



**311 Contact Center
Monthly Report**

AUGUST 2011

Observations & Analysis

With an earthquake and a hurricane affecting the area during August, call volume was the highest it's ever been during this time of year (compared to 2009 and 2010).

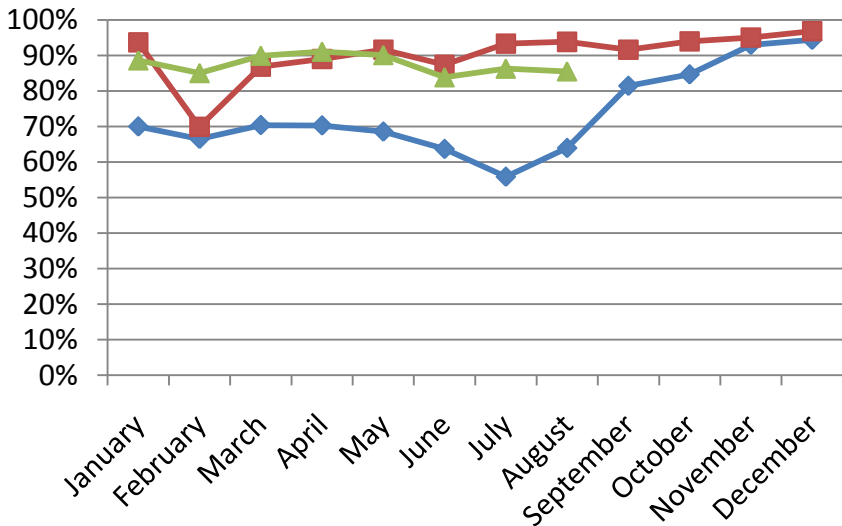
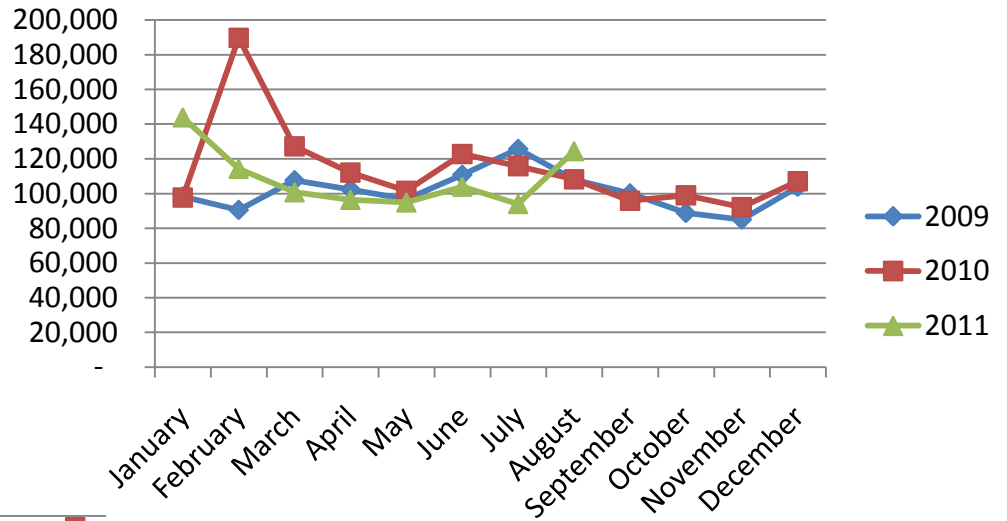
Requests related to building safety, downed trees, clogged inlets, and power outages were among the top requests for the month. Another call driver was for information related to weather forecasts and emergency preparation.



