



# Durham One Call

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Year in Review

One  Call

DOES IT ALL

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919-560-1200

July 1, 2015 – June 30, 2016

## Table of Contents

About Durham One Call .....	1
Vision & Mission .....	1
Durham One Call ~ <i>Performance Measures</i> .....	2
Call Volume .....	2
Abandonment Rate .....	3
Average Hold Time .....	4
Service Requests .....	5
Customer Satisfaction .....	6
Electronic Correspondence .....	7
Durham One Call ~ Partner Department Support .....	8
Durham One Call Initiatives .....	9
Annual Latino Festival .....	9
National Customer Service Week Campaign .....	9
Customer Service Professional Conference .....	9
Partnering with City Departments .....	9
Citywide Strategic Plan .....	10
Upcoming Initiatives .....	10
Customer Service Assessment .....	10
Smartphone Application .....	10
Virtual Hold Technology .....	11

## **About Durham One Call**

Durham One Call, a division of the City Manager's Office and the foundation for an amazing customer experience, serves as the first point of contact for residents, businesses and visitors to request City services and to learn about City operations and events. Durham One Call is focused on delivering a positive customer experience.

The customer experience is the impact that an organization has on a customer through the course of the interactions that the customer has with an organization. The objective of Durham One Call is to deliver an experience on behalf of the City of Durham that sets it apart in the eyes of its customers.

The Durham One Call team has over 70 years of City experience. The team is driven to provide delightful customer service and ensure an amazing customer experience for all!

### **Vision**

We aspire to be the central point of contact for Durham by providing world class service through information, technology, and communication.

