



**311 Contact Center  
Weekly Update**

**MARCH 28<sup>TH</sup> - APRIL 3<sup>RD</sup>  
2011**

## Observations & Analysis

Call volume is lower than the average volume for this time of year.

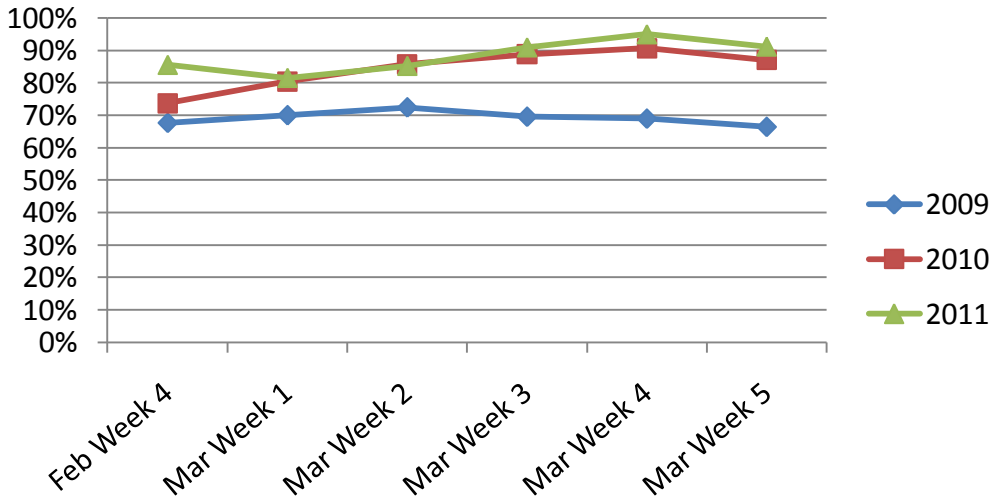
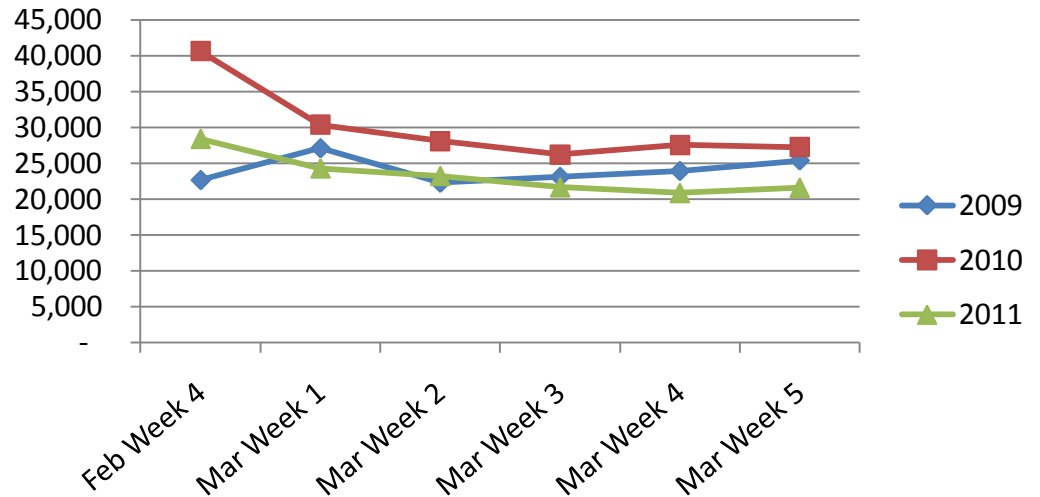
Graffiti Removal requests continue to be higher than average. Most of these requests are being entered by Block Captains and Neighborhood Liaisons.



