



NEWS RELEASE

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Everett Police implements new communication tool for 911 and crime victims.

EVERETT, WA – In partnership with Snohomish County 911, the Everett Police Department will launch a new communication tool designed to enhance the user experience when a community member calls 911 or the non-emergency number to request police services. The SPIDR Tech platform provides a new tool to communicate with those calling 911 and crime victims.

The new technology enhances the department's customer service capabilities by sending fully automated text and e-mail messages to victims of crimes and 911 callers. It also collects community feedback via an electronic survey after an incident. The responses will be analyzed to guide the department's day-to-day decision making and improve customer service.

"We are excited to be on the cutting edge of this new technology," says Chief Dan Templeman. "This program allows us to communicate with 911 callers, provide them with important crime prevention information and continue the engagement process throughout the investigation. At a time when communication with the public is critical, this platform will serve to enhance our ability to stay connected with our community."

When 911 is contacted, a message will acknowledge the call for service and advise if officers are delayed. When reports are assigned to investigations, crime victims will be updated on their case. They will be kept advised of important facts, such as the initial response time, report numbers and an explanation of the next steps. As reports are submitted, the platform automatically gathers relevant data and sends the victim a template-based email and/or text message with follow-up information. Historically, departments using this technology have seen a 40% decrease in incoming administrative calls.

To better understand overall department performance, a short, mobile-friendly survey will be sent to victims of non-violent crimes and most 911 callers. Survey responses will help the department measure customer satisfaction and determine how to better serve the community.

“More and more society expects real-time status updates and for the first time SPIDR Tech gives us a new way not only to share status on non-life threatening law enforcement calls, but also proactively asks the caller if they were satisfied with the service and response from 911 and the Everett Police,” says Kurt Mills, Snohomish County 911 Executive Director. “We’re thrilled to have another tool to help engage and communicate with the community.”

The Everett Police Department is the first agency in Snohomish County to roll-out SPIDR Tech and it will be available to the other law enforcement agencies in the coming months.

SPIDR Tech is a California based company founded by two police officers who saw an opportunity for law enforcement agencies to match the standard of customer service provided by leading companies in the private sector.

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