Call Volumes and Performance Levels

2009 - 2011 Comparison

Calls Offered



% Calls Answered



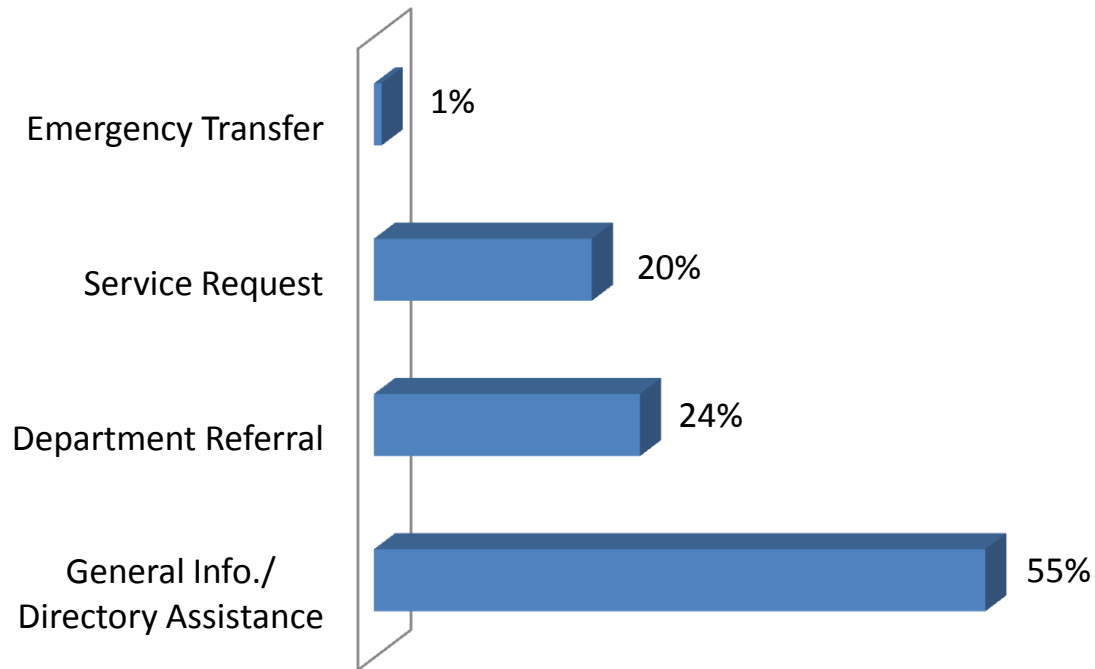
Call Volumes and Performance Levels

Performance Measure	August 2011	August 2010	2nd Quarter Average	1st Quarter Average	2011 Total
Calls Offered	124,515	108,217	98,513	119,729	873,317
Average Weekday Call Volume	4,669	4,374	4,235	5,264	4,674
Percent of Calls Answered	86%	94%	88%	88%	88%
Emergency Transfers	1%	1%	1%	1%	1%



