Durham One Call

Year in Review

July 1, 2017 – June 30, 2018

Fiscal Year 2018

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About Durham One Call

Durham One Call, a division of the City Manager's Office, 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 an outstanding customer experience to all who contact the City for information and services.

Customer experience is the impact that an organization has on a customer throughout the interactions. 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 100 years of combined experience in municipal government. The team is proud to have three Spanish-speaking Contact Center Representatives to provide equal access to City information and services to Durham's Hispanic/Latino community.

Vision

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

Mission

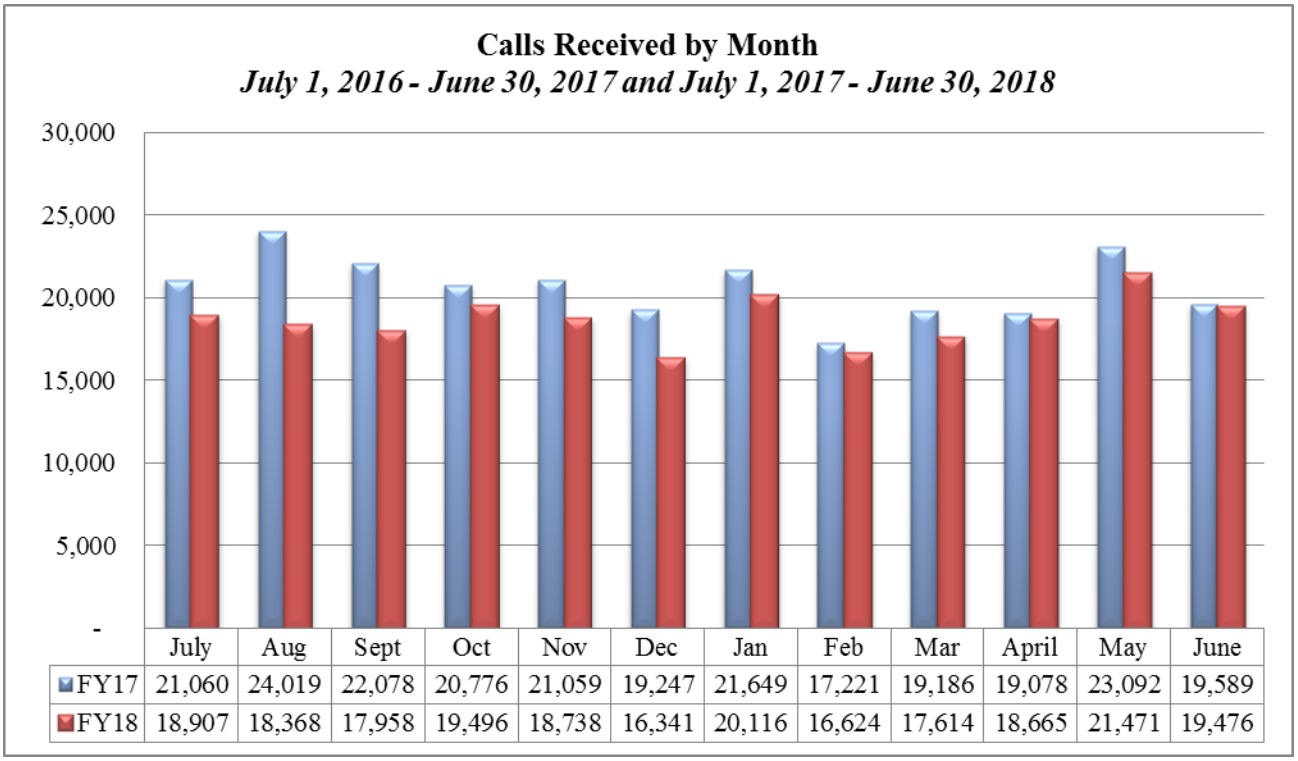
Durham One Call's mission is to serve the community through outstanding customer service!

Durham One Call ~ *Performance Measures*

Call Volume

Residents, businesses, and visitors contact Durham One Call for information and to request City services. Durham One Call is available via phone, City website at http://durhamnc.gov/2996/Durham-One-Call-Online-Request, and a smartphone application implemented in April 2017.

Durham's continued growth has increased the number of customers engaging Durham One Call for information and City services. Durham One Call received **223,774** calls from July 1, 2017 through June 30, 2018. This represents a 10% decrease from the 248,054 calls received last fiscal year. Durham One Call answered **181,182** from July 1, 2017 through June 30, 2018. This represents a 2% increase from 177,819 last fiscal year. The average number of calls answered per month was **15,099**; and the average number of calls answered per month per Contact Center Representative was **1,678**. Durham One Call had nine representatives answering calls this year.

