



Durham One Call

Year in Review

July 1, 2016 – June 30, 2017

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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 experience in municipal government and boasts three Spanish speaking representatives to ensure an amazing customer experience for all those who contact the City!

Vision

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

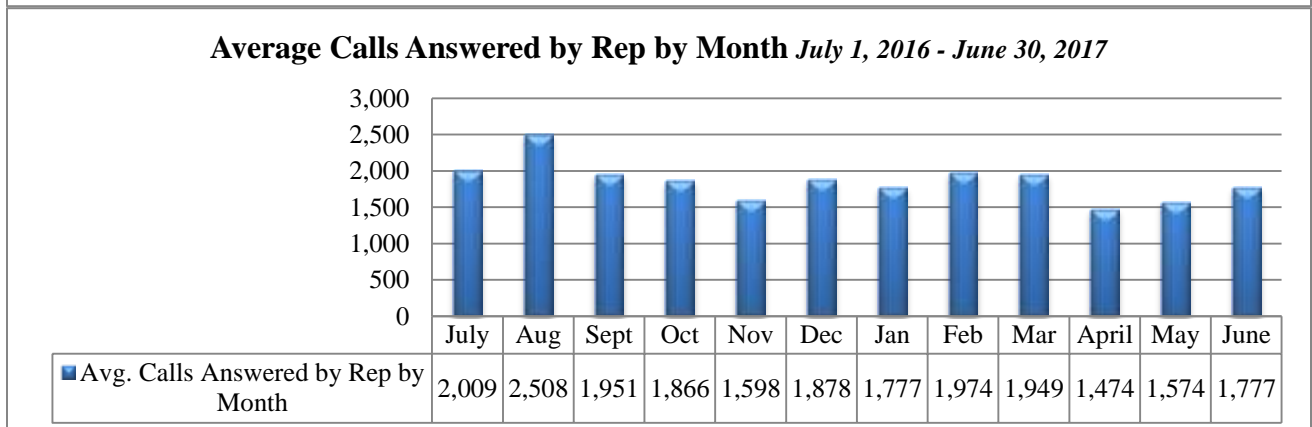
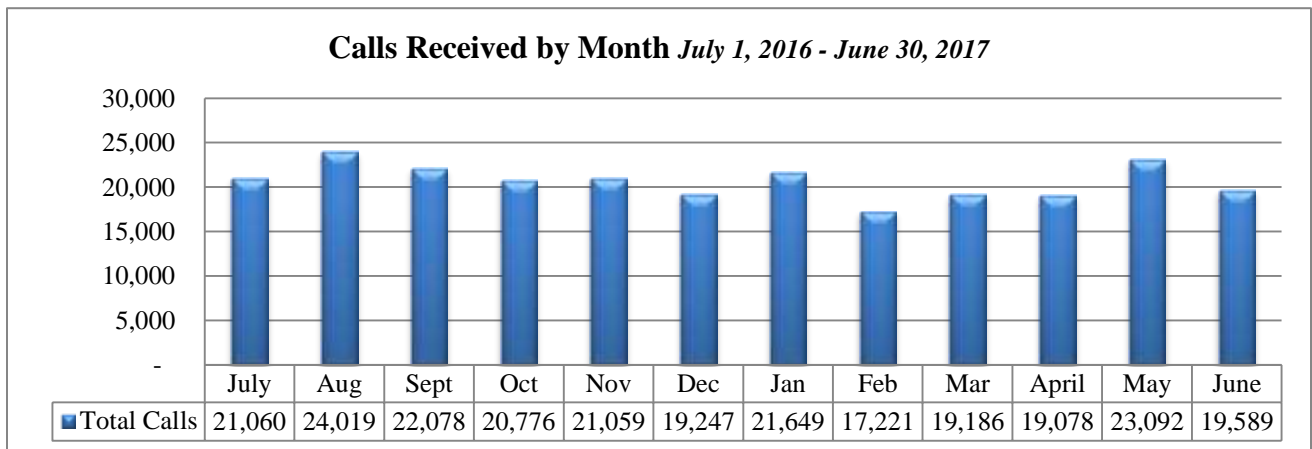
Mission

