



**311 Contact Center
Monthly Report**

FEBRUARY 2011

Observations & Analysis

Even though requests for Salting/Plowing continued through only the first week of February, these requests are still higher than all the other requests for the month by a large margin.

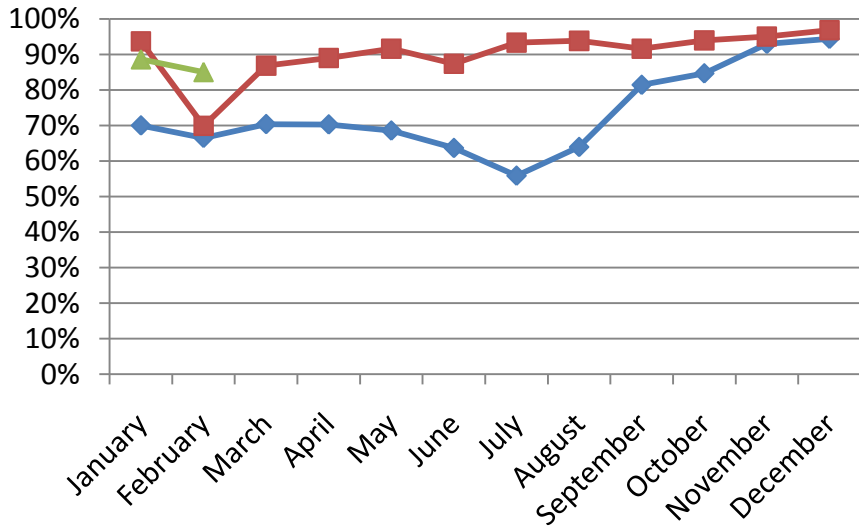
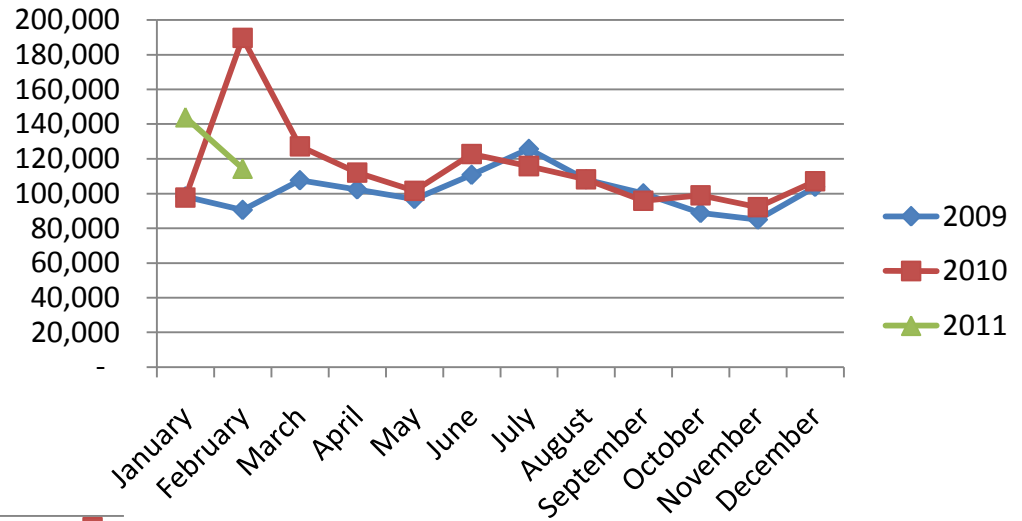
Requests for pothole repair are also higher than average due to the damage to streets caused by the winter storms.



