



311 Call Centre Satisfaction Study

Report

January 2017

Context & Objectives

Context and Objectives

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 September 2016, 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 2015
- Identify any areas for service improvement

Methodology

Methodology

Data Collection

- 400 telephone interviews with Edmontonians.
- Interviews were conducted between October 7th and November 10th, 2016.
- In order to reflect the purpose of call proportions achieved by the City of Edmonton 311 service, quotas of 50% with call purpose inquiring about Edmonton transit, and 50% with any other call purpose were achieved.
- 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

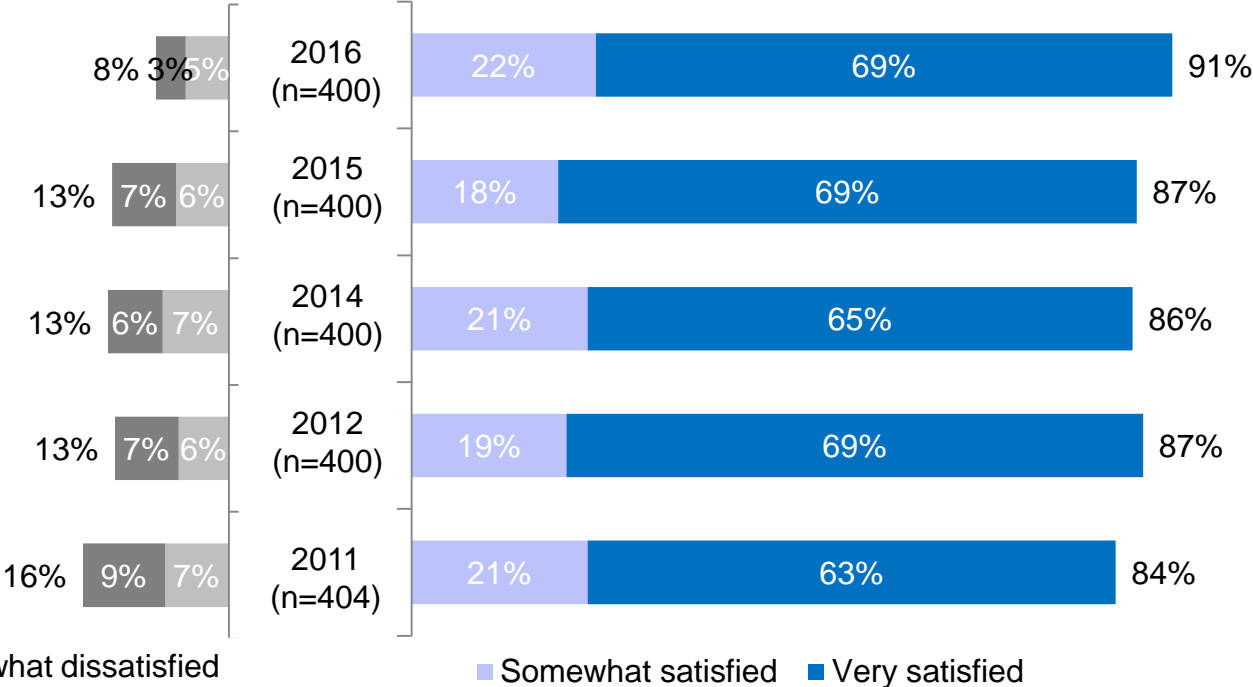
- Edmonton residents, 18 years of age and older who called 311 Call Centre in the past six months.

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

Satisfaction with Most Recent Call

Overall Satisfaction

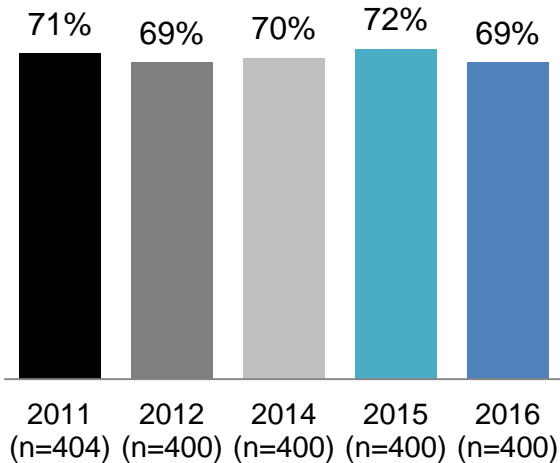


In 2016, a high majority (91%) of Edmontonians are satisfied overall with their most recent call to 311, representing a gradual upward trend since 2014.

