

# RESIDENT SERVICE REQUESTS ("REPORT A PROBLEM")



## PROJECT OVERVIEW

A municipality required a digital solution to manage resident service requests such as infrastructure issues, maintenance requests, and community concerns. Existing processes relied on phone calls, emails, and manual tracking, making it difficult for staff to prioritize and resolve requests efficiently.

The solution implemented Salesforce as a centralized platform using Experience Cloud portals, case management workflows, and reporting dashboards to capture resident requests, automate case routing, and improve service delivery visibility across municipal departments.

## KEY CHALLENGES

- Resident service requests received through multiple channels, creating fragmented records and inconsistent tracking.
- Limited visibility into request status and resolution timelines for both staff and residents.
- Manual coordination between departments responsible for resolving service issues.
- Limited reporting on service request volumes, response times, and operational performance.

## RESULTS AND IMPACTS

- ✓ **Improved visibility into resident service requests and operational workloads across departments.**
- ✓ **Reduced manual coordination between teams responsible for issue resolution.**
- ✓ **Improved response times through automated request routing and tracking.**
- ✓ **Enabled leadership to monitor service delivery performance through centralized reporting.**

## Solution Implemented

A Salesforce-based service request management solution was designed to centralize citizen requests and streamline operational workflows.

Using Experience Cloud for resident request submission and Salesforce case management for issue tracking, the platform enabled digital request intake, automated routing, and improved coordination across municipal departments.

## KEY CAPABILITIES DELIVERED

### Resident Service Request Portal

Enabled residents to submit service requests through an Experience Cloud portal, including issue details, location information, and attachments.

### Automated Case Routing

Configured Salesforce case management workflows to automatically assign requests to appropriate municipal departments based on issue type and priority.

### Service Request Tracking

Enabled staff to track request progress, resolution timelines, and historical service records through centralized case management.

### Field Operations Coordination

Supported coordination between service teams responsible for inspections, maintenance, and issue resolution.

### Operational Reporting and Dashboards

Implemented Salesforce reports and dashboards to monitor service request volumes, response times, and departmental performance.