

**To:** Marketing, Planning & Legislative Committee

**Date:** 1/21/2020

**From:** Melody Reeb, Manager of Planning

**Reviewed by:**



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**SUBJECT: Customer Service Activity Update**

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**Background:**

County Connection provides customer service through its call center and in person at its administrative offices. Currently, the call center is open Monday – Friday from 6:30 am – 6:30 pm, and the front desk is open Monday – Friday, from 8:00 am – 5:00 pm.

With the deployment of the TransitApp and Bus Tracker, as well as the availability of transit information on Google and County Connection’s website, customer service calls have significantly decreased over the last several years. In June 2018, County Connection eliminated call center hours on Saturdays in response to a low volume of calls and staffing shortages. This has provided more flexibility in staffing and has allowed County Connection to have more presence within the community at various outreach events.

**Call Center Activity:**

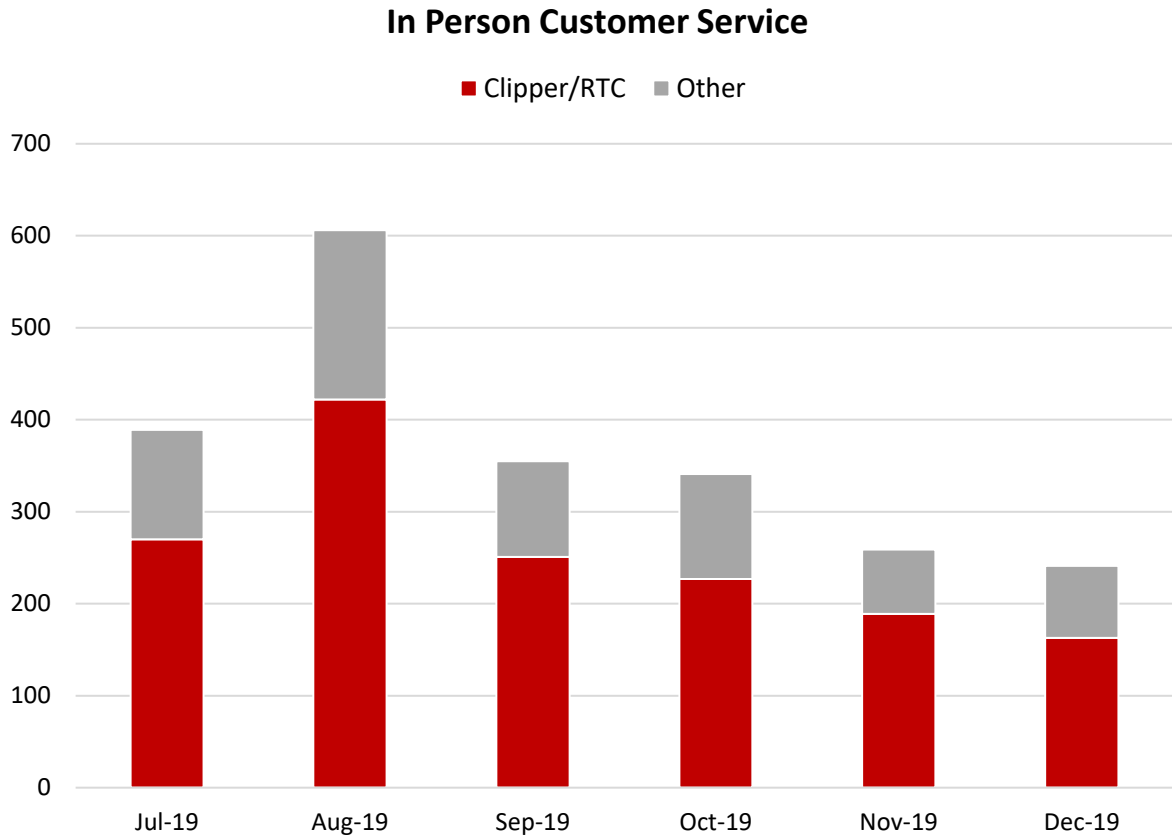
The table below shows monthly call volumes from July through December 2019 and the percentage change from the prior year. While call volumes had been declining over the past several years, volumes increased overall since March 2019 and through the six-month period presented below, compared to the previous year. Starting in Spring 2019, County Connection implemented a major service and fare restructure, followed by free fares in the Monument Corridor in Summer 2019 and additional changes to Bishop Ranch routes in late Fall 2019. Additionally, County Connection has been assisting on BART bridges on a more regular basis. All of these changes likely resulted in an increase of calls throughout 2019.

Month	Call Volume	% Change from 2018
July 2019	3,451	8%
August 2019	3,979	-3%
September 2019	3,647	15%
October 2019	3,660	5%
November 2019	3,380	28%
December 2019	3,278	-4%
<b>TOTAL</b>	<b>21,395</b>	<b>8%</b>

**In Person Activity:**

The majority of in person activity that occurs is related to Clipper and RTC cards and that activity has increased over the past year due to the recent fare restructure. County Connection’s administrative offices is one of the few locations where customers can apply for an RTC card, or get a Senior or Youth Clipper card in person. Customers and other members of the public may also come to County Connection’s offices in person to retrieve an item from lost and found, or to pick up or drop off a job application.

Staff has recently started tracking in person customer service activity in more detail. The chart below shows activity for the last six months with a breakdown of visits related to Clipper/RTC cards versus other purposes. On average, front desk staff assisted an average of 350 customers per month during this period.



**Financial Implications:**

None.

**Recommendation:**

For information only.