



Customer Satisfaction Surveys in Designated Citywide Languages

2021 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 first 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 ten Designated Citywide Languages to customers who called 311.

In 2021, five survey campaigns were conducted between April and December for customers who contacted the NYC311 customer service center in the previous six months. The following provides additional information on the CSAT survey construct, 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.

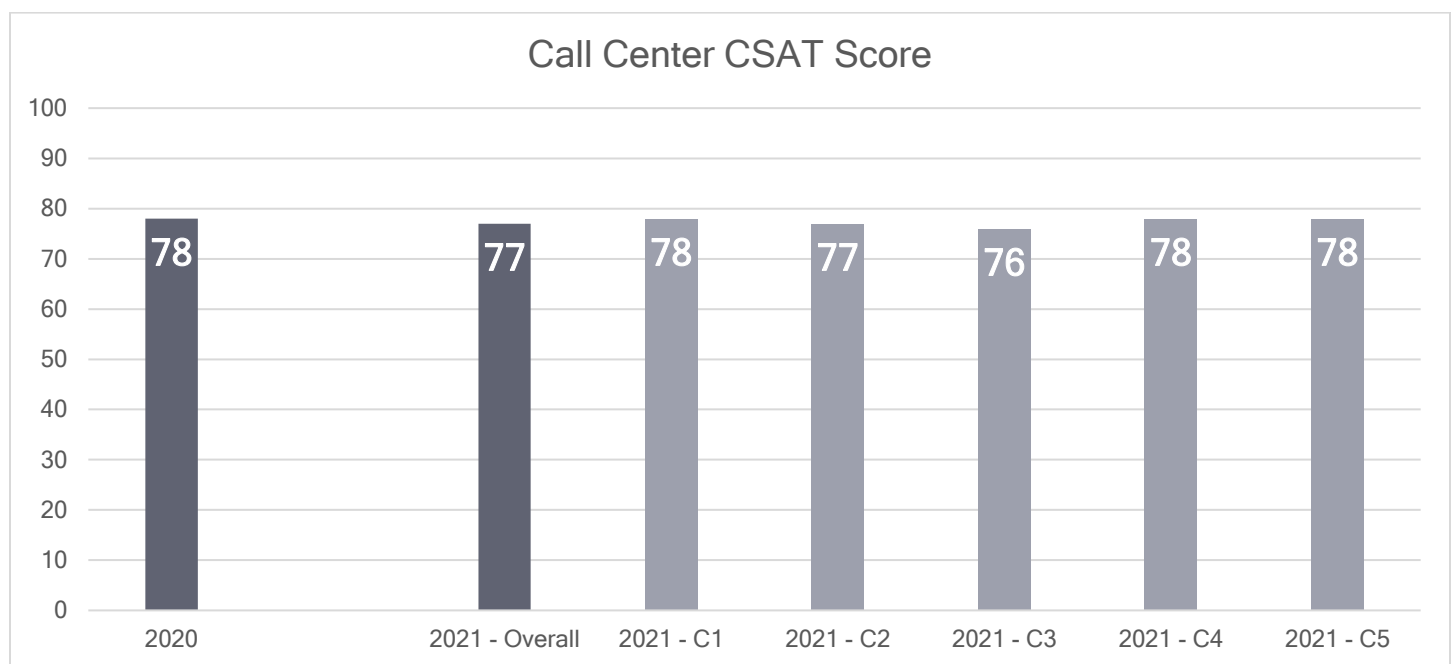
Survey Campaign Summary

Five in-language call center survey campaigns were conducted from April through December 2021. Customers who called 311 were offered the opportunity to participate in a satisfaction survey after their call. Offers were made randomly, by language, utilizing email addresses provided by customers.

Language translation for the survey questions was performed by the City's contracted translation vendor, Language Line Solutions. Additionally, 311 solicited input from the Mayor's Office of Immigrant Affairs (MOIA).

The aggregate results for all survey responses in 2021 compare with the English language-only results in 2020.

