



311 CUSTOMER SERVICE CENTER

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

- During the first four months of Fiscal 2014, 311 received approximately 5.9 million calls.
- During the reporting period 311 introduced a natural language Interactive Voice Response (IVR) system that provides quick and easy access to information, frequently asked questions and status updates on previously filed complaints without having to wait to speak with a representative. In addition, 311 Online was more deeply integrated into the City's redesigned NYC.gov website that launched in September 2013.
- Due to a temporary and unexpected disabling of a portion of the tracking of NYC.gov web traffic that occurred at the end of September 2013, data for 311 Online site visits are only available for the first three months of Fiscal 2014. During that three-month period, 311 online received 994,850 visits.
- During the reporting period the average wait time to speak to a 311 representative decreased from 37 seconds to 20 seconds. During the first four months of Fiscal 2014, 83 percent of all calls were answered within 30 seconds.
- During the reporting period the results of the 311 customer satisfaction survey, which was conducted and published by CFI Group Inc., evaluated the experiences of 900 callers. The total composite score of 83 is up four percentage points from the baseline set in 2008. As part of the survey, CFI compared 311 performance with other government and private sector industries and determined "311 continues to outperform all recent government measures and is on par with the top scoring private industry-wide mark" in customer satisfaction.

Service 1: Provide public access to City government.

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

Performance Indicators	Actual			Target		4-Month Actual	
	FY11	FY12	FY13	FY14	FY15	FY13	FY14
★311 calls (000)	21,730	18,957	19,917	*	*	6,371	5,881
★311 Online site visits (000)	1,329	2,117	3,998	↑	↑	1,203	NA
Calls handled in languages other than English (%)	2.7%	2.2%	2.1%	*	*	2.4%	2.0%
★Average wait time (tier 1 calls) (minutes:seconds)	0:31	0:45	0:38	0:30	0:30	0:37	0:20
Complaints about 311 per million calls	24.9	30.0	26.0	*	*	27.0	29.0

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

Agency Customer Service

Performance Indicators	Actual			Target		4-Month Actual	
	FY11	FY12	FY13	FY14	FY15	FY13	FY14
Customer Experience							
E-mails responded to in 14 days (%)	100%	100%	100%	*	*	100%	100%

Agency Resources

Resource Statistics	Actual			Sept. 2013 MMR Plan	Updated Plan	Plan	4-Month Actual	
	FY11	FY12	FY13	FY14	FY14 ¹	FY15 ¹	FY13	FY14
Expenditures (\$000,000) ²	\$45.0	\$42.1	\$39.2	\$40.4	\$42.2	\$41.5	\$15.9	\$18.5
Personnel	347	280	276	327	326	326	290	269
Overtime paid (\$000)	\$297	\$297	\$239	\$239	\$239	\$239	\$82	\$76

¹February 2014 Financial Plan

²Expenditures 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.