



Citizen Response Center, (CRC)

February 2010

Executive Summary

During February, there was a city holiday and the CRC experienced two telephone company related power outages. Holidays affect call volume, (possibly for several days if the schools are also on holiday) and AT&T experienced network outages on February 2nd and again on the 9th which had an impact on our ability to handle calls at normal CRC levels. The good news is that customer service was not significantly impacted because calls were auto forwarded to the answering service on the 2nd once our lines became inoperable. In addition, since cell phones were not affected by the outage, we were able to maintain some level of coverage to the citizens during most of the outage.

During the first outage, 114 calls were auto forwarded to the answering service during the two hours we were without power. A different network issue occurred on the 9th failing to allow calls to hit the call distribution switch resulting in callers receiving an out of service recording. The good news is that the second outage was of a shorter duration than the first.

These events also had an impact on the month's overall call handling statistics with overflow calls to the answering service creeping up to 3.6% of total call volume. However, if we remove outage data (as an anomaly), the overflow percentage for the rest of the month represents 2.2% of all calls and within acceptable levels. It is a priority in the call center to absorb as many calls internally as possible and we continue to monitor this on a daily basis.

Thank you again and please let us know how we may provide you with great customer service.



CRC

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Total Call Volume (Including After-hours and Overflow) 9,051

Overflow, (Calls handled by the Answering Service during business hours 7AM-7PM) 298

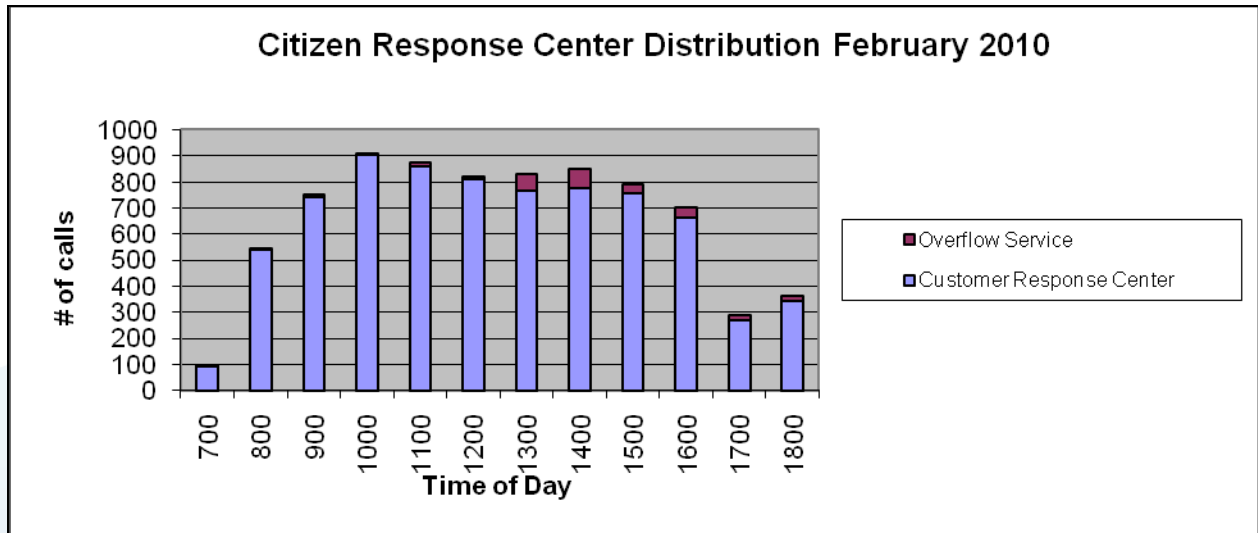
- 3.6% of total call volume during business hours
- 2.2% of call volume when remove outage coverage