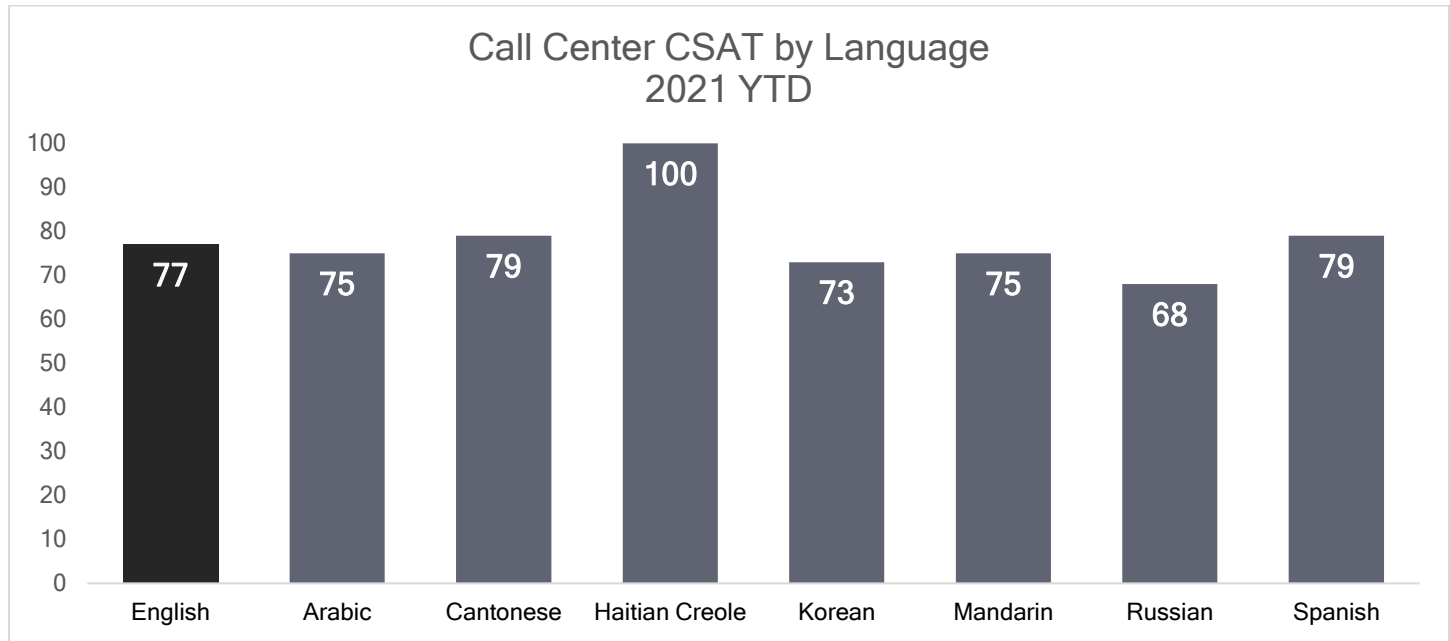
Overall Score for the Call Center Survey – 2021



Call Center CSAT by Language - 2021

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

Customers opted-in for ten of the Designated Languages during the survey period. From those ten languages, at least one response was received in seven of the languages. For some languages, given the small sample size, statistical confidence levels are low and margin of error levels are high.



Results Breakdown for 311 CSAT Surveys – 2021

Language	Offers Sent	Surveys Completed	CSAT Score	Overall Satisfaction - # of Responses				
				Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Arabic	5	2	75	1	0	1	0	0
Bengali	4	0	-	-	-	-	-	-
English	50089	3849	77	2061	994	246	180	368
Cantonese	96	12	79	5	4	3	0	0
French	2	0	-	-	-	-	-	-
Haitian Creole	12	1	100	1	0	0	0	0
Korean	27	11	73	5	3	1	1	1
Mandarin	295	58	75	25	20	7	0	6
Polish	3	0	-	-	-	-	-	-
Russian	142	24	68	10	6	1	5	2
Spanish	2266	272	79	169	47	19	9	28
Urdu	0	-	-	-	-	-	-	-

Next Steps

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