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

Durham One Call ~ Performance Measures

Call Volume

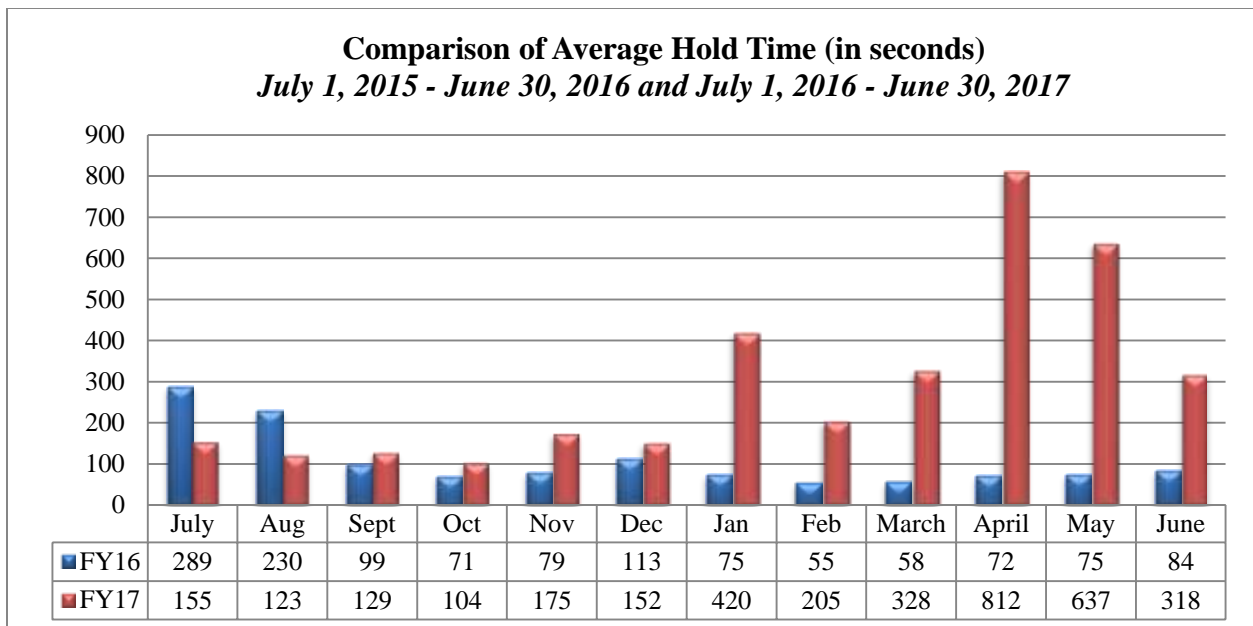
The City of Durham has grown approximately 14% from July 1, 2016 through June 30, 2017. Residents were encouraged to use Durham One Call for inquiries and requests for City services. Durham One Call can be accessed 24 hours a day; 7 days a week online at <http://durhamnc.gov/2996/Durham-One-Call-Online-Request> and via smartphone application available in the Apple and Google Play stores. This growth increased the number of customers engaging Durham One Call for information and City services. Durham One Call was challenged to uphold the level of service enjoyed by residents, businesses, and stakeholders during this year. Durham One Call received 248,054 calls from July 1, 2016 through June 30, 2017, a 16% increase from 214,528 calls received from July 1, 2015 through June 30, 2016. The average number of calls received per month was 20,671 and the average calls answered per month per representative was 1,861.



