



## **ABSTRACT**

Tarrant County 2020 Submission  
Civic Educations and Public Information  
Tarrant County Clerk Live Chat

Abstract from nomination:

Recognizing an opportunity to innovate and provide exceptional service to customers, the County Clerk's Office introduced Live Chat service for web visitors. This new service allows customers to utilize self-service features 24/7/365, provides access to a trove of frequently asked questions, and allows customers to engage directly with clerks across all divisions during business hours. Live Chat has been very successful and cost effective. First month activity generated 1000 engagements that required clerk assistance and 1500 self-service requests, of which, 45% were completed without clerk assistance, and received a 4.3 overall satisfaction rating (above average to highly satisfied). As expected, the phone call volume has decreased significantly. "Success with technology requires a strong partnership with ITD and the Department. I would like to thank everyone across the two organizations who made this project successful." County Clerk Mary Louise Nicholson...



## NEWS RELEASE

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# Tarrant County Texas earns national achievement award(s) for Tarrant County Clerk Live Chat

**WASHINGTON** – Tarrant County Clerk Live Chat has been recognized with an Achievement Award from the National Association of Counties (NACo). The awards honor innovative, effective county government programs that strengthen services for residents.

NACo recognized **Tarrant County Clerk Live Chat, in the category of Civic Education and Public Information**. The Tarrant County Clerk's Office introduced Live Chat service for web visitors. Released in September 2019, this service allows customers to communicate directly with clerks, provides an automated software "bot" to answer common questions, and provides access to self-service features 24/7/365, including a trove of frequently asked questions.

The County Clerk and program sponsor, Mary Louise Nicholson, has been very satisfied, conveying that "Success with technology requires a strong partnership with Information Technology Department (ITD) and the Department. I would like to thank everyone across the two organizations who made this project successful."

NACo President Mary Ann Borgeson said, "We are seeing firsthand now more than ever that counties work tirelessly to support our residents. This year's Achievement Award-winning programs showcase how counties build healthy, safe and vibrant communities across America."

Nationally, awards are given in 18 different categories that reflect the vast, comprehensive services counties provide. The categories include children and youth, criminal justice and public safety, county administration, information technology, health, civic engagement and many more.

Started in 1970, NACo's annual Achievement Awards program is designed to recognize county government innovations. Each nominee is judged on its own merits and not against other applications received.

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*The National Association of Counties (NACo) unites America's 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government and exercise exemplary leadership in public service. Learn more at [www.naco.org](http://www.naco.org)*