



**311 Contact Center  
Weekly Update**

**JANUARY 24<sup>TH</sup>-30<sup>TH</sup>  
2011**

## Observations & Analysis

As can be expected, the number one topic for this week is snow. Due to the major snow event, 311 received over two times the average call volume for the week.

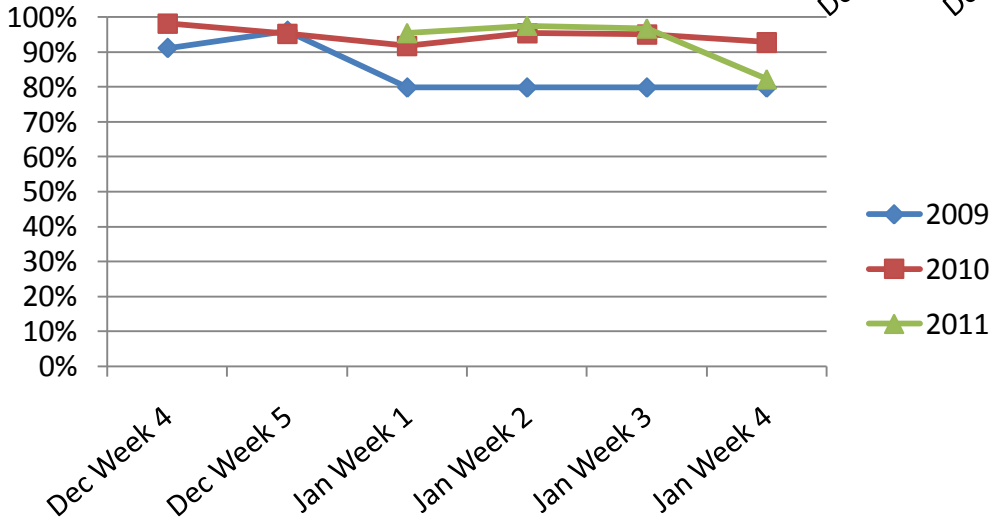
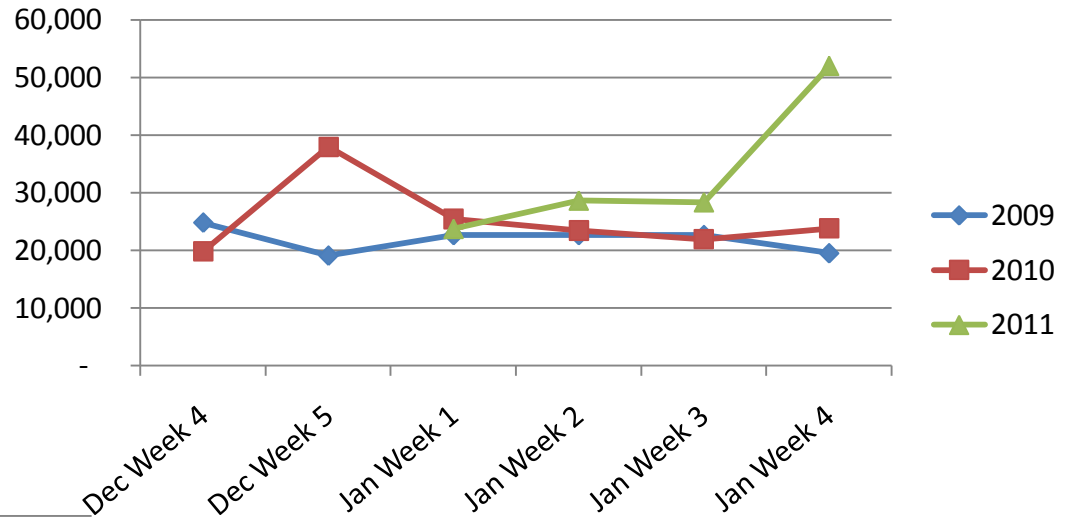
You'll notice that over half of all Service Requests entered are for Plowing/Salting. Please keep in mind that this number does not include all of the duplicate requests, and the requests that came in before the storm had been declared over by the Streets Department.