# Call Volumes and Performance Levels

## 2009 - 2011 Comparison

# Calls Offered



% Calls Answered



# Call Volumes and Performance Levels

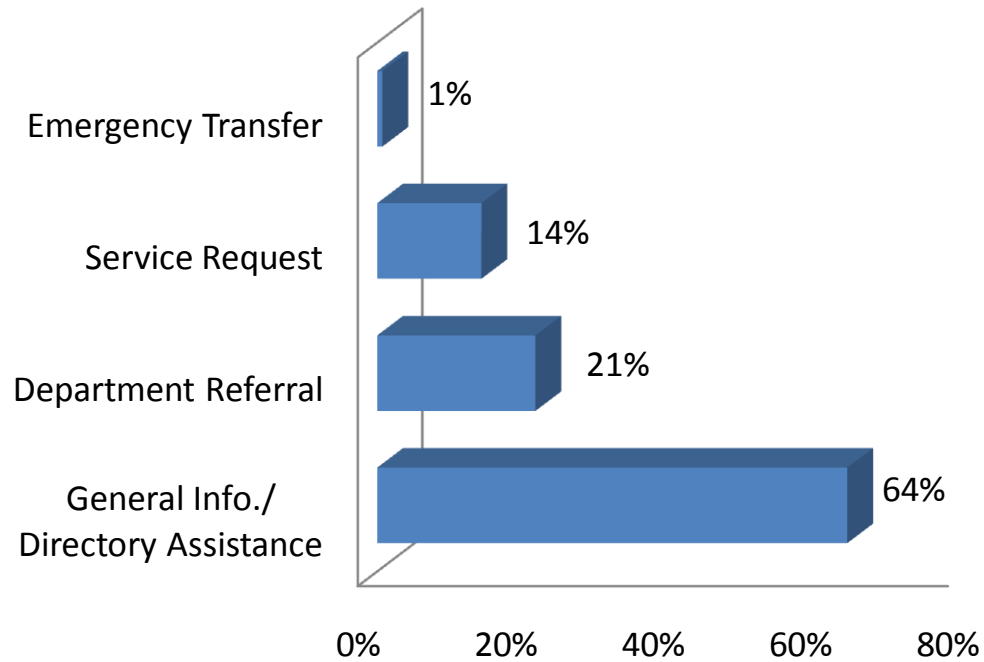
## 2011 Data

| Performance Measure         | Mar 28-Apr 3 | Mar 21-27 | March Average 2010 | 2011 YTD |
|-----------------------------|--------------|-----------|--------------------|----------|
| Calls Offered               | 21,608       | 20,876    | 28,709             | 364,226  |
| Average Weekday Call Volume | 4,025        | 3,891     | 5,005              | 5,193    |
| Percent of Calls Answered   | 92%          | 95%       | 86%                | 90%      |
| Emergency Transfers         | 1%           | 1%        | 1%                 | 1%       |



