



CITY OF CERES
Information Technology Division
2727 Third Street
Ceres, CA 95307
209-538-5742

CITY COUNCIL

Chris Vierra, Mayor
Ken Lane, Vice Mayor
Bret Durossette, Councilmember
Eric Ingwerson, Councilmember
Mike Kline, Councilmember

Media RELEASE

April 2, 2012

For Immediate Release

Contact: IT Manager Farren Williams, 209-538-5742, farren.williams@ci.ceres.ca.us

For those who want a more convenient way to contact City Hall, the City of Ceres has launched the *Ask Ceres* web site to enable residents, businesses, and visitors to access valuable city information and submit questions or service requests 24-hours a day, seven days a week from the comfort of their homes or offices.

Customers can now enter a service request online at any time under the *Ask Ceres* link on the city's website: www.ci.ceres.ca.us. Requests are automatically routed to the appropriate city staff person using software from Government Outreach, an online provider of citizen relationship management (CRM) software for local governments and municipalities. City staff will also enter into the web-based program requests made via the phone, in person, or by mail.

Users don't need to know which city department to contact. Each request is automatically routed to the proper employee based on the service topic that is selected. *Ask Ceres* lists dozens of topics to choose from, ranging from Animals to Zoning.

Customers will receive a request number so they can monitor the status of their request, as well as a message informing them of the turnaround time to complete their request. The appropriate city staff member will review the request and will follow up with the resident directly. City staff will log all contact with the customer in the system to ensure the request or issue has reached a satisfactory conclusion.

In addition to providing an enhanced 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 issue. City department managers are also able to view their entire department's productivity and responsiveness.

About Government Outreach: Government Outreach of Pleasanton, California, provides citizen relationship management and code enforcement solutions to meet the unique needs of local government agencies. In addition to the City of Ceres, in our area Government Outreach provides services to Stanislaus County and the City of Stockton. Learn more about Government Outreach at www.govoutreach.com.