



**311 Contact Center
Weekly Update**

**FEBRUARY 28TH - MARCH 6TH
2011**

Observations & Analysis

Call volume this week is consistent with the volume for the same periods in 2009 and 2010.

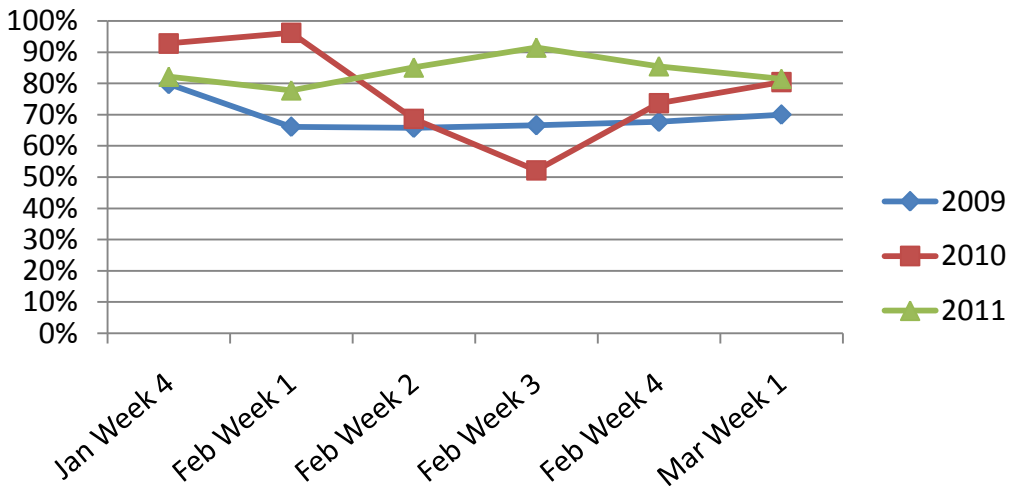
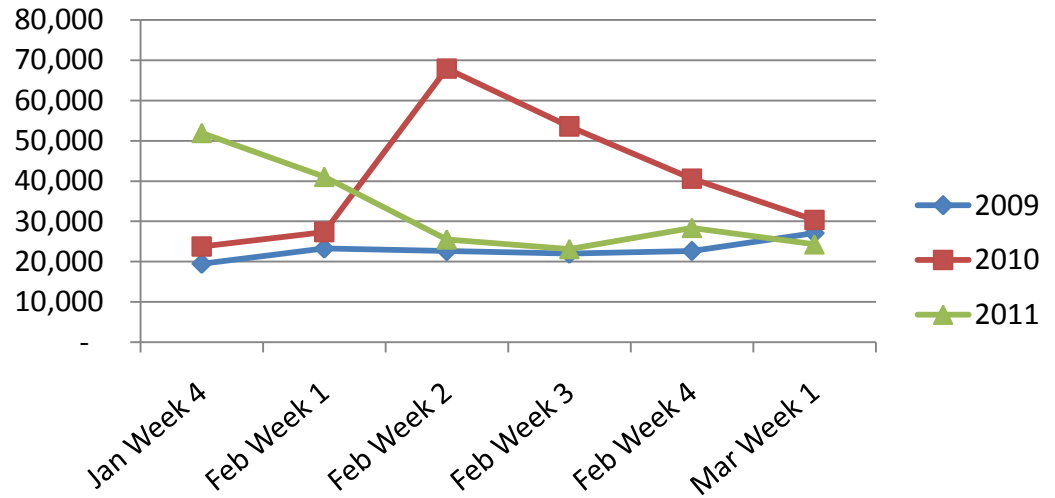
Requests for Pothole Repair and Graffiti Removal are at an unusual high this week. Also calls for the Revenue Department are very high as can be expected for tax season.