Overnight, (After-hours) Call Volume 761

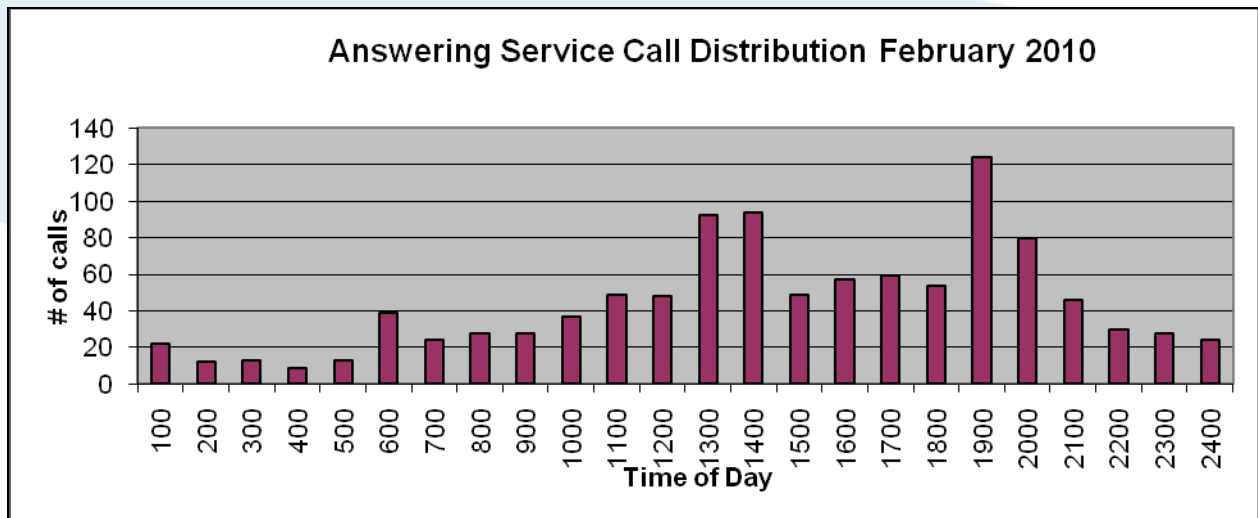
Monthly Call Volume Over Past 12 Months

Total Call Volume by Month	
Feb-09	10,957
Mar-09	13,085
Apr-09	12,493
May-09	11,408
Jun-09	12,053
Jul-09	11,788
Aug-09	10,677
Sep-09	11,182
Oct-09	10,619
Nov-09	9,463
Dec-09	10,419
Jan-10	10,457
Total (12 months)	134,601

Hourly Call Volume During CRC Business Hours

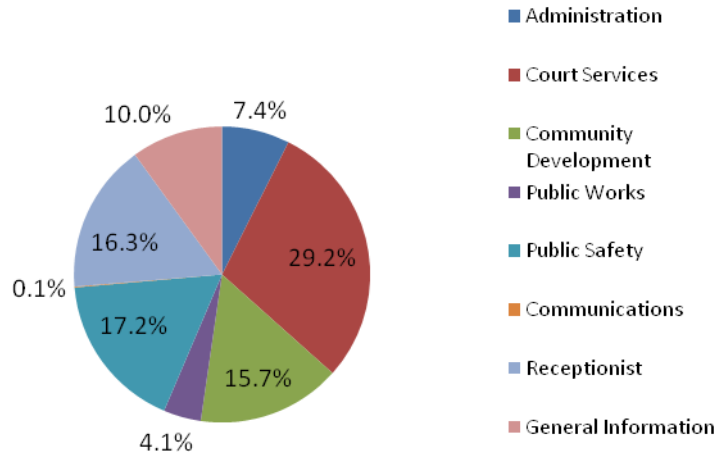


Hourly Distribution of Calls Handled by the Answering Service



Overall, efficiency improvements within the CRC significantly reduced the number of calls being forwarded to the answering service by 90% since August of 2009.

Call Distribution by Department



Department	# of Calls	% of Total
Administration	670	7.4%
Court Services	2,643	29.2%
Community Development	1,421	15.7%
Public Works	371	4.1%
Public Safety	1,557	17.2%
Communications	9	0.1%
Receptionist	1,475	16.3%
General Information	905	10.0%
Total	9,051	

As indicated by the chart above, Court Services continues to have the largest call burden of any city department. The CRC handles about 75% of those calls (without the need for a departmental phone transfer), but we also have a high volume of “call backs” from citizens because callers are unable to reach a clerk when they must be transferred.

Receptionist Calls Breakout

Receptionist Call	# of Calls
Administrative Services	394
Community Development	385
Public Safety	366
Public Works	183
All other Receptionist calls	147
Total	1475

Above is a breakdown of Receptionist calls by department. Looking at the numbers, we note that our current Knowledge Base, (KB) may not include sufficient information to callers for Community Development, Administrative Services and Public Safety, (each representing about 26% of receptionist call volume. A review of the Knowledge Base may illustrate where information gaps compel the CRC to transfer calls that may have been informational in nature (as opposed to requesting to speak to a named individual). We welcome the opportunity to continue review of the KB content and further build detail into our informational database to better assist the city with additional First Call Resolution.