

Final Report

311 Call Centre Satisfaction Study

November 2022

The logo for the City of Edmonton, featuring the word "Edmonton" in white, sans-serif font on a dark blue square background.The logo for Leger, featuring the word "Leger" in a bold, sans-serif font. The letter "e" is red, while the other letters are black.

We know Canadians

Context and 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 12 hours a day, everyday excluding statutory holidays.

In 2022, the City of Edmonton contracted Leger to conduct a customer satisfaction survey of Edmonton citizens in order to:

- Measure current performance
- Track progress since the previous survey, conducted in 2021
- Identify any areas for service improvement

Since the previous survey conducted in 2021, it is important to note factors that could impact results overtime. These factors include:

- Transit ridership has increased following the COVID-19 pandemic.
- Community Services was added as a distinct group due an increase of use of attractions since the COVID-19 pandemic.
- Previous notable factors include:
 - Change of Service: In February 2020, the 311 call centre changed their hours from 24 hours a day, 365 days a year to 12 hours a day everyday excluding statutory holidays. Service standards were modified for telephone wait time from 30 seconds to 60 seconds.
 - The COVID-19 pandemic: In March 2020, the COVID-19 pandemic began and changed the way that individuals went about their daily lives. Throughout 2020 and 2021 work-from-home orders were implemented, reducing transit ridership drastically. Due to the pandemic, this research was not conducted in 2020.

Methodology

Methodology

Data Collection

- 400 telephone interviews with Edmontonians.
- Interviews were conducted between October 19th and November 8th, 2022.
- In 2022, quotas were adjusted to reflect the changing patterns in inquiries. In 2021, 21% had a call purpose inquiring about Edmonton Transit while 79% had any other call purpose. In 2022, the quotas were set as follows:
 - 20% Transit
 - 20% Community Services
 - 60% Other Calls
- A mix of landline (30%) and cell-phone numbers (70%) 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.

Key Insights

Key Findings



82%

of Edmontonians are satisfied with their most recent call to 311



74-94% are satisfied with each individual aspect of the 311 call centre.



First Call Resolution is **82%**. This is consistent with 2021.



Preference of talking to a person continues to be an important factor for Edmontonians.



49% are aware of the City of Edmonton's 311 App. This is an increase from previous waves.