# Call Volumes and Performance Levels

## 2009 - 2010 Comparison

# Calls Offered



% Calls Answered



# Call Volumes and Performance Levels

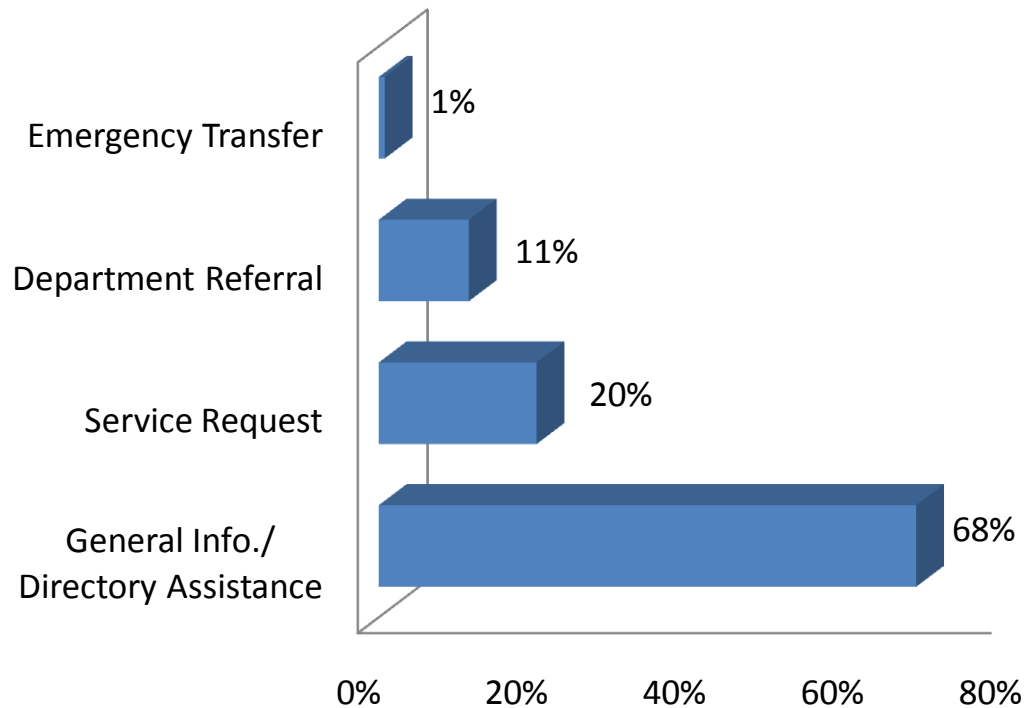
## 2010 Data

Performance Measure	Jan 24-30	Jan 17-23	January Average 2010	2011 YTD
Calls Offered	51,980	28,346	22,073	134,461
Average Weekday Call Volume	9,279	5,636	4,378	6,160
Percent of Calls Answered	87%	97%	93%	94%
Emergency Transfers	1%	1%	1%	1%



