



# 311 Call Centre Satisfaction Study

**Report**

November 2017

# Context & Objectives

# Context and Objectives

The 311 Call Centre is a service provided by the City of Edmonton that allows citizens access to City of Edmonton information, programs and services 24 hours a day, 365 days a year.

In September 2017, the City of Edmonton contracted Leger, The Research Intelligence Group, to conduct a customer satisfaction survey of Edmonton citizens in order to:

- Measure current performance
- Track progress since the previous survey, conducted in 2016
- Identify any areas for service improvement

# Methodology

# Methodology

## Data Collection

- 400 telephone interviews with Edmontonians.
- Interviews were conducted between October 18<sup>th</sup> and 31<sup>st</sup>, 2017.
- In order to reflect the purpose of call proportions achieved by the City of Edmonton 311 service, quotas of 50% with call purpose inquiring about Edmonton transit, and 50% with any other call purpose were achieved.
- A mix of landline (50%) and cell-phone numbers (50%) were used for the survey.
- The margin of error for a sample size of 400 is  $\pm 4.9\%$ , 19 times out of 20.

## Target Respondents

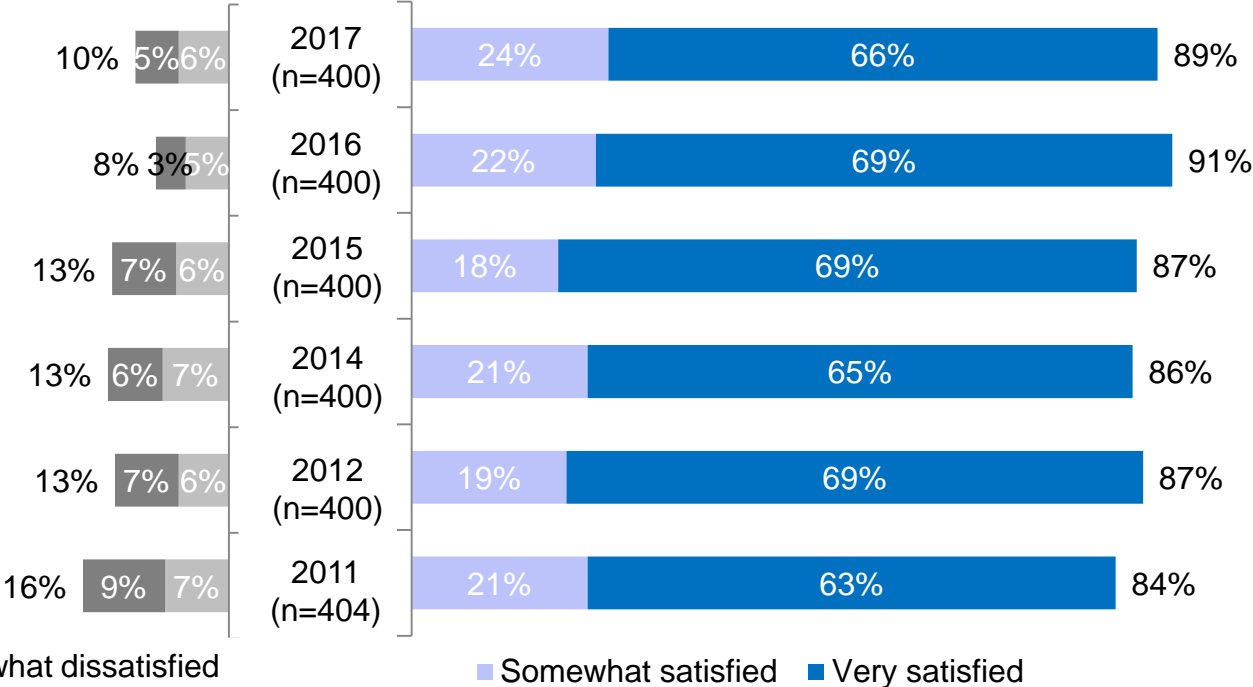
- Edmonton residents, 18 years of age and older who called 311 Call Centre in the past six months.

Note: The term Edmontonians in this report refers to residents of the City of Edmonton who have called 311 within the past six months.

