



311 Contact Center Weekly Update

**JANUARY 3RD – 9TH
2011**

Observations & Analysis

Now that we are beginning our third year, we can begin to see some trends. For example, the call volume for the first week of January in 2009, 2010, and 2011 has been consistent, at approximately 24,000 for the week.

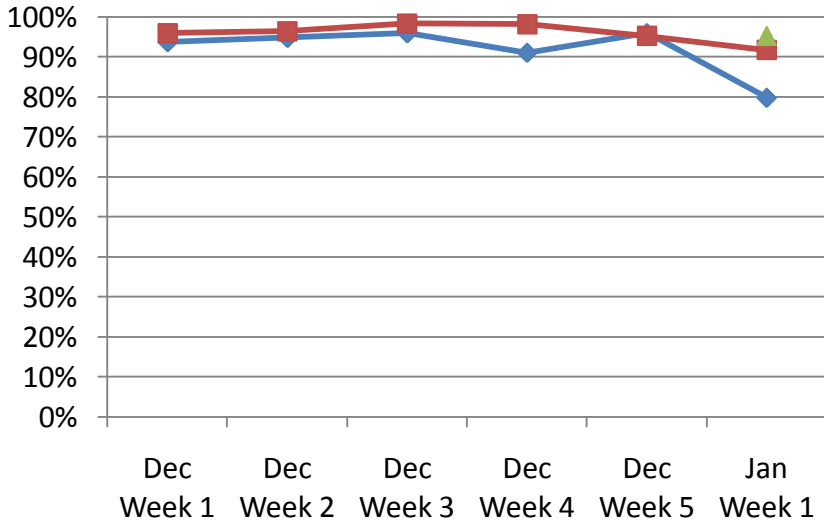
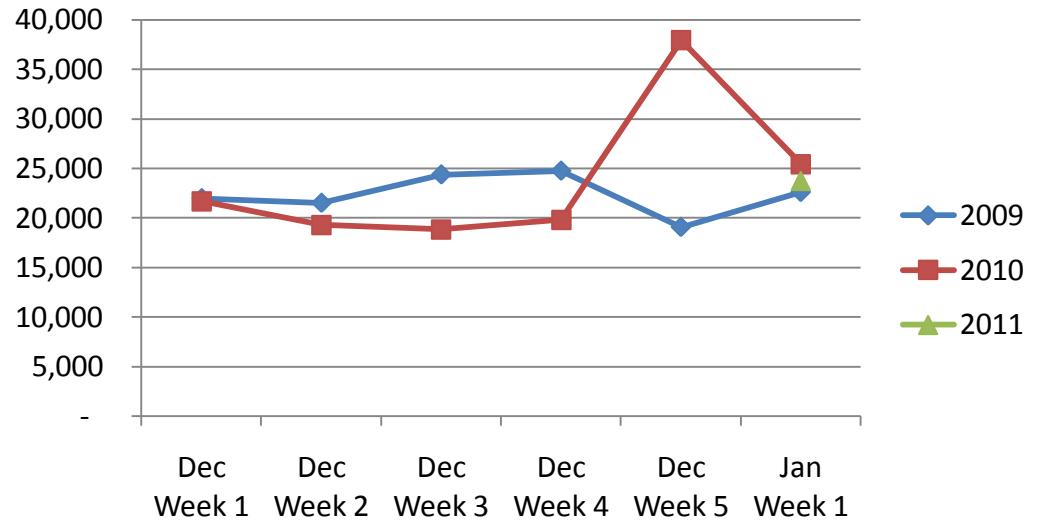
However, keep in mind that our hours of operation during 2011 are less than what they were in 2010 and even less than what they were in 2009. Using this information, we can see that the number of calls per day continues to rise.