Average Hold Time

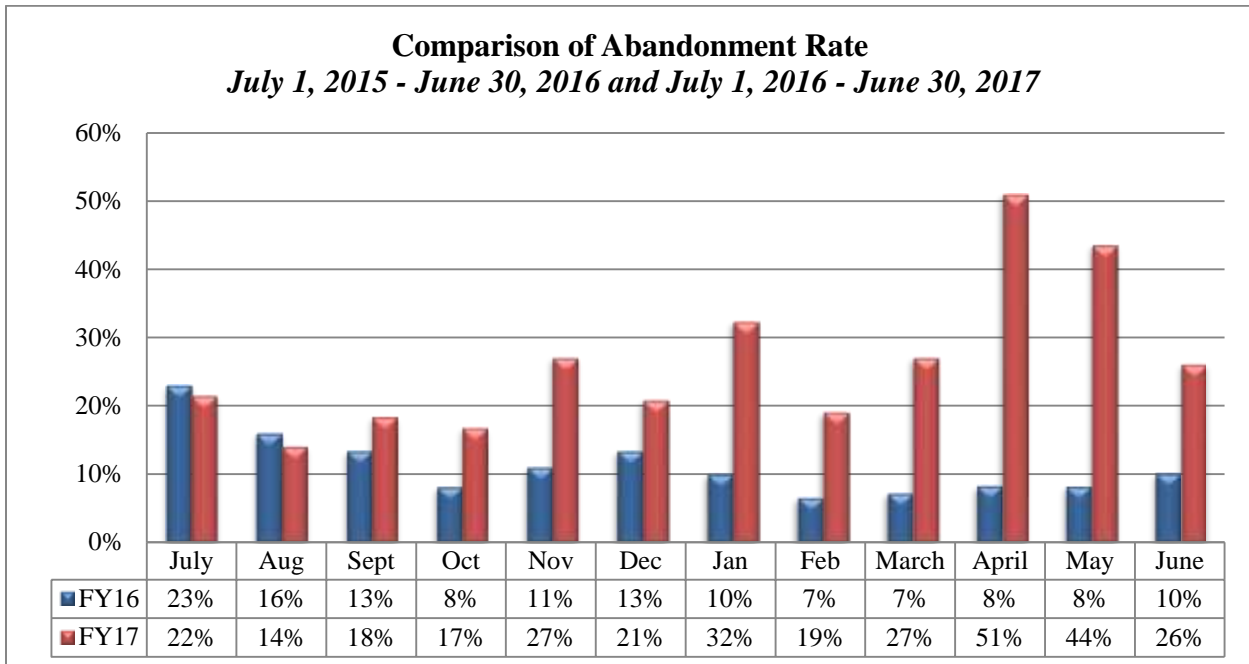
Our goal is to minimize the amount of time callers have to wait before speaking with a Contact Center Representative. Durham One Call’s goal is to answer all calls within sixty seconds. At times, callers wait longer than sixty seconds because of higher than normal call volume. The 16% increase in call volume during July 1, 2016 through June 30, 2017 contributed to longer hold times for callers. The average hold time was 296 seconds, or 4.93 minutes, during July 1, 2016 through June 30, 2017.

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 in February 2018 to allow the caller to leave a message and receive a return call automatically from the virtual hold system at the date and time requested or when a Durham One Call representative becomes available. This is intended to minimize the wait time and enhance the level of service provided.



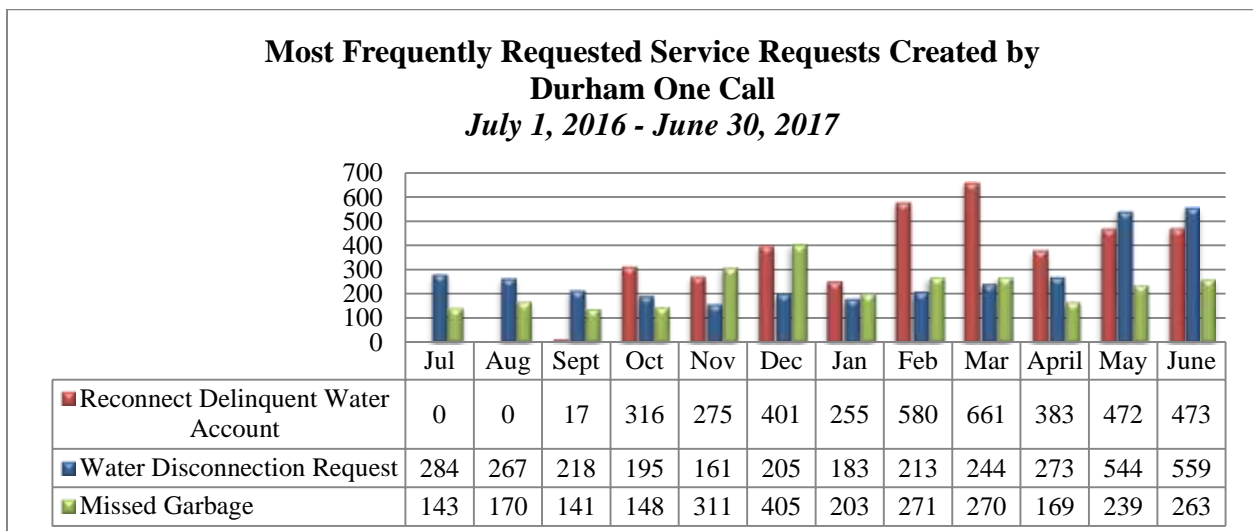
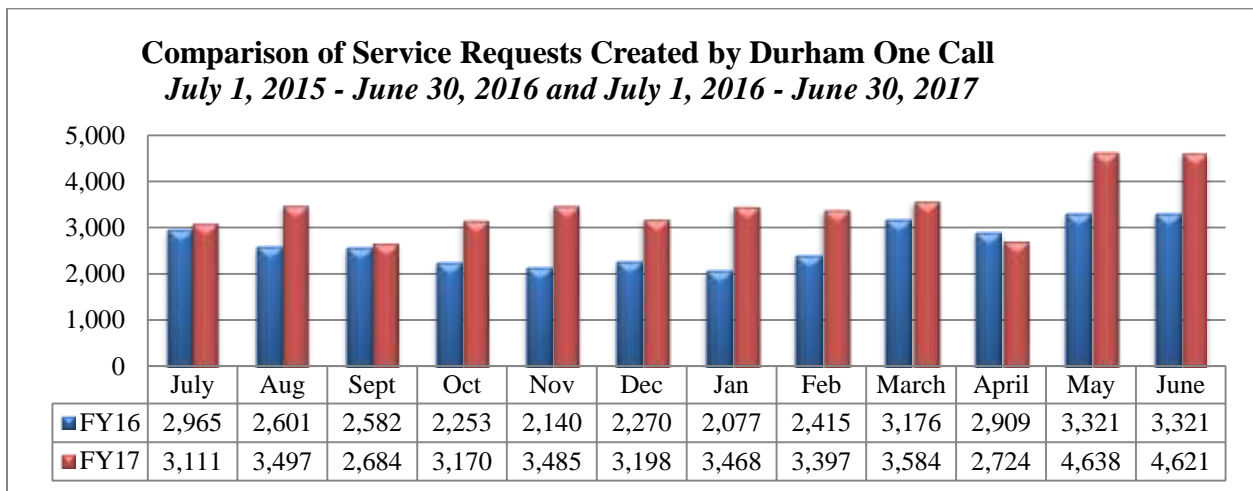
Abandonment Rate

