



311 Integration with District360 Case Management

How one Downtown District manages their caseload directly from the city 311 system, ditching spreadsheets forever and gaining data-driven insights



The Client

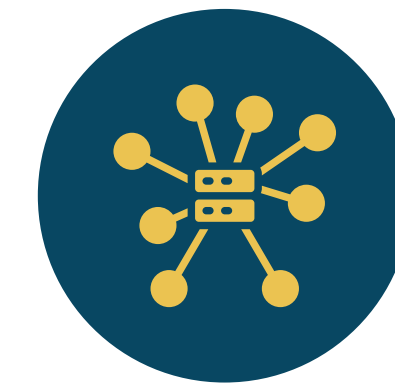
The DowntownDC Business Improvement District (BID) was founded in 1997 to provide capital improvements, resources and research and services that keep the downtown area clean, safe, and economically and environmentally strong and accessible. This special district encompasses a 138-block area of approximately 520 properties, seven Metro stations, several Smithsonian museums, Capital One Arena, Chinatown, and the Washington Convention Center in Washington, DC.



Challenges

- Use of a 10-year old customized but outdated data management application that was cost prohibitive to update with current necessary requirements for case management
- Few team members were able to work with the legacy system as it required specialized technological expertise
- System contained a large amount of historic data that needed to be retrofitted and imported into a new system
- Management of a high caseload of 75-100 simultaneously open tickets in an excel spreadsheet. Submitting, tracking, and reporting was arduous and time consuming

Goals



Upgrade their data management system to Salesforce District360



Design and implement a case management system that would fit their approach to maintaining a clean and safe district



Integration with District's 311 services request system for enhanced operational efficiency

Outcomes



Designed and built a case management system in DowntownDC's existing Salesforce platform that is "wildly" more efficient according to the team using it and requires no specialized skills to learn and use



Integrated this application with DC's city 311 system for real-time case management, a project that won a 2020 IDA Pinnacle Award for Innovation



Designed specialized reporting and interactive dashboards to efficiently manage service requests, streamline monthly reporting and analyze trends

Testimonial



Daniel Bramley
DowntownDC

We asked CUBE84 to build out two custom applications in Salesforce and our experience was incredible. We all really appreciated how much they value customer input and emphasize usability. We could not be happier with the end product, I personally use the applications every day. They've provided enormous value to our team. I cannot recommend CUBE84 enough to anyone looking for a Salesforce consulting partner.



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