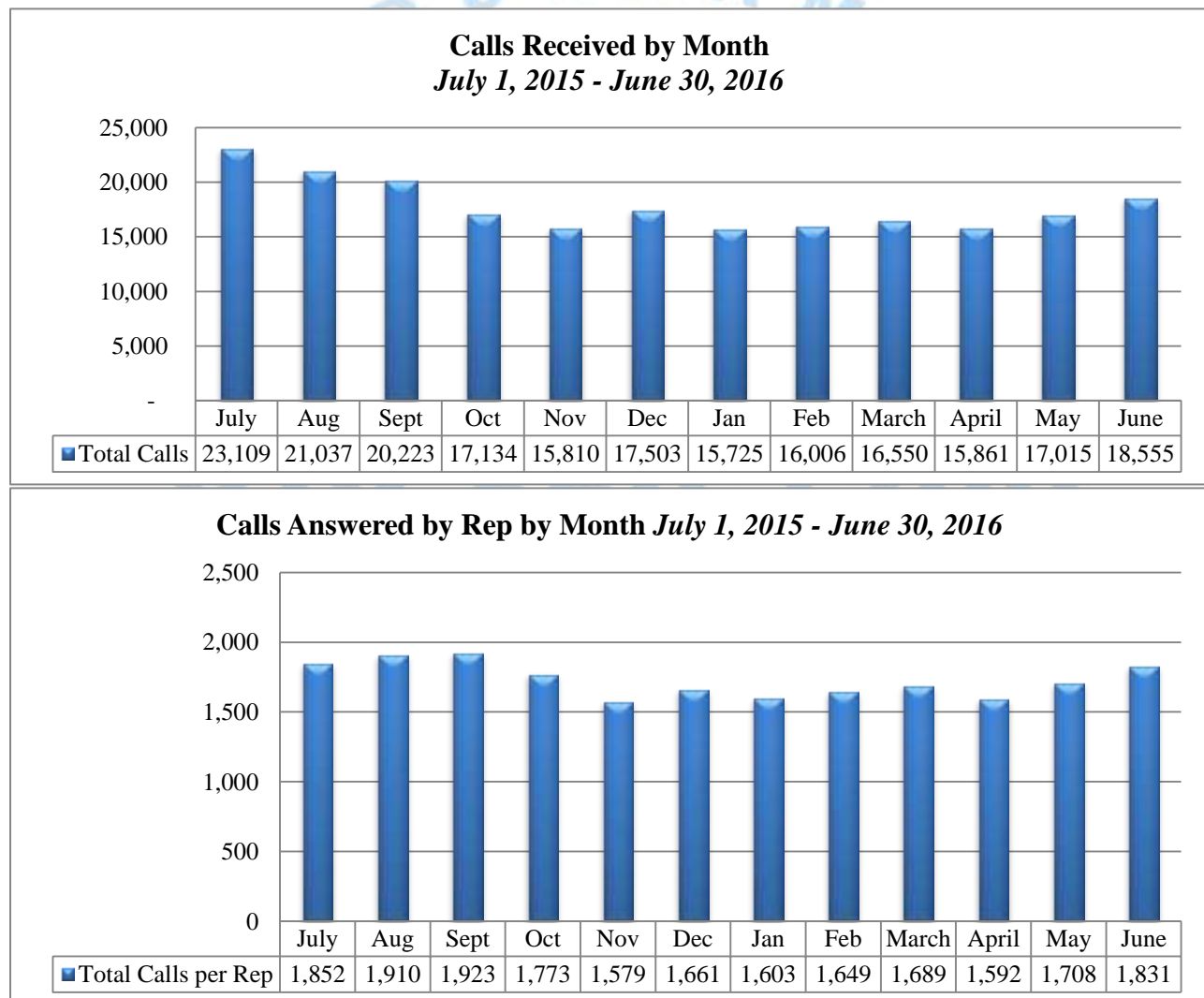
### **Mission**

The mission of Durham One Call is to serve the community through outstanding customer service!

