



**311 Contact Center
Weekly Update**

**MARCH 14TH - 20TH
2011**

Observations & Analysis

Call volume is consistent with average volume for this time of year.

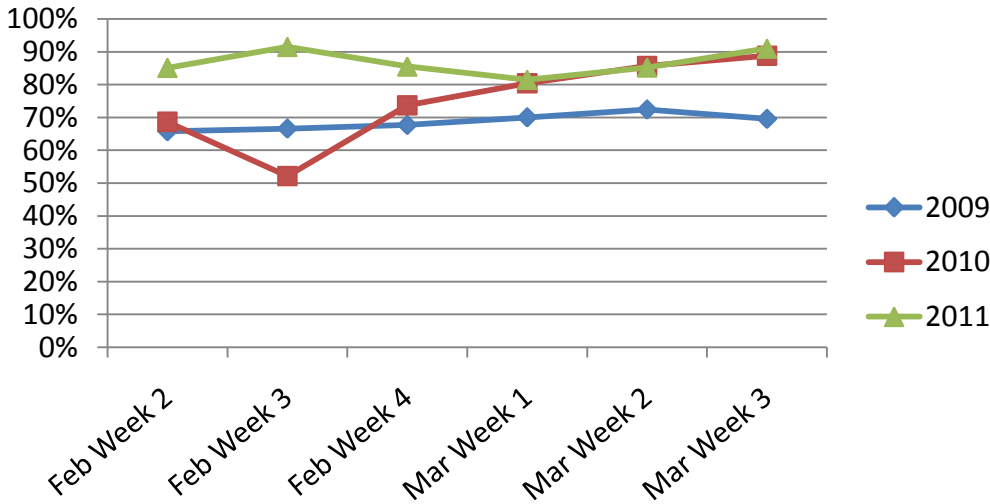
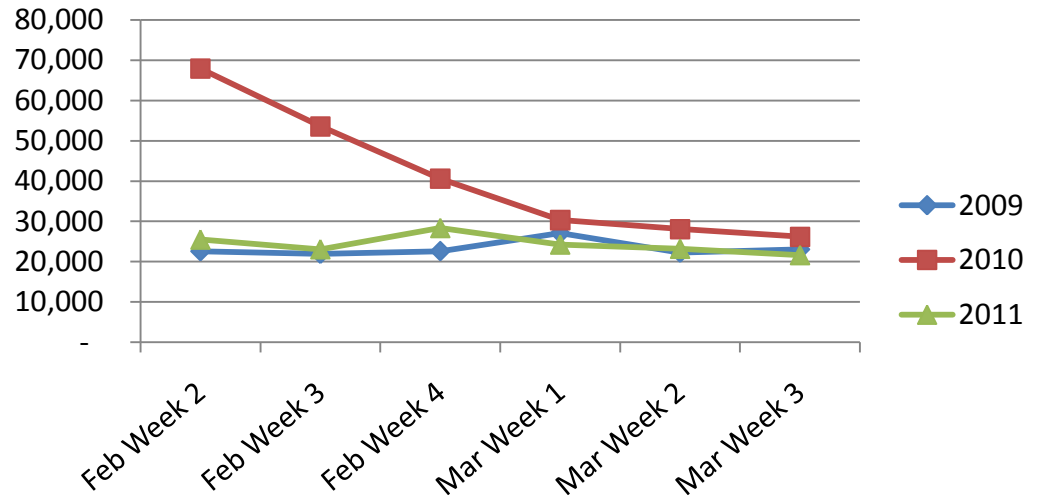
Pothole requests continue to be higher than average yet lower than they have been in weeks. Graffiti Removal requests are also higher than average as are calls related to the Parking Authority.



