



Customer Satisfaction Surveys in Designated Citywide Languages

2022 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. Throughout 2022, 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.

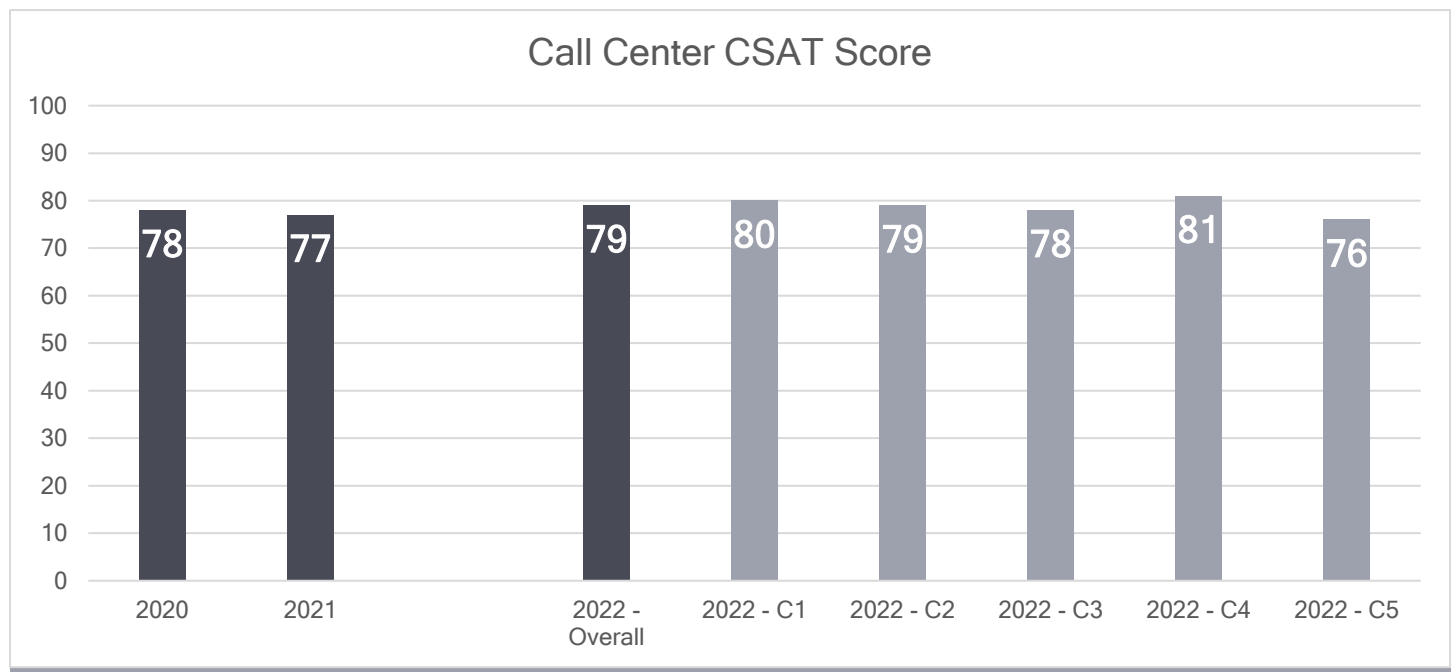
Survey Campaign Summary

Five in-language call center survey campaigns were conducted from January through December 2022. 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 2022 compare with the multi-lingual results from 2021.

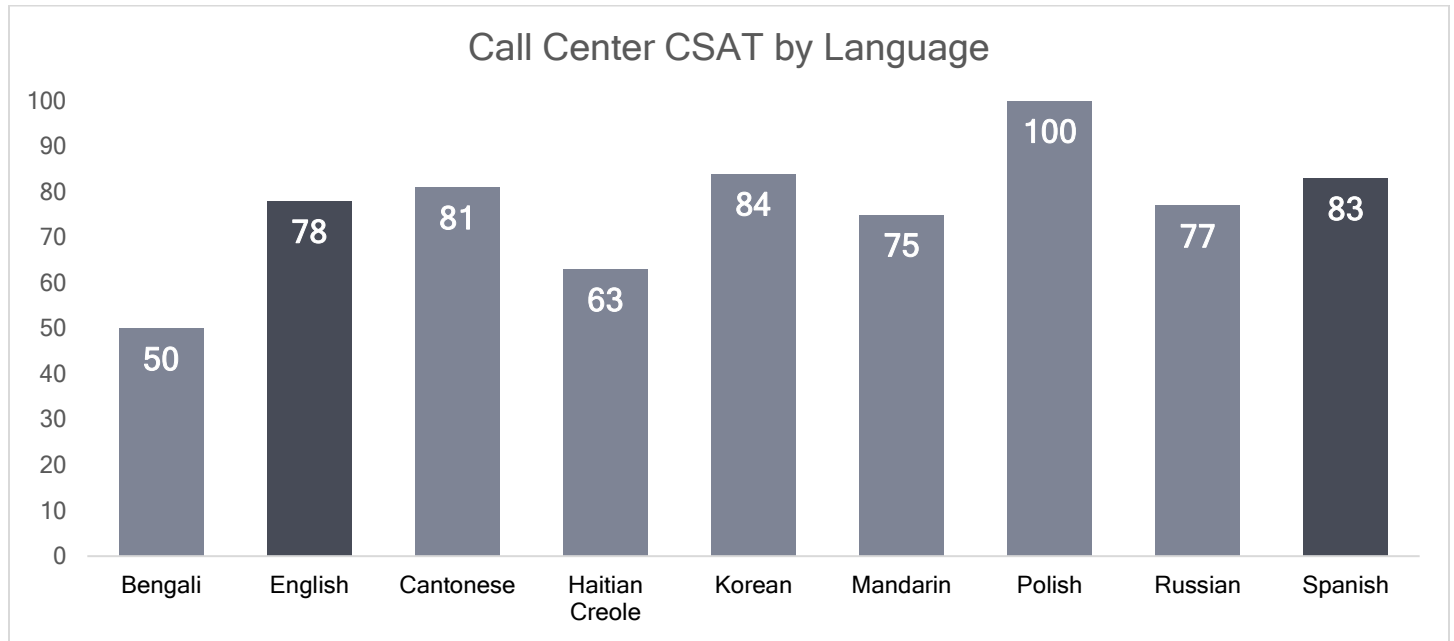
Overall Score for the Call Center Survey – 2022



Call Center CSAT by Language - 2022

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 eight 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 – 2022

Language	Offers Sent	Surveys Completed	CSAT Score	Overall Satisfaction - # of Responses				
				Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Arabic	12	0	-	-	-	-	-	-
Bengali	12	1	50	0	0	1	0	0
Cantonese	294	27	81	13	10	2	1	1
English	67,731	4,759	78	2,591	1,247	319	177	425
French	9	0	-	-	-	-	-	-
Haitian Creole	75	4	63	1	2	0	0	1
Korean	74	17	84	10	4	2	1	0
Mandarin	838	93	75	38	34	11	2	8
Polish	25	1	100	1	0	0	0	0
Russian	748	45	77	21	15	3	4	2
Spanish	10,016	713	83	472	140	26	19	56
Urdu	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.