



# 311 CUSTOMER SERVICE CENTER

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## 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](#), and text messaging at [311-NYC\(692\)](#). Information and assistance is available 24 hours a day, seven days a week in more than 180 languages.

## Our Services and Goals

**Service 1: Provide public access to City government.**

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

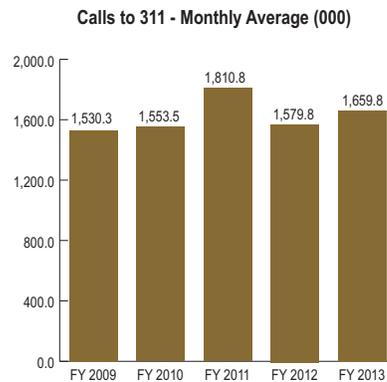
## How We Performed in Fiscal 2013

**Service 1: Provide public access to City government.**

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

311 received more than 24.2 million inquiries in Fiscal 2013. More than 19.9 million contacts were made via telephone, almost four million contacts were made via 311 Online and 263,403 contacts were made via text. Compared to Fiscal 2012, 311 experienced a five percent increase in calls. Online contacts increased 89 percent and texting increased 92 percent. 311 has also increased its social media presence on Twitter and Facebook, with a combined following of more than 70,000 people. During Fiscal 2013, 311 Online expanded its frequently asked questions using actual questions from 311 customers.

In spite of the effects of Hurricane Sandy, which dramatically increased call volume at the end of October 2012, 311 met its target of answering 80 percent of calls within 30 seconds in Fiscal 2013. Calls answered within 30 seconds increased by 10 percentage points compared to Fiscal 2012, and the average wait time decreased by seven seconds.



Performance Indicators	Actual					Target		Desired Direction	5yr Trend
	FY09	FY10	FY11	FY12	FY13	FY13	FY14		
★ 311 calls (000)	18,363	18,643	21,730	18,957	19,917	*	*	Neutral	Neutral
★ 311 Online site visits (000)	NA	741	1,329	2,117	3,998	*	4,300	Up	NA
Calls handled in languages other than English (%)	3.6%	3.4%	2.7%	2.2%	2.1%	*	*	Neutral	Down
★ Average wait time (tier 1 calls) (minutes:seconds)	0:12	0:22	0:31	0:45	0:38	0:30	0:30	Down	Up
★ Calls answered in 30 seconds (%)	88%	82%	78%	71%	81%	80%	80%	Up	Down
Complaints about 311 per million calls	32.7	29.2	24.9	30.0	26.0	*	*	Down	Down

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

## Agency Customer Service

During the reporting period a customer satisfaction survey, conducted by CFI Group Inc., assessed the experiences of 311 callers. As part of the survey, CFI compared the NYC 311 results with other private and public entities and concluded that 311 outperformed every public sector institution measured and is on par with the top scores in customer satisfaction in the private sector.

Performance Indicators	Actual					Target		5yr Trend
	FY09	FY10	FY11	FY12	FY13	FY13	FY14	
Customer Experience								
E-mails responded to in 14 days (%)	NA	NA	100	100	100	100	95	NA
Letters responded to in 14 days (%)	NA	96	96	100	100	100	95	NA
Calls answered in 30 seconds (%)	88	82	78	71	81	80	80	Down
Completed customer requests for interpretation	NA	633,270	595,101	425,157	421,839	NA	NA	NA
Rate of overall customer satisfaction (%)	NA	NA	NA	82	84	NA	NA	NA

## Agency Resources

Resource Indicators	Actual					Plan <sup>1</sup>		5yr Trend
	FY09	FY10	FY11	FY12	FY13	FY13	FY14	
Expenditures (\$000,000) <sup>2</sup>	\$52.4	\$46.5	\$45.0	\$42.1	\$39.6	\$39.6	\$40.4	Down
Personnel	473	397	347	280	276	331	327	Down
Overtime paid (\$000)	\$317	\$221	\$297	\$297	\$239	\$239	\$239	Down

<sup>1</sup>Authorized Budget Level

<sup>2</sup>Expenditures include all funds.

"NA" - Not Available in this report

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.

For more information on the agency, please visit: [www.nyc.gov/311](http://www.nyc.gov/311).