

To: Marketing, Planning, & Legislative Committee

Date: January 31, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Mid-Year Call Center Activity

Summary of Issues:

The Senior Manager of Marketing monitors call center activity to ensure that Board adopted customer service goals are met. Phone response standards include the objective that 92% of all calls are answered, and that 75% are answered within thirty seconds.

To date both standards have been met. A total of 93.4% of all calls were answered, and 84.6% were answered within thirty seconds.

It is worth noting that the total number of calls received/answered have declined over the same period in FY2012 which is likely the result of increased website use. However, the average length of the call has been slowly increasing over the past 3 years. The average call length today is now 90 seconds compared to 76 seconds three years ago.

Call activity will continue to be monitored to determine what impact Bus Tracker may have on call volumes.

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

FY2012			FY2013		
July Calls	6,918		January	7,311	
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%
August	9,015		February	6,736	
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%
September	8,015		March	6,715	
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%
October	7,541		April	6,322	
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%
November	7,195		May	6,796	
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%
December	6,876		June	7,169	
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%

Calls Generating:
 CSF Complaint - 476
 Commendations - 59

Mid Year FY 2012
 Total Calls 45,560
 Answered 41,947

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%

Calls Generating:
 CSF Complaint - 190
 Commendations - 24

TotalYTD
 Calls 40,862
 Answered 38,153 93.4%
 Ans. W/l :30 34,556 84.6%
 Ans. After :30 3,597 8.8%
 Dropped 2,709 6.6%