Call Volumes and Performance Levels

2009 - 2010 Comparison

Calls Offered



% Calls Answered



Call Volumes and Performance Levels

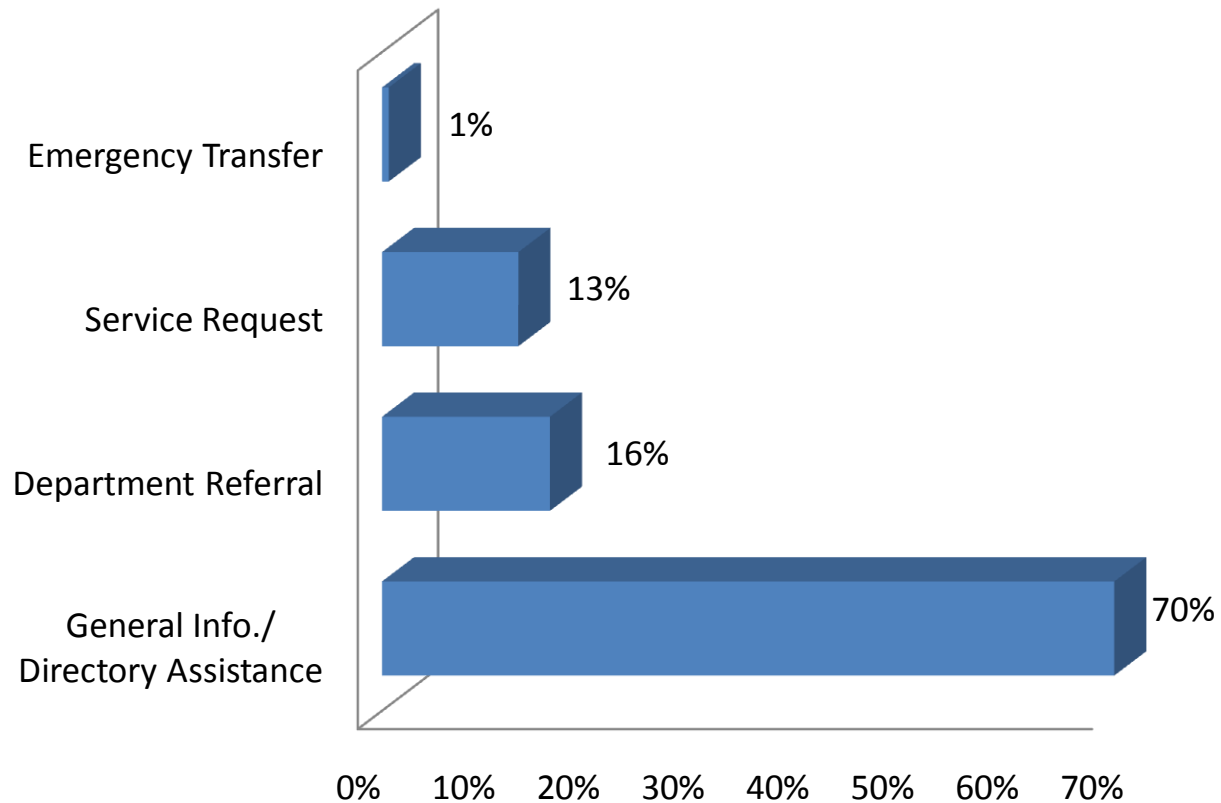
2010 Data

Performance Measure	Jan 3-9	Dec 27-Jan 2	January Average 2010	2011 YTD
Calls Offered	23,743	37,924	22,073	25,494
Average Weekday Call Volume	4,402	7,238	4,378	4,402
Percent of Calls Answered	96%	95%	93%	96%
Emergency Transfers	1%	1%	1%	1%