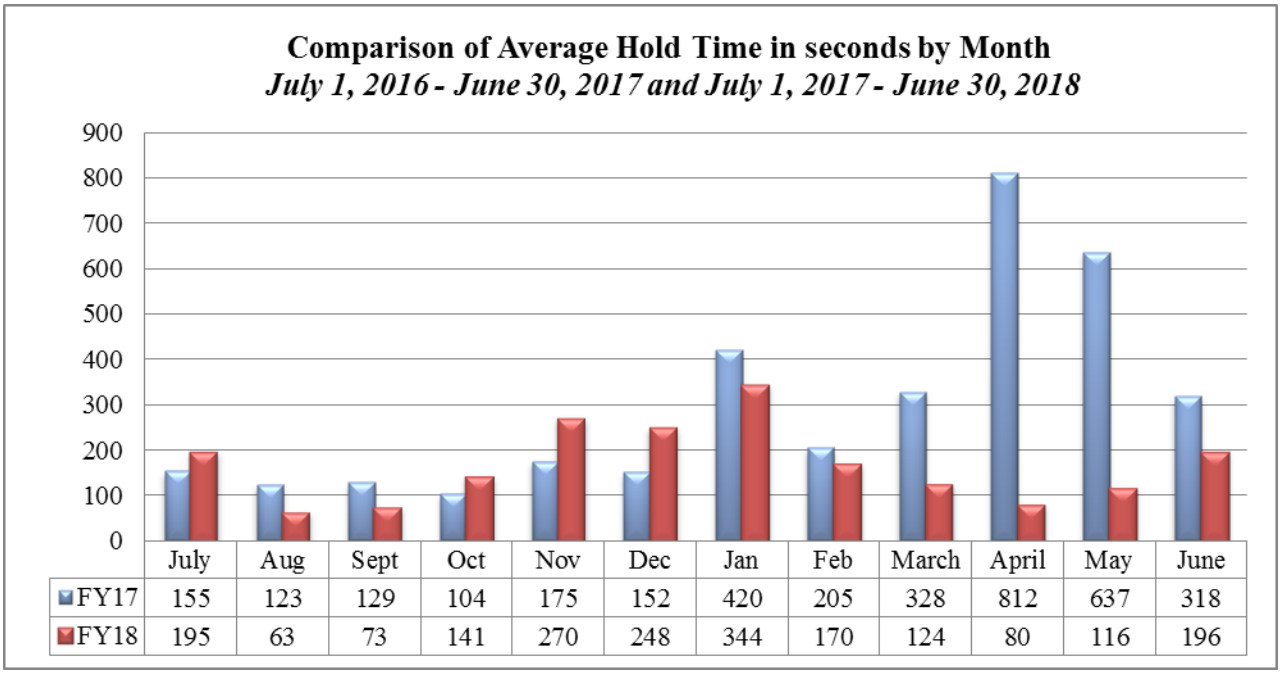


	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
FY17	21,060	24,019	22,078	20,776	21,059	19,247	21,649	17,221	19,186	19,078	23,092	19,589
FY18	18,907	18,368	17,958	19,496	18,738	16,341	20,116	16,624	17,614	18,665	21,471	19,476

Average Hold Time

Durham One Call's goal is to minimize the amount of time callers have to wait before speaking with a Contact Center Representative by answering calls within sixty seconds. Callers experienced shorter hold times this fiscal year compared to the previous fiscal year. The average hold time was **168** seconds, or **2 minutes and 48 seconds**, between July 1, 2017 and June 30, 2018. This represents a 44% decrease from 296 seconds, or 4 minutes and 49 seconds last fiscal year.

Durham One Call continues to identify opportunities to enhance the customer experience by reducing hold times for callers. The telephone system was upgraded to incorporate Virtual Hold Technology (VHT) in February 2018. The new technology offers callers the option to leave a message and receive a return call automatically when a Contact Center Representative becomes available to assist the caller.

