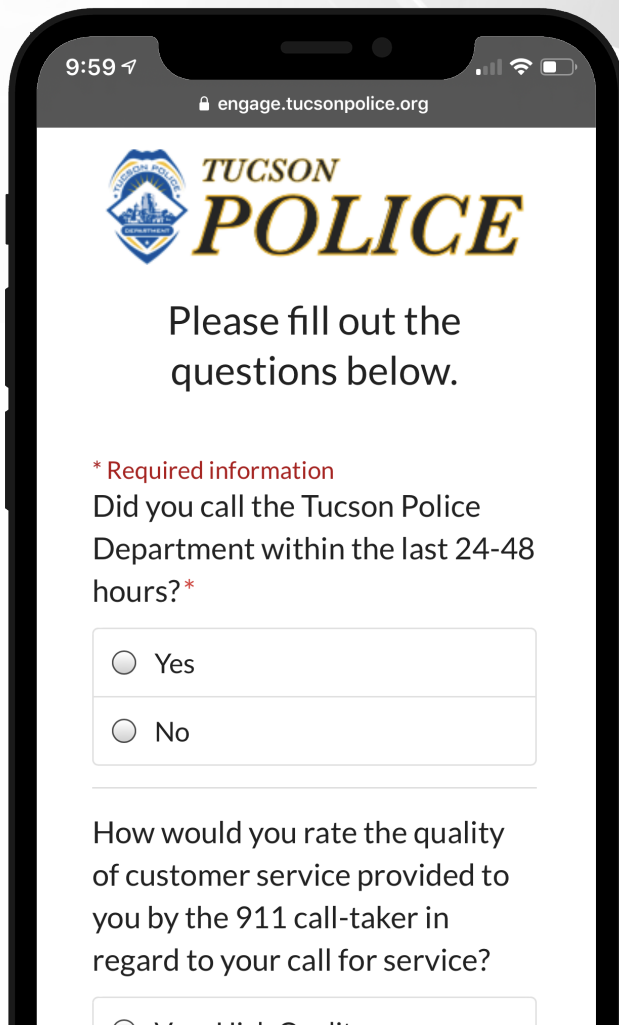



# IMPROVE POLICE- COMMUNITY INTERACTIONS BY MEASURING THEM

The Insights Module automatically sends mobile-friendly surveys to 911-callers and crime victims via text message and email. It can be configured to ask questions customized to the needs of each individual agency.



9:59 1

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 **TUCSON  
POLICE**

Please fill out the questions below.

**\* Required information**

Did you call the Tucson Police Department within the last 24-48 hours?\*

☐ Yes

☐ No

How would you rate the quality of customer service provided to you by the 911 call-taker in regard to your call for service?

☐ Very High Quality



Surveys sent to victims of crime have a  
**28.8%**  
response rate.



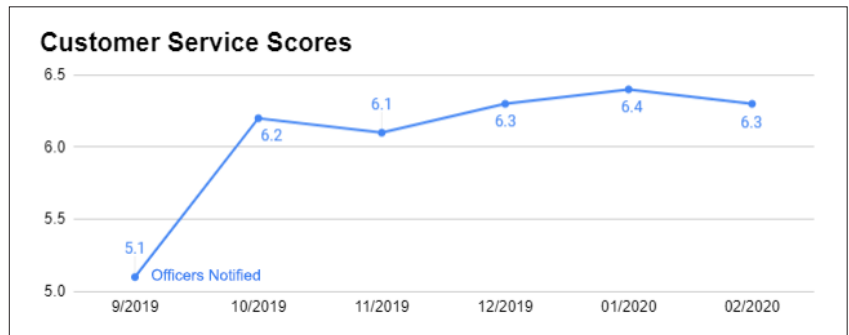
Surveys sent to 911-callers have a  
**14.1%**  
response rate.

This is compared to a <1% response rate for traditional survey methods.

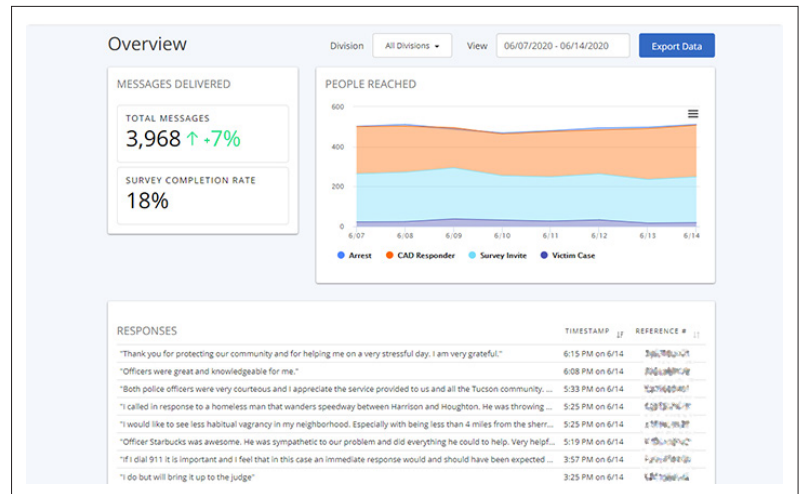
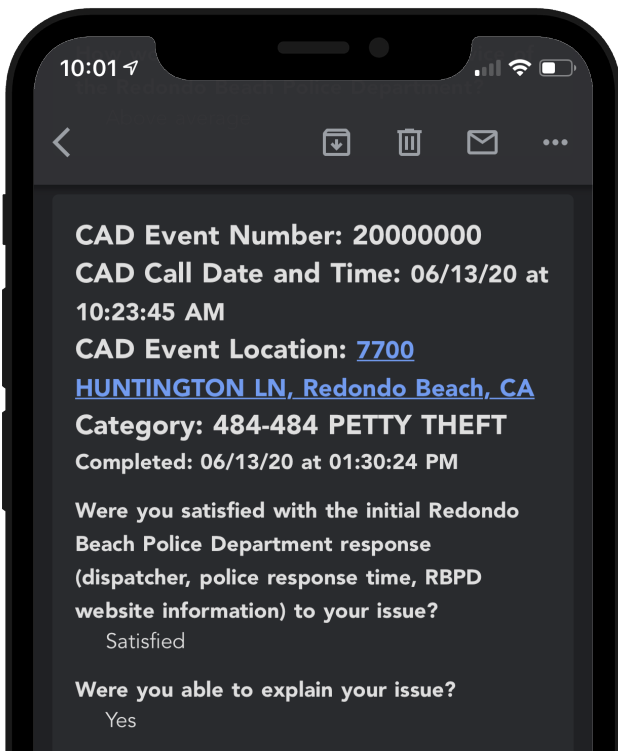
The introduction of sending automated surveys to 911-callers and crime victims into day-to-day patrol operations, and subsequently notifying officers of their implementation, has shown a marked increase in customer service scores at some agencies. This could be attributed to the positive effect it has on the behavior of patrol officers when they are aware that reporting parties and crime victims will receive a survey about their interaction.



