



CITIBOT CUSTOMER SPOTLIGHT

Orleans Parish Communication District

Formed in 1982, the Orleans Parish Communication District (OPCD) is the PSAP for all emergency communications via 9-1-1, and non-emergency communications via 3-1-1, within Louisiana's Orleans Parish. The agency employs more than 180 individuals and provides emergency medical, fire and police dispatch for the millions of annual visitors and residents of the City of New Orleans. OPCD's Mission is to get the Right People to the Right Place at the Right Time, Better than Anyone Else in the World.

CHALLENGE

Shortly after the onset of the COVID-19 pandemic in early 2020, NOLA-311 - New Orleans' primary source of local government information and non-emergency services - experienced an unprecedented 350 percent surge in call volume.



- Amid a surge in demand for services during the pandemic, NOLA-311 needed a way to provide equitable access to information and reduce pressure on emergency and non-emergency services lines
- Partnered with Citibot to implement text and web chat
- The JAZZ platform helped streamline communications and is a valuable business continuity resource amid phone outage problems, and continually benefits the community

NOLA-311 staff worked quickly to address the challenges presented by the sudden call volume surge and drove efforts to continue providing the level of service that was expected of them from residents and visitors alike. Compounding the challenge was the influx of non-emergency calls to the local 9-1-1 emergency system.

“We quickly realized we needed to diversify our communications platform and streamline the way we were delivering our services,” said Tyrell Morris, Executive Director of Orleans Parish Communication District.

SOLUTION

The Understanding that technology in government needs to evolve with its end users in mind,

OPCD staff embarked on a search to find a technology partner who could meet their complex needs. When they demoed text and web chat products, they wanted to ensure they could meet the many unique needs of New Orleans residents, including the routing of service requests involving multiple departments, and unique permitting requirements, all with the capability of adapting to ever-changing conditions on the ground.

“We tried to break the AI system to make sure no stone was left unturned,” Morris said. “Citibot’s team and software passed the test.”

Morris credits Citibot’s artificial intelligence, natural language processing and machine learning capabilities as pivotal in future-proofing the technology, and describes them as critical to the success of the program.

OPCD implemented Citibot text and web chat in June 2021, integrated it with its Quickbase service request system and branded it “JAZZ” to pay homage to the city’s rich musical history. Residents, visitors, and businesses can ask questions, make service requests, search for information and receive an immediate response with JAZZ.

The web chat feature is accessible to desktop and mobile users at both nola311.org and opcdla.gov where visitors can find a chat icon in the bottom right section of their browser window. Users can also choose to access the same information and services, and directly contact NOLA-311 staff by texting “Hello” to JAZZ at 311YES (311937).

RESULTS

New Orleans is the first U.S. city to have a fully automated and integrated SMS and Web Chat system for its 311 center. With 400,000 residents and 18 million annual visitors, the implementation was the largest to date for Citibot, and one that became a fully collaborative effort between the agency and tech company. “It absolutely was a partnership; the team was with us every step of the way,” said Morris. “Every time we identified a barrier, the team came back and exceeded our expectations in overcoming that barrier.”



With Citibot, we can leverage AI-powered technology to better serve residents, 24/7, further ensuring their requests are added to the system, easily and accurately.

**TYRELL MORRIS, EXECUTIVE
DIRECTOR OF ORLEANS PARISH
COMMUNICATION DISTRICT**



Since launching JAZZ in June 2021, OCPD has seen great adoption from users across text and web chat, improving their efficiency and service delivery while reducing pressure on emergency and non-emergency services and phone lines. And, when many phones were offline after Hurricane Ida made landfall in the region at the end of August 2021, JAZZ was able to provide continuity of services through web and text chat. Soon after, while many residents were still waiting for power and other essential services to be restored, OCPD utilized the text and web interface as an emergency messaging system with the help of the Citibot team by updating the greeting message residents saw when they started a chat with JAZZ. Residents were able to receive the most crucial information from the agency quickly and easily in the days and weeks following the major hurricane.

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Early results show:

- JAZZ receives an average of 1,900 monthly communications
- 66% of the communications residents have with JAZZ are done via text message
- 30% of communications are submitted to NOLA-311 staff for assistance
- More than half of the issues reported are related to trash and recycling

“Now, more than ever, it is important that we continue to find ways to improve emergency and non-emergency responses for the residents we serve,” said City of New Orleans Mayor LaToya Cantrell. “This new function will allow us to provide accessible communication tools to our residents and better connect them to our reliable NOLA-311 team. This partnership gives us another opportunity to meet our people where they are.”



ABOUT CITIBOT

Citibot is a leading provider of AI-powered chatbot solutions for citizens and their governments to use for efficient and effective communication and civic change. Using smart text messaging and web chat technology, Citibot helps residents get answers to questions, report issues, send messages directly to staff, and receive real-time alerts.

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