An abandoned call is when a call ends before a representative answers the phone. Durham One Call's abandonment rate target is 8% or less. Abandonment rate is the percentage of callers that disconnected the call before the call was answered. The average abandonment rate was 27% during July 1, 2016 through June 30, 2017.



Service Requests

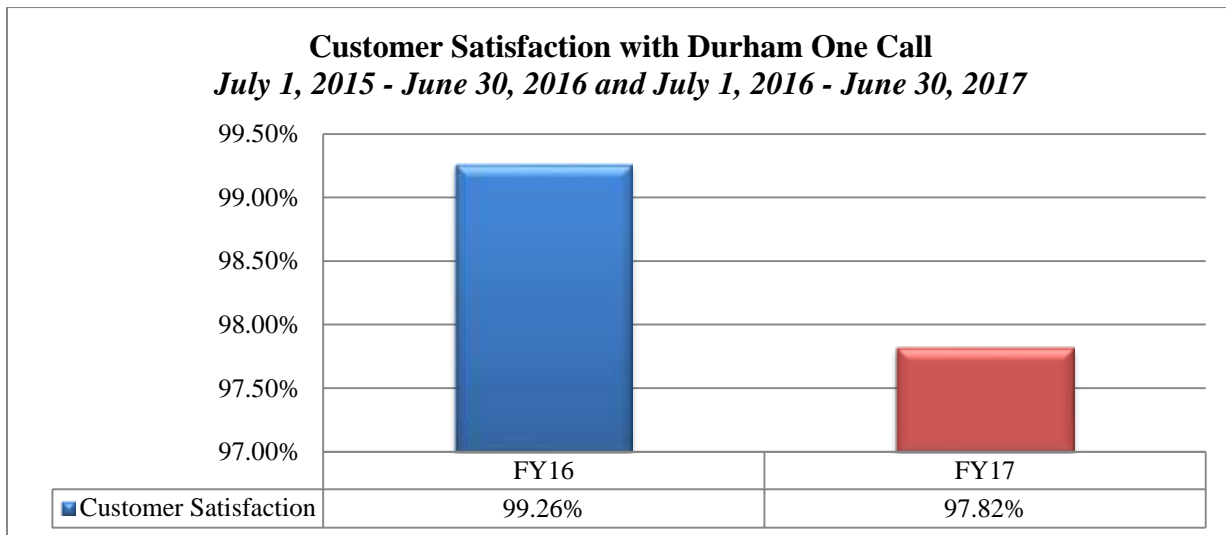
When people contact Durham One Call to request a City service, a service request is created to request services from City departments. Durham One Call submitted 41,577 service requests between July 1, 2016 and June 30, 2017 which is a 30% increase from 32,030 submitted between July 1, 2015 and June 30, 2016. The average number of service requests created per month was 3,465. The most frequently requested services are: requests for restoration of water service, requests to disconnect of water service, and missed garbage collection.