Call Volumes and Performance Levels

2009 - 2010 Comparison

Calls Offered



% Calls Answered



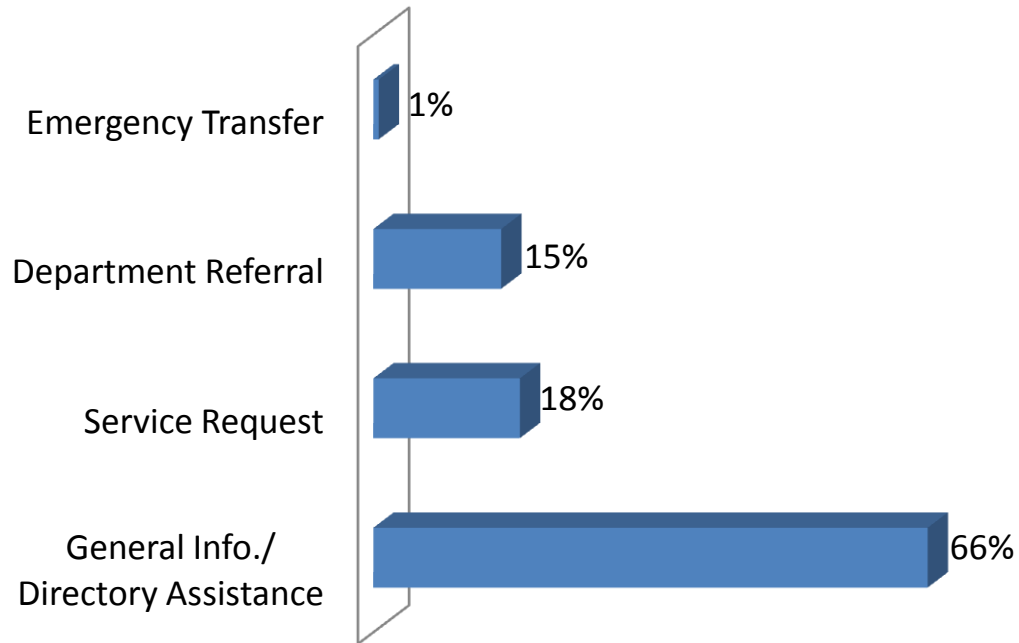
Call Volumes and Performance Levels

Performance Measure	February 2011	February 2010	January 2011	2011 Total
Calls Offered	114,374	189,549	143,986	258,360
Average Weekday Call Volume	5,355	8,036	6,354	5,855
Percent of Calls Answered	86%	78%	88%	87%
Emergency Transfers	1%	1%	1%	1%



