



**311 Contact Center  
Weekly Update**

**JUNE 27<sup>TH</sup> – JULY 2<sup>ND</sup>  
2011**

## Observations & Analysis

Call volume on the whole is lower than this time of year for 2009 and 2010. The primary reason is likely due to increased usage of 311's social media, e-mail, and recorded messages.

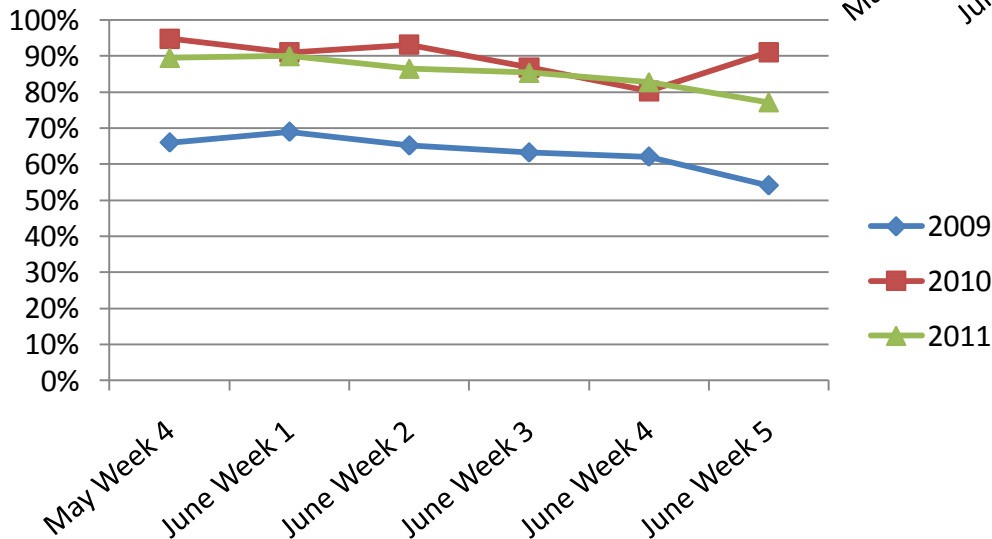
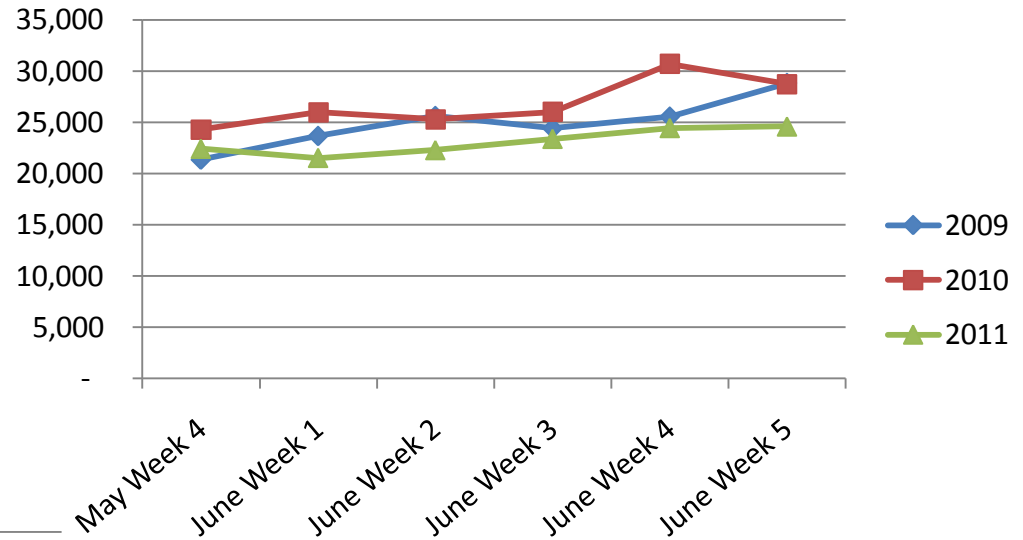
The number of calls related to Licenses & Inspections is very high this week. Questions about summer activities also remains high.