# Customer Contacts Logged

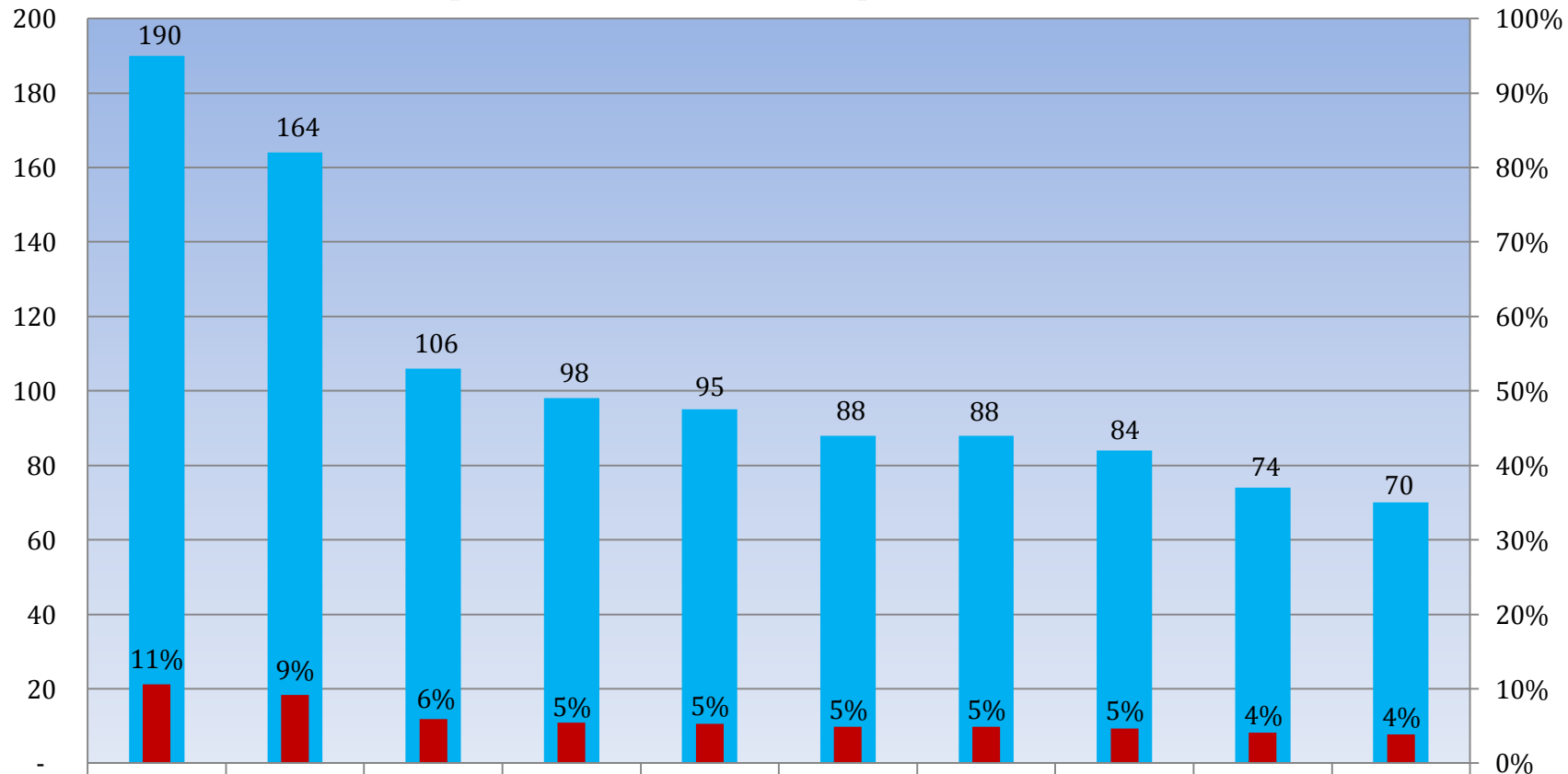
## *Request Type Distribution*





# Customer Contacts Logged

## *Top Ten Service Requests*

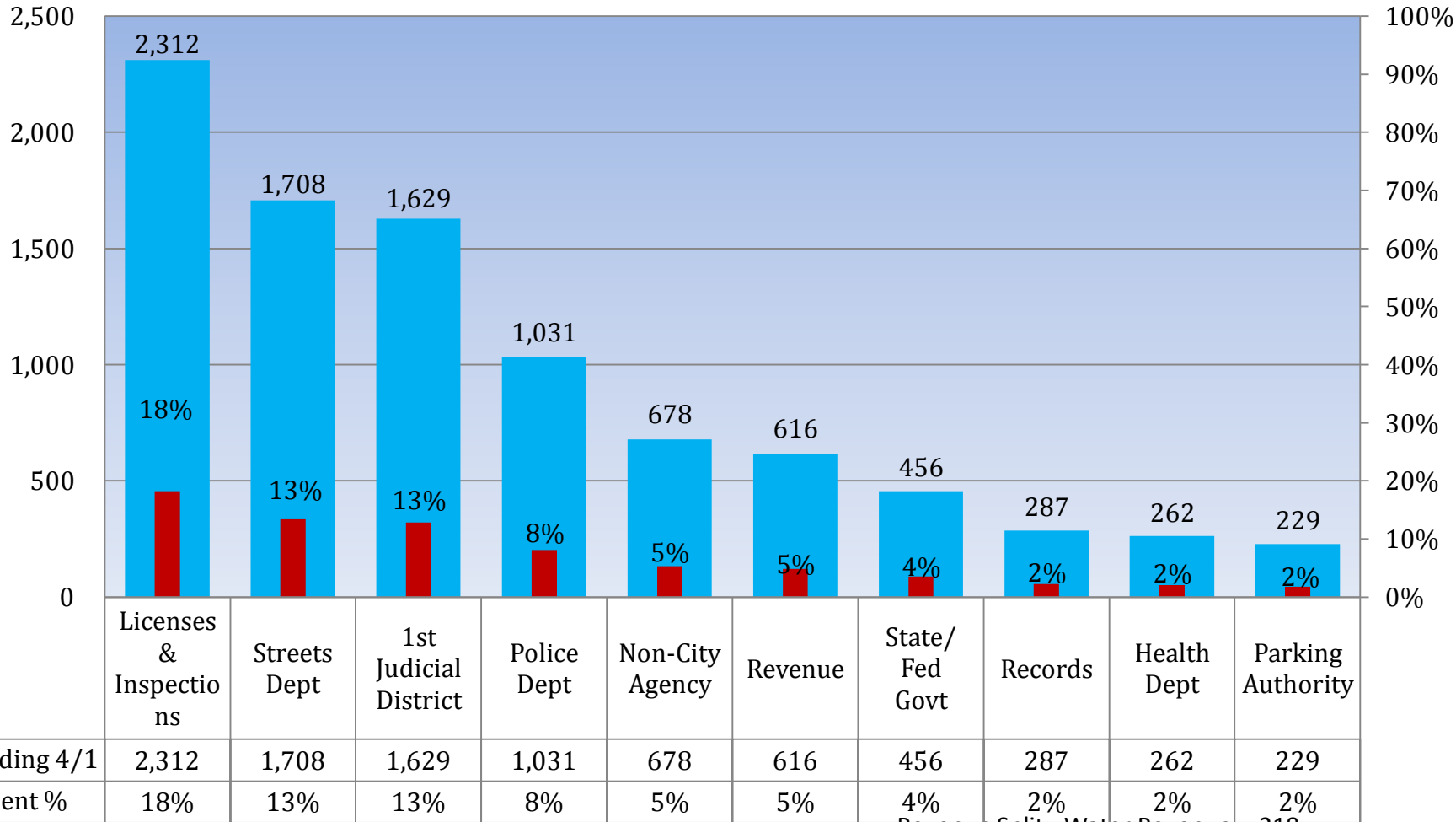


|                     |     |     |     |    |    |    |    |    |    |    |
|---------------------|-----|-----|-----|----|----|----|----|----|----|----|
| ■ Week Ending 4/1   | 190 | 164 | 106 | 98 | 95 | 88 | 88 | 84 | 74 | 70 |
| ■ Service Request % | 11% | 9%  | 6%  | 5% | 5% | 5% | 5% | 5% | 4% | 4% |



# Customer Contacts Logged

## *Top Ten Departments*



Revenue Split: Water Revenue - 218  
Other Revenue - 398



## 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.