

# 311 Call Centre Satisfaction Study

Report

**November 2015** 



# **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 2015, 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 2014
- Identify any areas for service improvement



# Methodology



## Methodology

**Data Collection** 

- 400 telephone interviews with Edmontonians.
- Interviews were conducted between October 8<sup>th</sup> and October 30<sup>th</sup>, 2015.
- 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 (62%) and cell-phone numbers (38%) were used for the survey
- The margin of error for a sample size of 400 is ± 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.

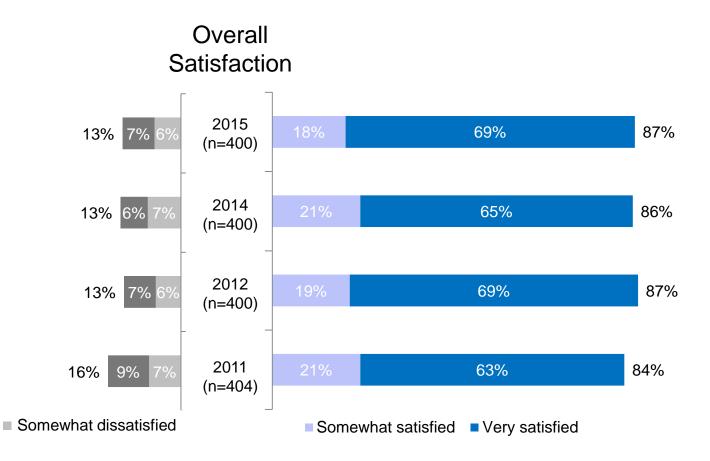
Note: The term Edmontonians in this report refers to residents of the City of Edmonton who have called 311 within the past six months.



## **Detailed Results**



## Satisfaction with Most Recent Call



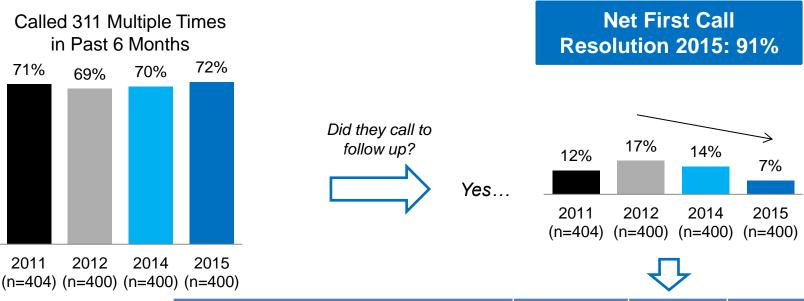
311 continues to maintain high levels of overall satisfaction with the most recent call in 2015, with over two-thirds of Edmontonians indicating they are very satisfied with their most recent call.



Very dissatisfied

\*Percentages may not add to 100% due to rounding

## Follow-up Calls to 311 Call Centre



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

The proportion of Edmontonians calling 311 multiple times in the past 6 months is trending upward slowly, however, the incidence of follow-up calls is decreasing over the same period. Most of those who called to follow up did so because their concern is still outstanding, consistent with previous years.

() denote number of respondents



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## **Detailed Results**

Satisfaction with 311 Call Centre



# Satisfaction with Various Aspects of Call 2015 Results



The majority of respondents 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 2014.

Base: (n=400)



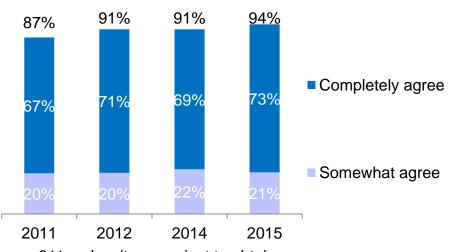
# Satisfaction with Various Aspects of Call Trend Over Time

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

The 311 call centre continues to maintain consistently high ratings across all aspects of service.



### Need for 311 Call Centre



 Consistent with previous years, a high majority of Edmontonians agree that 311 makes it convenient for them to obtain information or seek the service they want.

 Among the small proportion of Edmontonians that disagree, the main reasons for disagreement are that they prefer to make direct calls, were on hold for too long, or that they feel 311 provides poor service.

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

| 4%  | 5% | 4% | 2% | ■ Somewhat disagree ■ Completely disagree |
|-----|----|----|----|---|
| 7%  | 4% | 4% | 3% |   |
| 11% | 9% | 8% | 5% |   |
|     |    |    |    |   |

| Respondents who disagree that 311 makes it convenient to obtain information or seek the service that they want | (n=19)* |
|--|---------|
| I prefer to make direct calls / I do not like being transferred  | 26% (5) |
| On hold for too long / the service is not instant  | 16% (3) |
| 311 provides poor service  | 16% (3) |
| They could not answer all of my questions  | 10% (2) |
| Agents are not knowledgeable   | 10% (2) |
| Could not speak to a human being / too hard to get through   | 5% (1)  |
| My issues are not fixed  | 5% (1)  |
| Operators should know all the information  | 5% (1)  |
| Don't know   | 5% (1)  |

Base: (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



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# **Key Insights**



## Summary of Results

OVERALL: The 311 call centre continues to garner high levels of satisfaction, and continues to remain relevant in 2015.

#### **First Call Resolution**

In 2015, 91% of callers had their issue or concern resolved on the first call, forming an **upward trend** from 2012 (86% in 2014, 83% in 2012), despite the fact that the proportion of Edmontonians calling 311 multiple times in the past 6 months is also gradually trending upward over the same period.

#### **Satisfaction**

Overall, Edmontonians are **highly satisfied with 311 overall** (87% 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 80%-95% satisfied overall). Edmontonians are most satisfied with the **ease of contacting 311** (95% satisfied), and that the agent they spoke to was **courteous and professional** (95% satisfied).

#### Preference for a 'Human Touch'

The **preference for the human touch 311 provides with its expert agents** emerged strongly in previous years, and continues to be an important factor for Edmontonians in 2015. In 2015, this preference continues to hold across call types (whether for transit or other inquiries), and whether or not respondents utilized a self-serve option prior to contacting 311.



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