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Tucson Police Department Victim Notifications Module

	covering	over
1,100+	**520,000+**	**236**
employees	residents	square miles

Overview

Tucson Police Department (TPD) command staff demonstrated a need for integrative software that improved the police department's ability to positively interact with their citizens. Specifically, TPD staff was looking for ways to automate communications between their agency and victims of crime. The end-goal was not only to improve the experience that crime victims have with TPD, but to decrease the amount of administrative time spent on phone calls, walk-ins, follow-ups and complaints. An additional condition was that the implemented software should not increase work for TPD employees, and should leverage data already being entered into their RMS and CAD systems.

To help TPD meet their goals as a community-focused law enforcement agency, we provided TPD with the Versaterm CommunityConnect platform. The Versaterm CommunityConnect platform is a cloud-based, customer service infrastructure that integrates with TPD's RMS and CAD systems to automate customer service communications sent directly to crime victims and reporting parties.

What Was Deployed?

On May 16th, 2017, the Victim Notifications Module was deployed to TPD's Operations Division West. Eligible crime victims received an email and/or text message within hours of their report being filed. The emails and texts included key follow-up information to explain next steps, set their expectations, increase their trust of the police department, help them prevent future crimes and provide them with valuable victim-related resources.

On January 1st, 2018, the Victim Notifications Module was deployed department-wide at TPD. As part of this department-wide deployment, victims were surveyed to determine the effectiveness of the messages that were being sent.

What Did the Email and Texts Look Like?
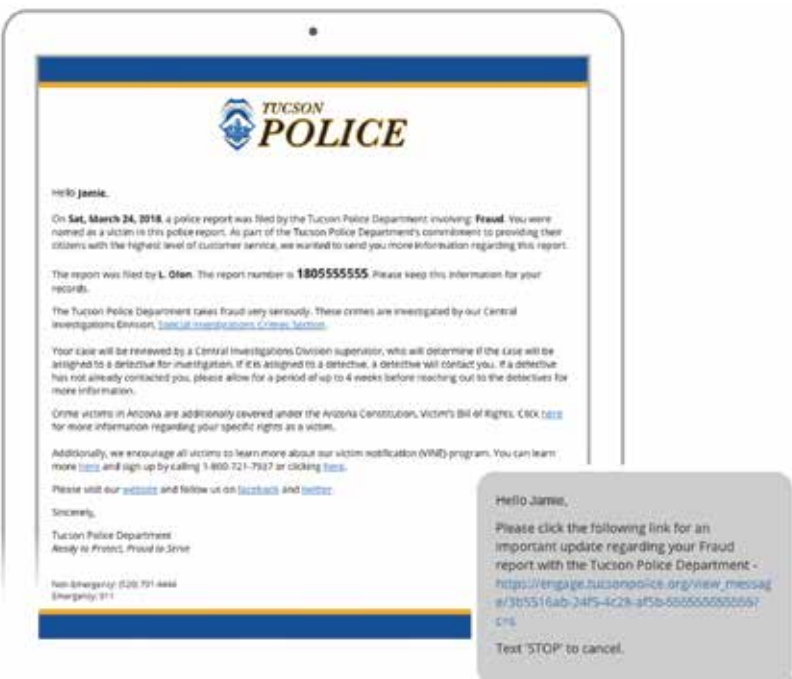
*Names and report numbers were randomized to protect personally identifiable information

EACH EMAIL AND TEXT INCLUDED 8 KEY PIECES OF INFORMATION TO INFORM THE VICTIM AND SET EXPECTATIONS:

- Report Number
- Crime Code
- Reporting Officer Name
- Report Date and Time
- Explanation of Crime Code
- Understanding of Next Steps
- Substation Phone Number
- Investigative Section Phone Number

How Was the Survey Conducted?

Victims were separated into two groups; Group A and Group B. Both groups were sent the same survey under the same conditions. The surveys were sent via text message, and were designed to be easily completed via mobile phone.

Victims in Group A
were automatically sent emails and texts with follow-up information using the Versaterm CommunityConnect platform.

Victims in Group B
were not sent any automated communications from the Versaterm CommunityConnect platform.

Results of the Survey

Group A was 16.6% more likely to ask for future communications via text message than **Group B.**

Group A was 14.6% less likely to ask for future communications via mailed letter than **Group B.**

Group A was 11.7% less likely to ask for future communications via phone call than **Group B.**

Group A ranked TPD's customer service 8.4% higher than **Group B.**

Group A* was 5.9% more likely to state they trusted the police than **Group B.**

* This number reflected victims who opened the emails/texts sent to them in Group A

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Out of the respondents who stated they were likely to call TPD for more information regarding their report, Group A indicated they are 43% less likely to call than Group B.

Victims within ODW (which was deployed ~7 months before the rest of the department), were 20.5% less likely to call TPD for more information regarding their report. Victims within ODW were 10.8% more likely to state the trusted the police than other divisions within the department.

What Victims Had to Say...

"Thank you very much for all your help."
Augustine, Assault Victim

"Thanks"
Leticia, Larceny Victim

"Heroes in blue out there, thanks"
Rebecca, Burglary Victim

"Thank you so much"
Omar, Larceny Victim

"Ok. Thanks"
Griselda, Larceny Victim

"Thank you"
Carlos, Motor Vehicle Accident Victim

"Thank You"
Ivette, Arson Victim

BY THE NUMBERS...

~27,000 crime victims are receiving follow-up emails and texts a month

~14.5% of follow-ups sent as emails

90.9% of emails sent were opened

(as of 10/12/2022)

"Yes I was a victim and I will be sending the paperwork back this weekend thank you."

Rosina, Burglary Victim

"Thank you. I will call if assailant comes back."

James, Assault Victim

"Thank you TPD."

Leonard, Larceny Victim

"Thank you"

Mario, Embezzlement Victim

"Thank you."

Jimmy, Motor Vehicle Accident Victim

"Thanks"

Kimberly, Criminal Damage Victim

"Thank You for letting me know"

Steven, Assault Victim

"Thank. You. Very. Much."

Joseph, Larceny Victim

"Thank you so much"

Susan, Assault Victim

"Thank you"

Beverly, Larceny Victim

"Thank u"

Carla, Assault Victim

"I received the message report concerning the crime and am thankful for your continuing for the exact proceeduring thereof. Have a wonderful day to you and the department!!!!"

Jason, Robbery Victim

"YES MAY I HELP IN ANY WAY"

Gregory, Assault Victim

"Thank"

Javier, Fraud Victim

"Yes I filed thank you"

Richard, Fraud Victim

"Thank you for looking into the matter"

Thomas, Criminal Damage Victim

*Texted back by victims. Victims were sent an automatic text message letting them know their message was not received by the police department. Report numbers were randomized.

"Versaterm CommunityConnect is providing a service to the police department that allows the police department to maintain better communication with its community when it matters most."

Assistant Chief Eric Kazmierczak