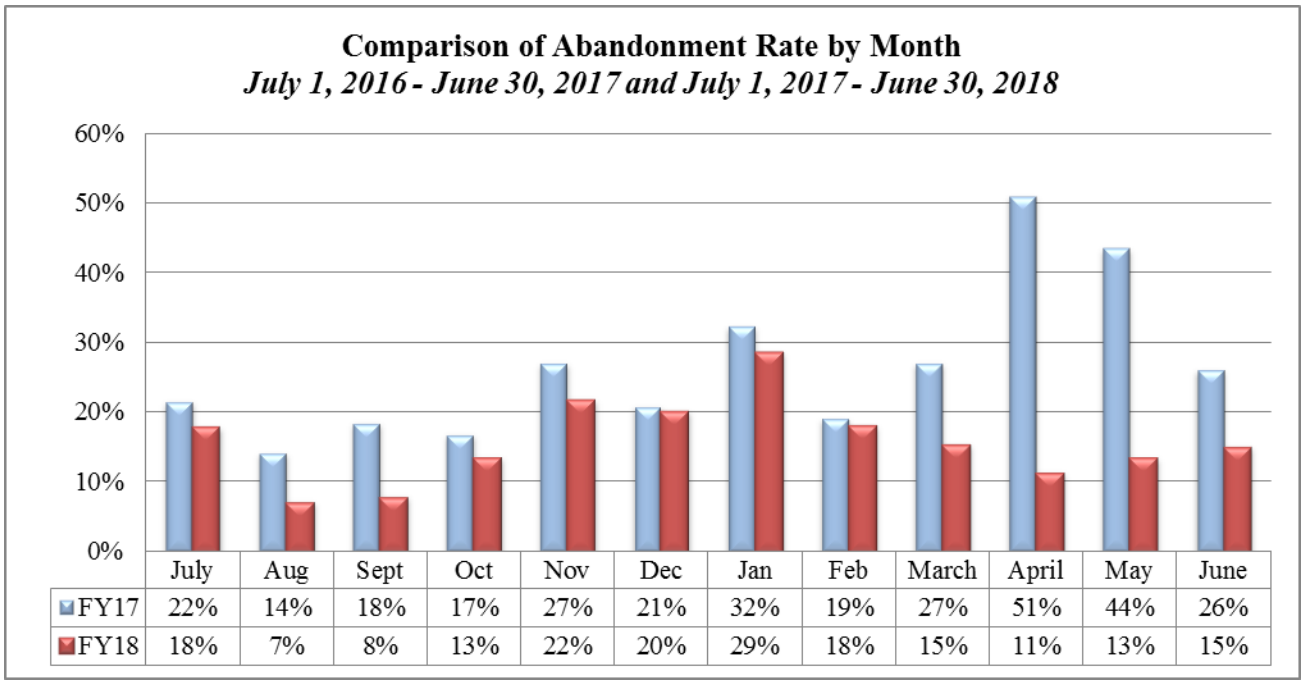


	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
FY17	155	123	129	104	175	152	420	205	328	812	637	318
FY18	195	63	73	141	270	248	344	170	124	80	116	196

Abandonment Rate

Durham One Call measures "abandonment rate" as another indicator of the customer experience. An abandoned call is when a call ends before a conversation with a Representative occurs. The abandonment rate is calculated by dividing the number of calls that end prior to reaching a Representative by the total number of calls received by the contact center, during a given timeframe. The abandonment rate is reported as a percentage.

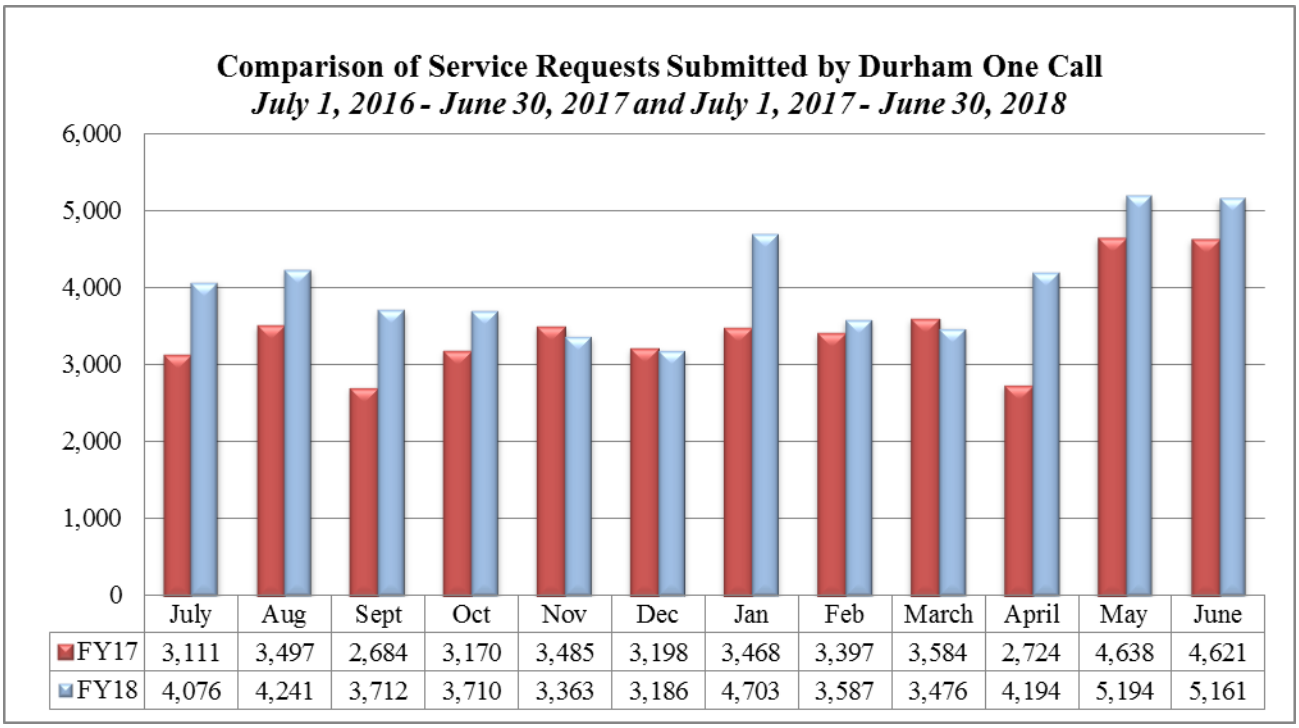
Durham One Call's target abandonment rate is 8% or less. The average abandonment rate was **16%** from July 1, 2017 through June 30, 2018. This represents a 40% decrease from last fiscal year's abandonment rate of 27%.



