

Identifying Success Factors and Challenges of 311-Driven Service Integration: A Comparative Case Study of NYC311 and Philly311

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Proceedings of the 46th Hawaii International Conference on System Sciences - 2013, Wed, 09 Jan 2013,

A 311 system provides quick and easy access to non-emergency municipal services and information through a consolidated channel. This study explores the operation of 311 contact centers in New York and Philadelphia and identifies critical success factors and challenges of 311-driven service integration. Analyzing the qualitative data from semi-structured interviews with 311 center staff and city government officials, the study presents some key findings. Having the right technology in the right time is identified as a critical technological factor. While the lack of interoperability between a 311 system and departmental legacy systems remains a major technical barrier to connecting a variety of systems, human agents fill the middle ground so that training for qualified agents is crucial for their role. Inter-agency coordination and collaboration is pivotal to creating and updating service level agreements and knowledgebase. However, turf protection raises cross-organizational concerns. The mayor's strong leadership, political champions, and the executive support help resolve interdepartmental conflicts.