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 12 hours a day, everyday excluding statutory holidays.

In 2022, the City of Edmonton contracted Leger to conduct a customer satisfaction survey of Edmonton citizens in order to:

• Measure current performance
• Track progress since the previous survey, conducted in 2021
• Identify any areas for service improvement

Since the previous survey conducted in 2021, it is important to note factors that could impact results overtime. These factors include:

• Transit ridership has increased following the COVID-19 pandemic.
• Community Services was added as a distinct group due an increase of use of attractions since the COVID-19 pandemic.
• Previous notable factors include:
  • Change of Service: In February 2020, the 311 call centre changed their hours from 24 hours a day, 365 days a year to 12 hours a day everyday excluding statutory holidays. Service standards were modified for telephone wait time from 30 seconds to 60 seconds.
  • The COVID-19 pandemic: In March 2020, the COVID-19 pandemic began and changed the way that individuals went about their daily lives. Throughout 2020 and 2021 work-from-home orders were implemented, reducing transit ridership drastically. Due to the pandemic, this research was not conducted in 2020.
Methodology

Data Collection

- 400 telephone interviews with Edmontonians.
- Interviews were conducted between October 19th and November 8th, 2022.
- In 2022, quotas were adjusted to reflect the changing patterns in inquiries. In 2021, 21% had a call purpose inquiring about Edmonton Transit while 79% had any other call purpose. In 2022, the quotas were set as follows:
  - 20% Transit
  - 20% Community Services
  - 60% Other Calls
- A mix of landline (30%) and cell-phone numbers (70%) 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.

*Multiple responses permitted*
Key Findings

82% of Edmontonians are satisfied with their most recent call to 311

74-94% are satisfied with each individual aspect of the 311 call centre.

First Call Resolution is 82%. This is consistent with 2021.

Preference of talking to a person continues to be an important factor for Edmontonians.

49% are aware of the City of Edmonton’s 311 App. This is an increase from previous waves.

75% of Edmontonians are satisfied with the 311 App.
Detailed Results
In 2022, a large majority (82%) of Edmontonians are satisfied overall with their most recent call to 311, increasing from 2021.
Two-thirds (67%) of Edmontonians have called 311 multiple times in the past 6 months.

Called 311 Multiple Times in Past 6 Months

---|---|---|---|---|---|---|---|---|---|---|
Concern is still outstanding | 5% (22) | 5% (21) | 7% (29) | 3% (13) | 4% (17) | 3% (10) | 4% (17) | 6% (24) | 8% (31) | 9% (34) |
To obtain a status update on enquiry | 4% (17) | 7% (26) | 4% (15) | 2% (9) | 5% (21) | 5% (21) | 8% (33) | 4% (15) | 6% (24) | 7% (26) |
Needed more information / different problem | - | 3% (13) | 1% (6) | 1% (4) | 1% (2) | 2% (6) | 2% (8) | 2% (7) | 1% (6) | 3% (10) |
Provided with wrong information the first time | 3% (13) | 2% (8) | 2% (8) | 1% (4) | 2% (8) | 2% (6) | 1% (5) | 1% (5) | 2% (10) | 2% (8) |

The incidence of follow-up calls has increased slightly in 2022. Most of those who called to follow up did so as their concern was still outstanding.

*Other responses and don’t know are not shown

S2. 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: 12% Somewhat satisfied, 83% Very satisfied
- The ease of contacting 311: 16% Somewhat satisfied, 75% Very satisfied
- The agent was helpful: 14% Somewhat satisfied, 76% Very satisfied
- The agent was knowledgeable: 21% Somewhat satisfied, 66% Very satisfied
- The agent processed call promptly, without a lengthy wait or hold period: 20% Somewhat satisfied, 65% Very satisfied
- The length of time it took to reach a 311 agent: 26% Somewhat satisfied, 59% Very satisfied
- The information provided was accurate: 14% Somewhat satisfied, 68% Very satisfied
- Your reason for calling was resolved in a timely manner: 14% Somewhat satisfied, 60% Very 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></th>
<th>Total Satisfied</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>
<th>2021 (n=403)</th>
<th>2022 (n=400)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The agent was courteous and professional</td>
<td></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>
<td>93%</td>
<td>94%</td>
</tr>
<tr>
<td>The ease of contacting 311</td>
<td></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>
<td>93%</td>
<td>92%</td>
</tr>
<tr>
<td>The agent was helpful</td>
<td></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>
<td>86%</td>
<td>89%</td>
</tr>
<tr>
<td>The agent was knowledgeable</td>
<td></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>
<td>84%</td>
<td>87%</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>
<td>88%</td>
<td>85%</td>
<td></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>
<td>90%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>The information provided was accurate</td>
<td></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>
<td>82%</td>
<td>82%</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>
<td>77%</td>
<td>74%</td>
<td></td>
</tr>
</tbody>
</table>
Nearly all (91%) Edmontonians agree 311 makes it convenient to obtain information or seek the service that they want.

Among the proportion of Edmontonians that disagree, the main reason is that their issues have not been fixed (32%).

<table>
<thead>
<tr>
<th>Reason for Disagreement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My issues are not fixed</td>
<td>32% (11)</td>
</tr>
<tr>
<td>311 provides poor service</td>
<td>15% (5)</td>
</tr>
<tr>
<td>Agents are not knowledgeable</td>
<td>15% (5)</td>
</tr>
<tr>
<td>They could not answer all of my questions</td>
<td>15% (5)</td>
</tr>
<tr>
<td>Could not speak to a human being / Too hard to get through</td>
<td>12% (4)</td>
</tr>
<tr>
<td>Operators should know all the information</td>
<td>12% (4)</td>
</tr>
<tr>
<td>I prefer to make direct calls / I do not like being transferred</td>
<td>9% (3)</td>
</tr>
<tr>
<td>On hold for too long / The service is not instant</td>
<td>9% (3)</td>
</tr>
<tr>
<td>It all depends</td>
<td>6% (2)</td>
</tr>
<tr>
<td>The agents were not courteous and professional</td>
<td>6% (2)</td>
</tr>
<tr>
<td>Takes too long to get called back</td>
<td>6% (2)</td>
</tr>
</tbody>
</table>


Q4: To what extent do you agree or disagree to the following statement?
Q4b: Why do you say so?
Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

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.

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