



**311 Contact Center
Weekly Update**

**AUGUST 8TH-14TH
2011**

Observations & Analysis

Call volume on the whole is higher than it has been for the past month. It is also in line with the volumes for this time period of 2009 and 2010

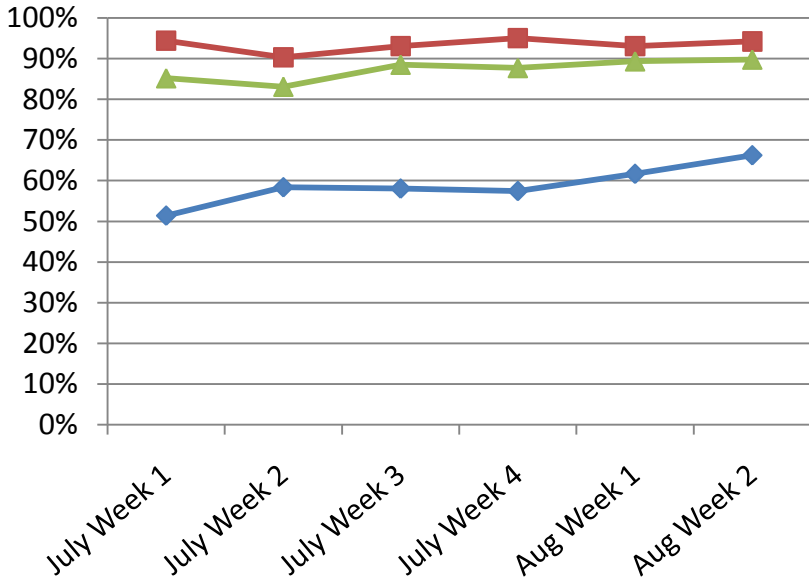
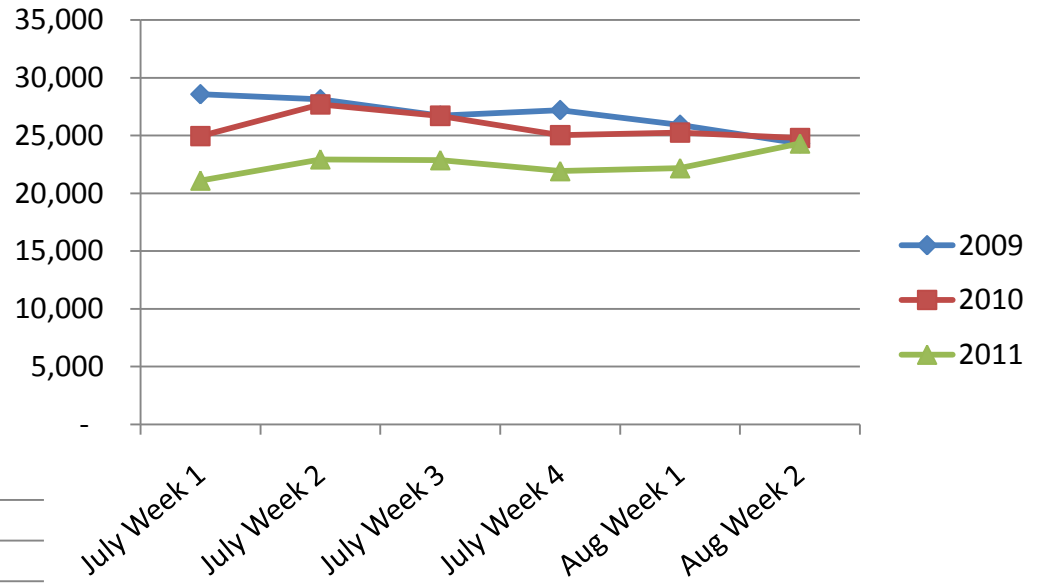
The biggest increase came from requests for general Information across the board; and particularly in the Health Department and Water Department.