## Durham One Call ~ Performance Measures

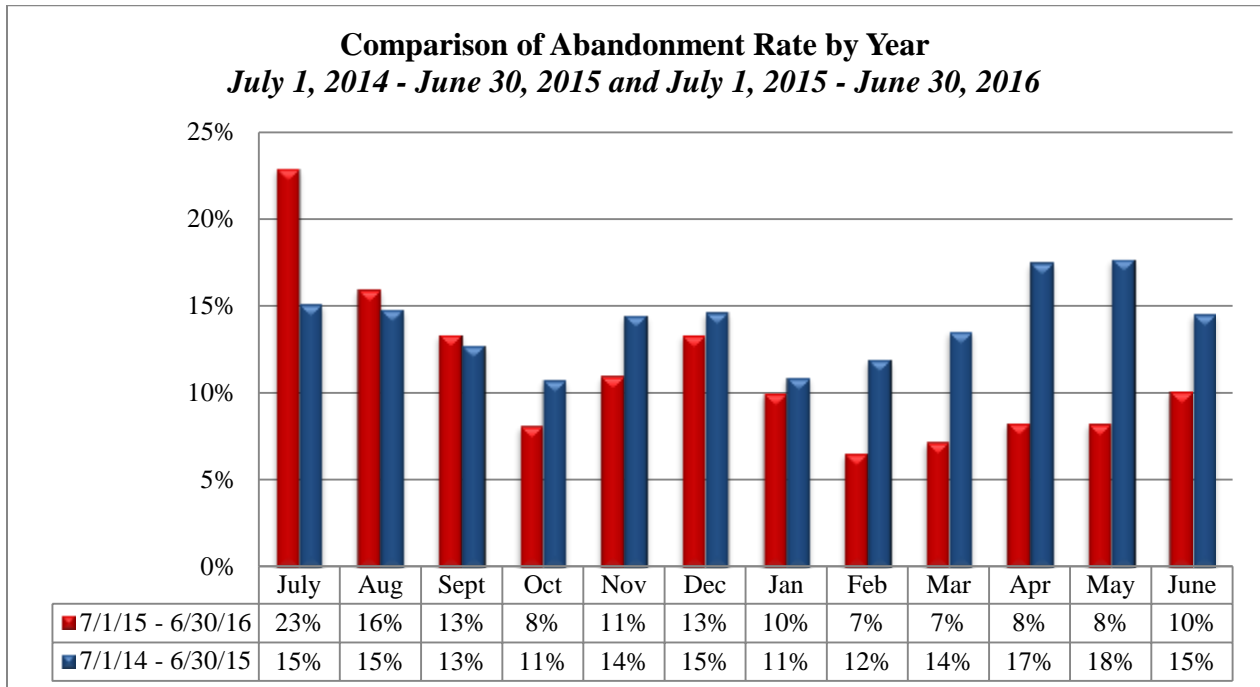
### Call Volume

Durham One Call received 214,528 calls from July 1, 2015 through June 30, 2016. The average number of calls received per month was 17,877 and the average calls per month per representative was 1,738. Durham One Call increased its staff by one employee to ensure the continued delightful experience for customers. Residents were encouraged to use Durham One Call for inquiries and requests for City services. DOC can be accessed 24 hours a day, 7 days a week online at <http://nc-durham.civicplus.com/FormCenter/City-Managers-Office-15/Durham-One-Call-Online-Request-Form-64>.



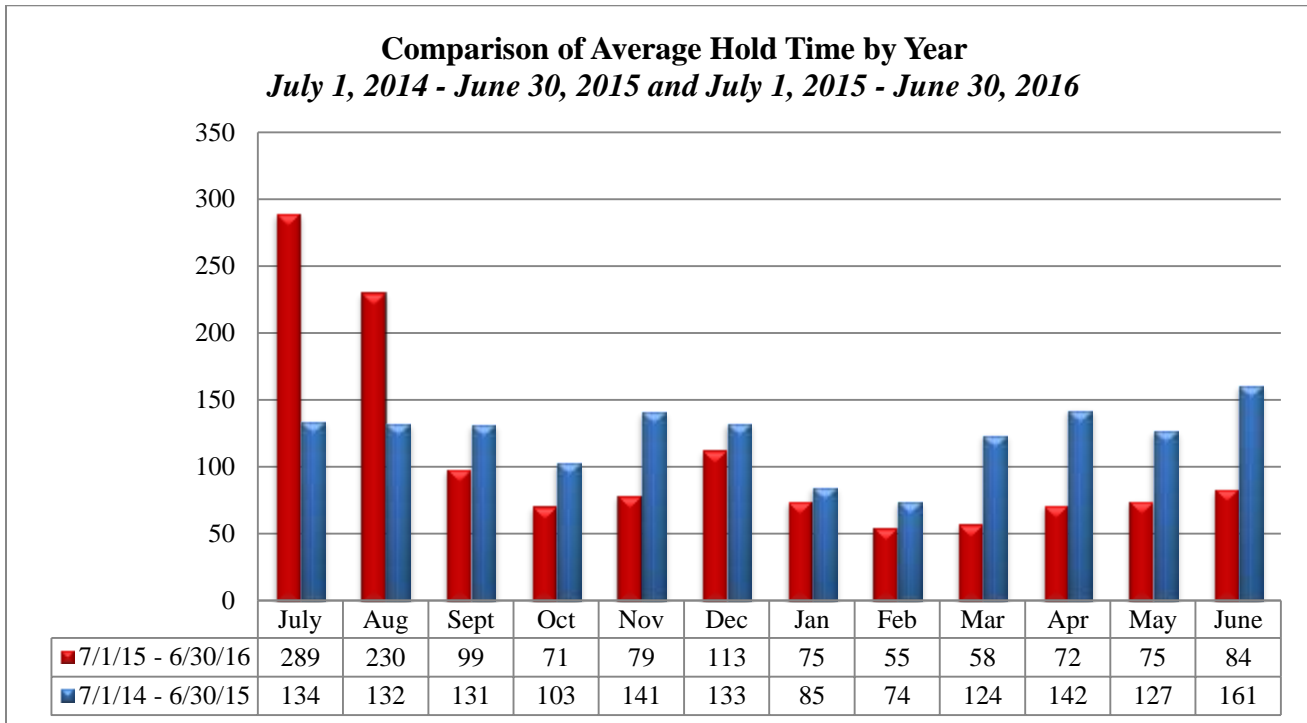
## Abandonment Rate

Durham One Call’s abandonment rate target is 8% or less. An abandoned call is when a caller hangs up before a representative answers the phone. Abandonment rate is the number of callers that disconnected the call between the time the call was received and the time the call was answered. The average abandonment rate decreased from 14% during July 1, 2014 through June 30, 2015 to 11% during July 1, 2015 through June 30, 2016.