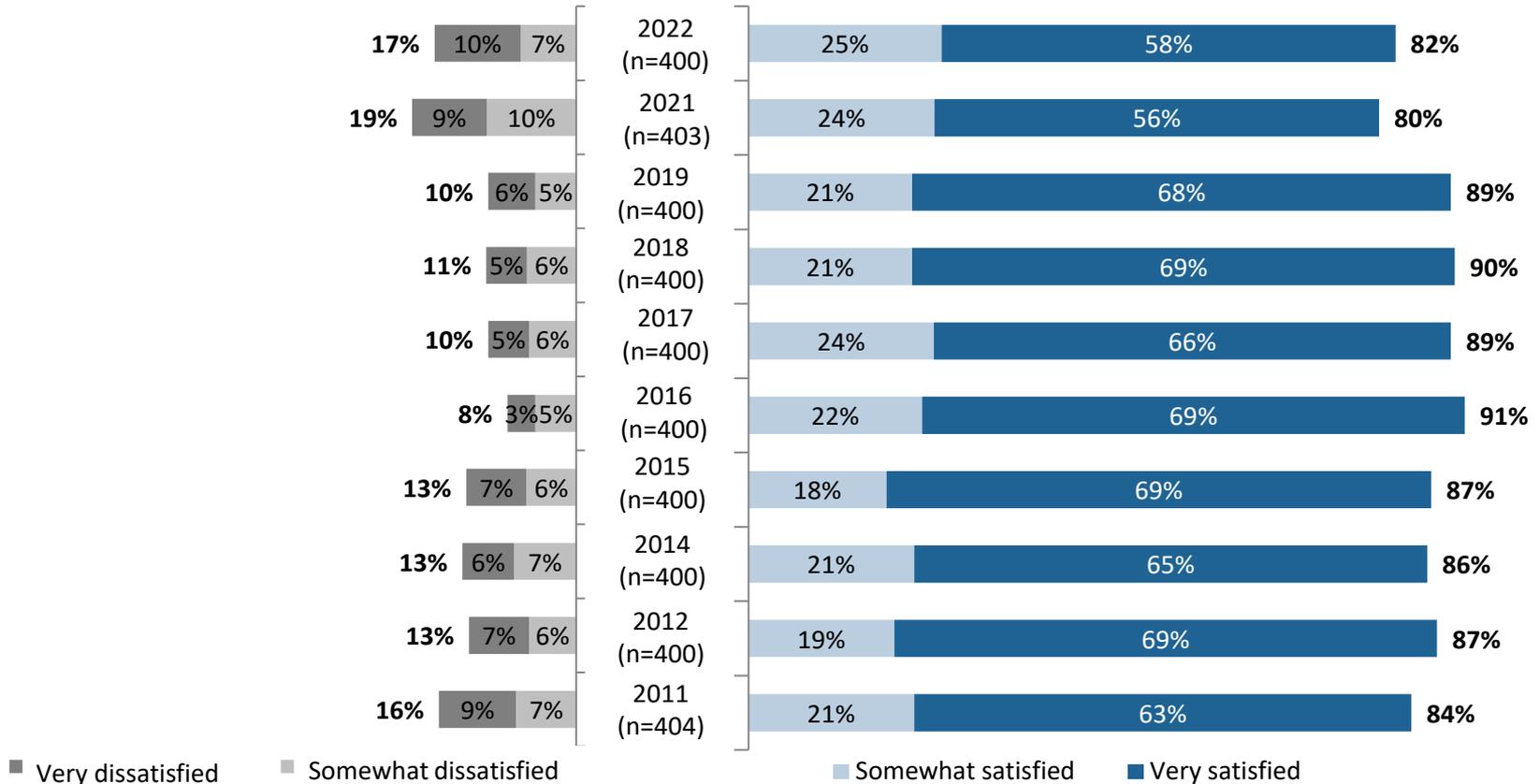


75% of Edmontonians are satisfied with the 311 App.

Detailed Results

In 2022, a large majority (82%) of Edmontonians are satisfied overall with their most recent call to 311, increasing from 2021.

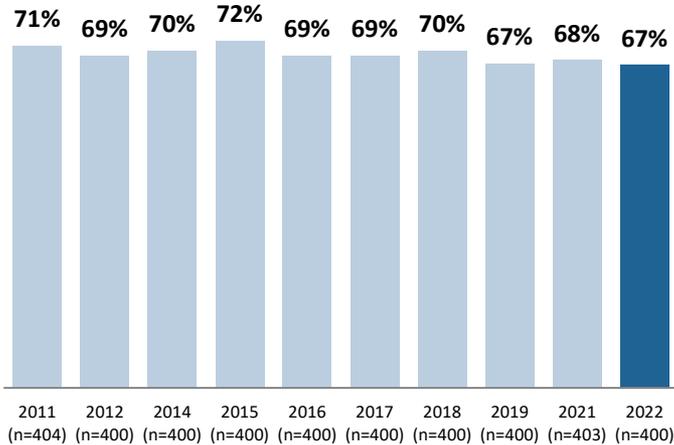
Overall Satisfaction



Base: Edmontonians
 Percentages may not add to 100% due to rounding
 Q1: Overall, how satisfied were you with your experience with the most recent call to 311?

Two-thirds (67%) of Edmontonians have called 311 multiple times in the past 6 months.

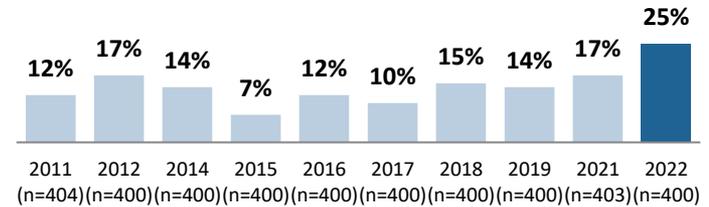
Called 311 Multiple Times in Past 6 Months



Did they call to follow up? Yes...



Net First Call Resolution 2022: 82%



Why did they call back ...*	2011	2012	2014	2015	2016	2017	2018	2019	2021	2022
Concern is still outstanding	5% (22)	5% (21)	7% (29)	3% (13)	4% (17)	3% (10)	4% (17)	6% (24)	8% (31)	9% (34)
To obtain a status update on enquiry	4% (17)	7% (26)	4% (15)	2% (9)	5% (21)	5% (21)	8% (33)	4% (15)	6% (24)	7% (26)
Needed more information / different problem	-	3% (13)	1% (6)	1% (4)	1% (2)	2% (6)	2% (8)	2% (7)	1% (6)	3% (10)
Provided with wrong information the first time	3% (13)	2% (8)	2% (8)	1% (4)	2% (8)	2% (6)	1% (5)	1% (5)	2% (10)	2% (8)

The incidence of follow-up calls has increased slightly in 2022. Most of those who called to follow up did so as their concern was still outstanding.