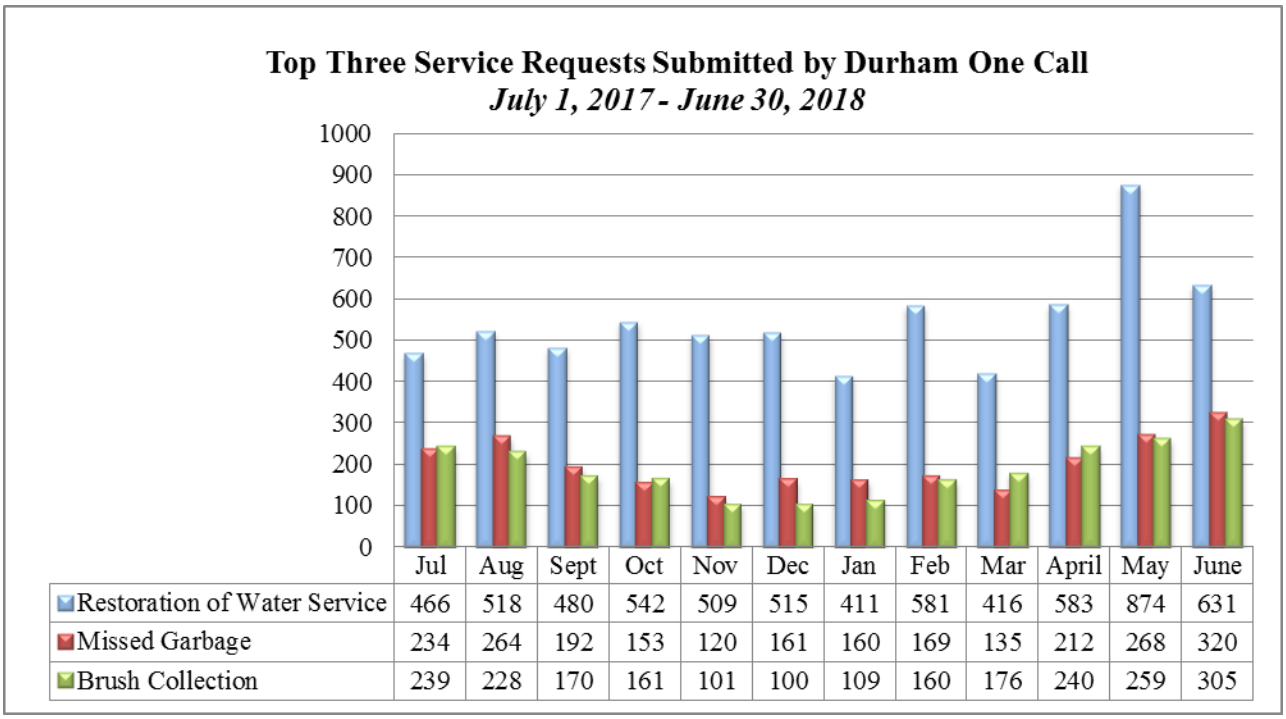
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
FY17	22%	14%	18%	17%	27%	21%	32%	19%	27%	51%	44%	26%
FY18	18%	7%	8%	13%	22%	20%	29%	18%	15%	11%	13%	15%

Service Requests

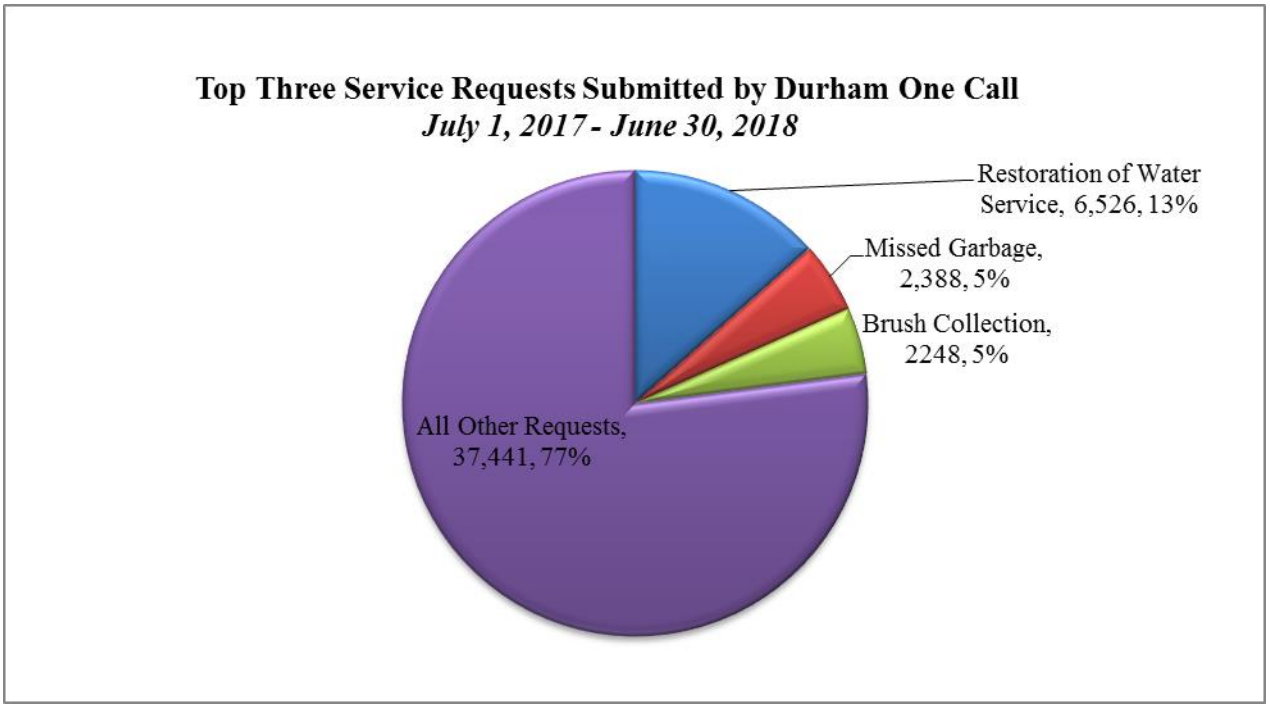
Durham One Call receives requests for City services on behalf of City departments. When customers contact Durham One Call to request a City service, an electronic service request is created and sent to the responsible department for completion. Customers can request services via phone, smartphone application, or on the City's website. Durham One Call submitted **48,599** service requests from July 1, 2017 through June 30, 2018 which is a 17% increase (41,577) from last fiscal year. The average number of service requests created per month was 4,050. The most frequently submitted requests are for: restoration of water service, missed garbage collection, and brush collection.