# Detailed Results

# Satisfaction with Most Recent Call

## Overall Satisfaction

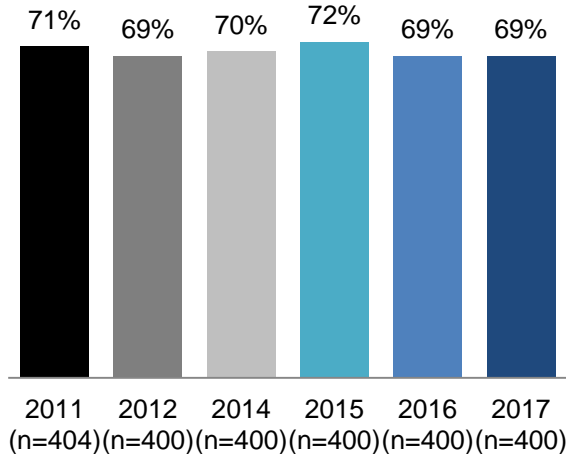


In 2017, a high majority (89%) of Edmontonians are satisfied overall with their most recent call to 311, consistent with previous years.

Base: Edmontonians  
 \*Percentages may not add to 100% due to rounding

# Follow-up Calls to 311 Call Centre

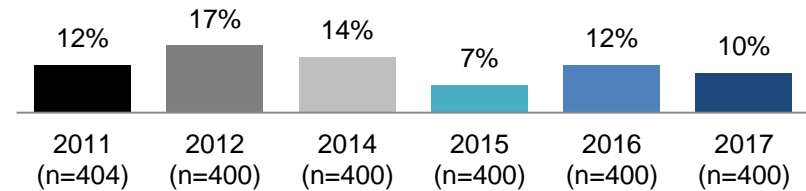
Called 311 Multiple Times in Past 6 Months



Did they call to follow up?



Yes...



Why did they call back ...	2011	2012	2014	2015	2016	2017
To obtain a status update on enquiry	4% (17)	7% (26)	4% (15)	2% (9)	5% (21)	5% (21)
Concern is still outstanding	5% (22)	5% (21)	7% (29)	3% (13)	4% (17)	3% (10)
Provided with wrong information the first time	3% (13)	2% (8)	2% (8)	1% (4)	2% (8)	2% (6)
Needed more information / different problem	-	3% (13)	1% (6)	1% (4)	1% (2)	2% (6)

Seven-in-ten (69%) Edmontonians have called 311 multiple times in the past 6 months. The incidence of follow-up calls is similar to 2016. Most of those who called to follow up did so to obtain a status update.

Base: Edmontonians

( ) denote number of respondents



# Detailed Results

Satisfaction with 311 Call Centre

# Satisfaction with Various Aspects of Call

## 2017 Results



The majority of Edmontonians are satisfied with each individual aspect of their last call to 311. Edmontonians are most satisfied with the ease of contacting 311, and that the agent they spoke to was courteous and professional, consistent with 2016.

Base: Edmontonians (n=400)

