

311 CUSTOMER SERVICE CENTER

Joseph Morrisroe, Executive Director



WHAT WE DO

The 311 Customer Service Center provides the public with quick, easy access to non-emergency government services and information through the call center, 311 Online, 311 Facebook, 311 on Twitter, text messaging at 311-NYC(692), 311 mobile app and 311 TTY at (212) 504-4115. Information and assistance are also available by Skyping "NYC311" or using a Video Relay Service at (212) NEW-YORK (212-639-9675). 311 is available 24 hours a day, seven days a week in more than 180 languages.

FOCUS ON EQUITY

311 is committed to serving the public interest of all New York City residents, business owners and visitors by providing equitable service delivery to all customers. 311 provides access to government resources while maintaining the highest possible level of quality service for all. Ongoing enhancement efforts have strengthened the focus on availability and customer experience through a diverse range of access points to ensure fair delivery and quality service. 311 continues to promote ease of access and transparency in making government services more available to non-English speakers and effectively serving the needs of all New Yorkers and visitors.

OUR SERVICES AND GOALS

SERVICE 1 Provide public access to City government.

Goal 1a Increase public access to non-emergency government services.

HOW WE PERFORMED IN FISCAL 2015

SERVICE 1 Provide public access to City government.

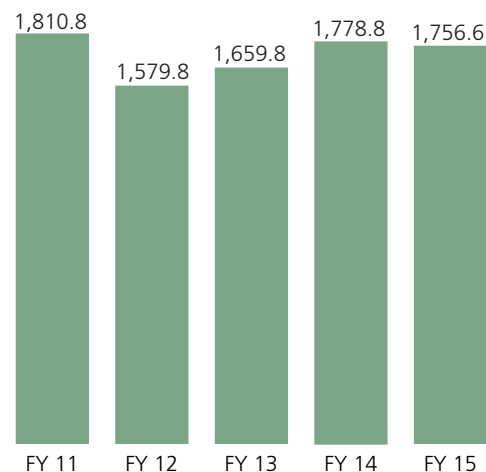
Goal 1a Increase public access to non-emergency government services.

311 received more than 30.7 million inquiries in Fiscal 2015. Almost 21.1 million contacts were made via telephone and over 9.6 million contacts were made through [311 Online](#). 311 has continued to increase its social media presence on Twitter and Facebook, with a combined following of more than 172,000 people. The [311 Mobile App](#), expanded in early 2014, was used to contact 311 more than 704,000 times in Fiscal 2015. In addition, almost 119,000 contacts were made via text.

For the second year in a row 311 exceeded its target of answering 80 percent of calls within 30 seconds. The average wait time to speak to a representative after the initial recorded messages was 23 seconds.

The results of the 311 customer satisfaction survey, which was conducted and published by CFI Group Inc., evaluated the experiences of almost 800 callers. The total composite score of 84 for Fiscal 2015 is well above the federal government and private sector averages for call centers, is on par with the best performers in the private sector, and shows a six percentage point improvement from the Fiscal 2008 baseline.

Calls to 311 - Monthly Average (000)



| Performance Indicators | Actual | | | | | Target | | Desired Direction | 5yr Trend |
|---|--------|--------|--------|--------|--------|--------|------|-------------------|-----------|
| | FY11 | FY12 | FY13 | FY14 | FY15 | FY15 | FY16 | | |
| ★311 calls (000) | 21,730 | 18,957 | 19,917 | 21,346 | 21,079 | * | * | Neutral | Neutral |
| ★311 Online site visits (000) | 1,329 | 2,117 | 3,998 | 5,248 | 9,656 | ↑ | ↑ | Up | Up |
| Calls handled in languages other than English (%) | 2.7% | 2.2% | 2.1% | 1.8% | 2.5% | * | * | Neutral | Down |
| ★Average wait time (tier 1 calls) (minutes:seconds) | 0:31 | 0:45 | 0:38 | 0:23 | 0:23 | 0:30 | 0:30 | Down | Down |
| ★Calls answered in 30 seconds (%) | 78% | 71% | 81% | 83% | 84% | 80% | 80% | Up | Up |
| Complaints about 311 per million calls | 24.9 | 30.0 | 26.0 | 23.0 | 26.0 | * | * | Down | Neutral |

★ Critical Indicator "NA" - means Not Available in this report ⬆️⬆️ shows desired direction

AGENCY CUSTOMER SERVICE

| Performance Indicators | Actual | | | | | Target | | Desired Direction | 5yr Trend |
|---------------------------------------|---------|---------|---------|---------|---------|--------|------|-------------------|-----------|
| | FY11 | FY12 | FY13 | FY14 | FY15 | FY15 | FY16 | | |
| Customer Experience | | | | | | | | | |
| Completed requests for interpretation | 595,101 | 425,157 | 421,839 | 392,759 | 531,194 | * | * | Neutral | Down |
| Letters responded to in 14 days (%) | 96% | 100% | 100% | NA | NA | * | * | Neutral | NA |
| E-mails responded to in 14 days (%) | 100% | 100% | 100% | 100% | 100% | * | * | Neutral | Neutral |
| Customer satisfaction index | NA | 82 | 84 | 83 | 84 | * | * | Up | NA |

AGENCY RESOURCES

| Resource Indicators | Actual | | | | | Plan ¹ | | 5yr Trend |
|---------------------------------------|--------|--------|--------|--------|--------|-------------------|--------|-----------|
| | FY11 | FY12 | FY13 | FY14 | FY15 | FY15 | FY16 | |
| Expenditures (\$000,000) ² | \$45.0 | \$42.1 | \$39.6 | \$38.3 | \$47.5 | \$46.0 | \$42.6 | Neutral |
| Personnel | 347 | 280 | 276 | 308 | 337 | 366 | 405 | Neutral |
| Overtime paid (\$000,000) | \$297 | \$297 | \$239 | \$248 | \$239 | \$239 | \$239 | Down |

¹Authorized Budget Level "NA" - Not Available in this report ²Expenditures include all funds.
 The figures shown in the table above are subtotals of the Department of Information Technology and Telecommunications totals that appear in the DOITT chapter of this Report.

NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

None.

ADDITIONAL RESOURCES

For additional information on items referenced in the narrative, go to:

- 311 Online:
<http://www.nyc.gov/311>
- 311 Facebook:
<http://www.facebook.com/pages/NYC-311/84372567650>
- 311 on Twitter:
<https://twitter.com/nyc311>
- 311 Mobile App:
<http://www1.nyc.gov/connect/applications.page>

For more information on the agency, please visit: www.nyc.gov/311.