Customer Satisfaction

Durham One Call encourages users to provide feedback in one of the following ways: via email, online survey (<http://durhamnc.gov/2996/Durham-One-Call-Online-Request>), 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 97.82%. 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.

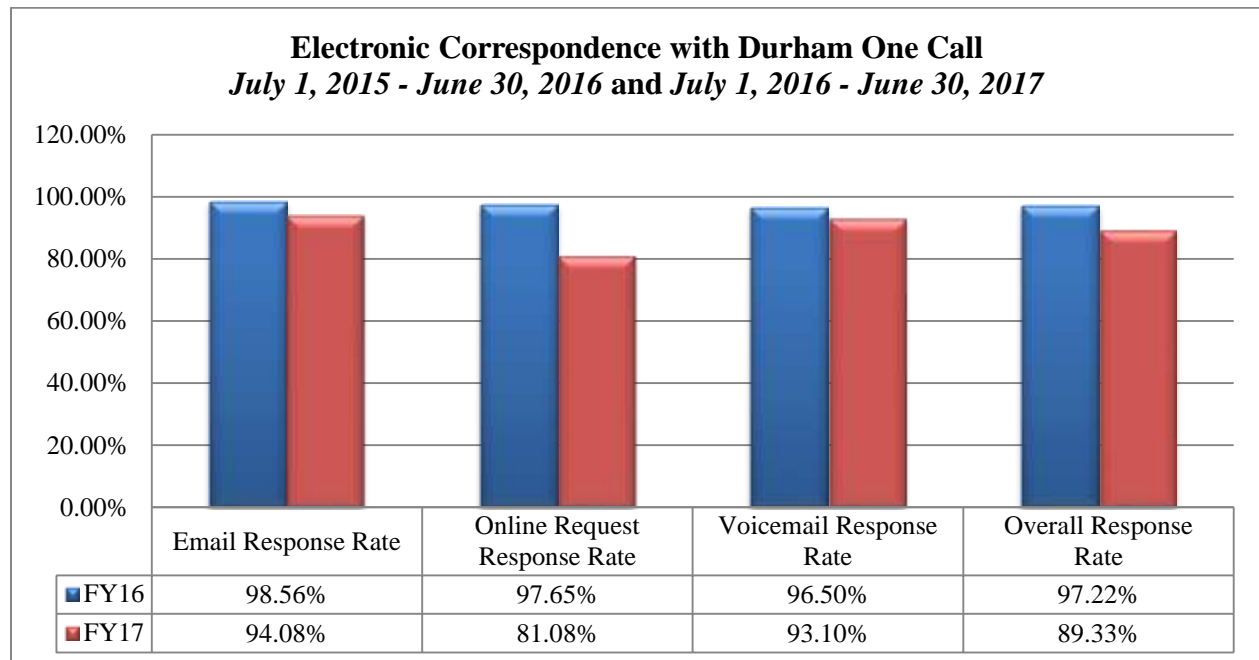
Durham One Call is projected to implement a post-call satisfaction survey for callers during 2018. The survey will provide callers the convenience of providing feedback about their experience immediately after their interaction with Durham One Call employees at the end of their call.



Electronic Correspondence

Durham One Call offers customers four additional ways to communicate with the City other than calling 919-560-1200. They are: email, online service request, voicemail, and the new smartphone application. Durham One Call led the City in partnering with Durham County on a smartphone application initiative to provide an additional way for constituents to engage and access City and County governments for information and services. The mobile application was launched on April 20, 2017 and currently boasts over 900 customers with active user accounts in the application.