Call Volumes and Performance Levels

2009 - 2011 Comparison

Calls Offered



% Calls Answered



Call Volumes and Performance Levels

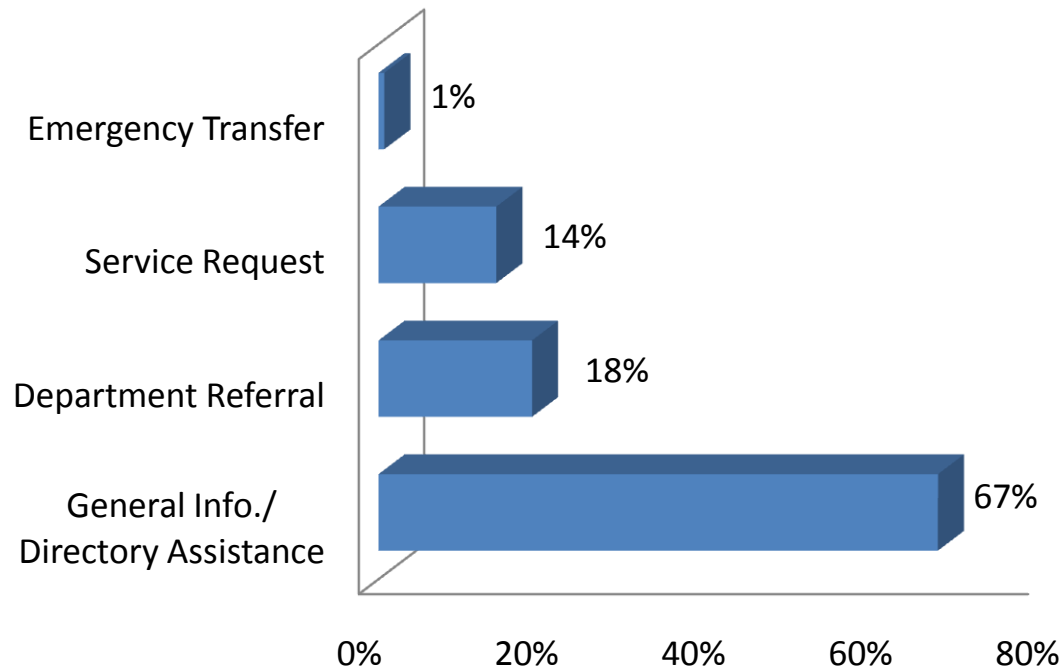
2011 Data

Performance Measure	Feb 28-Mar 6	Feb 21-27	March Average 2010	2011 YTD
Calls Offered	24,291	28,380	28,709	276,836
Average Weekday Call Volume	15,714	5,616	5,005	5,700
Percent of Calls Answered	84%	87%	86%	90%
Emergency Transfers	1%	1%	1%	1%



