

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](#), text messaging at 311-NYC(692), 311 mobile app and 311 TTY at (212) 504- 4115. Information and assistance are also available by Skyping “NYC311” or using a Video Relay Service at (212) NEW-YORK (212-639-9675). 311 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

- 311 received almost 8.3 million inquiries during the first four months of Fiscal 2015. More than 5.8 million contacts were made via telephone and over 2.4 million contacts were made through 311 Online. 311 has continued to increase its social media presence on Twitter and Facebook, with a combined following of more than 137,000 people. During the reporting period over 34,000 service requests were submitted using the 311 Mobile App. In addition, more than 28,162 contacts were made via text during the first four months of Fiscal 2015.
- 311 exceeded its target of answering 80 percent of calls within 30 seconds in the first four months of Fiscal 2015. The average wait time to speak to a representative after the initial recorded messages was 13 seconds.
- The results of the 311 Customer Satisfaction Survey, which was conducted and published by CFI Group Inc., evaluated the experiences of almost 800 callers. The 2014 total composite score of 84 is well above the federal government and private sector averages for call centers, is on par with the best performers in the private sector, and shows a six-point improvement from the 2008 baseline measure.

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Performance Indicators	Actual			Target		4-Month Actual	
	FY12	FY13	FY14	FY15	FY16	FY14	FY15
★311 calls (000)	18,957	19,917	21,346	*	*	5,881	5,836
★311 Online site visits (000)	2,117	3,998	5,248	↑	↑	NA	2,431
Calls handled in languages other than English (%)	2.2%	2.1%	1.8%	*	*	2.0%	2.3%
★Average wait time (tier 1 calls) (minutes:seconds)	0:45	0:38	0:23	0:30	0:30	0:20	0:13
★Calls answered in 30 seconds (%)	71%	81%	83%	80%	80%	83%	91%
Complaints about 311 per million calls	30.0	26.0	23.0	*	*	29.0	30.0

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

AGENCY CUSTOMER SERVICE

Performance Indicators	Actual			Target		4-Month Actual	
	FY12	FY13	FY14	FY15	FY16	FY14	FY15
Customer Experience							
Completed requests for interpretation	425,157	421,839	392,759	*	*	123,585	132,791
Letters responded to in 14 days (%)	100%	100%	NA	*	*	NA	NA
E-mails responded to in 14 days (%)	100%	100%	100%	*	*	100%	100%
Customer satisfaction index	82	84	83	*	*	NA	84

AGENCY RESOURCES

Resource Statistics	Actual			Sept. 2014 MMR Plan	Updated Plan	Plan	4-Month Actual	
	FY12	FY13	FY14	FY15	FY15 ¹	FY16 ¹	FY14	FY15
Expenditures (\$000,000) ²	\$42.1	\$39.6	\$38.3	\$44.7	\$46.0	\$42.5	\$18.5	\$17.6
Personnel	280	276	308	326	366	366	269	303
Overtime paid (\$000)	\$297	\$239	\$248	\$239	\$239	\$239	\$76	\$45

¹February 2015 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.

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 Mobile App:
<http://www1.nyc.gov/connect/applications.page>

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