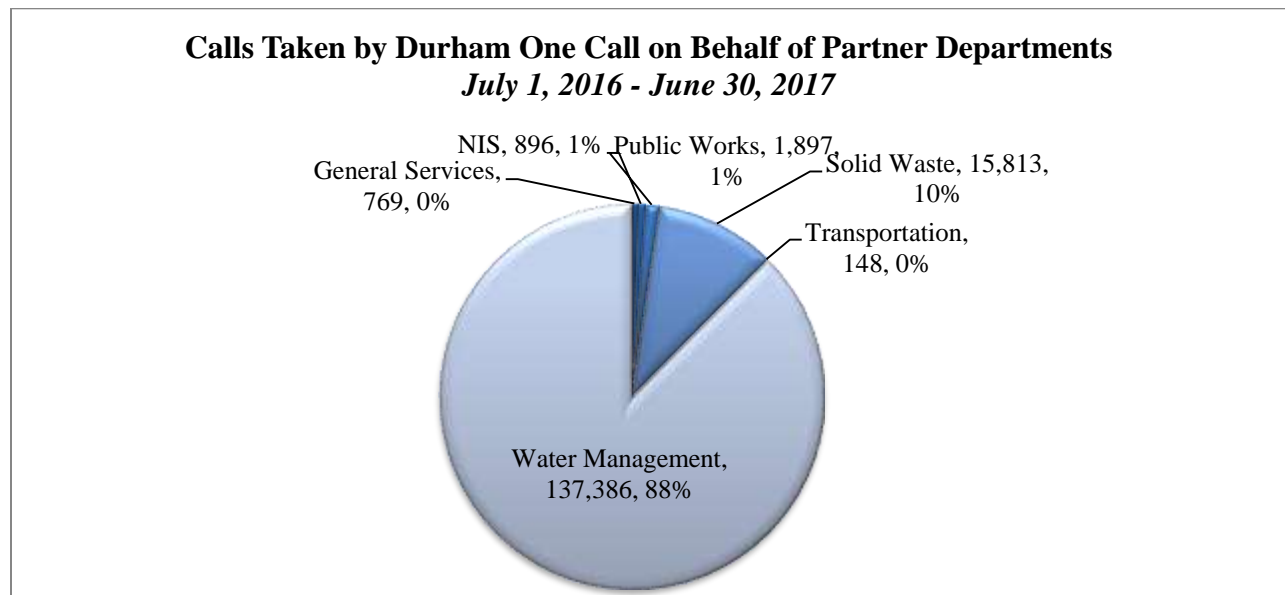
Our goal is to respond to inquiries within one business day. Durham One Call had a 76% increase in overall electronic correspondence received between July 1, 2016 and June 30, 2017. The increase in requests contributed to the 89.33% response to customer inquiries within one business day.



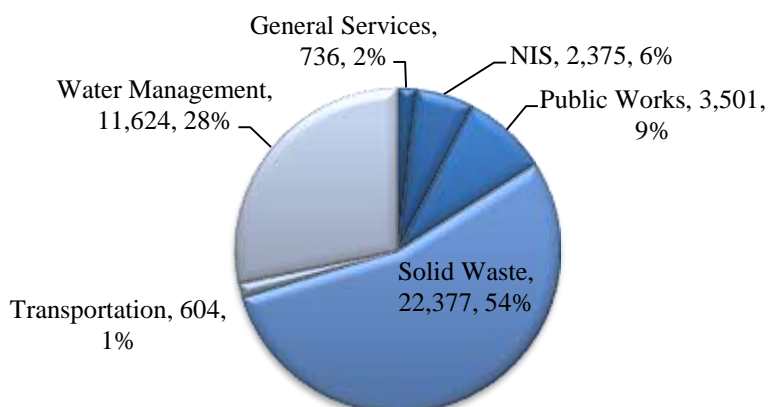
Durham One Call ~ Partner Department Support

Durham One Call provides general information about all City departments; however, partners with Neighborhood Improvement Services (NIS), Solid Waste Management Department, Department of Water Management, Public Works Department, General Services Department, and the Transportation Department to provide a higher level of service. Durham One Call conducted satisfaction meetings and annual refresh training with the partner departments during FY17. 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.

Service requests are submitted from Durham One Call to the respective Department. The Department will complete the service requested within a projected completion date, which is the date that the department commits to completing the service requested.



Service Requests Created by Durham One Call on Behalf of Partner Departments July 1, 2016 - June 30, 2017



Durham One Call Initiatives

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 3 – 7, 2016 to promote outstanding customer service throughout the organization. The theme for the week was “Service Champions.”

Customer Service Professionals Conference

Durham One Call spearheaded the 3rd Annual Customer Service Professionals Conference on behalf of the City in October 2016 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.

Customer Service Assessment

Durham One Call sponsored the organization wide Customer Service Assessment in 2015. 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

reviewed people, process, and technology and the effectiveness of the current customer service methods of the city. Recommendations to enhance customer service, engagement, and the customer experience were presented to the City’s Executive Team. A cross-organizational customer service group was appointed in 2016 to review the assessment and prioritize recommendations for implementation in the organization. The team will present the prioritized recommendations in 2017 to the Executive Team for approval.

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