*Percentages may not add to 100% due to rounding

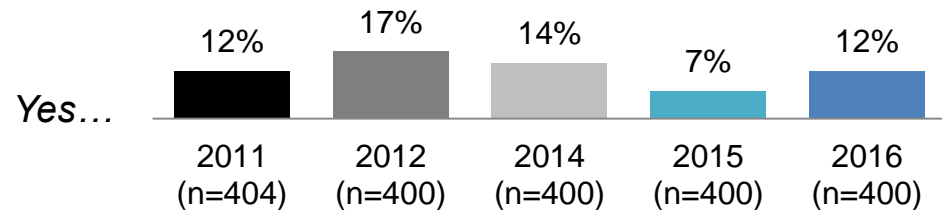
Follow-up Calls to 311 Call Centre

Called 311 Multiple Times in Past 6 Months



Net First Call Resolution 2016: 87%

Did they call to follow up?



Why did they call back ...	2011	2012	2014	2015	2016
To obtain a status update on enquiry	4% (17)	7% (26)	4% (15)	2% (9)	5% (21)
Concern is still outstanding	5% (22)	5% (21)	7% (29)	3% (13)	4% (17)
Provided with wrong information the first time	3% (13)	2% (8)	2% (8)	1% (4)	2% (8)
Needed more information / different problem	-	3% (13)	1% (6)	1% (4)	1% (2)

Seven-in-ten (69%) Edmontonians have called 311 multiple times in the past 6 months. The incidence of follow-up calls has returned to 2014 levels following a downward trend from 2012 to 2015. Most of those who called to follow up did so to obtain a status update.

() denote number of respondents

Detailed Results

Satisfaction with 311 Call Centre

Satisfaction with Various Aspects of Call

2016 Results



The majority of Edmontonians are satisfied with each individual aspect of their last call to 311. Edmontonians are most satisfied with the ease of contacting 311, and that the agent they spoke to was courteous and professional, consistent with 2015.

Base: Edmontonians (n=400)

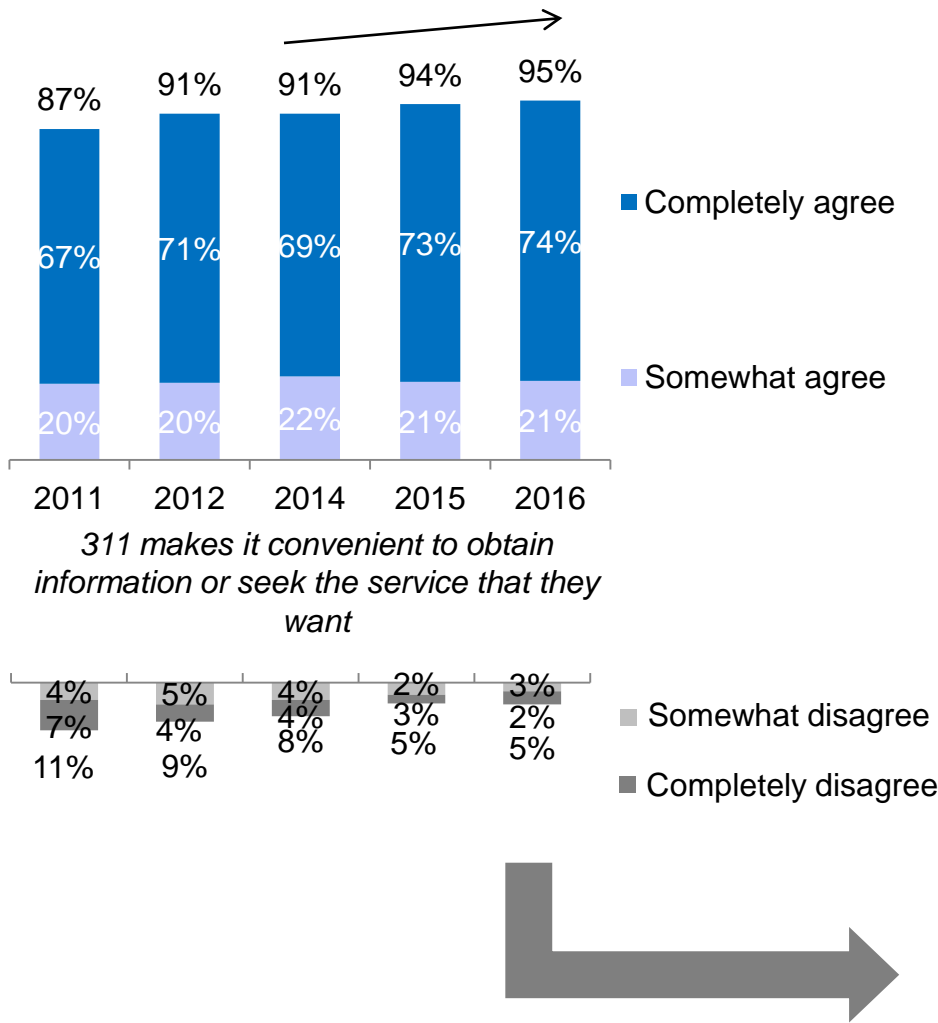
Satisfaction with Various Aspects of Call