Customer Contacts Logged

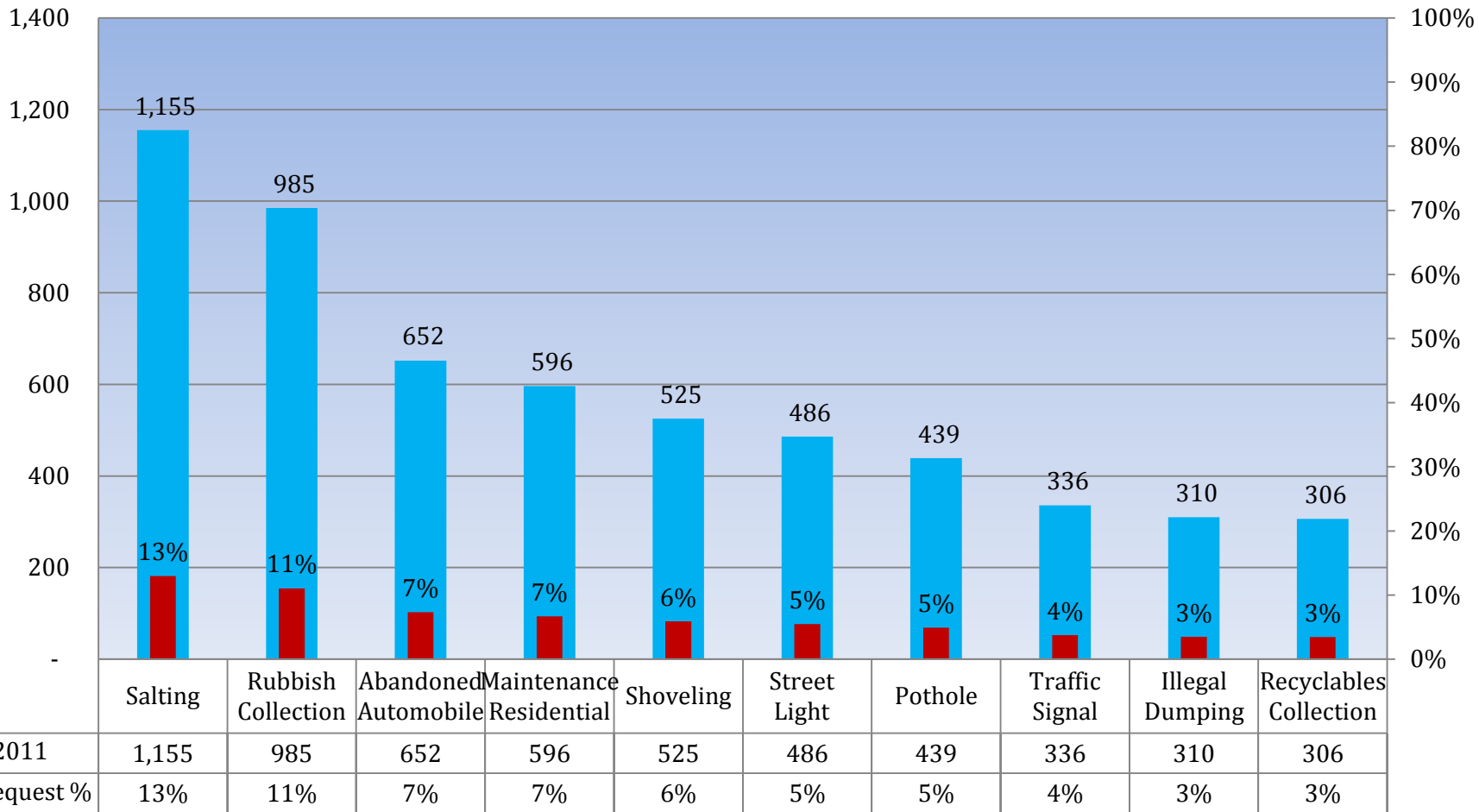
Request Type Distribution





Customer Contacts Logged

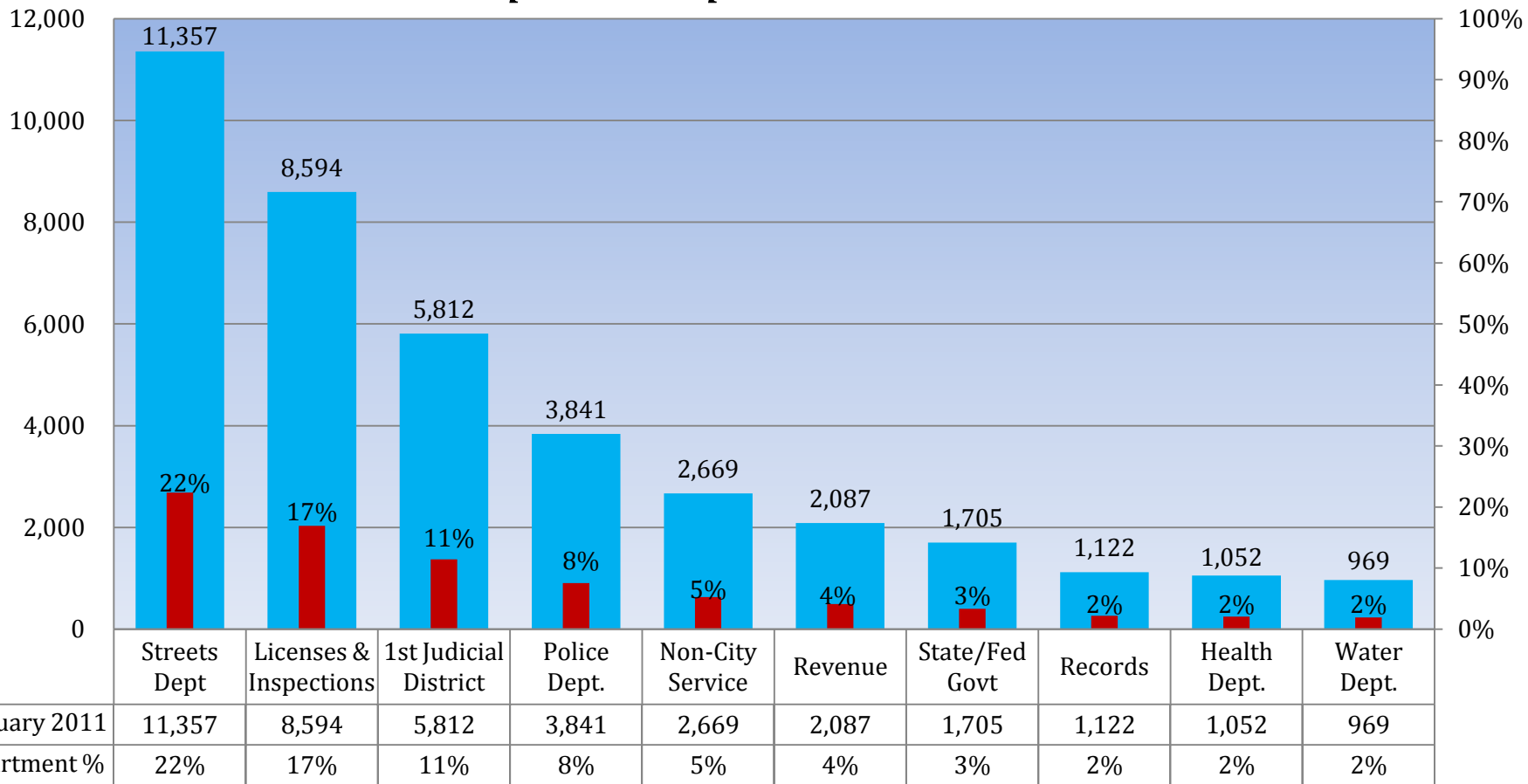
Top Ten Service Requests





Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 503
Other Revenue - 1,584



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.