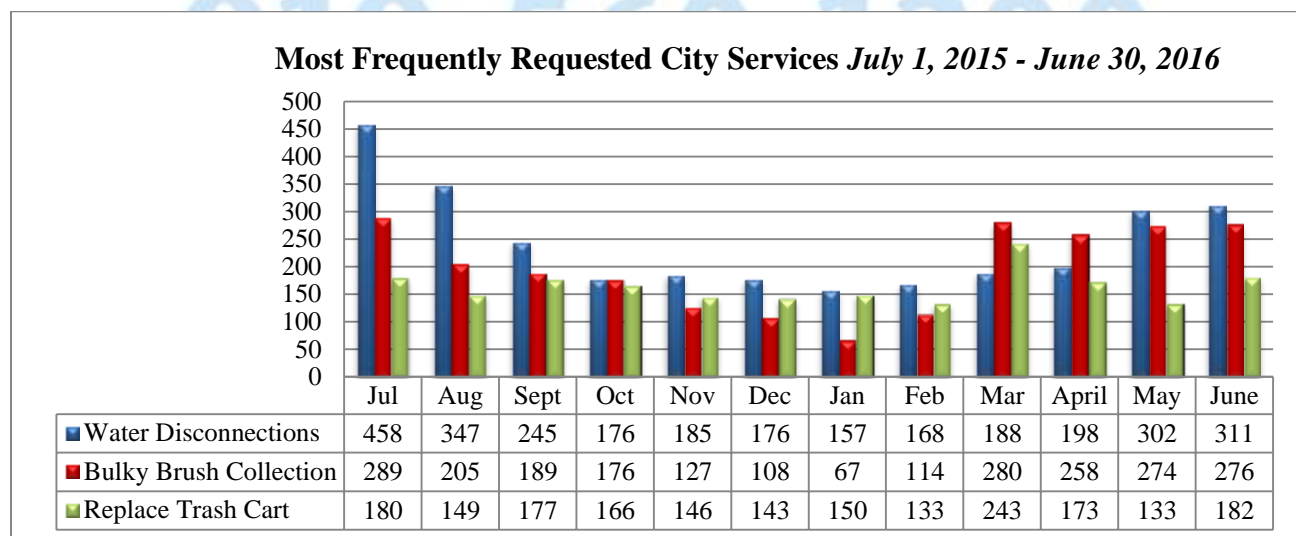
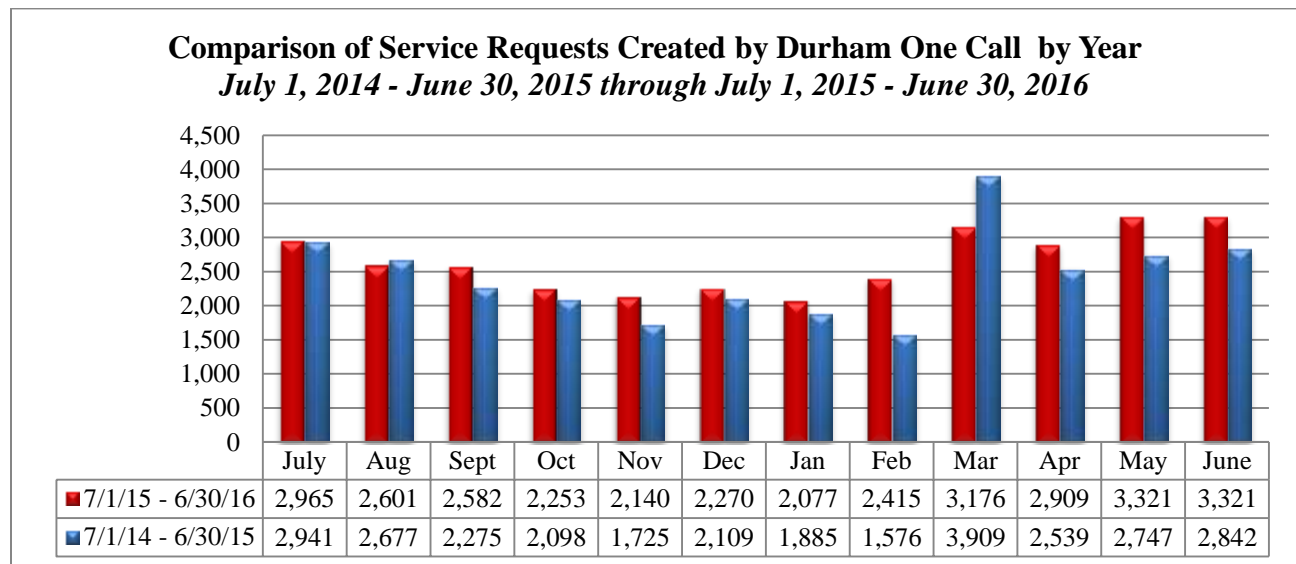
## Average Hold Time

