



# **311 Contact Center**

## **Monthly Report**

**NOVEMBER 2010**

## Observations & Analysis

Call volume is down slightly from October, likely due to November holidays and the decrease in Service Requests.

With the exception of “No Heat” requests, the number of Service Requests received continues to decrease, as is standard for the cooler weather.

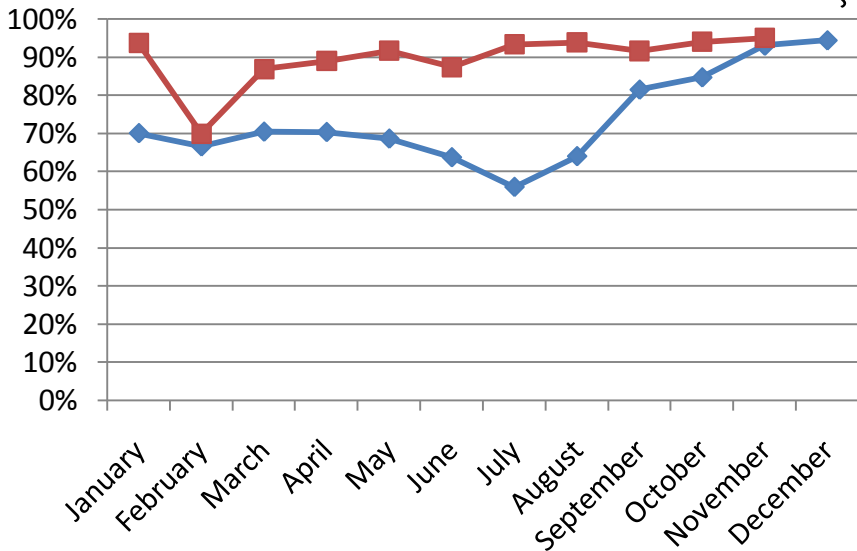
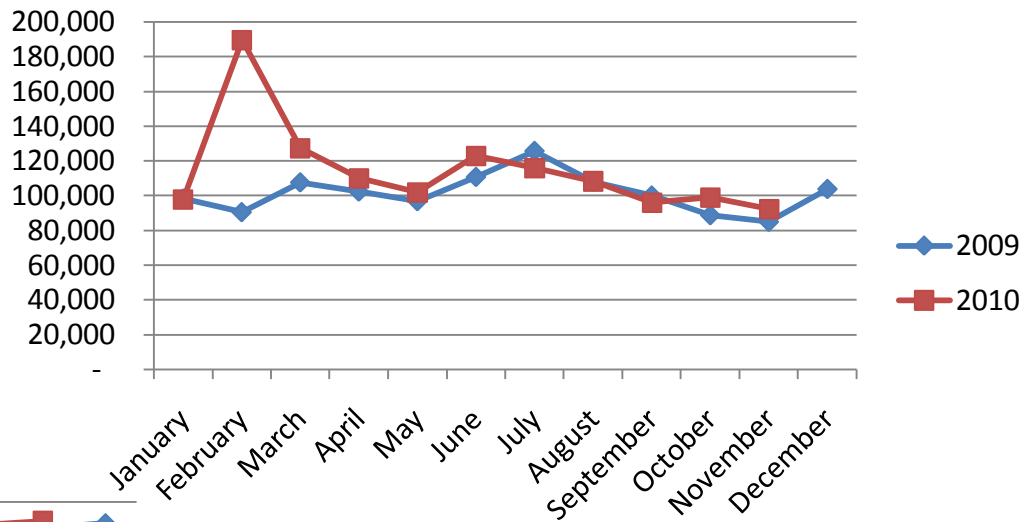