# Customer Contacts Logged

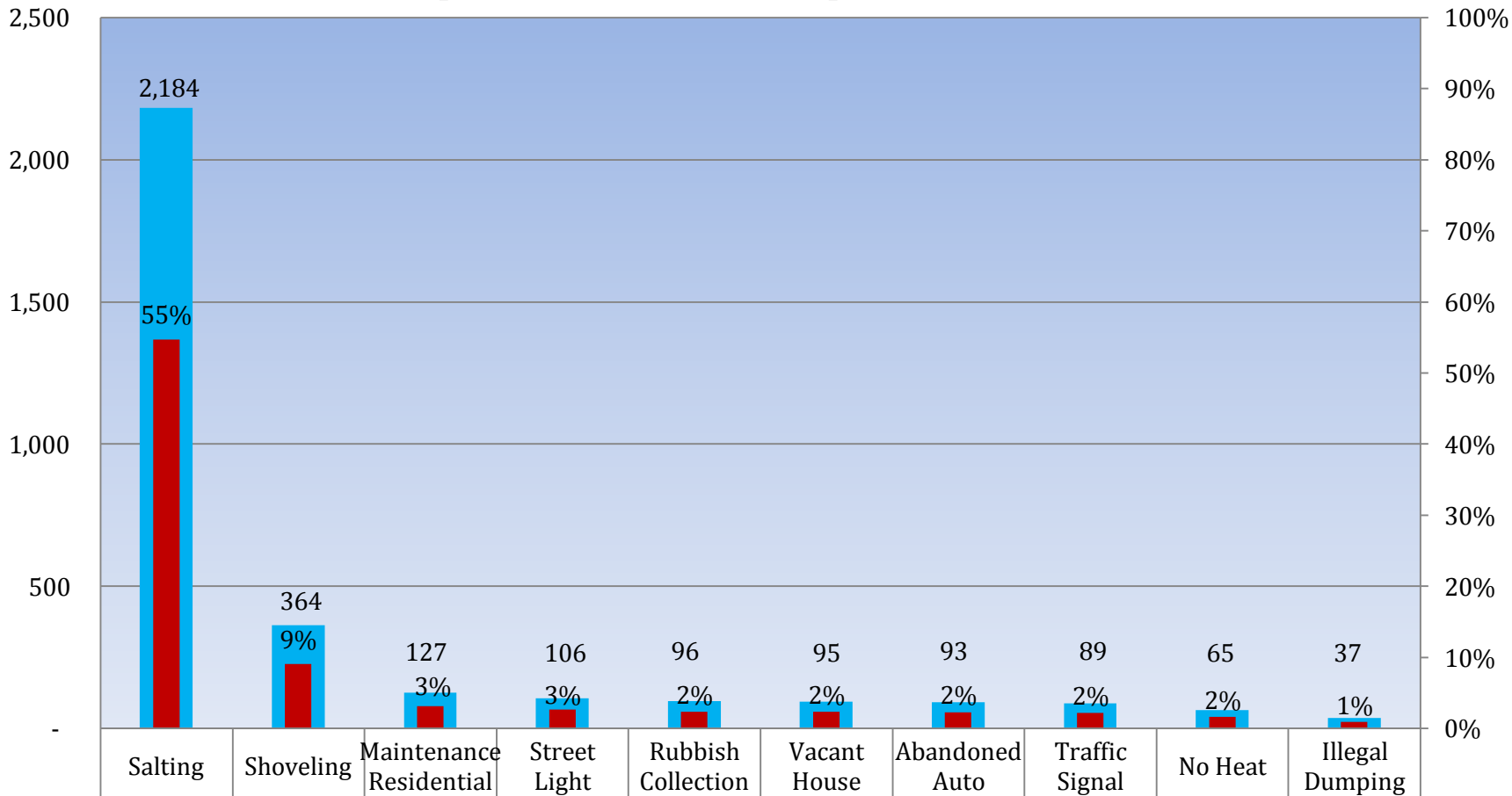
## *Request Type Distribution*





# Customer Contacts Logged

## *Top Ten Service Requests*

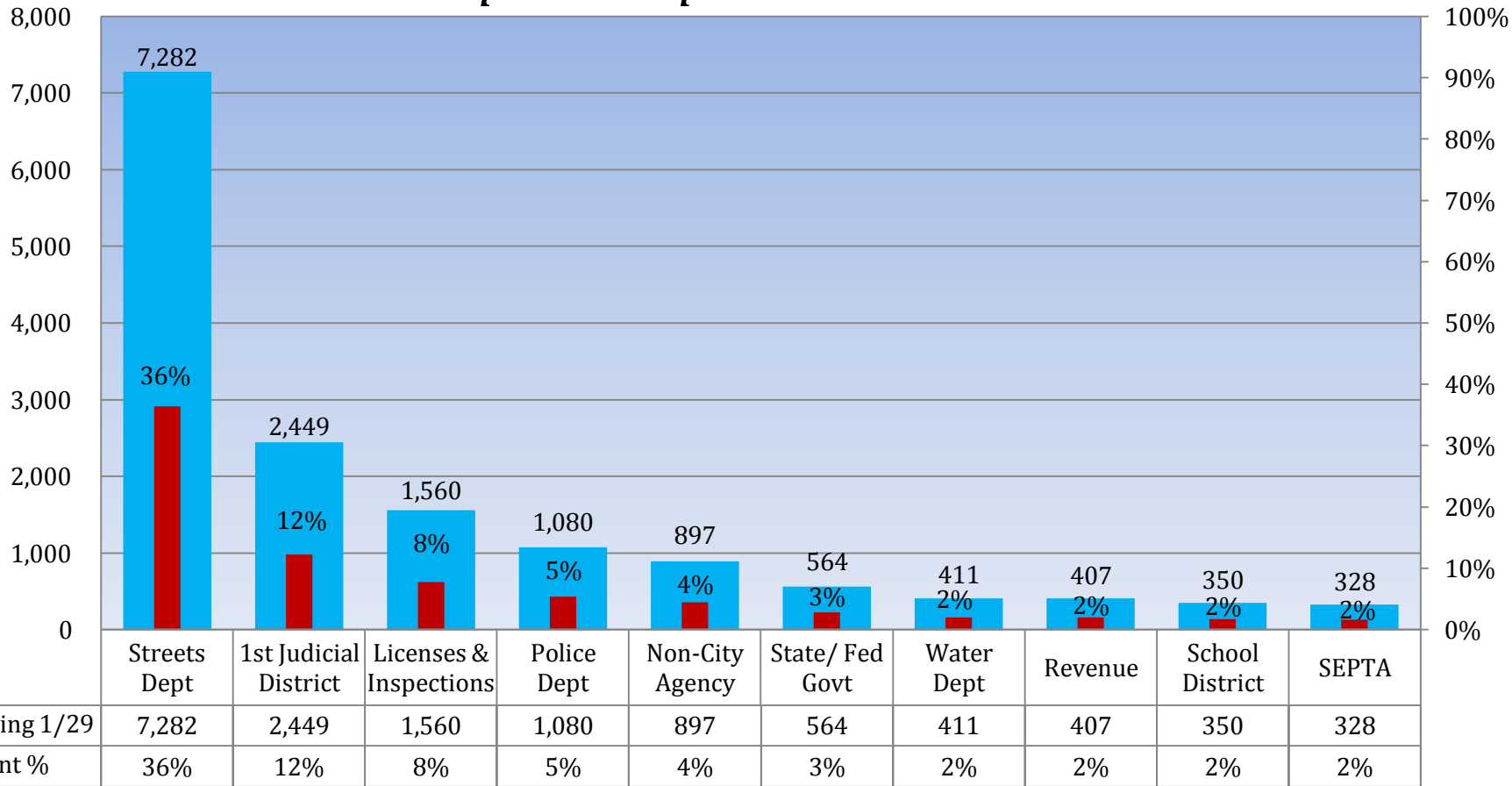


■ Week Ending 1/29	2,184	364	127	106	96	95	93	89	65	37
■ Service Request %	55%	9%	3%	3%	2%	2%	2%	2%	2%	1%



# Customer Contacts Logged

## *Top Ten Departments*



Revenue Split: Water Revenue - 122  
Other Revenue - 285



## 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.