Our goal is to minimize the amount of time callers have to wait before speaking with a Contact Center Representative and not to have someone waiting longer than sixty seconds. Durham One Call's goal is to respond to all callers within sixty seconds or less. Hold time is the amount of time that a caller waits for their call to be answered. Sometimes callers wait longer than sixty seconds because of higher than normal call volume. The average hold time decreased from 128 seconds during July 1, 2014 through June 30, 2015 to 108 seconds from July 1, 2015 through June 30, 2016.



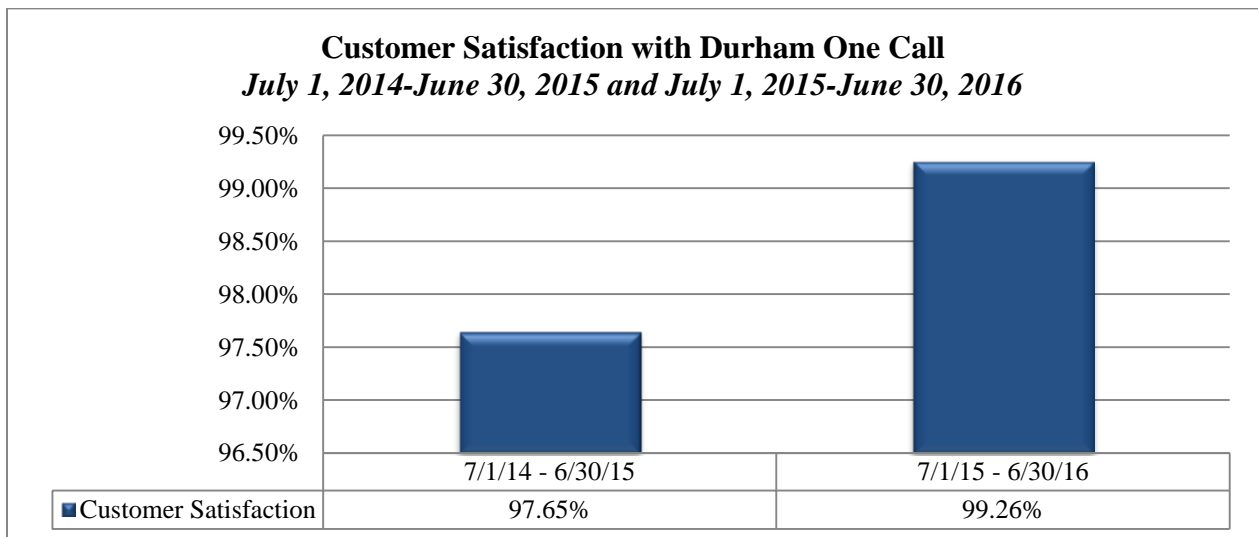
## Service Requests

Many people contact DOC to request a City service. A service request is used to request services from City departments. Durham One Call submitted 32,030 service requests between July 1, 2015 and June 30, 2016 which is a 9% increase from between July 1, 2014 and June 30, 2015. The average number of service requests created per month was 2,669. The most frequently requested services are disconnection of water service, bulky brush pick-up, and replacement of green trash carts.