Customer Contacts Logged

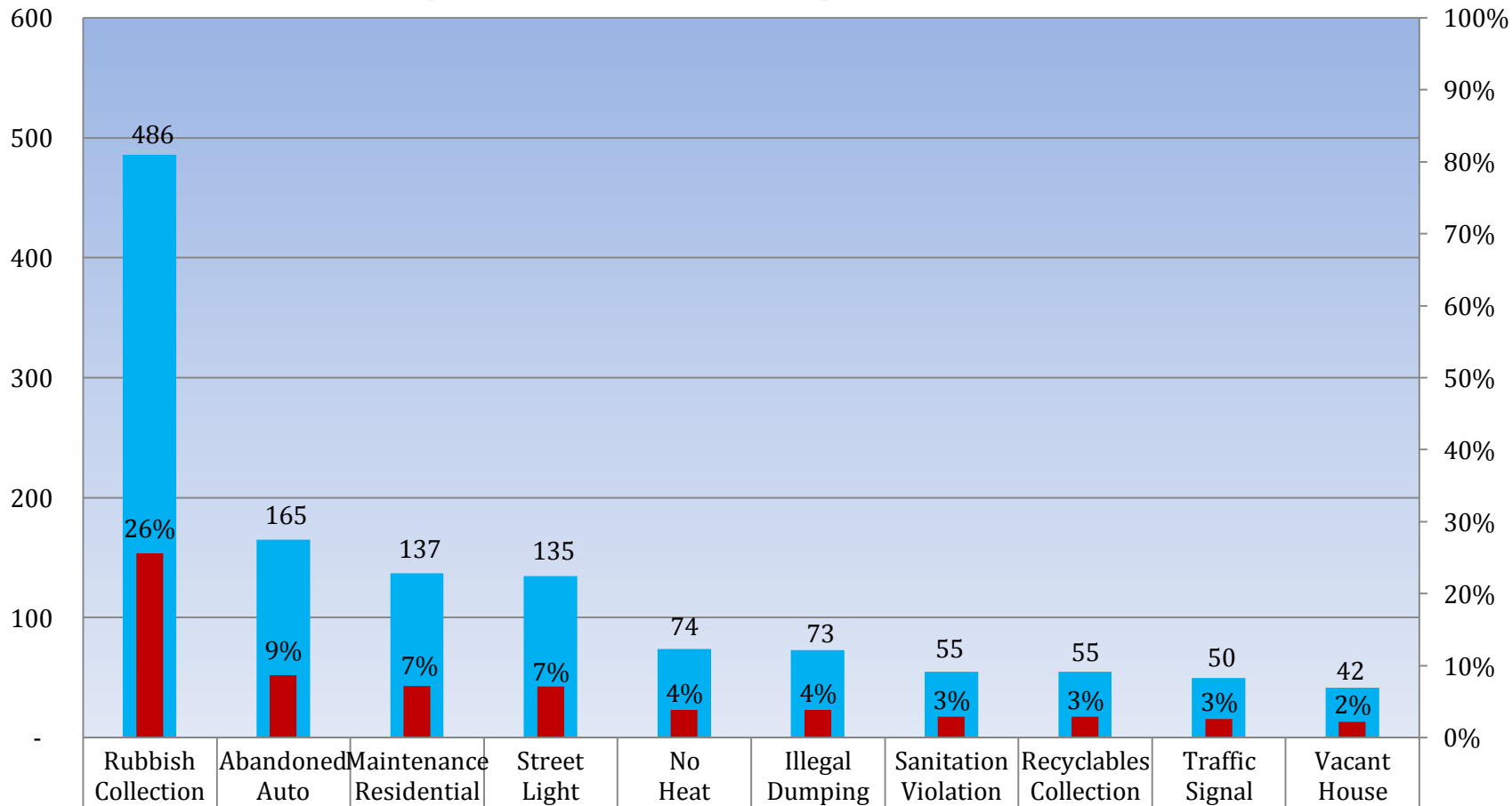
Request Type Distribution





Customer Contacts Logged

Top Ten Service Requests

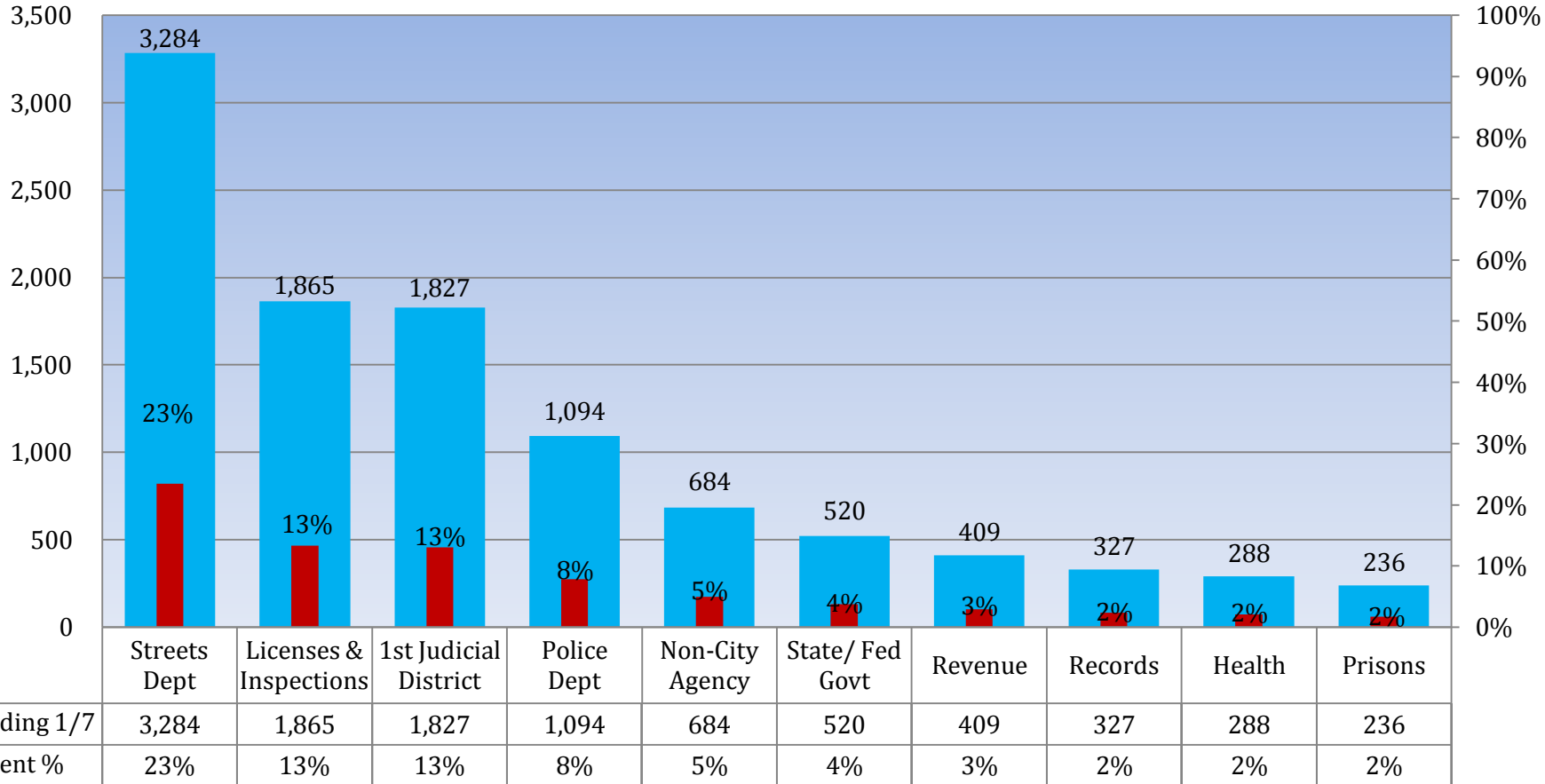


■ Week Ending 1/7	486	165	137	135	74	73	55	55	50	42
■ Service Request %	26%	9%	7%	7%	4%	4%	3%	3%	3%	2%



Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 109
Other Revenue - 300



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.