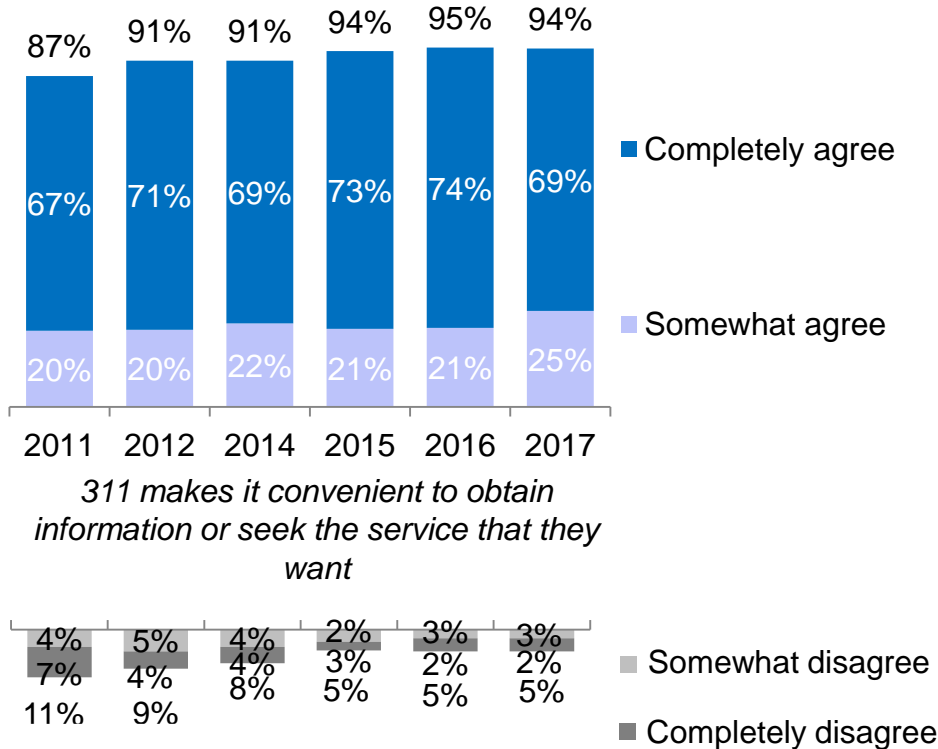
# Satisfaction with Various Aspects of Call

## Trend Over Time

	Total Satisfied -somewhat,very-					
	2011 (n=404)	2012 (n=400)	2014 (n=400)	2015 (n=400)	2016 (n=400)	2017 (n=400)
The ease of contacting 311	92%	96%	96%	95%	98%	97%
The agent was courteous and professional	93%	97%	95%	95%	97%	97%
The length of time it took to reach a 311 agent	86%	93%	90%	91%	92%	95%
The agent was helpful	88%	92%	91%	90%	94%	94%
The agent processed call promptly, without a lengthy wait or hold period	86%	92%	88%	91%	93%	94%
The agent was knowledgeable	82%	89%	85%	86%	91%	92%
The information provided was accurate	83%	86%	86%	86%	90%	89%
Your reason for calling was resolved in a timely manner	81%	85%	81%	80%	86%	85%

The 311 call centre continues to maintain consistently high ratings across all aspects of service.

# Need for 311 Call Centre



- Nearly all (94%) Edmontonians agree 311 makes it convenient to obtain information or seek the service that they want, consistent with 2016 (with a slight dip in complete agreement).
- Among the small proportion of Edmontonians that disagree, the main reasons for disagreement are that they prefer to make direct calls / do not like being transferred or they indicate the agents are not knowledgeable.

Respondents who disagree that 311 makes it convenient to obtain information or seek the service that they want	(n=20)*
I prefer to make direct calls / I do not like being transferred	25% (5)
Agents are not knowledgeable	25% (5)
Takes too long to get called back	10% (2)
Operators should know all the information	10% (2)
311 provides poor service	10% (2)
They could not answer all of my questions	5% (1)
Could not speak to a human being / Too hard to get through	5% (1)
Other	15% (3)

Base: (2017: n=400, 2016: n=400; 2015: n=400; 2014: n= 400 2012: n=400; 2011: n=404)  
 \*Caution to be used in interpretation due to small sample size

\* ( ) denote number of respondents



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Q4: To what extent do you agree or disagree to the following statement.  
 Q4a: Why do you say so?

# Key Insights

# Summary of Results

***OVERALL: Edmontonians are highly satisfied with the service 311 provides, and continue to consider it a valuable resource.***

## **First Call Resolution**

First call resolution remains high (89%). The incidence of follow-up calls is similar to 2016.

## **Satisfaction**

311 continues to enjoy **high levels of satisfaction overall** (89% satisfied): satisfaction ratings have been **steadily high since 2011**. Similar to previous years, a high majority of Edmontonians are also **satisfied with each individual aspect** of the 311 call centre (range of 85%-97% satisfied overall).

## **Preference for a 'Human Touch'**

As with previous years, the **preference for the human touch 311 provides with its expert agents** continues to be an important factor for Edmontonians in 2017, regardless of call types and whether or not respondents utilized a self-serve option prior to contacting 311.

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