Call Volumes and Performance Levels

2009 - 2011 Comparison

Calls Offered



% Calls Answered



Call Volumes and Performance Levels

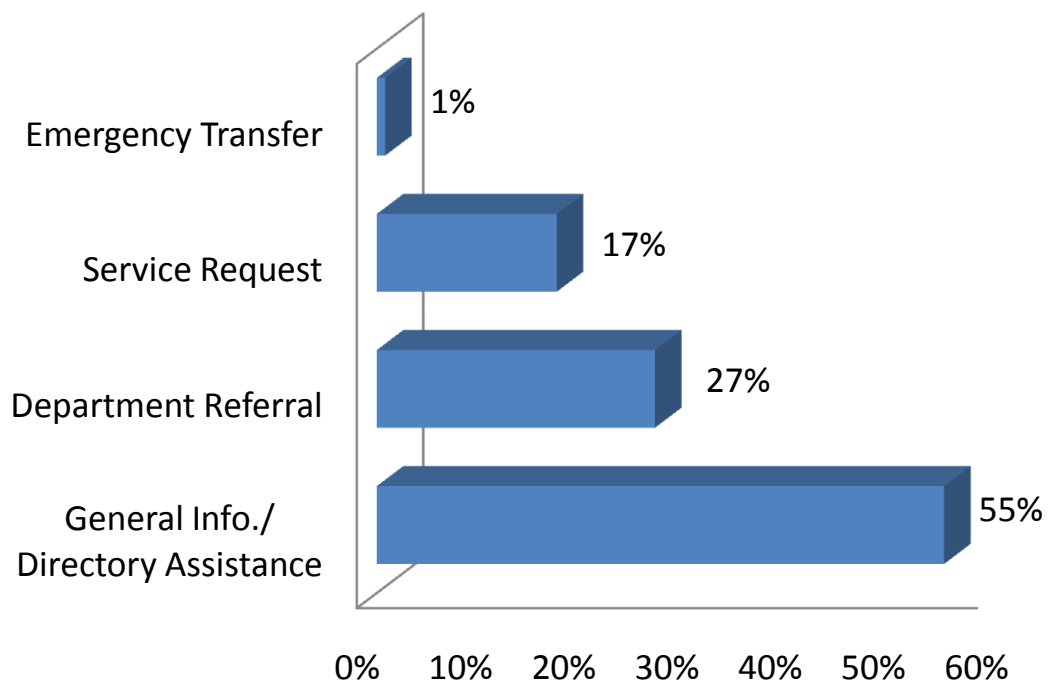
2011 Data

| Performance Measure | August 8-14 | August 1-7 | August Average 2010 | 2011 YTD |
|------------------------------------|--------------------|-------------------|----------------------------|-----------------|
| Calls Offered | 24,313 | 22,170 | 24,436 | 795,285 |
| Average Weekday Call Volume | 4,393 | 4,109 | 4,374 | 4,247 |
| Percent of Calls Answered | 91% | 90% | 94% | 88% |
| Emergency Transfers | 1% | 1% | 1% | 1% |