# Call Volumes and Performance Levels

## 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



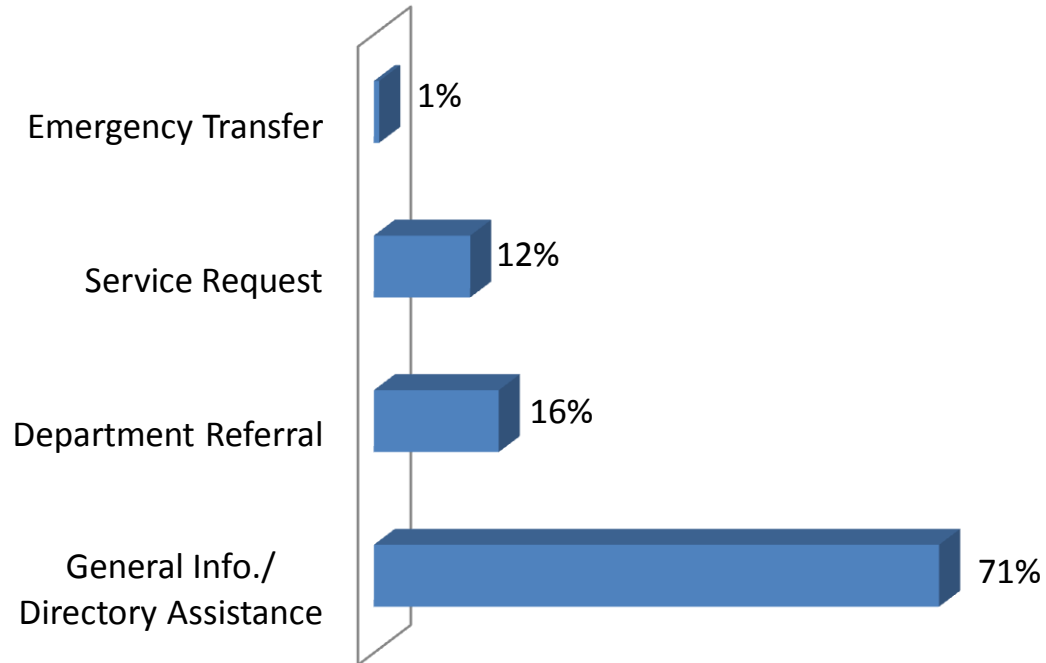
## Call Volumes and Performance Levels

| Performance Measure         | November 2010 | November 2009 | 3rd Quarter Monthly Avg | 2nd Quarter Monthly Avg | 1st Quarter Monthly Avg | 2010 YTD  |
|-----------------------------|---------------|---------------|-------------------------|-------------------------|-------------------------|-----------|
| Calls Offered               | 92,211        | 84,912        | 106,658                 | 111,394                 | 138,111                 | 1,259,680 |
| Average Weekday Call Volume | 4,025         | 3,651         | 4,427                   | 4,756                   | 5,804                   | 4,823     |
| Percent of Calls Answered   | 95%           | 93%           | 93%                     | 89%                     | 86%                     | 90%       |
| Emergency Transfers         | 1%            | 1%            | 1%                      | 1%                      | 1%                      | 1%        |