Trend Over Time

	Total Satisfied -3,4 Ratings-				
	2011 (n=404)	2012 (n=400)	2014 (n=400)	2015 (n=400)	2016 (n=400)
The ease of contacting 311	92%	96%	96%	95%	98%
The agent was courteous and professional	93%	97%	95%	95%	97%
The agent was helpful	88%	92%	91%	90%	94%
The agent processed call promptly, without a lengthy wait or hold period	86%	92%	88%	91%	93%
The length of time it took to reach a 311 agent	86%	93%	90%	91%	92%
The agent was knowledgeable	82%	89%	85%	86%	91%
The information provided was accurate	83%	86%	86%	86%	90%
Your reason for calling was resolved in a timely manner	81%	85%	81%	80%	86%

The 311 call centre continues to maintain consistently high ratings across all aspects of service, with slight improvements for all parameters in 2016.

Need for 311 Call Centre



- Close to all (95%) Edmontonians agree 311 makes it convenient to obtain information or seek the service they want, an upward trend from 2014.
- Among the small proportion of Edmontonians that disagree, the main reasons for disagreement are that the operator could not answer all their questions, and/or they prefer to make direct calls / do not like being transferred.

Respondents who disagree that 311 makes it convenient to obtain information or seek the service that they want	(n=17)*
They could not answer all of my questions	24% (4)
I prefer to make direct calls / I do not like being transferred	24% (4)
Agents are not knowledgeable	12% (2)
Could not speak to a human being / Too hard to get through	6% (1)
Takes too long to get called back	6% (1)
My issues are not fixed	6% (1)
Operators should know all the information	6% (1)
311 provides a good service	6% (1)
311 provides poor service	6% (1)
Other	12% (2)

Base: (2016: n=400; 2015: n=400; 2014: n= 400 2012: n=400; 2011: n=404)

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

*() denote number of respondents

Key Insights

Summary of Results

OVERALL: Edmontonians are highly satisfied with the service 311 provides, and continue to consider it a valuable resource.

First Call Resolution

First call resolution remains high (87%). The incidence of follow-up calls has returned to 2014 levels following a downward trend from 2012 to 2015.

Satisfaction

Overall, Edmontonians continue to be **highly satisfied with 311 overall** (91% satisfied), and satisfaction ratings have been **steadily high since 2011**. Similar to previous years, a high majority of Edmontonians are also **satisfied with each individual aspect** of the 311 call centre (range of 86%-98% satisfied overall). Satisfaction with all individual aspects of the 311 call centre has improved slightly in 2016, and nearly all (98%) Edmontonians are satisfied with the ease of reaching 311.

Preference for a 'Human Touch'

As with previous years, the **preference for the human touch 311 provides with its expert agents** continues to be an important factor for Edmontonians in 2016, regardless of call types and whether or not respondents utilized a self-serve option prior to contacting 311.

Leger is the **largest Canadian-owned** polling, strategic advice and market research firm

600 employees

75 consultants

Present in more than **100 countries** through its international Worldwide Independent Network (WIN)

Our firm distinguishes itself through its **marketing intelligence** and tailored **strategic advice**

Canada: Montreal, Quebec City, Toronto, Edmonton, Calgary / **United States:** Philadelphia / **Europe:** Zurich

www.leger360.com