	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
FY17	3,111	3,497	2,684	3,170	3,485	3,198	3,468	3,397	3,584	2,724	4,638	4,621
FY18	4,076	4,241	3,712	3,710	3,363	3,186	4,703	3,587	3,476	4,194	5,194	5,161



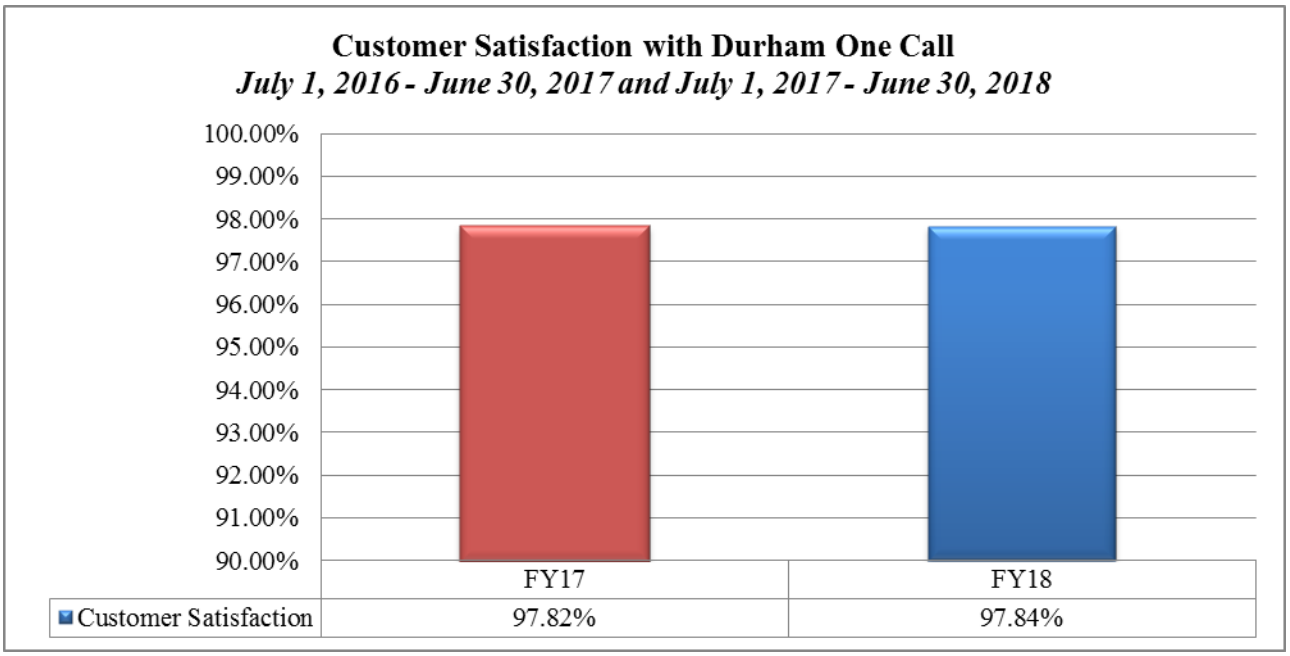
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Restoration of Water Service	466	518	480	542	509	515	411	581	416	583	874	631
Missed Garbage	234	264	192	153	120	161	160	169	135	212	268	320
Brush Collection	239	228	170	161	101	100	109	160	176	240	259	305



