

To: Marketing, Planning & Legislative Committee

Date: 11/21/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: WC.

SUBJECT: Call Center Days of Operation Update

Background:

In May 2018, the Board approved the elimination of Saturday hours for the call center. The request to close the call center on Saturdays was based on several factors, including low call volume and the loss of staff.

Prior to the closure, the call center received significantly fewer calls on Saturdays compared to weekdays. In order to accommodate required breaks, County Connection had to schedule two customer service representatives each Saturday. Total calls received on Saturdays averaged 35-70 calls, which translated to a maximum of 35 calls per representative. Weekday call volume ranges between 130-200+ calls. The need to provide coverage on Saturdays also limited customer service staff availability during the week.

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. Calls totaled close to 78,000 in FY 2013. The call volume trend continues to decrease, as FY 2018 had an estimated 47,000 calls.

Updates Since June:

Since closing on Saturdays in June 2018, the call volume has dropped. For the months of June through October, the call center has averaged ten (10) missed calls per Saturday. Since the change of the call center hours, there have been three customers who have sent emails after attempting to call on a Saturday.

Recommendation:

Staff recommends to the MP&L Committee that the call center hours continue to be Monday through Friday, from 6:30 AM to 6:30 PM.

Action Requested:

Staff recommends that the MP&L Committee forward the request to the Board that the call center remain closed on weekends.

Financial Implications:

None, as long as call center hours continue as recommended.