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

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) > Multi-Language IVR
- Enable Picture & Video Submission > 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
NYC 311 – Online Event November 13, 2008

Sources:

311: The Next Wave
Nine Imperatives for Leadership of 311-Enabled Government

NYC CityWide Performance Reporting

NYC311 – Analytics Dashboard

Joseph R. Morrisroe
Executive Director
NYC311 and NYC.gov

Jessica N. Carr
Research Assistant
CUNY
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The Mission of NYC 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
NYC 311 Features

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

Business Intelligence Input: Collects data and

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Impacts to 911

- Annual call volume to 911 has decreased each year since NYC 311 inception—reversing a 34-year trend

- NYC 311 to be further positioned as an adjunct to 911, as a means of disseminating critical public information

Annual Call Volume: 911 vs. 311

<table>
<thead>
<tr>
<th>Year</th>
<th>911</th>
<th>311</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>10.4</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>11.6</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>11.8</td>
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<td>2002</td>
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<tr>
<td>2005</td>
<td>11.4</td>
<td>14.4</td>
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<tr>
<td>2006</td>
<td>10.9</td>
<td>13.5</td>
</tr>
<tr>
<td>2007</td>
<td>10.7</td>
<td>13.3</td>
</tr>
</tbody>
</table>
NYC 311 Volume Growth

3-1-1 Monthly Call Volume

- **Northeast Blackout**: 188,000 calls
- **NYC Transit Strike**: 241,000 calls during first day, the busiest day in 311 history
- **February '07 Snowstorm**: 200,000 calls
- **October '08 Pre-Election**

10 Million Calls
- 8/25/04

20 Million Calls
- 5/9/05

30 Million Calls
- 1/17/06

40 Million Calls
- 10/18/06

50 Million Calls
- 6/20/07

60 Million Calls
- 2/14/08

70 Million Calls
- 10/15/08

Your city. Your needs. Your number.
3x Per Day Performance Report: 9a, 5p, 12a

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