

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 Smartphone app for iPhone or Android, and 311 TTY at (212) 504-4115. Information and assistance 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 2014

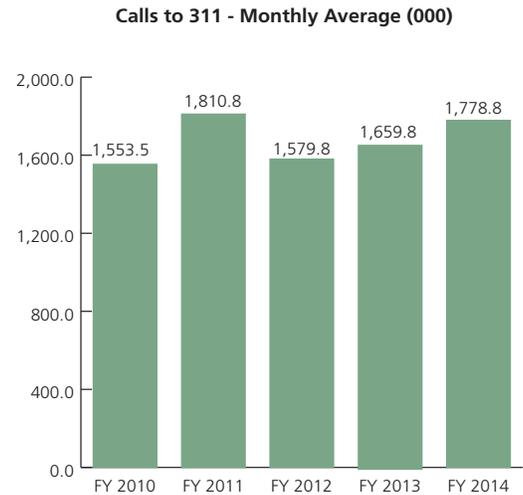
SERVICE 1 Provide public access to City government.

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

The 311 Customer Service Center received more than 26.7 million inquiries in Fiscal 2014. More than 21.3 million contacts were made via telephone, more than 5.2 million contacts were made via 311 Online and 142,930 contacts were made via text. Compared to Fiscal 2013, 311 experienced a seven percent increase in calls. Online contacts increased 31 percent and texting decreased 46 percent. During Fiscal 2014, 311 increased its social media presence on Twitter and Facebook with a combined following of more than 124,000 people.

311 met its target of answering 80 percent of calls within 30 seconds in Fiscal 2014. Calls answered within 30 seconds increased by two percentage points compared to Fiscal 2013, and the average wait time decreased by 15 seconds.

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 311 Customer Service Center results with other private and public entities. CFI concluded that 311 exceeded every public sector institution measured, remaining on par with the top scores in customer satisfaction in the private sector.



Performance Indicators	Actual					Target		Desired Direction	5yr Trend
	FY10	FY11	FY12	FY13	FY14	FY14	FY15		
★311 calls (000)	18,643	21,730	18,957	19,917	21,346	*	*	Neutral	Neutral
★311 Online site visits (000)	741	1,329	2,117	3,998	5,248	↑	↑	Up	Up
Calls handled in languages other than English (%)	3.4%	2.7%	2.2%	2.1%	1.8%	*	*	Neutral	Down
★Average wait time (tier 1 calls) (minutes:seconds)	0:22	0:31	0:45	0:38	0:23	0:30	0:30	Down	Up
★Calls answered in 30 seconds (%)	82%	78%	71%	81%	83%	80%	80%	Up	Neutral
Complaints about 311 per million calls	29.2	24.9	30.0	26.0	23.0	*	*	Down	Down

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

AGENCY CUSTOMER SERVICE

Performance Indicators	Actual					Target		Desired Direction	5yr Trend
	FY10	FY11	FY12	FY13	FY14	FY14	FY15		
Customer Experience									
Completed requests for interpretation	633,270	595,101	425,157	421,839	392,759	*	*	Neutral	Down
Letters responded to in 14 days (%)	96%	96%	100%	100%	NA	*	*	Neutral	NA
E-mails responded to in 14 days (%)	NA	100%	100%	100%	100%	*	*	Neutral	NA
Customer satisfaction index	NA	NA	82	84	83	*	*	Up	NA

AGENCY RESOURCES

Resource Indicators	Actual					Plan ¹		5-year Trend
	FY10	FY11	FY12	FY13	FY14	FY14	FY15	
Expenditures (\$000,000) ²	\$46.5	\$45.0	\$42.1	\$39.6	\$38.8	\$42.2	\$44.7	Down
Personnel	397	347	280	276	308	326	326	Down
Overtime paid (\$000,000)	\$221	\$297	\$297	\$239	\$239	\$239	\$239	Neutral
¹ Authorized Budget Level	"NA" - Not Available in this report		² Expenditures 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 smartphone app for iPhone or Android:
<http://www1.nyc.gov/connect/applications.page>

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