## Customer Satisfaction

Durham One Call encourages users to provide feedback in one of the following ways: via email, online survey ([www.durhamnc.gov](http://www.durhamnc.gov)), or by contacting Durham One Call directly at 919-560-1200. Our goal is to achieve 95% customer satisfaction or better. Durham One Call achieved a customer satisfaction rating of 99%. High customer satisfaction indicates that customers' experience with Durham One Call meets or exceeds expectations. This is evidence that Durham One Call is delivering a delightful and amazing customer experience.

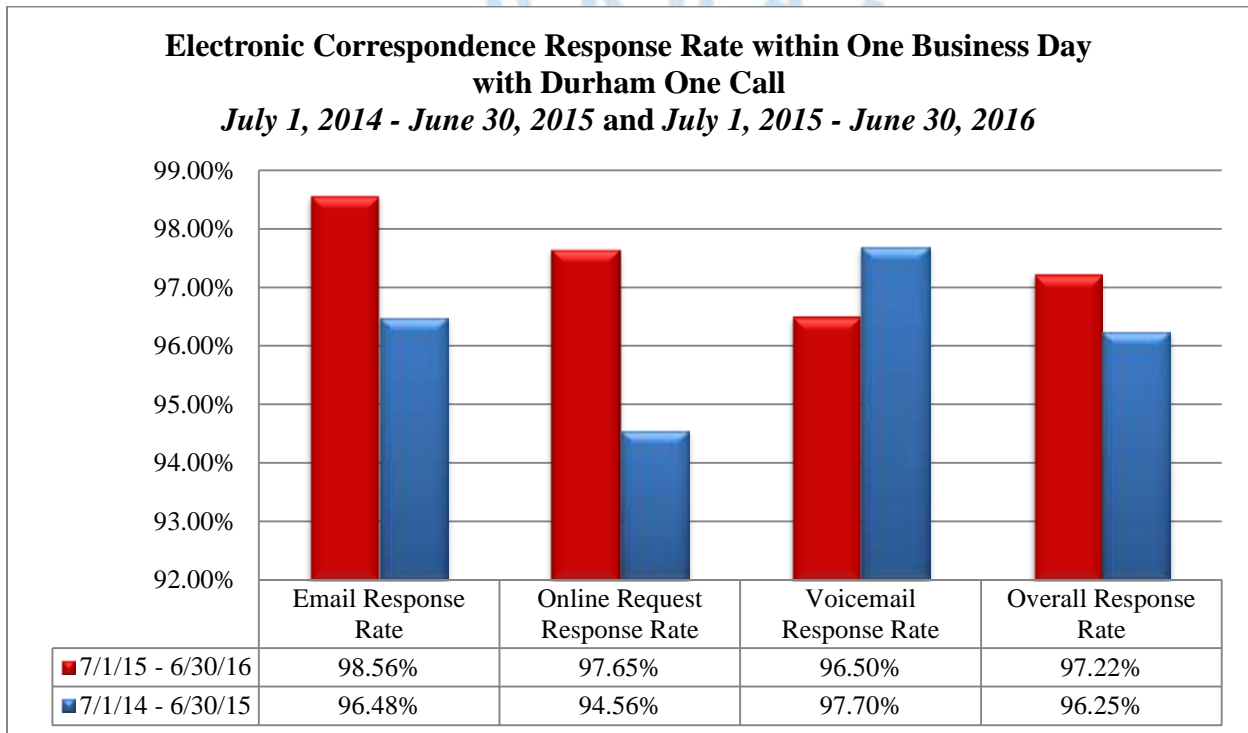


**919-560-1200**



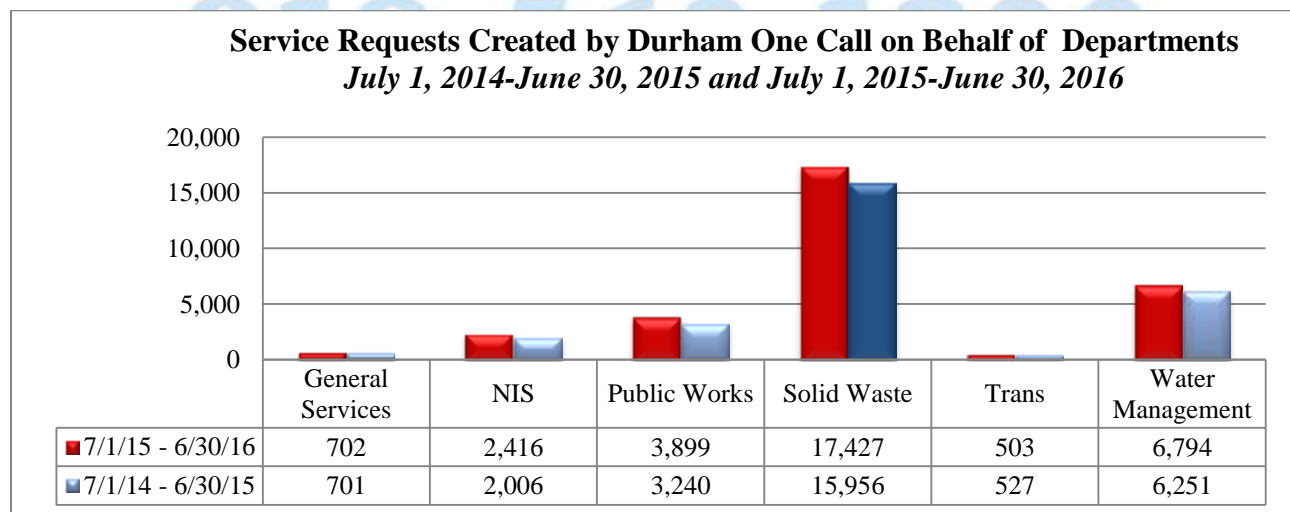