Base: Edmontonians

*Other responses and don't know are not shown

S2. How many times have you called 311 services in the past six months? Q5: Thinking about the most recent call to 311, were you calling to follow up on an earlier issue or enquiry? Q6:

Tell us why you had to call back on the same issue...

() denote number of respondents

Detailed Results

Satisfaction with 311 Call Centre

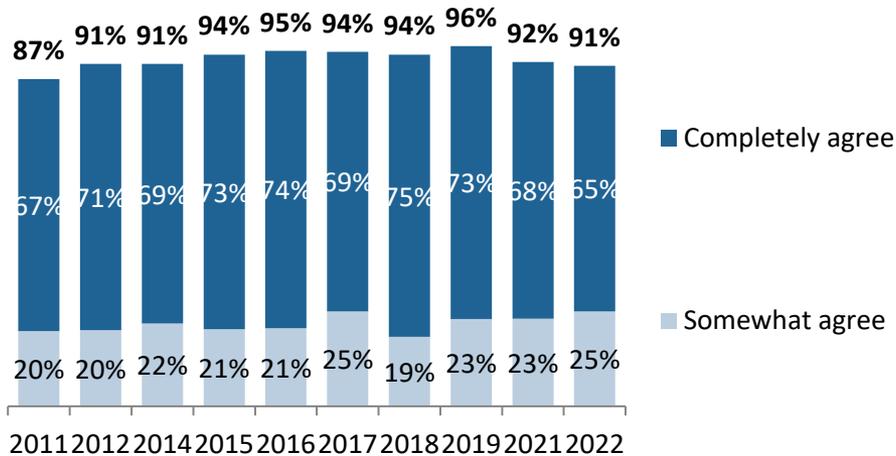
The majority of Edmontonians are satisfied with each individual aspect of their last call to 311.



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

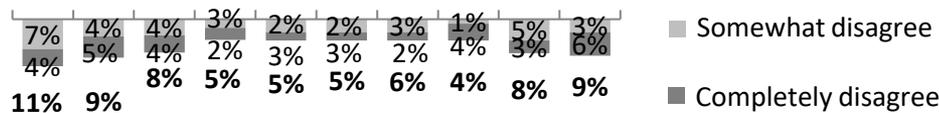
	Total Satisfied -somewhat,very-									
	2011 (n=404)	2012 (n=400)	2014 (n=400)	2015 (n=400)	2016 (n=400)	2017 (n=400)	2018 (n=400)	2019 (n=400)	2021 (n=403)	2022 (n=400)
The agent was courteous and professional	93%	97%	95%	95%	97%	97%	96%	98%	93%	94%
The ease of contacting 311	92%	96%	96%	95%	98%	97%	95%	96%	93%	92%
The agent was helpful	88%	92%	91%	90%	94%	94%	93%	94%	86%	89%
The agent was knowledgeable	82%	89%	85%	86%	91%	92%	89%	92%	84%	87%
The agent processed call promptly, without a lengthy wait or hold period	86%	92%	88%	91%	93%	94%	93%	93%	88%	85%
The length of time it took to reach a 311 agent	86%	93%	90%	91%	92%	95%	92%	93%	90%	85%
The information provided was accurate	83%	86%	86%	86%	90%	89%	87%	89%	82%	82%
Your reason for calling was resolved in a timely manner	81%	85%	81%	80%	86%	85%	82%	83%	77%	74%

Nearly all (91%) Edmontonians agree 311 makes it convenient to obtain information or seek the service that they want.



• Among the proportion of Edmontonians that disagree, the main reason is that their issues have not been fixed (32%).

311 makes it convenient to obtain information or seek the service that they want



Reason for disagreement that 311 makes it convenient to obtain information or seek the service that they want	(n=34)
My issues are not fixed	32% (11)
311 provides poor service	15% (5)
Agents are not knowledgeable	15% (5)
They could not answer all of my questions	15% (5)
Could not speak to a human being / Too hard to get through	12% (4)
Operators should know all the information	12% (4)
I prefer to make direct calls / I do not like being transferred	9% (3)
On hold for too long / The service is not instant	9% (3)
It all depends	6% (2)
The agents were not courteous and professional	6% (2)
Takes too long to get called back	6% (2)

() denote number of respondents

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8

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Leger

We know Canadians