Customer Contacts Logged

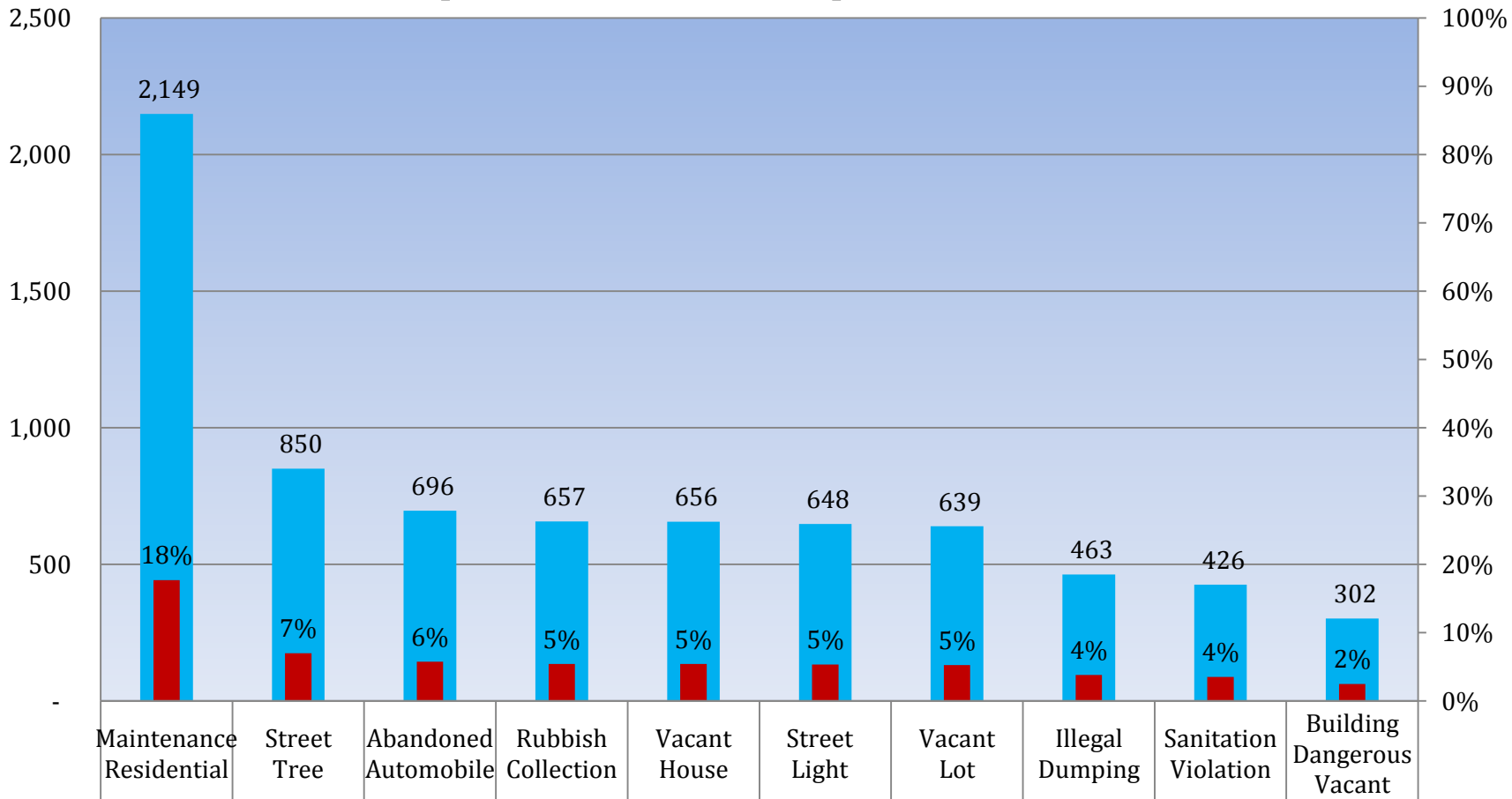
Request Type Distribution





Customer Contacts Logged

Top Ten Service Requests

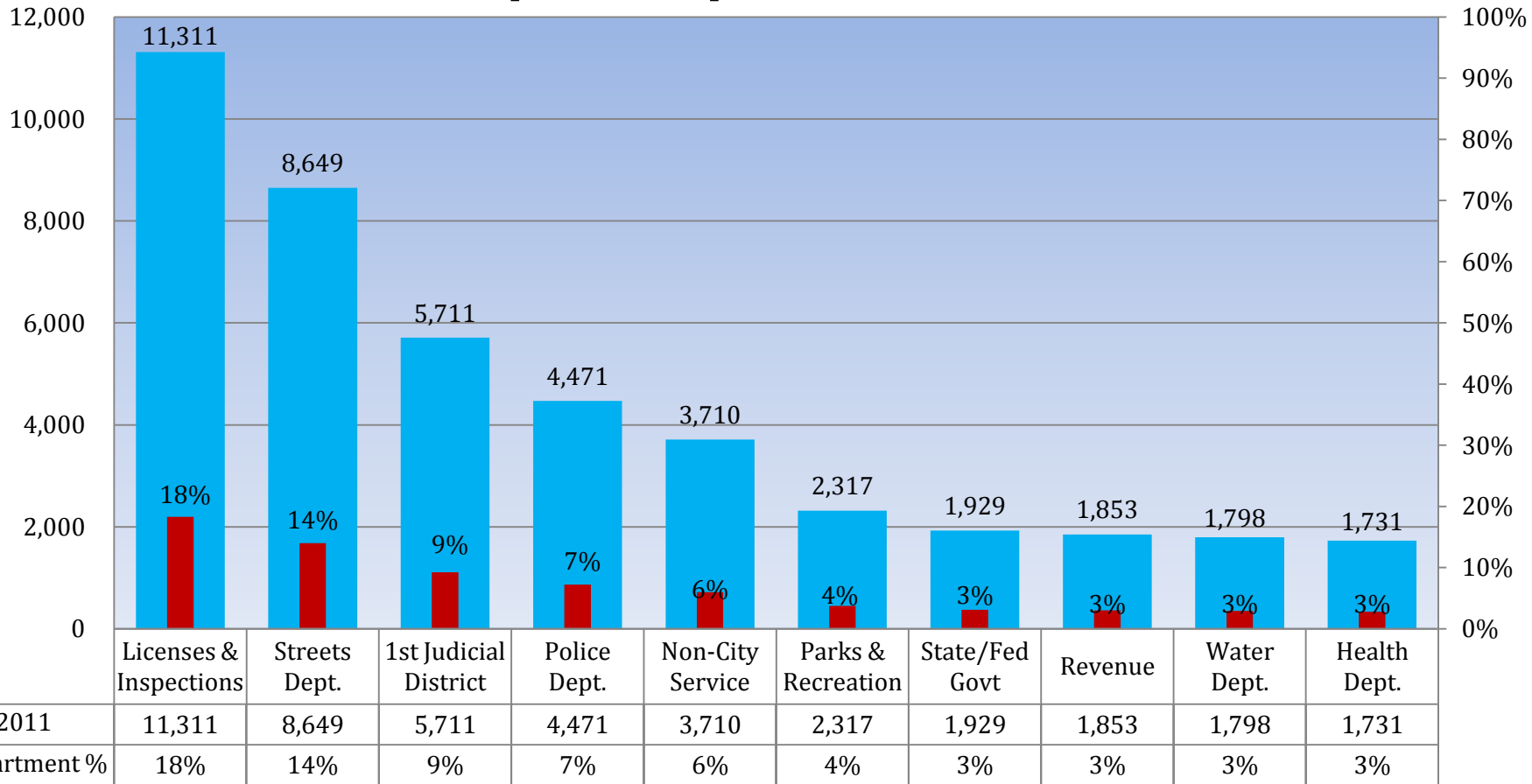


■ Aug 2011	2,149	850	696	657	656	648	639	463	426	302
■ Service Request %	18%	7%	6%	5%	5%	5%	5%	4%	4%	2%



Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 965
Other Revenue - 888



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.