

New York City 311 – 5+ Years and:

**Growing**

**Expanding**

**Evolving**



**your city. your needs. your number.**

## Size & Scale - Handle Demand and Needs of City That Never Sleeps

42,000 Average Calls per Day

3,000+ Unique Services

180 Languages available

## Success – as measured by Performance, Customer Satisfaction, and ultimately Utilization...

96% Service Level / 6 Second Avg Speed of Answer

Customer Satisfaction Index using ACSI methodology = 79

*Higher than comparable Gov't and Private Sectors (CFI, Inc 10/08)*

70 Million+ Calls and Growing Annually

## Challenge - Maintain Accessibility, Accountability, and Transparency while Expanding and Evolving to Meet and Exceed Customer and Government Need\$.



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## Expansion and Evolution approach aligned with Nine Imperatives for Leadership

- *Be fanatical about great customer service...*
- *Maximize efficiency through consolidation, integration...consistency...*
- *Use 311 enabled data and analytics...*
- *Deepen the value...platform of choice for information, analytics, and services...*

## Expansion

- > Health & Human Services (211)
- > Enable Picture & Video Submission
- > Multi-Language IVR
- > 311Online

## Evolution

- Become must-have component of City marketing campaigns and programs
  - *Finance, Consumer Affairs, Health, Education*
- Leverage economies of scale to test-and-learn, trial, and experiment
  - *Election Day readiness, Public Art Projects, Green Support, Ticket Lottery*
- Use capacity to diversify portfolio:
  - *Outbound Calling, Back-Office, Public-Tabling, Training*

## What's next

- Multi-Channel, Multi-Media Access to Information, Services, and Assistance
  - *Online, Text, Chat, Broadcast, Kiosks, Reverse-911*
  - *As lower-cost, self-service, learning alternatives to traditional call center*



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**Sources:**

**311: The Next Wave**

*Nine Imperatives for Leadership of 311-Enabled Government*

**NYC CityWide Performance Reporting**

**NYC311 – Analytics Dashboard**

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# The Mission of NYC 311

**DIAL**  
**311**

*Our mission is to:*

- *Provide the public with quick, easy access to all New York City government services and information while maintaining the highest possible level of customer service – **Accessibility***
- *Help agencies improve service delivery by allowing them to focus on their core missions and manage their workload efficiently – **Accountability***
- *Provide insight into ways to improve City government through accurate, consistent measurement and analysis of service delivery Citywide – **Transparency***



our

# NYC 311 Features

**DIAL  
311**



***Business Intelligence Input: Collects data and***

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**Calls answered  
24x7x365**

**Access to  
180 languages**

**Staff of 450+ call center  
professionals**

**Represents nearly  
300 City, State, Fed Agencies**

**Offer callers  
3,600+ services**

**Receive average of  
42,500 calls/day**

**Calls to date:  
over 70 million.**

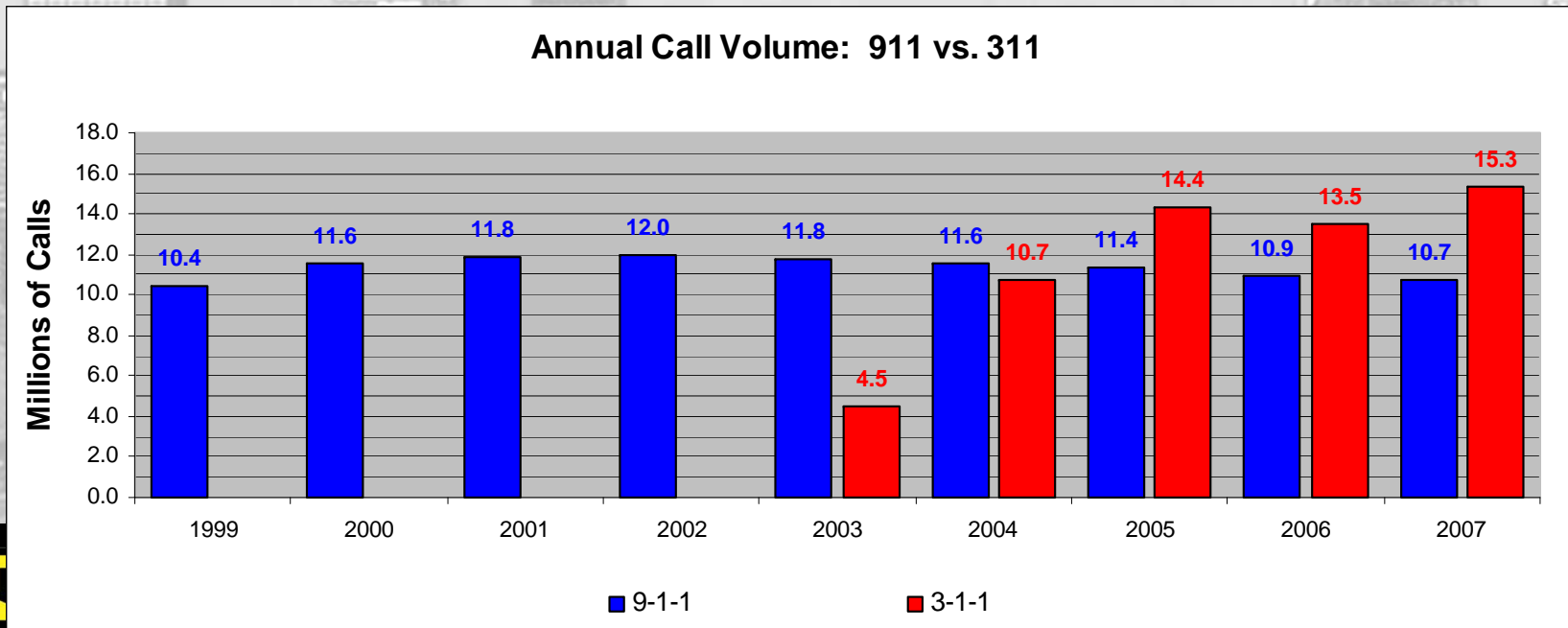




# Impacts to 911

**DIAL  
311**

- Annual call volume to 911 has decreased each year since NYC 311 inception—reversing a 34-year trend
- NYC 311 to be further positioned an adjunct to 911, as a means of disseminating critical public information