Call Volumes and Performance Levels

2009 - 2011 Comparison

Calls Offered



% Calls Answered



Call Volumes and Performance Levels

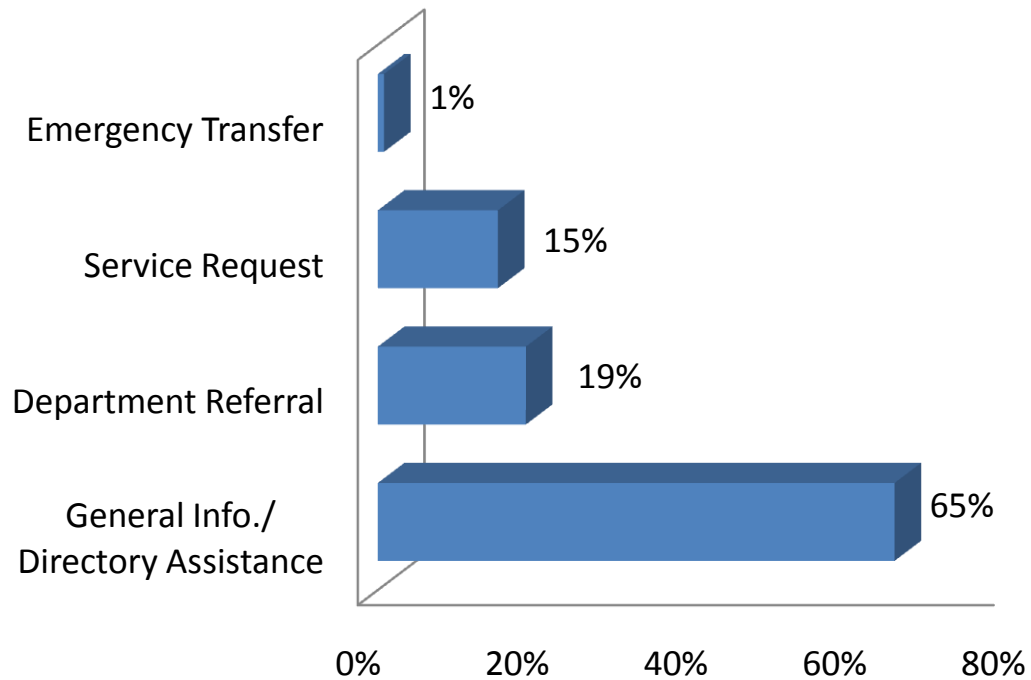
2011 Data

Performance Measure	Mar 14-20	Mar 7-13	March Average 2010	2011 YTD
Calls Offered	21,666	23,240	28,709	321,742
Average Weekday Call Volume	4,003	3,595	5,005	5,418
Percent of Calls Answered	92%	86%	86%	89%
Emergency Transfers	1%	1%	1%	1%