Customer Satisfaction

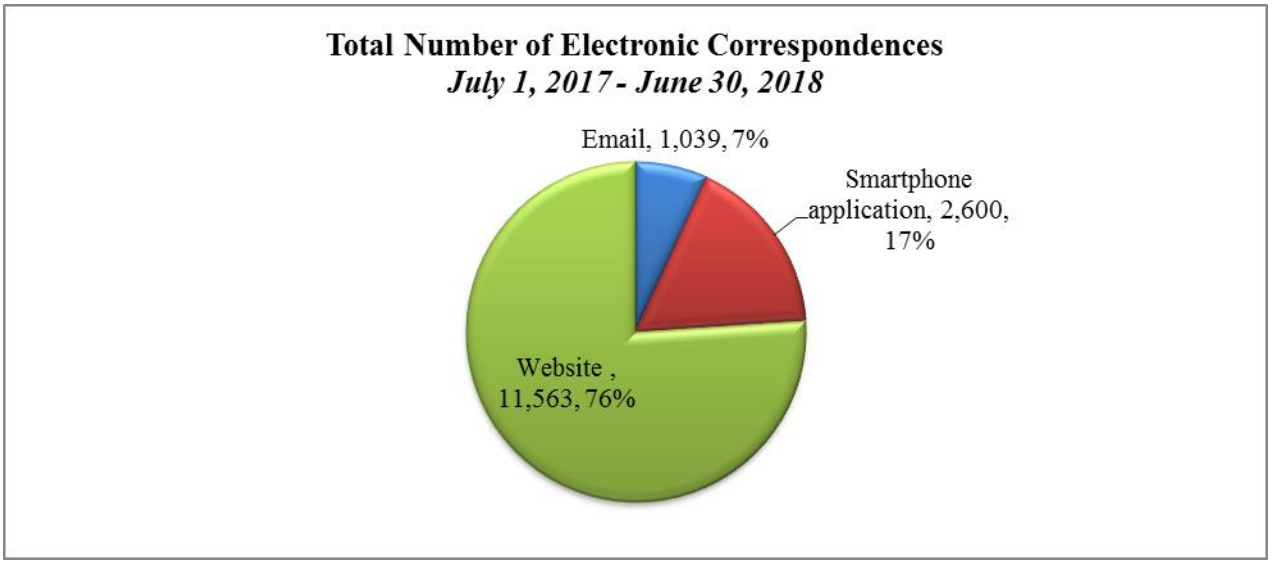
Durham One Call values feedback and encourages customers to rate the satisfaction of their experience. Customers have the opportunity to complete a survey on the City's website, respond to the survey emailed to them after a service request is submitted, or contact Durham One Call Management directly at 919-560-4222. Durham One Call's goal is to achieve 95% customer satisfaction rating or better. Durham One Call received 190 surveys and this year's customer satisfaction rating was **97.84%**. High customer satisfaction indicates that customers' experience with Durham One Call meets or exceeds expectations. Customers continue to provide feedback on the service provided by Durham One Call.

Durham One Call will be implementing a post-call satisfaction survey for callers in Winter 2018. The post-call satisfaction survey will be available to callers upon completion of the call and will offer the opportunity to provide immediate feedback about their experience.