Customer Contacts Logged

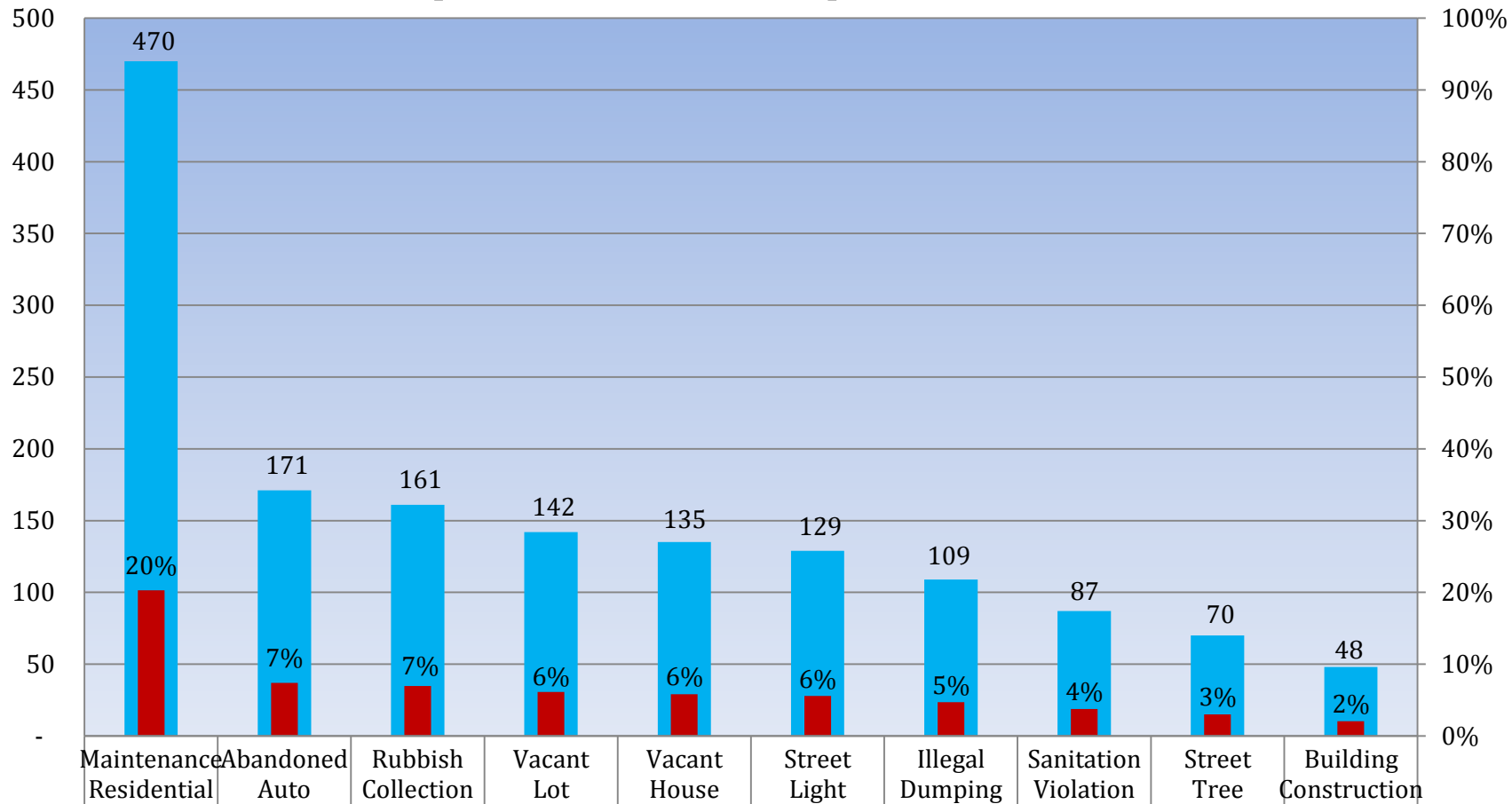
Request Type Distribution





Customer Contacts Logged

Top Ten Service Requests

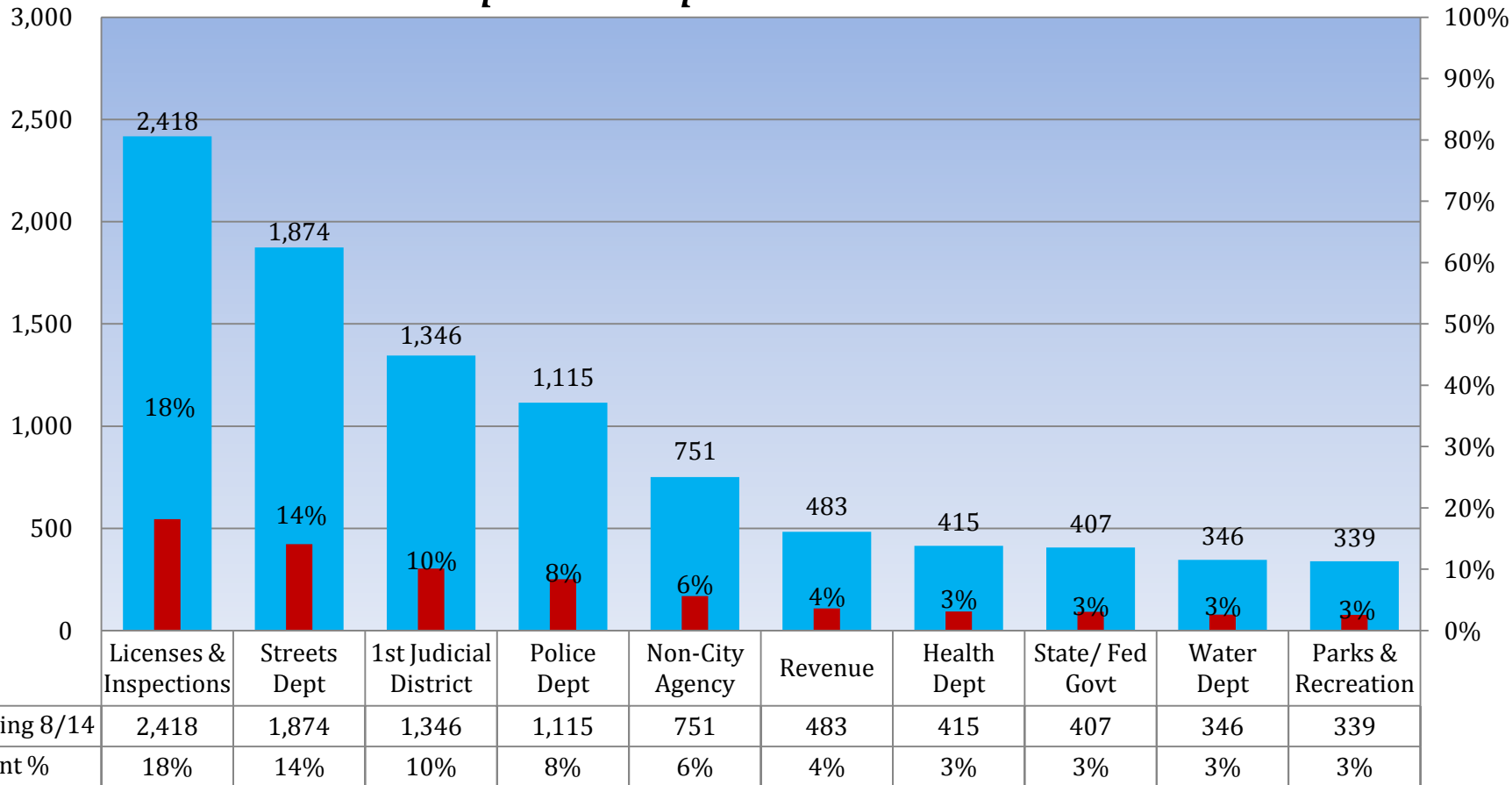


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|---------------------|-----|-----|-----|-----|-----|-----|-----|----|----|----|
| ■ Week Ending 8/14 | 470 | 171 | 161 | 142 | 135 | 129 | 109 | 87 | 70 | 48 |
| ■ Service Request % | 20% | 7% | 7% | 6% | 6% | 6% | 5% | 4% | 3% | 2% |



Customer Contacts Logged

Top Ten Departments



Revenue Split: Water Revenue - 268
Other Revenue - 215



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.