Customer Contacts Logged

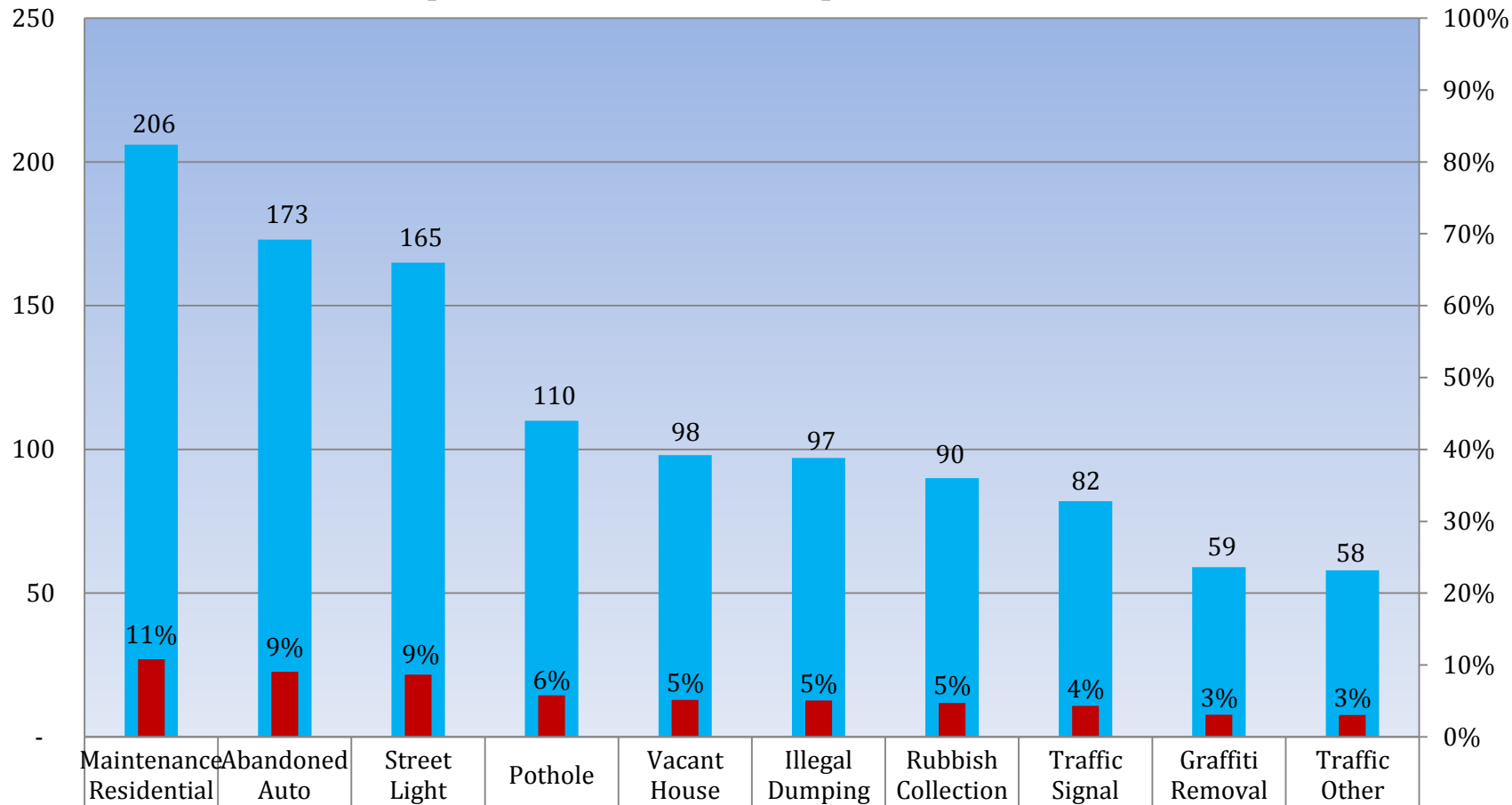
Request Type Distribution





Customer Contacts Logged

Top Ten Service Requests

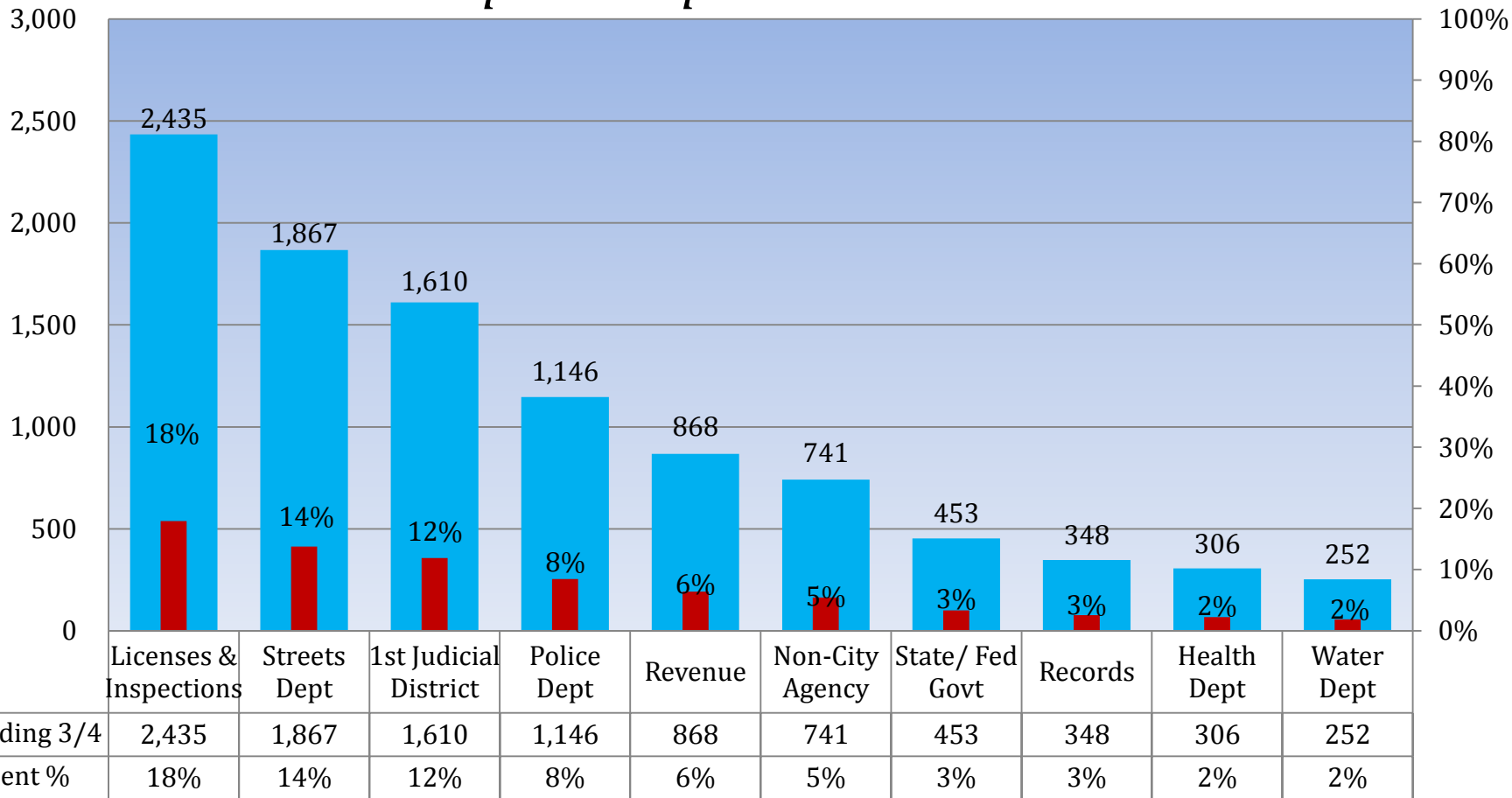


■ Week Ending 3/4	206	173	165	110	98	97	90	82	59	58
■ Service Request %	11%	9%	9%	6%	5%	5%	5%	4%	3%	3%



Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 150
Other Revenue - 718



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.