Report

311 Call Centre Satisfaction Study

November 2019
Context and Objectives
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The 311 Call Centre is a service provided by the City of Edmonton that allows citizens access to City of Edmonton information, programs and services 24 hours a day, 365 days a year.

In 2019, the City of Edmonton contracted Leger, The Research Intelligence Group, to conduct a customer satisfaction survey of Edmonton citizens in order to:

- Measure current performance
- Track progress since the previous survey, conducted in 2017
- Identify any areas for service improvement
Methodology
Methodology

Data Collection
• 400 telephone interviews with Edmontonians.
• Interviews were conducted between October 21st and November 15th, 2019.
• In 2019, the quotas of 50% with call purpose inquiring about Edmonton transit, and 50% with any other call purpose were removed. Therefore, in 2019, 41% had a call purpose inquiring about Edmonton transit, and 59% had any other call purpose.
• A mix of landline (50%) and cell-phone numbers (50%) were used for the survey.
• The margin of error for a sample size of 400 is $\pm 4.9\%$, 19 times out of 20.

Target Respondents
• Edmonton residents, 18 years of age and older who called 311 Call Centre in the past six months.
• Note: The term Edmontonians in this report refers to residents of the City of Edmonton who have called 311 within the past six months.
Detailed Results
In 2019, a large majority (89%) of Edmontonians are satisfied overall with their most recent call to 311, consistent with previous years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>89%</td>
</tr>
<tr>
<td>2018</td>
<td>90%</td>
</tr>
<tr>
<td>2017</td>
<td>89%</td>
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<tr>
<td>2016</td>
<td>91%</td>
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<tr>
<td>2015</td>
<td>87%</td>
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<tr>
<td>2014</td>
<td>86%</td>
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<tr>
<td>2012</td>
<td>87%</td>
</tr>
<tr>
<td>2011</td>
<td>84%</td>
</tr>
</tbody>
</table>

Base: Edmontonians
Percentages may not add to 100% due to rounding

Q1: Overall, how satisfied were you with your experience with the most recent call to 311?
Two-thirds (67%) of Edmontonians have called 311 multiple times in the past 6 months.

Called 311 Multiple Times in Past 6 Months

<table>
<thead>
<tr>
<th>Year</th>
<th>2011 (n=404)</th>
<th>2012 (n=400)</th>
<th>2014 (n=400)</th>
<th>2015 (n=400)</th>
<th>2016 (n=400)</th>
<th>2017 (n=400)</th>
<th>2018 (n=400)</th>
<th>2019 (n=400)</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>71%</td>
<td>69%</td>
<td>70%</td>
<td>72%</td>
<td>69%</td>
<td>70%</td>
<td>67%</td>
<td></td>
</tr>
</tbody>
</table>

---|---|---|---|---|---|---|---|---|
Concern is still outstanding | 5% (22) | 5% (21) | 7% (29) | 3% (13) | 4% (17) | 3% (10) | 4% (17) | 6% (24) |
To obtain a status update on enquiry | 4% (17) | 7% (26) | 4% (15) | 2% (9) | 5% (21) | 5% (21) | 8% (33) | 4% (15) |
Provided with wrong information the first time | 3% (13) | 2% (8) | 2% (8) | 1% (4) | 2% (8) | 2% (6) | 1% (5) | 1% (5) |
Needed more information / different problem | - | 3% (13) | 1% (6) | 1% (4) | 1% (2) | 2% (6) | 2% (8) | 2% (7) |

The incidence of follow-up calls has decreased slightly in 2019. Most of those who called to follow up did so as their concern is still outstanding.

Base: Edmontonians

*Other responses and don’t know are not shown

52. How many times have you called 311 services in the past six months? Q5: Thinking about the most recent call to 311, were you calling to follow up on an earlier issue or enquiry? Q6: Tell us why you had to call back on the same issue...
The majority of Edmontonians are satisfied with each individual aspect of their last call to 311.

- **The agent was courteous and professional**: 98% very satisfied, 8% somewhat satisfied.
- **The ease of contacting 311**: 96% very satisfied, 14% somewhat satisfied.
- **The agent was helpful**: 94% very satisfied, 14% somewhat satisfied.
- **The agent processed call promptly, without a lengthy wait or hold period**: 93% very satisfied, 23% somewhat satisfied.
- **The length of time it took to reach a 311 agent**: 93% very satisfied, 28% somewhat satisfied.
- **The agent was knowledgeable**: 92% very satisfied, 23% somewhat satisfied.
- **The information provided was accurate**: 89% very satisfied, 13% somewhat satisfied.
- **Your reason for calling was resolved in a timely manner**: 83% very satisfied, 14% somewhat satisfied.