Customer Contacts Logged

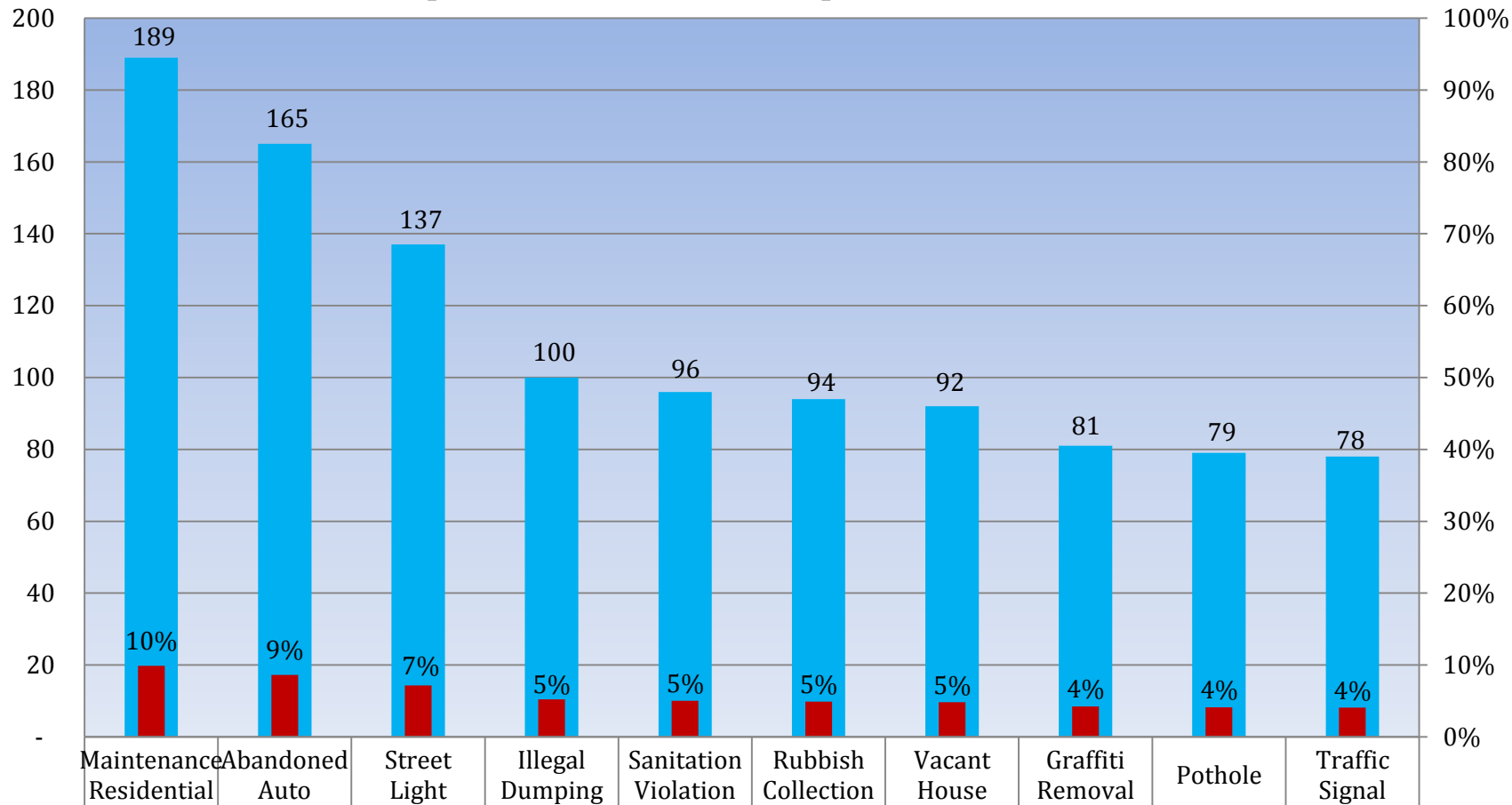
Request Type Distribution





Customer Contacts Logged

Top Ten Service Requests

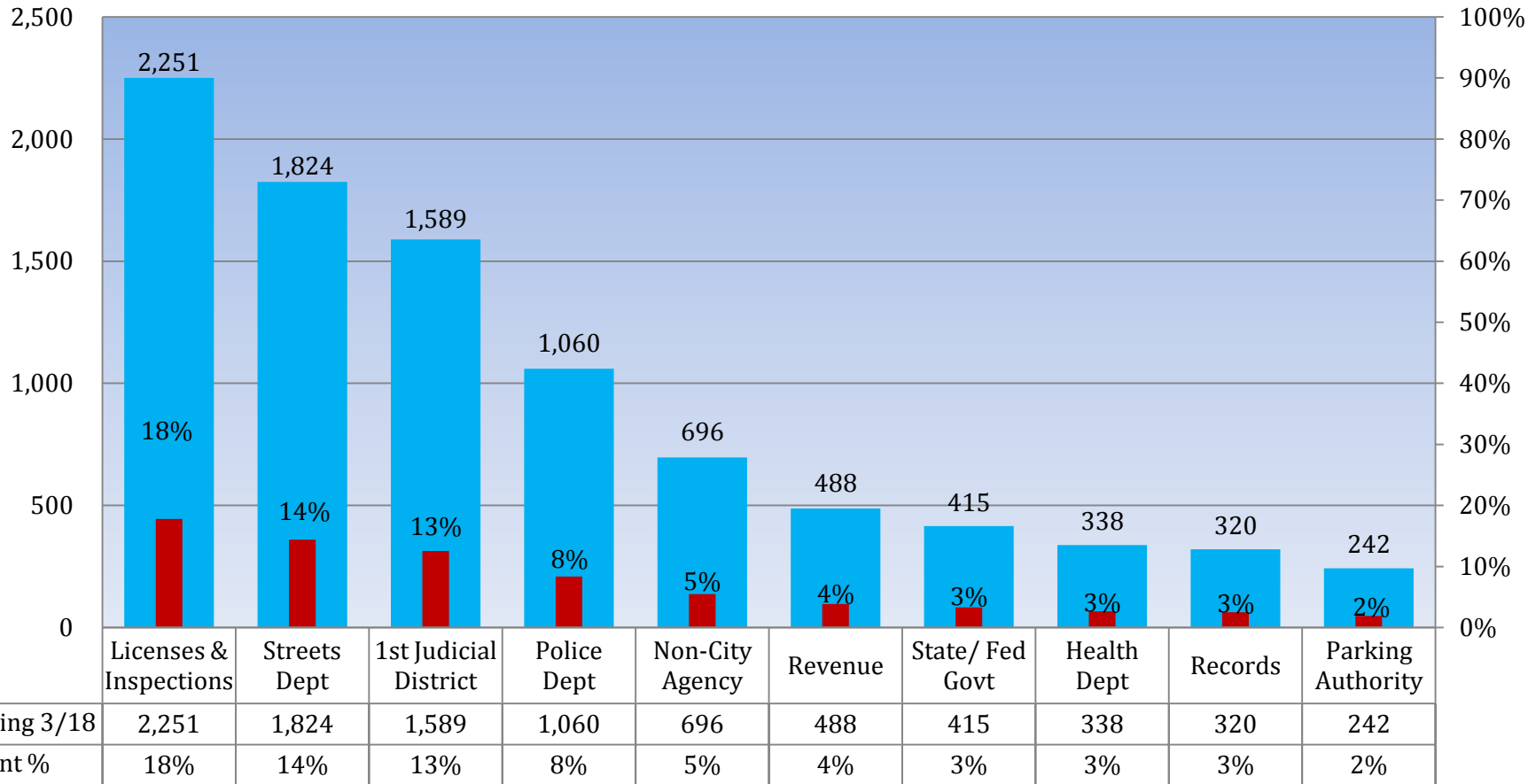


■ Week Ending 3/18	189	165	137	100	96	94	92	81	79	78
■ Service Request %	10%	9%	7%	5%	5%	5%	5%	4%	4%	4%



Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 128
Other Revenue - 360



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.