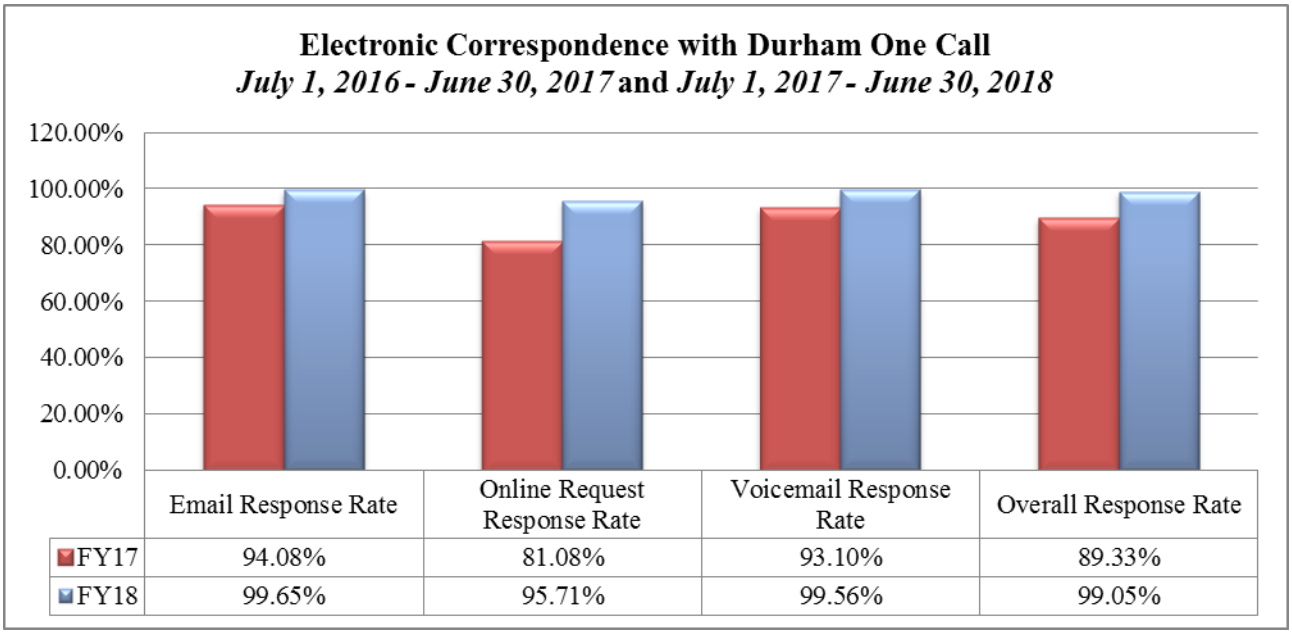


Electronic Correspondence

Durham One Call offers customers three additional ways to communicate with the City other than calling 919-560-1200. They are: email, website, and the smartphone application. Durham One Call received **11,563** requests through the website; **2,600** requests via smartphone application; and **1,039** requests were submitted via email this fiscal year.



Durham One Call's goal is to respond to all electronic correspondence within one business day, and this fiscal year we responded to **99.05%** of inquiries within one business day.

