



Customer Satisfaction Surveys in Designated Citywide Languages

2023 Final Results

Introduction

In accordance with Local Law 26 of 2021 in relation to 311 conducting customer satisfaction surveys in designated citywide languages, this report is the second annual summary required by subdivision b: *The 311 customer service center shall annually conduct at least five campaigns in which customer satisfaction surveys are sent to individuals who have contacted the 311 customer service center in the previous six months.*

In 2020, NYC311 expanded Customer Satisfaction (CSAT) survey offerings beyond the English-language option and offered a pilot survey in the designated citywide languages to customers who called 311.

In 2021, NYC311 began conducting five survey campaigns annually, for customers who contacted the NYC311 customer service center in the previous six months. In the years that have followed, we continued this approach.

The following provides additional information on the CSAT survey construct, the overall level of satisfaction with 311 call intake, and disaggregated results by language.

CSAT Scoring

NYC311 CSAT surveys offer customers the opportunity to respond to eight questions on critical experience drivers, improvement opportunities, and overall satisfaction.

The overall level of satisfaction with 311 call intake is calculated by using customer responses to the Overall Satisfaction question for each campaign administered:

“Overall, I am satisfied with the service provided by the 311 Call Center.”

Converting customer responses to these questions to a CSAT score is a two-step process:

1. Convert survey responses for the Overall Satisfaction question to numerical values:

Customer Response		Converted Numerical Value
Strongly Agree	=	100
Agree	=	75
Neutral	=	50
Disagree	=	25
Strongly Disagree	=	0

2. Perform a straight average of the numerical values for all responses. The result of this average is the CSAT Score.

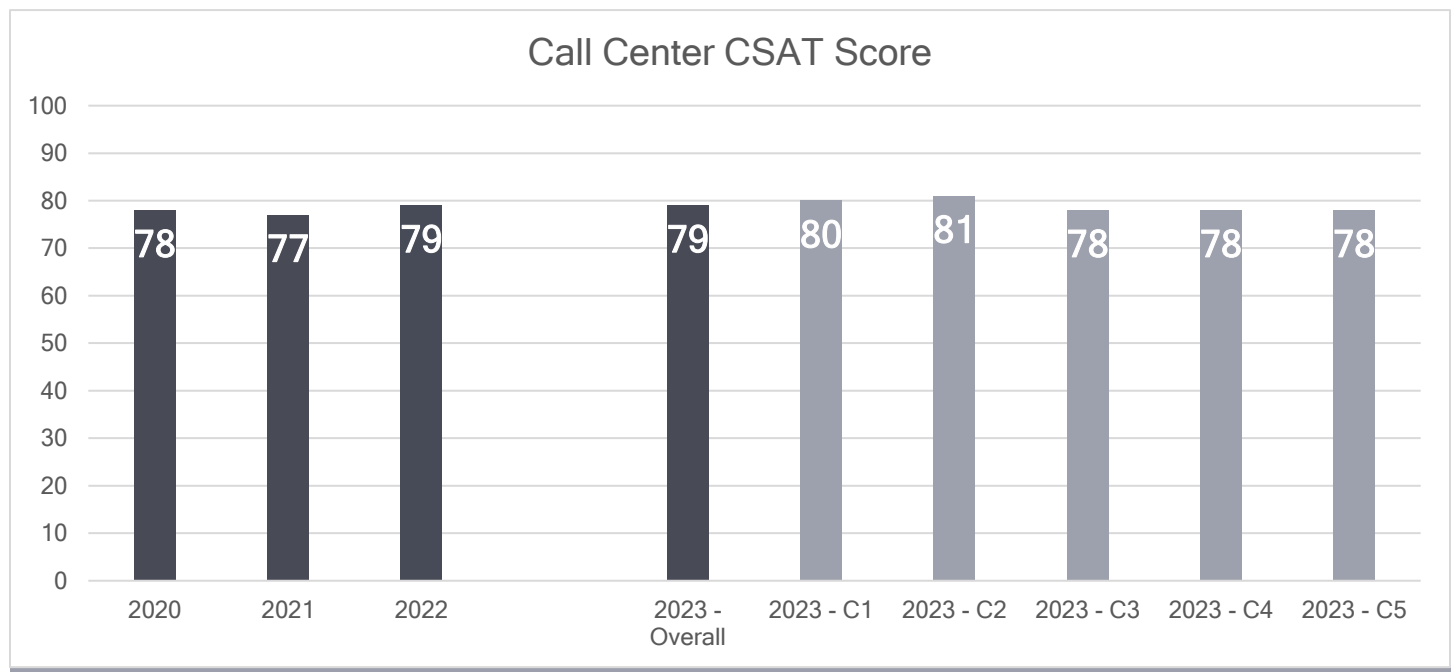
Survey Campaign Summary

Five in-language call center survey campaigns were conducted from January through December 2023. Customers who called 311 were offered the opportunity to participate in a satisfaction survey after their call. Offers were made randomly, by language, via email or text messages, based on information provided by customers.

