



311 Contact Center

Monthly Report

DECEMBER 2010

Observations & Analysis

Call volume is higher this month than in November entirely because of the snow storm on 12/26/10.

Half of the Streets Dept. related calls this month were received in a four-day span; during and after the storm.

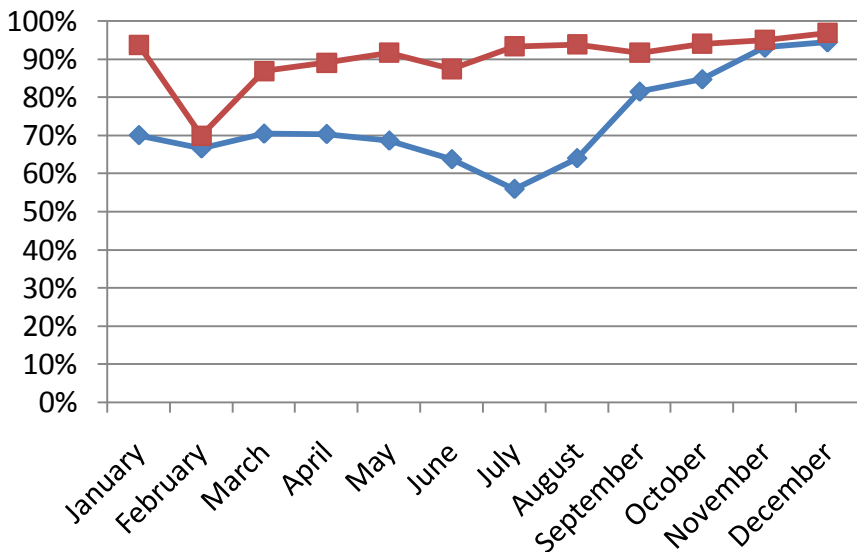
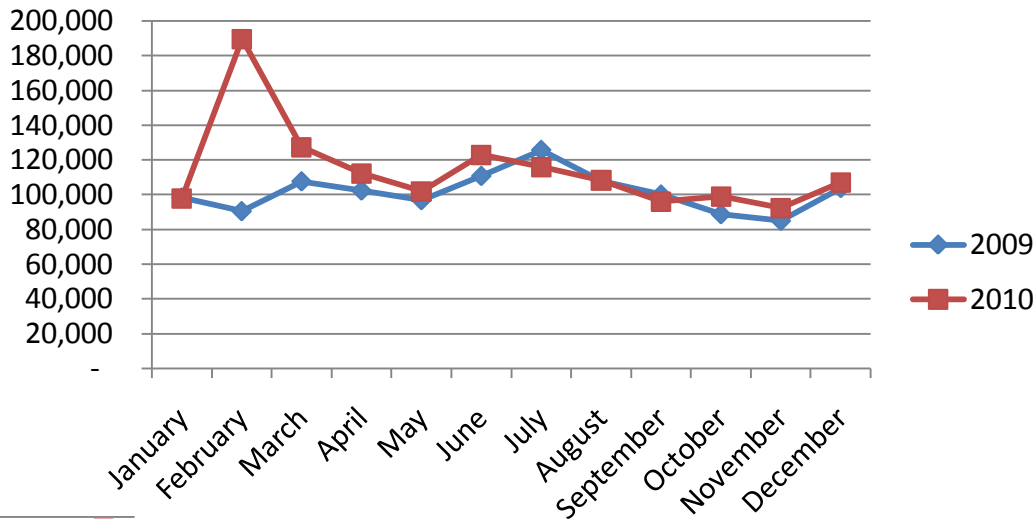


Call Volumes and Performance Levels

2009 - 2010 Comparison

Calls Offered

Note: High call volume in July 2009 is due to merging L&I Call Center into 311 at that time.