**Base:** Edmontonians (n=400)

Q3: Again, thinking of your most recent call to 311, how satisfied were you on the following aspects of your last call.
The 311 call centre continues to maintain consistently high ratings across all aspects of service.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>2011 (n=404)</th>
<th>2012 (n=400)</th>
<th>2014 (n=400)</th>
<th>2015 (n=400)</th>
<th>2016 (n=400)</th>
<th>2017 (n=400)</th>
<th>2018 (n=400)</th>
<th>2019 (n=400)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The agent was courteous and professional</td>
<td>93%</td>
<td>97%</td>
<td>95%</td>
<td>95%</td>
<td>97%</td>
<td>97%</td>
<td>96%</td>
<td>98%</td>
</tr>
<tr>
<td>The ease of contacting 311</td>
<td>92%</td>
<td>96%</td>
<td>96%</td>
<td>95%</td>
<td>98%</td>
<td>97%</td>
<td>95%</td>
<td>96%</td>
</tr>
<tr>
<td>The agent was helpful</td>
<td>88%</td>
<td>92%</td>
<td>91%</td>
<td>90%</td>
<td>94%</td>
<td>94%</td>
<td>93%</td>
<td>94%</td>
</tr>
<tr>
<td>The agent processed call promptly, without a lengthy wait or hold period</td>
<td>86%</td>
<td>92%</td>
<td>88%</td>
<td>91%</td>
<td>93%</td>
<td>94%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>The length of time it took to reach a 311 agent</td>
<td>86%</td>
<td>93%</td>
<td>90%</td>
<td>91%</td>
<td>92%</td>
<td>95%</td>
<td>92%</td>
<td>93%</td>
</tr>
<tr>
<td>The agent was knowledgeable</td>
<td>82%</td>
<td>89%</td>
<td>85%</td>
<td>86%</td>
<td>91%</td>
<td>92%</td>
<td>89%</td>
<td>92%</td>
</tr>
<tr>
<td>The information provided was accurate</td>
<td>83%</td>
<td>86%</td>
<td>86%</td>
<td>86%</td>
<td>90%</td>
<td>89%</td>
<td>87%</td>
<td>89%</td>
</tr>
<tr>
<td>Your reason for calling was resolved in a timely manner</td>
<td>81%</td>
<td>85%</td>
<td>81%</td>
<td>80%</td>
<td>86%</td>
<td>85%</td>
<td>82%</td>
<td>83%</td>
</tr>
</tbody>
</table>
Nearly all (96%) Edmontonians agree 311 makes it convenient to obtain information or seek the service that they want.

Among the small proportion of Edmontonians that disagree, the main reason for disagreement is feeling that the agents are not knowledgeable.

Reason for disagreement that 311 makes it convenient to obtain information or seek the service that they want

<table>
<thead>
<tr>
<th>Reason</th>
<th>(n=17)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agents are not knowledgeable</td>
<td>29% (5)</td>
</tr>
<tr>
<td>I prefer to make direct calls/ I do not like being transferred</td>
<td>18% (3)</td>
</tr>
<tr>
<td>Could not speak to a human being/ Too hard to get through</td>
<td>12% (2)</td>
</tr>
<tr>
<td>Operators should know all the information</td>
<td>12% (2)</td>
</tr>
<tr>
<td>Takes too long to get called back</td>
<td>6% (1)</td>
</tr>
<tr>
<td>They could not answer all of my questions</td>
<td>6% (1)</td>
</tr>
<tr>
<td>On hold for too long/ The service is not instant</td>
<td>6% (1)</td>
</tr>
<tr>
<td>My issues are not fixed</td>
<td>6% (1)</td>
</tr>
<tr>
<td>Other</td>
<td>6% (1)</td>
</tr>
</tbody>
</table>


*Caution to be used in interpretation due to small sample size

Q4: To what extent do you agree or disagree to the following statement.
Q4a: Why do you say so?
Key Insights
Edmontonians are **highly satisfied** with the service 311 provides, and continue to consider it a valuable resource.

- **85%** first call resolution remains high. The incidence of follow-up calls is similar to previous years.
- **83%-98%** are satisfied with each individual aspect of the 311 call centre.
- **89%** overall satisfaction (consistently high since 2011).

**Prefer for a Human Touch** continues to be an important factor for Edmontonians in 2019 (regardless of call types and whether or not they used a self-serve option).
OUR CREDENTIALS

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.
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