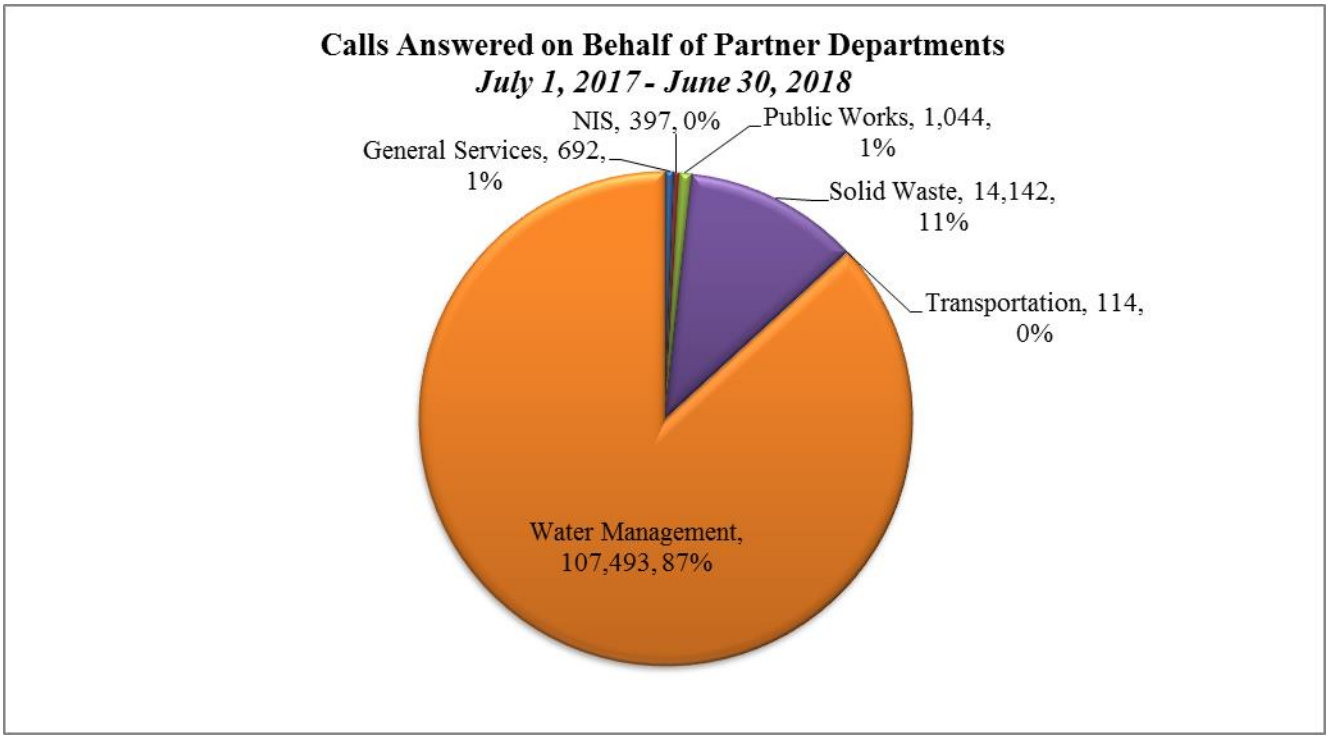


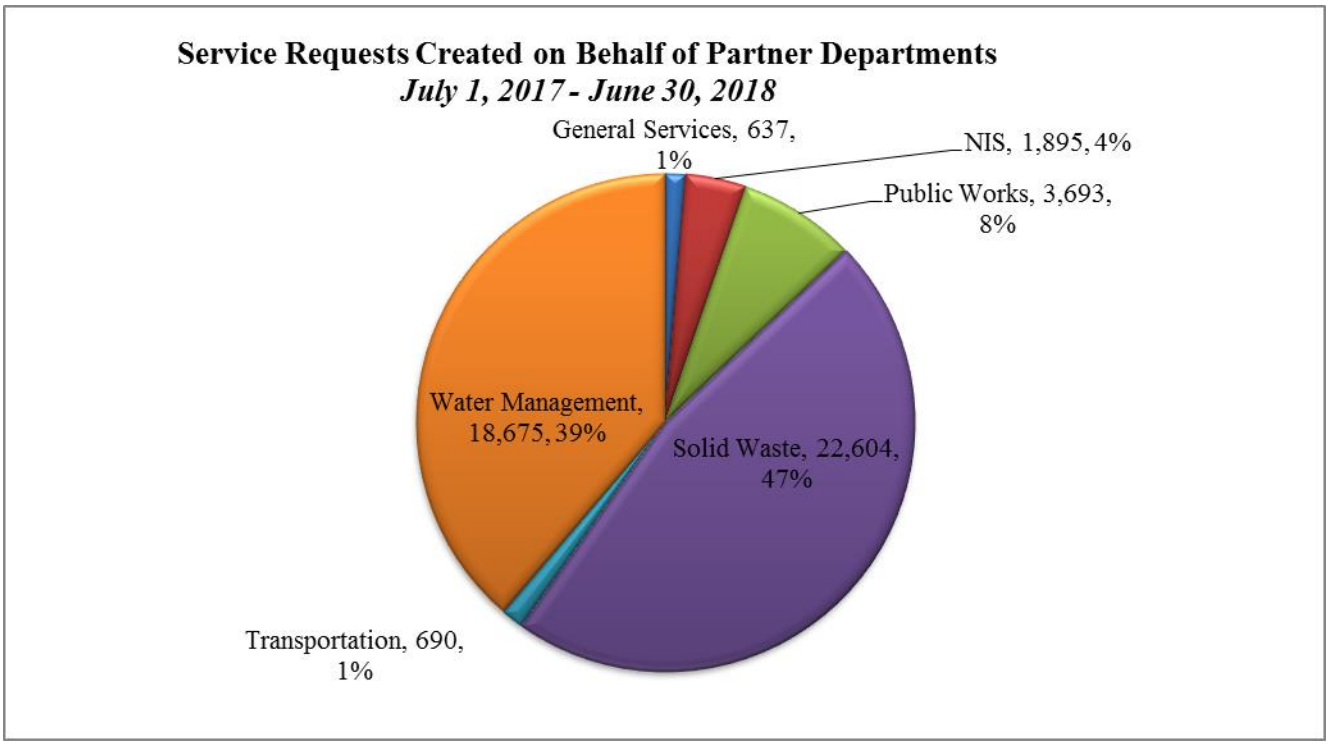
	Email Response Rate	Online Request Response Rate	Voicemail Response Rate	Overall Response Rate
FY17	94.08%	81.08%	93.10%	89.33%
FY18	99.65%	95.71%	99.56%	99.05%

Durham One Call ~ Partner Department Support

Durham One Call provides general information about all City departments; however, has a documented partnership with the following six departments: Neighborhood Improvement Services, 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 and coordination. Durham One Call answered **123,882** calls on behalf of partner departments this fiscal year and created **48,194** service requests.

Durham One Call conducted quarterly satisfaction meetings and an annual refresh training with each partner department during this fiscal year. The goal of the satisfaction meetings was to discuss call and service request activities performed by Durham One Call on behalf of the departments and to communicate projects, process changes, and service delivery opportunities. The annual refresh training ensures that the Durham One Call team has the most up to date information to meet the goal of serving the community through outstanding customer service.




Service Requests Created on Behalf of Partner Departments
July 1, 2017 - June 30, 2018
General Services, 637, 1%
NIS, 1,895, 4%
Public Works, 3,693, 8%
Water Management, 18,675, 39%
Solid Waste, 22,604, 47%
Transportation, 690, 1%

Durham One Call Outreach and Customer Service Initiatives

National Customer Service Week Campaign

National Customer Service Week is an international recognition of the importance of customer service to organizations and acknowledgement of the people who serve and support customers each day. Durham One Call led a campaign on behalf of the organization for National Customer Service Week **October 2 – 6, 2017**. The theme for the week was "Building Trust." The campaign included prizes for employees nominated by their Managers for being "Customer Service Champions." Customer Service Champions are employees who go above and beyond in their service to Durham residents.

Annual Latino Fiesta

In **September 2017**, Durham One Call participated in the Department of Parks and Recreation's Annual Latino Fiesta for the 4th consecutive year. 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.

Citywide Strategic Plan

Durham One Call is part of the City's Strategic Plan Goal "Innovative and High Performing Organization." The following strategic objectives are reported on the City's website at http://durhamnc.gov/183/Strategic-Plan:

- Percent of First Call Resolution (FCR): provide the caller with the information requested without transferring the caller to another department.
- Percent of service requests completed within projected benchmark.
- Percent of users satisfied with City services and information.
- Percent change in number of customer contacts: a customer contact is an interaction between a customer and Durham One Call (phone, online, smartphone application, or walk-in to City Hall).

Strategic Objective	Target	Actual
Percent of First Call Resolution (FCR) in FY18	75%	74.19%
Percent of Requests Completed within Projected Benchmark in FY18	85%	95.03%
Percent of customers satisfied with City Services in FY18	95%	97.84%
Percent Change in Number of Customer Contacts with Durham One Call from FY17 to FY18	5% increase	8% decrease