# Call Volumes and Performance Levels

## 2009 - 2011 Comparison

# Calls Offered



% Calls Answered



# Call Volumes and Performance Levels

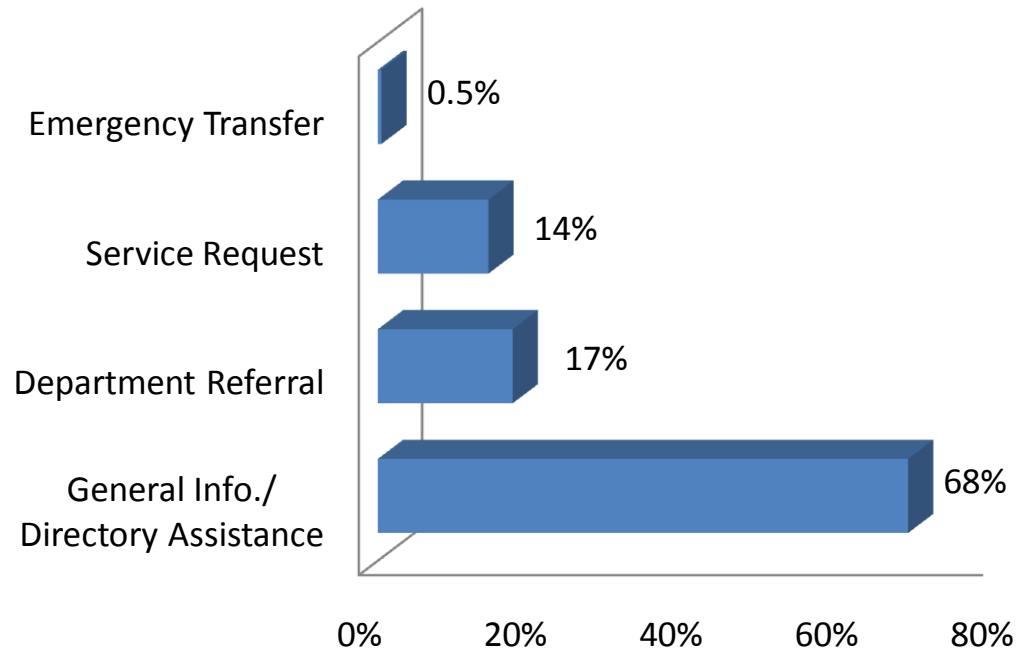
## 2011 Data

Performance Measure	June 27- July 3	June 20-26	June Average 2010	2011 YTD
Calls Offered	24,606	24,458	22,948	659,981
Average Weekday Call Volume	4,572	4,545	4,466	4,721
Percent of Calls Answered	78%	83%	92%	89%
Emergency Transfers	1%	1%	1%	1%