# Customer Contacts Logged

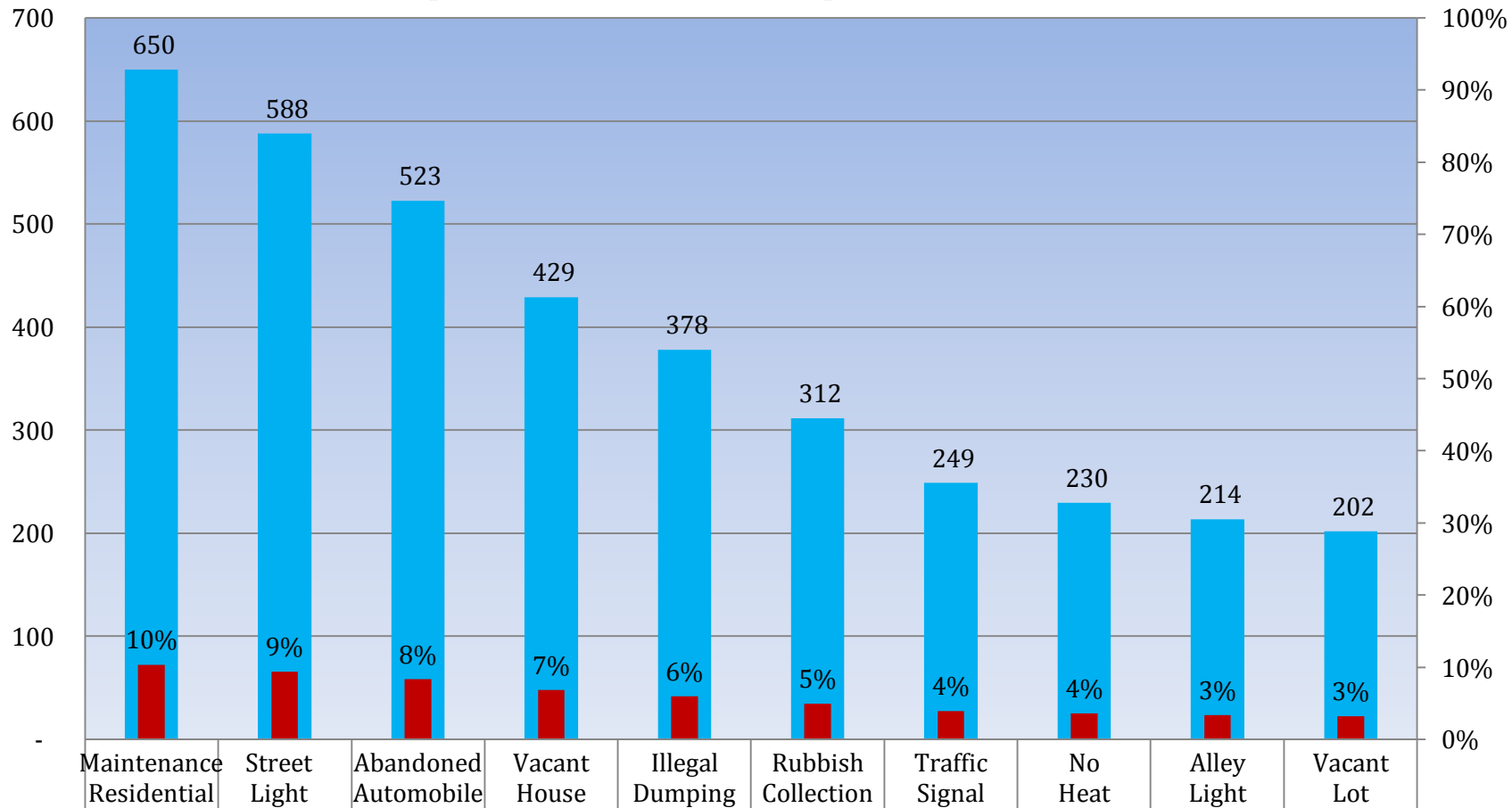
## *Request Type Distribution*





# Customer Contacts Logged

## *Top Ten Service Requests*

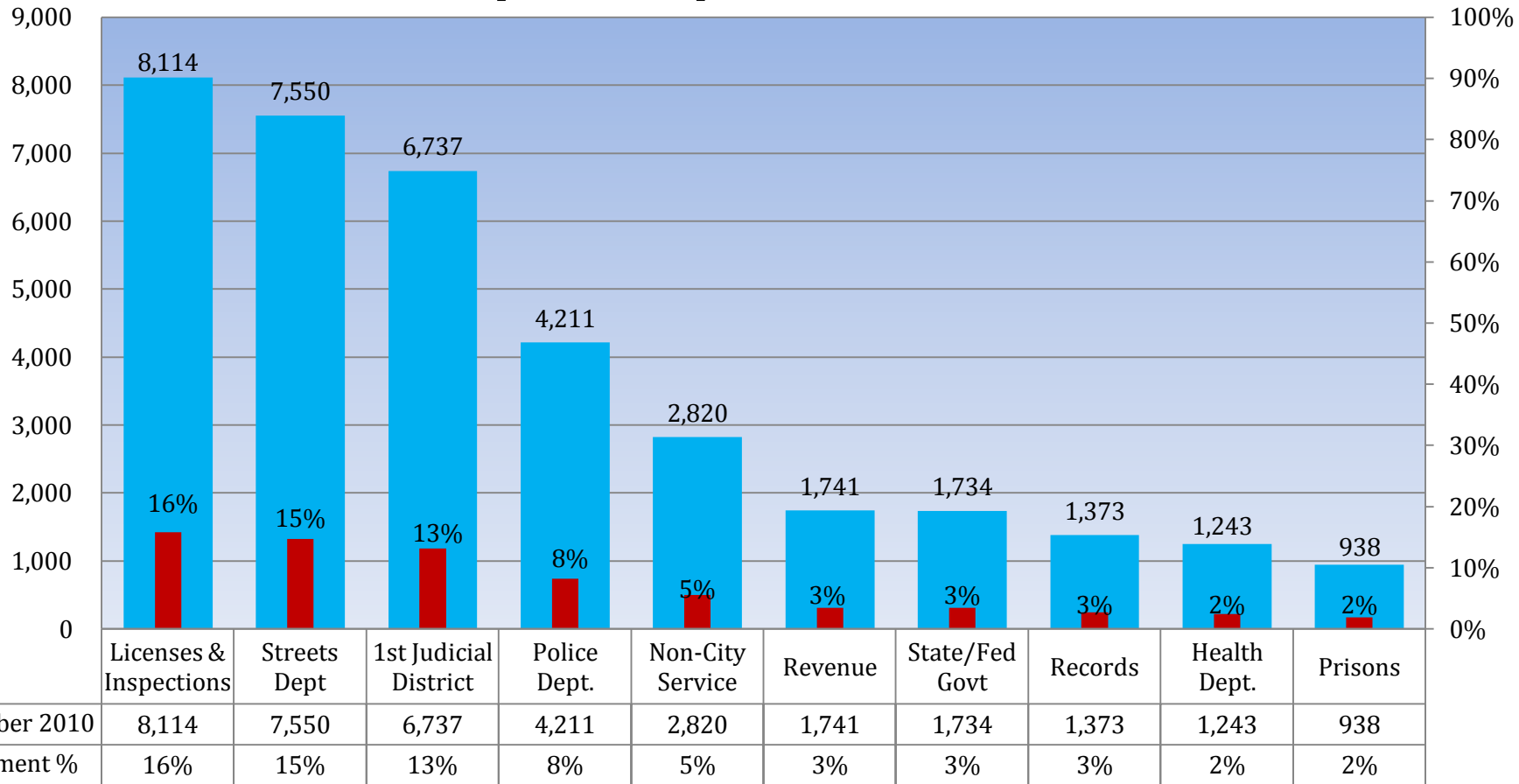


|                     |     |     |     |     |     |     |     |     |     |     |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ■ November 2010     | 650 | 588 | 523 | 429 | 378 | 312 | 249 | 230 | 214 | 202 |
| ■ Service Request % | 10% | 9%  | 8%  | 7%  | 6%  | 5%  | 4%  | 4%  | 3%  | 3%  |



# Customer Contacts Logged

## *Top Ten Departments*



Revenue Split: Water Revenue - 803  
Other Revenue - 933



## 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.