



# 311 CUSTOMER SERVICE CENTER

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## What We Do

The 311 Customer Service Center provides the public with quick, easy access to non-emergency government services and information through the call center, [311 Online](#), [311 Facebook](#), [311 on Twitter](#), and text messaging at [311-NYC\(692\)](#). Information and assistance is available 24 hours a day, 7 days a week in more than 180 languages.

## Our Services and Goals

### Service 1: Provide public access to City government.

Goal 1a: Increase public access to non-emergency government services.

## How We Performed: July–October

- The 311 Customer Service Center received more than 7.6 million inquiries during the first four months of Fiscal 2013. More than 6.3 million contacts were made via telephone, 1.2 million were made via 311 Online and almost 100,000 were made via text.
- During the first four months of Fiscal 2013 average wait time decreased to 37 seconds and 82 percent of all calls were answered in 30 seconds or less.
- During the reporting period 311 expanded its online capabilities and services, including frequently asked questions (FAQ) based on actual questions from 311 customers.
- In October 2012, 311 was recognized by the City's Social Media Advisory and Research Taskforce (SMART) at NYC Engage for "Best Digital Engagement with Users" and "Best Mobile App."
- During the reporting period a customer satisfaction survey, conducted by CFI Group Inc., assessed the experiences of 793 callers. As part of the survey, CFI compared the City's 311 results with other private and public entities and concluded that 311 outperformed every public sector institution measured and is on par with the top scores in customer satisfaction in the private sector.

## Service 1: Provide public access to City government.

Goal 1a: Increase public access to non-emergency government services.

Performance Statistics	Actual			Target		4-Month Actual	
	FY10	FY11	FY12	FY13	FY14	FY12	FY13
★311 calls (000)	18,642.6	21,730.0	18,957.5	*	*	6,928.8	6,370.6
★311 Online site visits (000)	740.5	1,328.8	2,117.1	*	4,300.0	753.5	1,203.0
Calls handled in languages other than English (%)	3.4%	2.7%	2.2%	*	*	2.2%	2.4%
★Average wait time (tier 1 calls) (minutes:seconds)	0:22	0:31	0:45	0:30	0:30	1:28	0:37
★Calls answered in 30 seconds (%)	82%	78%	71%	80%	80%	51%	82%
Complaints about 311 per million calls	29.2	24.9	30.0	*	*	34.0	27.0

★ Critical Indicator \*NA\* - means Not Available in this report ↕ ↗ shows desired direction

## Agency Customer Service

Performance Statistics	Actual			Target		4-Month Actual	
	FY10	FY11	FY12	FY13	FY14	FY12	FY13
Customer Experience							
E-mails responded to in 14 days (%)	NA	100%	100%	100%	*	100%	100%
Letters responded to in 14 days (%)	96%	96%	100%	100%	*	100%	100%
Calls answered in 30 seconds (%)	82%	78%	71%	80%	80%	51%	82%

## Agency Resources

Resource Statistics	Actual			September 2012 MMR	Updated		4-Month Actual	
	FY10	FY11	FY12	FY13	FY13 <sup>1</sup>	FY14 <sup>1</sup>	FY12	FY13
Expenditures (\$000,000) <sup>2</sup>	\$46.5	\$45.0	\$42.1	\$40.2	\$39.6	\$40.3	\$18.4	\$15.9
Personnel	397	347	280	337	331	331	307	290
Overtime paid (\$000,000)	\$0.2	\$0.3	\$0.3	\$0.4	\$0.2	\$0.2	\$0.1	\$0.1

<sup>1</sup>January 2013 Financial Plan \*NA\* - Not Available in this report  
<sup>2</sup>Expenditures include all funds. January Plan figures reflect modifications in Federal, State, and other non-City funding since the adoption of the 2013 budget.  
 The figures shown in the table above are subtotals of the Department of Information Technology and Telecommunications totals that appear in the DOITT chapter of this Report.

## Noteworthy Changes, Additions or Deletions

None.

For additional performance statistics, please visit the website at: [www.nyc.gov/mmr](http://www.nyc.gov/mmr).

For more information on the agency, please visit: [www.nyc.gov/311](http://www.nyc.gov/311).