Chula Vista Police Department in California saw an 18.6% increase in customer service scores immediately after implementing automated surveys and notifying officers of their existence.



The results of each survey response are immediately added to the SPIDR Tech Spotlight Dashboard. Spotlight allows users to visualize and analyze their police-community interactions with tables, charts, graphs and raw data that can be filtered by date and location.



The system also automatically sends out a compilation of survey responses every day to members of each agency. These emails provide context for each survey response in a way that is easy for readers to digest.

**Deputy Chief Ken Myers of Allen** Police Department in Texas starts his morning by going through the previous day's survey responses.

"Each morning, our command staff is able to review real-time feedback through surveys, both positive and negative, on how our officers performed" says Chief Myers. "Many officers were initially hesitant of the SPIDR Tech platform believing that it may elicit complaints, however, quite the opposite has occurred. In the first six-months of use nearly 200 compliments were sent to our officers and their supervisors."

"The SPIDR Tech platform allows me as a law enforcement administrator to view both near-time data and examine trends over a sustained period of time. **The police department now has a tool to show quantitative proof of our performance as measured by the community we serve over extended periods of time**



## But how do you turn these surveys into actionable improvements in officer behavior?



Tucson Police Department in Arizona has been using the Insights Module for over three years. **Captain John Strader** ensures that every applicable survey response gets adequate follow up.

CAD Event #	Officer(s)	Location	Call Type	Issue	Handler	Date	Next Step
20-0000555	Ofc. Brandt + Williams	555 W Valencia	Assault	Unhappy with response	Sgt. Barringer	2/15/2020	Sgt. Elmonte contacted Mrs. Smith. She was unhappy with the law specifically and not unhappy with the officers
20-0000556	Sgt. Mance	5555 S 16th Ave	Parking Violation	Unhappy with response	Sgt. Mance	2/15/2020	Sgt. Markovic contacted RP. Unhappy with response time.
20-0000557	Ofc. Perez	Park/Calle Nevada	Preserve Peace	Compliments to Ofc	Lt. Roman	2/15/2020	Commendation email sent to Ofc. Perez
20-0000558	Sgt. Willim	5555 S 12th St	Loud Music	Ongoing Issue	Sgt. Willim	2/15/2020	Officer Garrego provided RP his cell number for the comp. Recurring issue.
20-0000559	Ofc. Harrison	555 S Beavertail Ln	Loud Music	Compliments to Ofc	Sgt. Barringer	2/16/2020	Commendation email sent to Ofc. Harrison
20-0000560	Ofc. Banach	555 W Silver Lake	Collision	Unhappy with response	Sgt. Camplan	2/16/2020	Sgt. Camplan followed up and sent Ofc. Banach email re: providing T/C slip
20-0000561	CSO Dakk	Valencia/Fontana	Collision	Unhappy with response	Sgt. Camplan	2/16/2020	Sgt. Camplan followed up and reviewed bodycam footage. CSO Dakk was counseled regarding his language

*"It's pretty easy. Our lieutenants go through the survey responses and flag the ones that require some level of follow-up. It may be a negative response that requires the sergeant to call the reporting party and ask them for clarification. Most of the time, it ends there and the reporting party is pleased with the outcome. Sometimes, it results in a deeper dive into that officer's behavior, and remediation or discipline may be required"*says Captain Strader.

Positive survey responses also yield action, though. *"If it's a positive survey response, we make sure we forward it to the officer so they can keep it in their records and know that they're good work is being noticed. It's important to provide positive reinforcement when we can."* **Assistant Chief Eric Kazmierczak** believes that providing this type of positive reinforcement leads to changes in officer culture. *"There's no doubt that officers want to do the things that they are patted on the back for. The more we reinforce good behavior, the more they will go out and have positive interactions with the community. This is what we want."*



In a world where accountability and transparency are amongst the most requested improvements for law enforcement agencies, automated feedback based on officer-community interactions is a must have. It quantifiably improves the perception of quality service, improves officer culture, and helps identify areas to improve before they become serious issues.

To learn more about the Insights Module, send us an email -[sales@spidrtech.com](mailto:sales@spidrtech.com)