

MEDIA RELEASE



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Customer Service Efforts Result in National Award

Norfolk Cares Call Center Uses Data to Improve Neighborhoods

NORFOLK, VA – Residents and business owners who contact the Norfolk Cares Call Center are helping make Norfolk a better play to live, work and play. The Public Technology Institute (PTI) announced Norfolk received the 2016-2018 Citizen-Engaged Communities award. The award recognizes the Norfolk Cares Call Center’s citizen engagement and use of data to improve neighborhoods. Norfolk is one of eight municipalities in the country to receive the award this year and it’s the second time Norfolk has received the recognition.

“In a city of 247,000 citizens, we are proud to serve as that single point of contact for everything from trash pickup to answering questions about where the best place is to live,” said Halima Akar, Customer Service Manager. “In a day where automation is everywhere, it’s important to provide a human touch and responsive service to citizens who call us. Every request is tracked and shared with city departments and partner organizations so working together we can improve our city.”

PTI recognized the Norfolk Cares Call Center for using data to improve the neighborhoods around Old Dominion University. Norfolk Cares staff partnered with ODU’s Office of Off-Campus Housing to develop a student educational campaign on rental rights, access to city services, trash and nuisance codes.

In addition, Norfolk Cares Call Center data was used to improve the Park Place neighborhood. Norfolk Cares staff worked closely with the Department of Neighborhood Development staff and the Park Place Civic League to address nuisance complaints in the community. This effort resulted in a 50% drop of bulk waste left at the curb and trash cans out on a non-collection day.

For citizen requests or questions, contact the Norfolk Cares Call Center at 664-6510 or online at www.norfolk.gov/requesttracker

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