**J. SERVICE DEVELOPMENT**  
J.1 Create service workflows  
J.2 Create campaigns  
J.3 Create business process automations

**I. QUALITY ASSURANCE**I.1Review transaction instances  
I.2 Review content  
I.3 Review process fulfillment

**H. CUSTOMER SERVICE ANALYSIS**H.1 Review transaction trends  
H.2 Review content access trends  
H.3 Review feedback trends  
H.4 Review constituent profiles  
H.5 Review process trends

SUPPORTING FUNCTIONS

STRATEGIC FUNCTIONS

CORE OPERATIONAL CUSTOMER SERVICE FUNCTIONS

**F. CIVIC INTERACTION**F.1 Interact with community group  
F.2Maintain social networking forums  
F.3 Recruit members  
F.4 Promote events  
F.5 Collect suggestions  
F.6 Educate on issues, policies and tools

**G. FEEDBACK ELICITATION**G.1Develop surveys and polls  
G.2 Solicit feedback  
G.3 Record web interface-level feedback  
G.4 Record direct feedback

**E. SERVICE COORDINATION**E.1Notify departmental liaison(s)  
E.2 Link departmental activities  
E.3 Update customer

**D. CONTENT DEVELOPMENT**D.1 Write promotional content  
D.2 Write service content  
D.3 Write editorial content  
D.4 Develop visual content  
D.5 Develop audio content

**C. SERVICE REQUEST INTAKE**C.1 Log request details  
C.2 Make referral to department   
C.3 Update request activities and status

**B. RESPONSE TO INQUIRY**B.1Perform informational research  
B.2 Perform transactional research  
B.3 Generate response

**A. NOTIFICATION**A.1Post information on web  
A.2 Perform reverse call-outs  
A.3 Send e-mail alerts  
A.4 Send SMS alerts  
A.5 Send fax  
A.6 Send mail  
A.7 Broadcast on MDTV