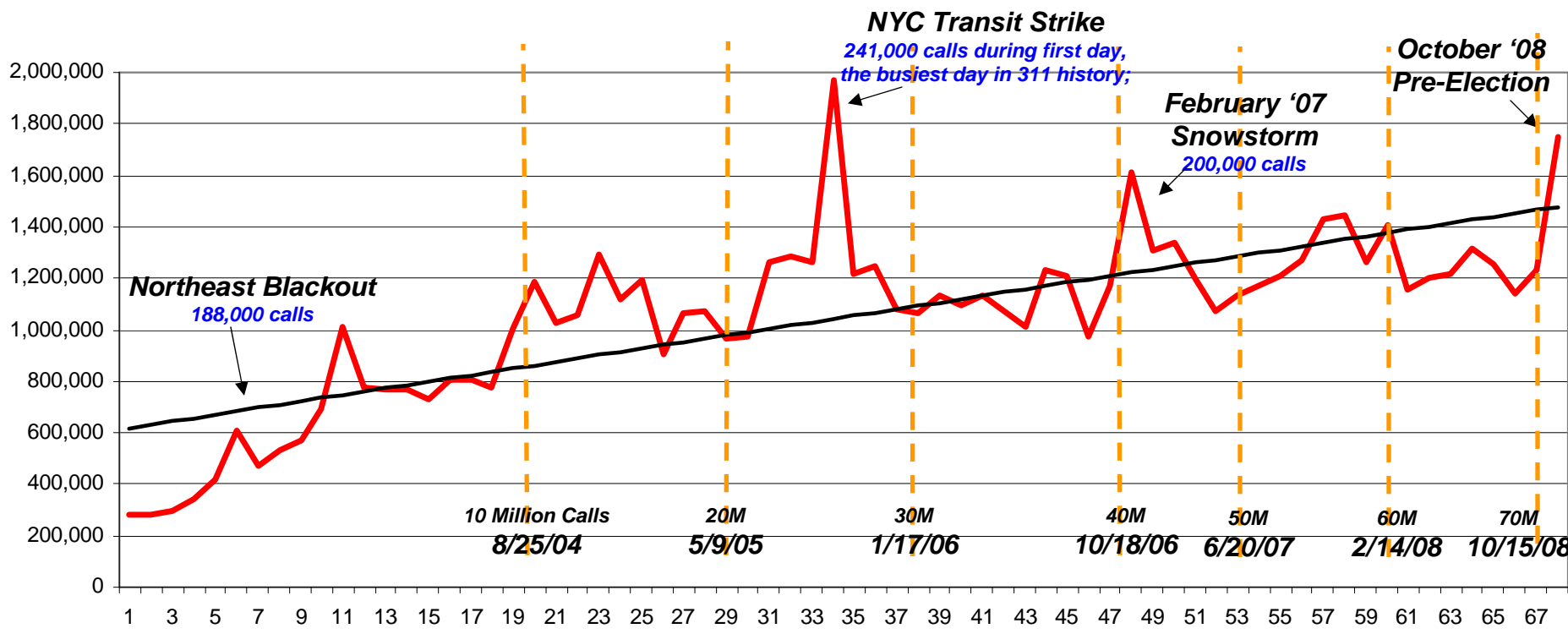


**311**

# NYC 311 Volume Growth



### 3-1-1 Monthly Call Volume



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# NYC311: Daily and Intra-Day Executive Reporting Examples

Distribution includes Mayor, Deputy Mayors, Commissioners, Agency Heads, Operations

Daily Snapshot Report (distributed 9am following day)

3x Per Day Performance Report: 9a, 5p, 12a

NYC 311 Daily Snapshot for Tuesday, November 4, 2008 Total Calls to 311: 118,098



**From:** 311CCM  
**Sent:** Thursday, November 13, 2008 12:10 AM  
**To:** Exec Call Volume Report  
**Subject:** 3-1-1 Call Volume Report for Wednesday, November 12th, 2008 - 12am

Below are the call volume statistics for Wednesday, November 12th, 2008 – 12am

Period: 5pm – 12am

**Total Calls Offered:** 10,895  
**Tier 1 Calls Offered:** 4,602  
**Tier 1 Calls Answered:** 4,543  
**Average Answer Delay:** 00:03  
**Maximum Answer Delay:** 00:21  
**Resolved via IVR messaging:** 58%  
**Call Volume is Within Expected Range.**

TOTALS FOR THE DAY:

**Total Calls Offered:** 46,009  
**Tier 1 Calls Offered:** 24,618  
**Tier 1 Calls Answered:** 24,237  
**Average Answer Delay:** 00:10  
**Maximum Answer Delay:** 01:51



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