% Calls Answered



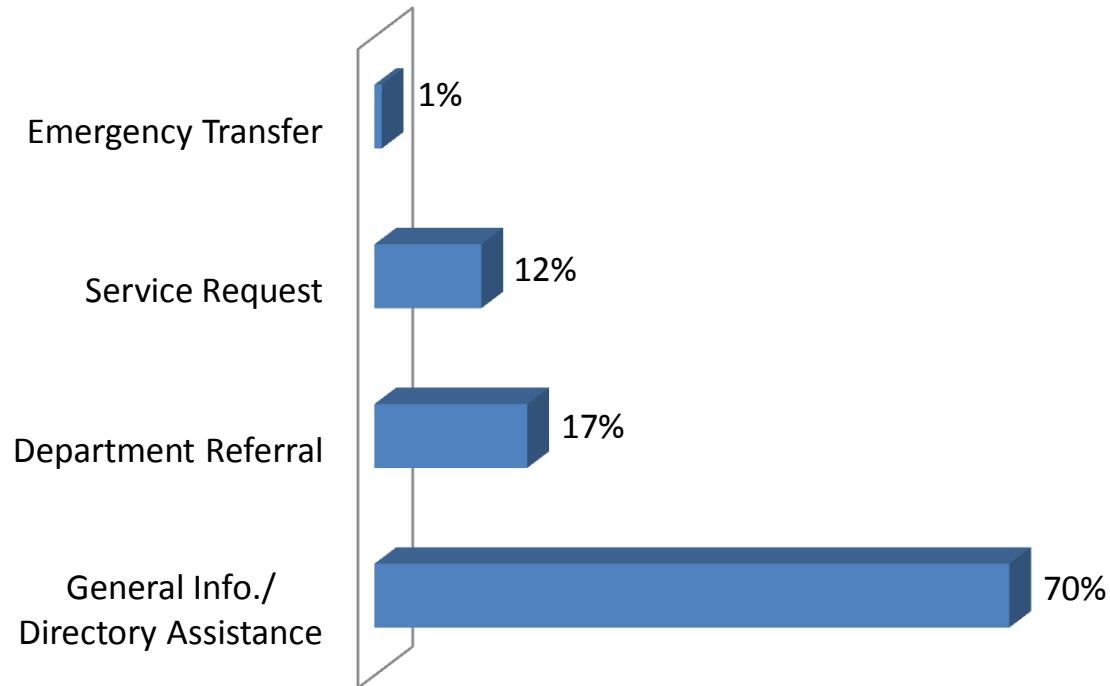
Call Volumes and Performance Levels

Performance Measure	December 2010	December 2009	4th Quarter Monthly Avg	3rd Quarter Monthly Avg	2nd Quarter Monthly Avg	1st Quarter Monthly Avg	2010 Total
Calls Offered	107,062	103,775	99,417	106,658	111,394	138,111	1,369,115
Average Weekday Call Volume	4,314	4,289	4,136	4,427	4,756	5,804	4,797
Percent of Calls Answered	97%	94%	96%	93%	89%	86%	91%
Emergency Transfers	1%	2%	1%	1%	1%	1%	1%



