



311 Call Centre Satisfaction Study

Report

January 2016

Context & 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 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 8th and October 30th, 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 $\pm 4.9\%$, 19 times out of 20.

Target Respondents

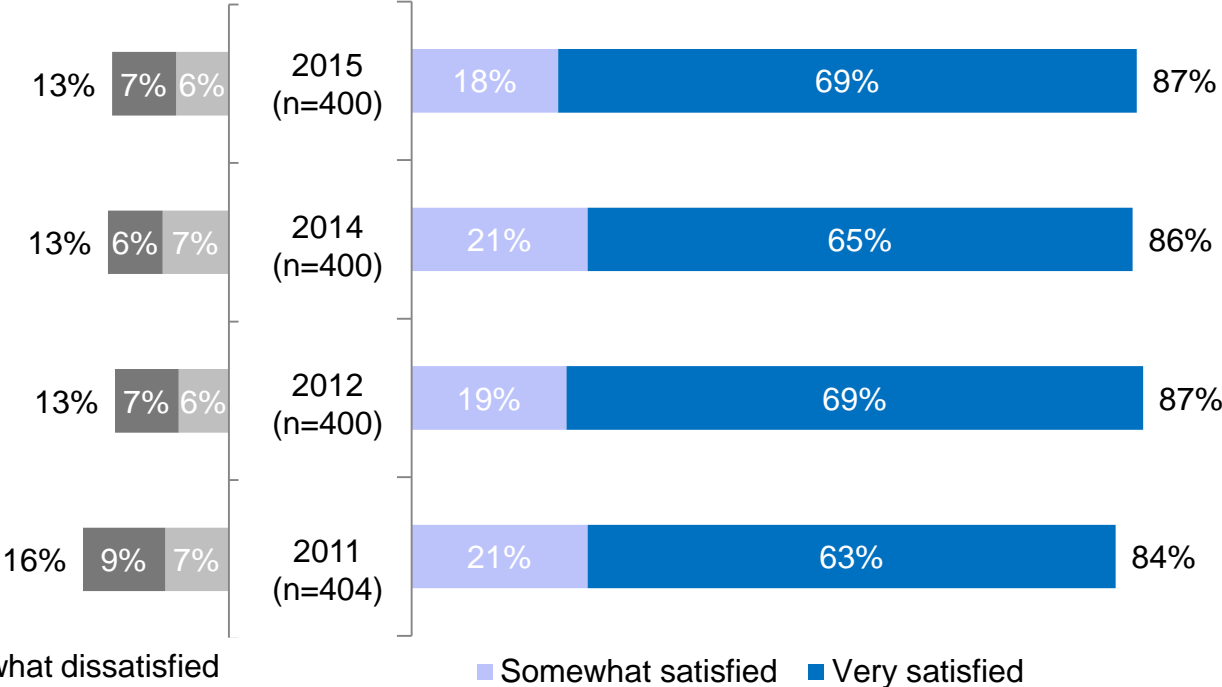
- Edmonton residents, 18 years of age and older who called 311 Call Centre in the past six months.

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

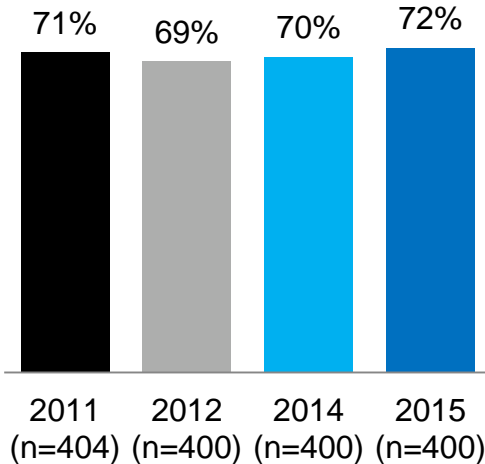


311 continues to maintain high levels of overall satisfaction with the most recent call in 2015, with over two-thirds of Edmontonians indicating they are very satisfied with their most recent call.

*Percentages may not add to 100% due to rounding

Follow-up Calls to 311 Call Centre

Called 311 Multiple Times in Past 6 Months

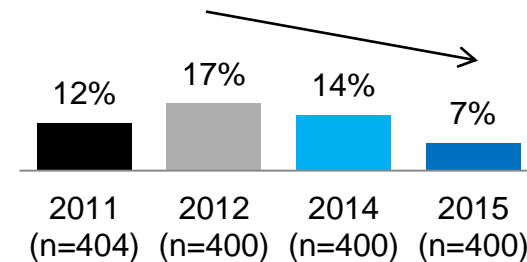


Did they call to follow up?



Yes...

Net First Call Resolution 2015: 91%



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

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)

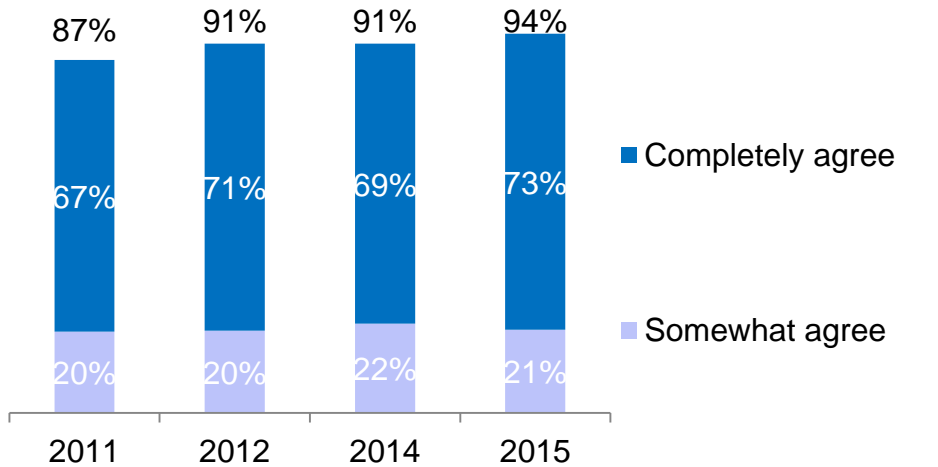
Satisfaction with Various Aspects of Call

Trend Over Time

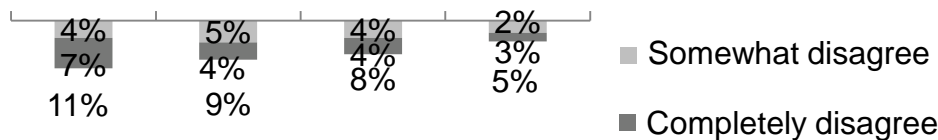
	Total Satisfied -3,4 Ratings-			
	2011 (n=404)	2012 (n=400)	2014 (n=400)	2015 (n=400)
The agent was courteous and professional	93%	97%	95%	95%
The ease of contacting 311	92%	96%	96%	95%
The agent processed call promptly, without a lengthy wait or hold period	86%	92%	88%	91%
The length of time it took 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



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



- 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.

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

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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