# Customer Contacts Logged

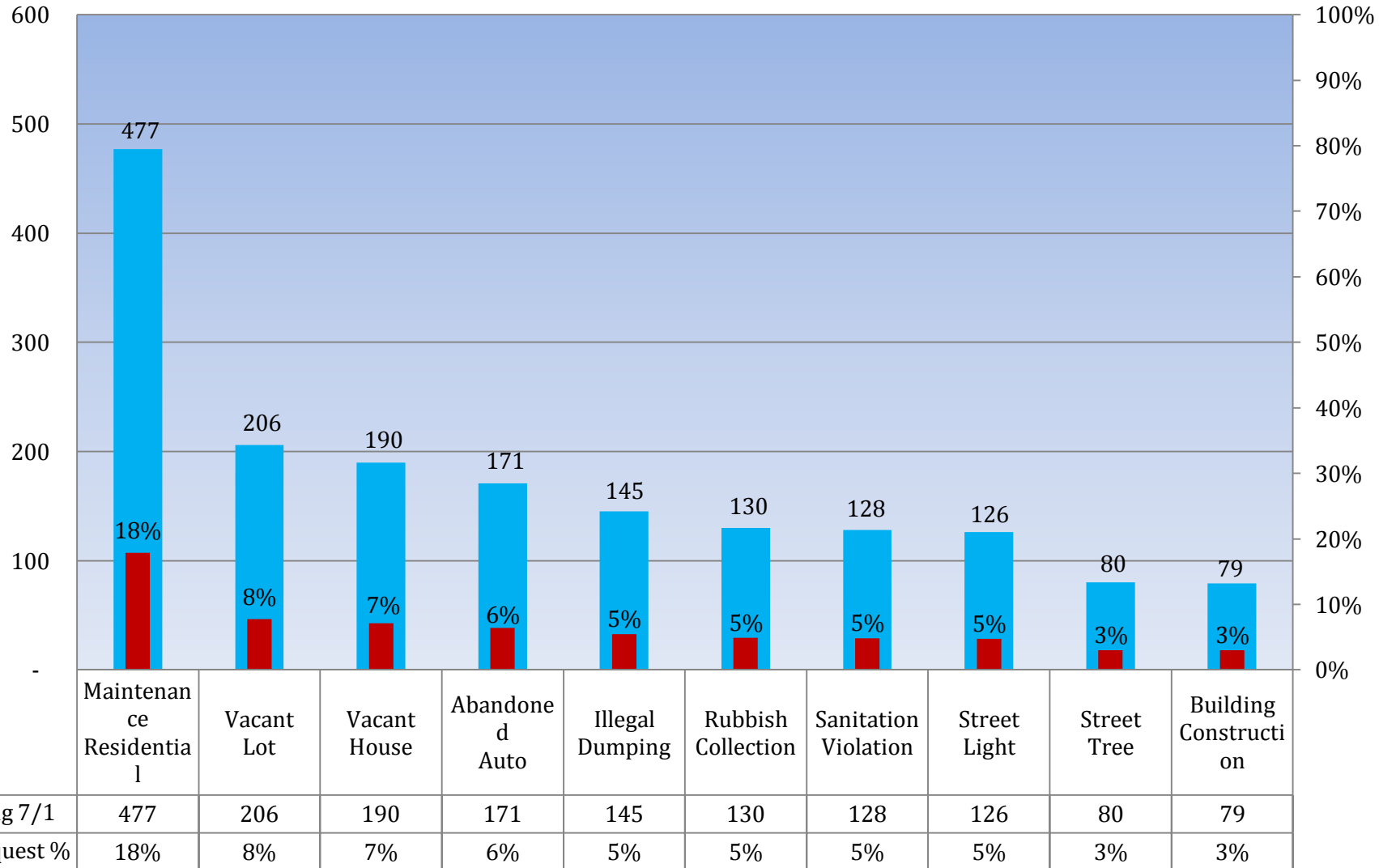
## *Request Type Distribution*





# Customer Contacts Logged

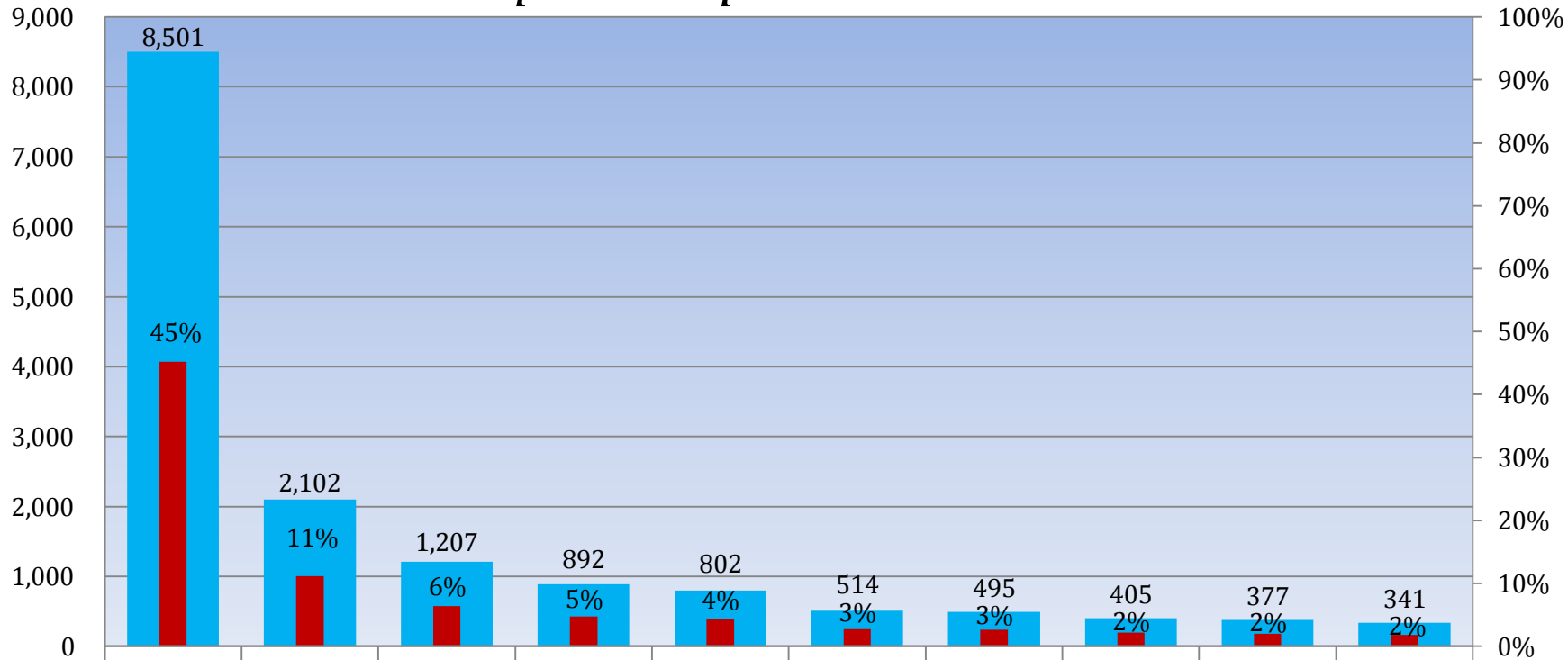
## *Top Ten Service Requests*





# Customer Contacts Logged

## *Top Ten Departments*



■ Week Ending 7/1	8,501	2,102	1,207	892	802	514	495	405	377	341
■ Department %	45%	11%	6%	5%	4%	3%	3%	2%	2%	2%

Revenue Split: Water Revenue - 176  
Other Revenue - 229



## 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.