

To: Marketing, Planning, & Legislative Committee

Date: July 25, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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### **SUBJECT: FY2012 Call Center Activity**

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#### **Summary of Issues:**

The Senior Manager of Marketing monitors call center activity to assure that Board adopted customer service goals are met. As a measurement of service quality, Customer Service phone response standards include the objective that 92% of all calls coming into the center are answered, and that 75% are answered within thirty seconds.

In FY2012 both standards were met. A total of 93.1% of all calls were answered, and 84.2% were answered within thirty seconds. Both standards reflect an improvement over FY2011.

It is worth noting that the total number of calls declined in FY2012 by about 6.5%, which can be attributed to increased website use. At the same time, the average time per call increased by about three seconds (or 3.5%) in FY2012 compared to FY2011.

#### **Recommendation:**

This is presented for information and review only.

#### Attachments:

- 1) Call center activity

**Customer Service Telephone Statistics**  
**Goal: 92% answered, and 75% ans. w/l :30**

**Item 4.b**

**FY2012**

<b>July Calls</b>	6,918		<b>January</b>	7311	
Answered	6,440	93.1%	Answered	6,851	93.7%
Ans. W/l :30	5,861	84.7%	Ans. W/l :30	6,323	86.5%
Ans after :30	579	8.4%	Ans after :30	528	7.2%
Dropped	478	6.9%	Dropped	460	6.3%
<b>August</b>	9,015		<b>February</b>	6736	
Answered	8,107	89.9%	Answered	6,353	94.3%
Ans. W/l :30	7,067	78.4%	Ans. W/l :30	5,380	79.9%
Ans after :30	1040	11.5%	Ans after :30	973	14.4%
Dropped	908	10.1%	Dropped	383	5.7%
<b>September</b>	8,015		<b>March</b>	6715	
Answered	7,301	91.1%	Answered	6,368	94.8%
Ans. W/l :30	6,448	80.4%	Ans. W/l :30	5,918	88.1%
Ans after :30	853	10.6%	Ans after :30	450	6.7%
Dropped	714	8.9%	Dropped	347	5.2%
<b>October</b>	7,541		<b>April</b>	6322	
Answered	6,871	91.1%	Answered	5,971	94.4%
Ans. W/l :30	6,201	82.2%	Ans. W/l :30	5,544	87.7%
Ans after :30	670	8.9%	Ans after :30	427	6.8%
Dropped	670	8.9%	Dropped	351	5.6%
<b>November</b>	7,195		<b>May</b>	6796	
Answered	6,750	93.8%	Answered	6,426	94.6%
Ans. W/l :30	6,199	86.2%	Ans. W/l :30	5,966	87.8%
Ans after :30	551	7.7%	Ans after :30	460	6.8%
Dropped	445	6.2%	Dropped	370	5.4%
<b>December</b>	6,876		<b>June</b>	7169	
Answered	6,478	94.2%	Answered	6,683	93.2%
Ans. W/l :30	5,986	87.1%	Ans. W/l :30	6,029	84.1%
Ans after :30	492	7.2%	Ans after :30	654	9.1%
Dropped	398	5.8%	Dropped	486	6.8%

**Total FY2012**

Calls	86,609	
Answered	80,599	93.1%
Ans. W/l :30	72,922	84.2%
Ans. After :30	7,677	8.9%
Dropped	6,010	6.9%

Complaints - 476

Commendations - 59

**Total FY2011**

Calls	92,612	
Answered	84,727	91.5%
Ans. W/l :30	72,966	78.8%
Ans. After :30	11,761	12.7%
Dropped	7,885	8.5%

Complaints 472

Commendations 28