Customer Contacts Logged

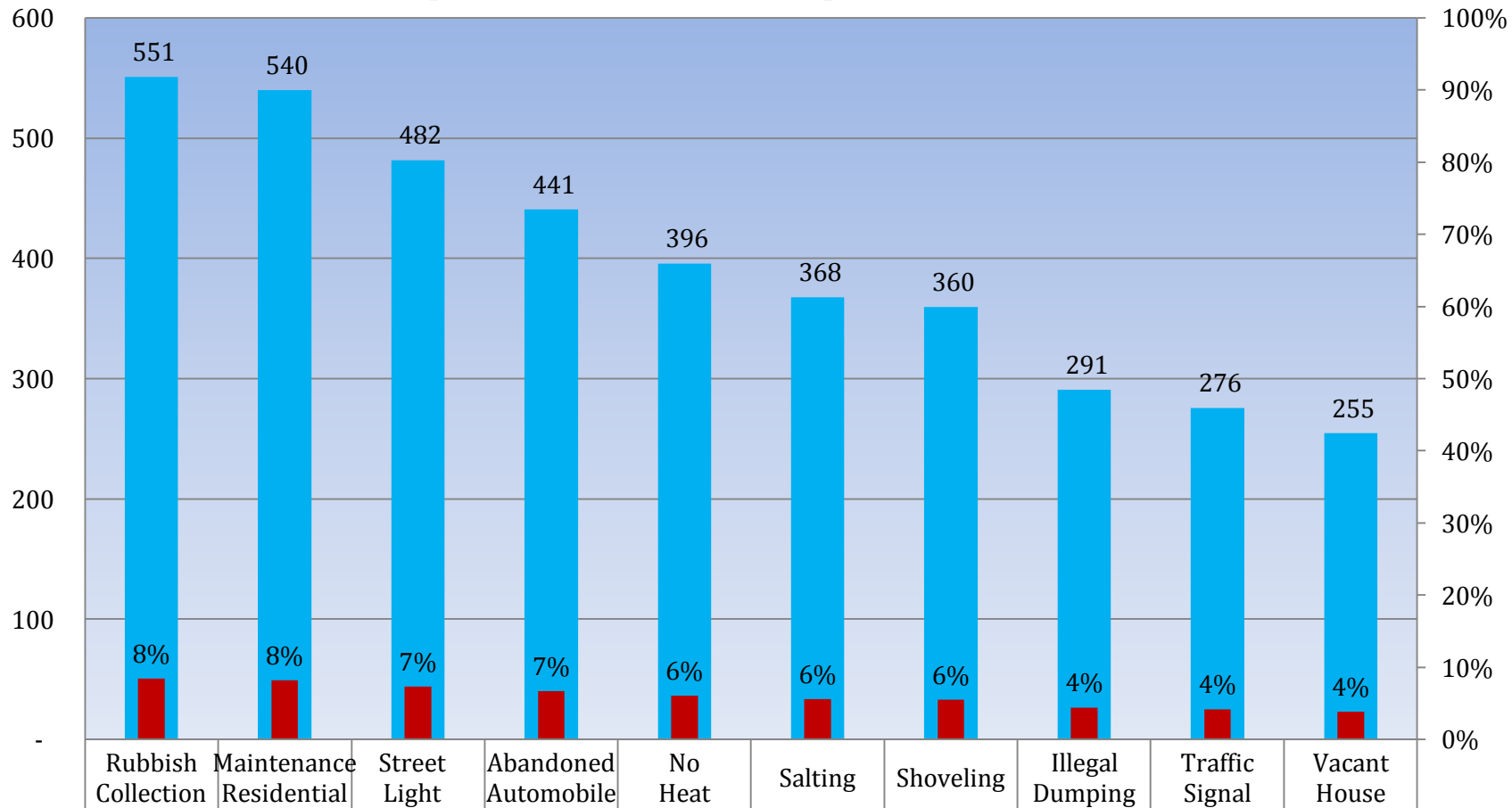
Request Type Distribution





Customer Contacts Logged

Top Ten Service Requests

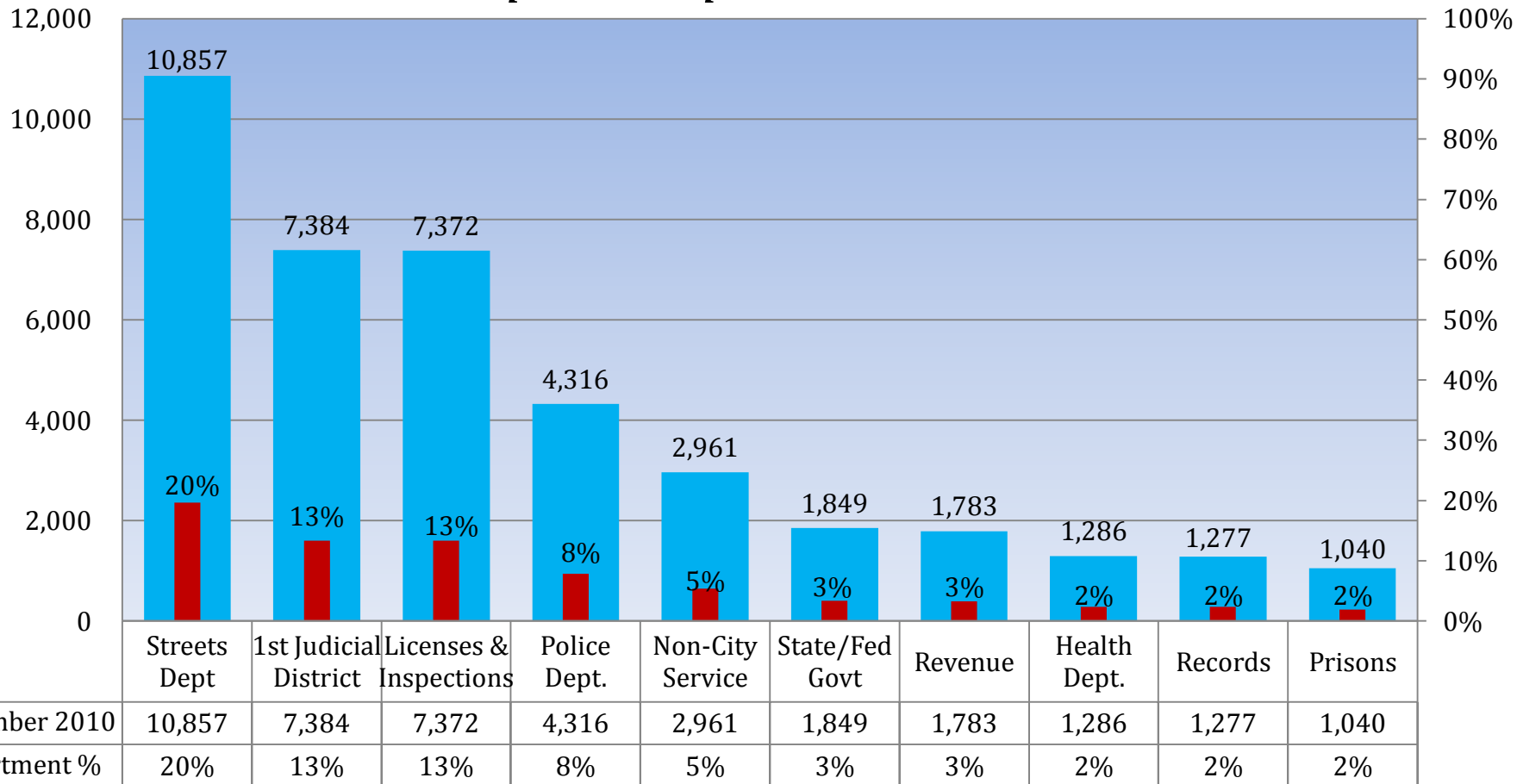


■ December 2010	551	540	482	441	396	368	360	291	276	255
■ Service Request %	8%	8%	7%	7%	6%	6%	6%	4%	4%	4%



Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 466
Other Revenue - 1,317



Appendix A: Definitions

- **Calls Offered**: Number of calls that came in to 311.
- **General Information**: A customer inquiry that can be resolved using the 311 knowledge database.
- **Department Referral**: A customer inquiry that cannot be resolved using the 311 knowledge database and is escalated to a City Department.
- **Service Request**: One of a specific list of requests for City service that the 311 Contact Center accepts and distributes to the appropriate department by automation. These requests are given a reference number and can be tracked on our website.