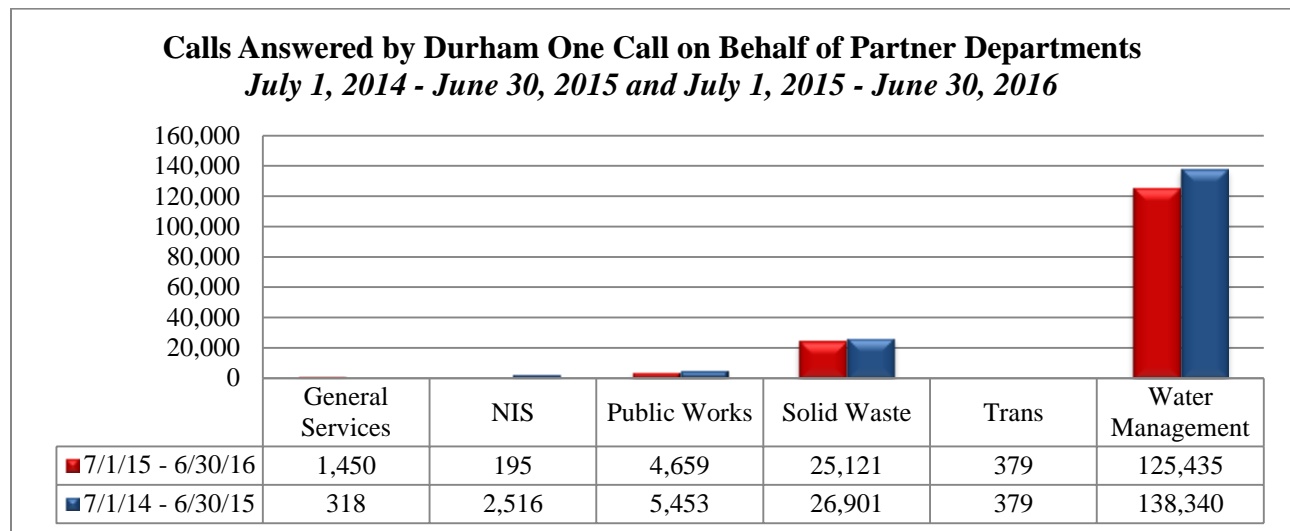
## Electronic Correspondence

Durham One Call offers customers three additional ways to contact or correspond with the City other than calling 919-560-1200. The three other ways to contact the City are: email, online service request, and voicemail. Our goal is to respond to inquiries left on our voicemail within one business day. Durham One Call had a 40% increase in overall electronic correspondence received between July 1, 2015 and June 30, 2016 and responded to 97.22% of customer inquiries within one business day. This represents a 1% increase in customer inquiries responded to within one business day from July 1, 2014 and June 30, 2015.