Language translation for the survey questions was performed by the City's contracted translation vendor, Language Line Solutions.

The aggregate results for all survey responses in 2023 compare with the multi-lingual results from years prior.

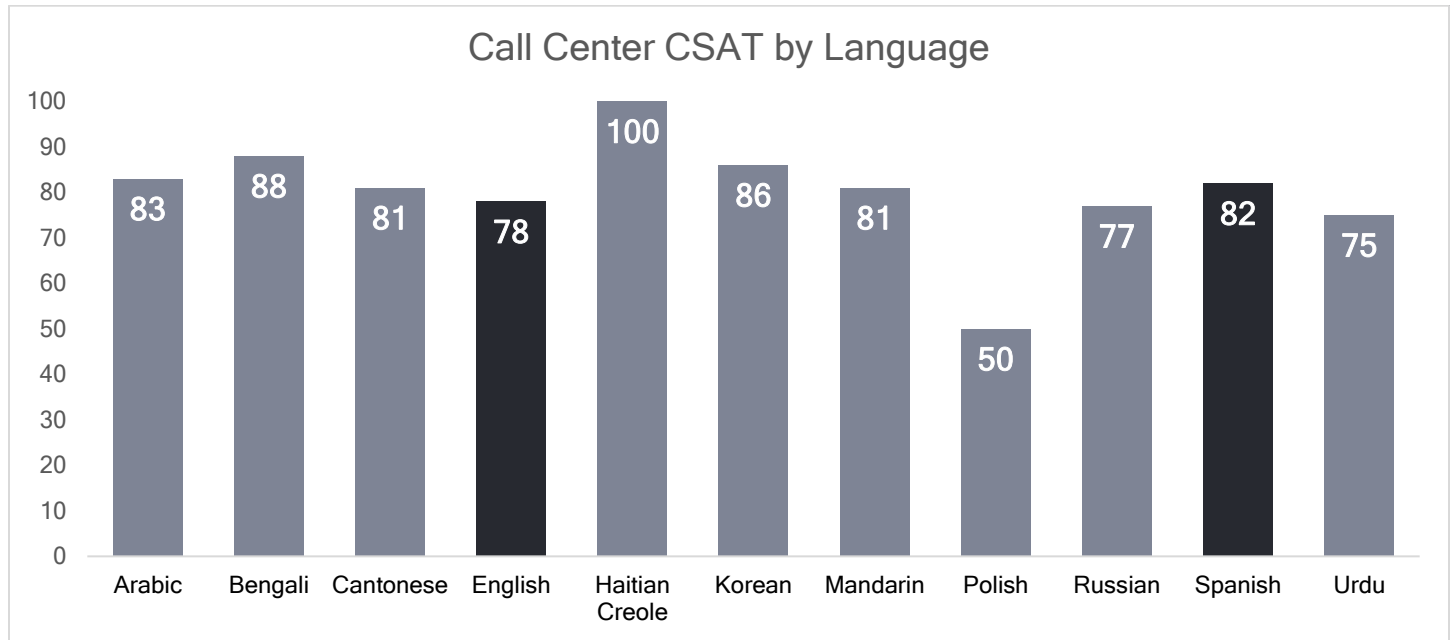
Overall Score for the Call Center Survey – 2023



Call Center CSAT by Language - 2023

The opportunity to participate in the surveys was available for all Designated Citywide Languages.

From those 11 languages, at least one response was received in 10 of the languages. For some languages, given the small sample size, statistical confidence levels are low, and margins of error levels are high.



Results Breakdown for 311 CSAT Surveys – 2023

Language	Offers Sent	Surveys Completed	CSAT Score	Overall Satisfaction - # of Responses				
				Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Arabic	67	6	83	4	1	0	1	0
Bengali	28	2	88	1	1	0	0	0
Cantonese	553	31	81	18	9	1	0	3
English	94,600	5,292	78	2,991	1,273	319	178	531
French	26	0	-	0	0	0	0	0
Haitian Creole	177	1	100	1	0	0	0	0
Korean	132	7	86	4	2	1	0	0
Mandarin	1,382	78	81	46	20	4	1	7
Polish	28	2	50	1	0	0	0	1
Russian	1,236	46	77	19	18	5	1	3
Spanish	16,816	1,078	82	709	204	40	20	105
Urdu	2	1	75	0	1	0	0	0

Next Steps

NYC311 will continue to conduct at least five call center survey campaigns per year. OTI will collaborate with our partners in city government on outreach and awareness to increase survey response rates.