



# ***El Monte NEWS***



**CONTACT:** Matt Weintraub (cell): 626.807.0545

**FOR IMMEDIATE RELEASE**

Release MA # 122308

December 23, 2008

## **City of El Monte Launches New Customer Service Initiative**

El Monte, CA - (December 23, 2008) – As resources become increasingly limited, the City of El Monte is relying more and more on modern electronic systems. In the latest effort to increase efficiency and to improve service, the City of El Monte today publically launched “AskElmo,” (EL Monte Online) a comprehensive electronic customer service program. The new program enables residents and City staff to improve communications and complaint tracking, ensure requests for services or information are followed up on, and provide reporting tools for City staff to properly route phone calls and e-mails to the correct City department.

“The City of El Monte staff is already very helpful, but “AskElmo” will make it seem as if there’s a staff member on call around the clock to help you,” noted Mayor Ernest Gutierrez. “We’re now open for business 24 hours a day, seven days a week, whether you’re in line at City Hall or online via our web site,” Gutierrez added.

Citizens can now enter a service request online at any time clicking the “AskElmo” link on the City’s website: [www.EIMonteCA.gov](http://www.EIMonteCA.gov), or directly through the url: [www.AskElMo.org](http://www.AskElMo.org). Requests are automatically routed to the appropriate City staff person using software from Government Outreach, a leading online provider of citizen relationship management (CRM) solutions for local governments. City staff can also make entries into the web-based program any citizen requests made via the phone, in person, or mail.

Residents can choose to receive a message informing them of the turnaround time of the service request and will receive a tracking number. The appropriate City staff member will review the request and will follow up with the resident directly regarding their issue. City staff will log all contact with the resident in the system to ensure the service request has reached a satisfactory conclusion. The citizen can follow the progress of the request online with a tracking number.

In addition to providing residents with a better tool to communicate with the City, the program provides several other benefits to City management, including the collection, tracking, and archiving of requests, as well as allocating a single point of contact for each possible issue. City department managers are also able to view their entire department’s productivity and responsiveness.

*El Monte, a city incorporated in 1912 and home to more than 125,000 residents, is a full-service city located in the heart of the San Gabriel Valley. It is freeway-close to all of Los Angeles, bisected by Interstate 10 and abutting Interstate 605. El Monte is home to a mega auto mall and boasts the largest single car dealership in the world, Longo Toyota.*

*El Monte can also be visited on the web at [www.EIMonteCA.gov](http://www.EIMonteCA.gov)*

###