## Durham One Call ~ Partner Department Support

Durham One Call provides general information about all City departments; however, DOC partners with Neighborhood Improvement Services, Solid Waste Department, Department of Water Management, Public Works Department, General Services Department, and the Transportation Department to provide a higher level of service. The service request is submitted from Durham One Call to the respective Department. The Department will complete the service requested within a projected completion date. The projected completion date is the date that the department commits to completing the service requested.



## **Durham One Call Initiatives**

### **Annual Latino Festival**

Durham One Call participated in the Department of Parks and Recreation Annual Latino Festival for the 2<sup>nd</sup> consecutive year in September 2015. Durham One Call used this opportunity to continue outreach to the Hispanic community and to provide education about City services. Durham One Call strengthened bonds with the community by reinforcing that Durham One Call is a valuable resource for Spanish-speaking residents in the city of Durham.

### **National Customer Service Week Campaign**

National Customer Service Week is an international celebration of the importance of customer service and of the people who serve and support customers on a daily basis. Durham One Call hosted the National Customer Service Week campaign October 5 – 9, 2015 to promote outstanding customer service throughout the organization. The theme for the week was “Everyday Heroes.” The week was filled with fun activities for residents and employees including a trivia contest for residents via Facebook and Twitter. Durham One Call submitted names of City employees, who went above and beyond the call of duty, for national recognition to “The Customer Service Group, Inc.” One city employee was featured in *Customer Communicator* magazine.

### **Customer Service Professional Conference**

Durham One Call spearheaded the 2<sup>nd</sup> Annual Customer Service Professionals Conference on behalf of the City in October 2015 during National Customer Service Week. The conference welcomed employees from all City departments who provide customer service. Participants were provided networking opportunities and were reminded of the importance of customer service in the organization.

### **Partnering with City Departments**

Durham One Call conducted quarterly satisfaction meetings with Neighborhood Improvement Services, Solid Waste Department, Department of Water Management, Public Works Department, General Services Department, and the Transportation Department. The goal of the meetings is to discuss call and service request activity performed by Durham One Call on behalf

of the departments. There is also discussion about projects, process changes, and service delivery to ensure Durham One Call is meeting the goal of providing superior service. Durham One Call will continue to work with City departments to identify ways to enhance the customer experience.

### **Citywide Strategic Plan**

Durham One Call is part of the City's Strategic Plan Goal "Innovative and High Performing Organization." Durham One Call's objective is to immediately assist the caller with the information requested without transferring the caller to another department. The following information is reported on the City's website:

- Percent of calls transferred to other departments for handling
- Percent of service requests completed within projected benchmark
- Percent of users satisfied with City services and information
- Number of interactions or "contacts" with customers

### **Upcoming Initiatives**

#### **Customer Service Assessment**

Durham One Call is leading the organization wide Customer Service Assessment. The purpose of the Customer Service Assessment is to better align customer service functions in the City and to improve the overall customer experience for the public and employees. The assessment will review the effectiveness of current internal and external customer service methods, tools and capabilities throughout the city, and recommend ways to enhance customer service, engagement, and ultimately the customer experience.

#### **Smartphone Application**

Durham One Call is partnering with Durham County on a smartphone application initiative. The smartphone application is another medium for the public to access City and County information and services. The mobile application will allow users to request services, i.e. missed trash, and will serve as a resource for frequently asked questions about the City and County.

## **Virtual Hold Technology**

In an effort to reduce the number of callers placed on hold and to enhance the customer experience, Durham One Call's telephone system will be updated to allow the caller to leave a message and receive a return call from the virtual hold system at the date and time requested or when a Durham One Call representative is available. This is intended to minimize the caller wait time and enhance the level of service provided.

