevated the citizen experience. This case study underscores the power of AI-driven solutions in optimizing municipal services and highlights El Paso's leadership in adopting innovative technologies to better serve its community.

Contact us to learn how DATAMARK can transform your 311 Contact Center!

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