



# 311 Process Review

What we do, and how we do it.

# Mission

311 provides those who work, live, and play in Denver with a central location to pose questions, express concerns, and seek assistance.

311 can be reached through:



Phone - 311 / 720-913-1311

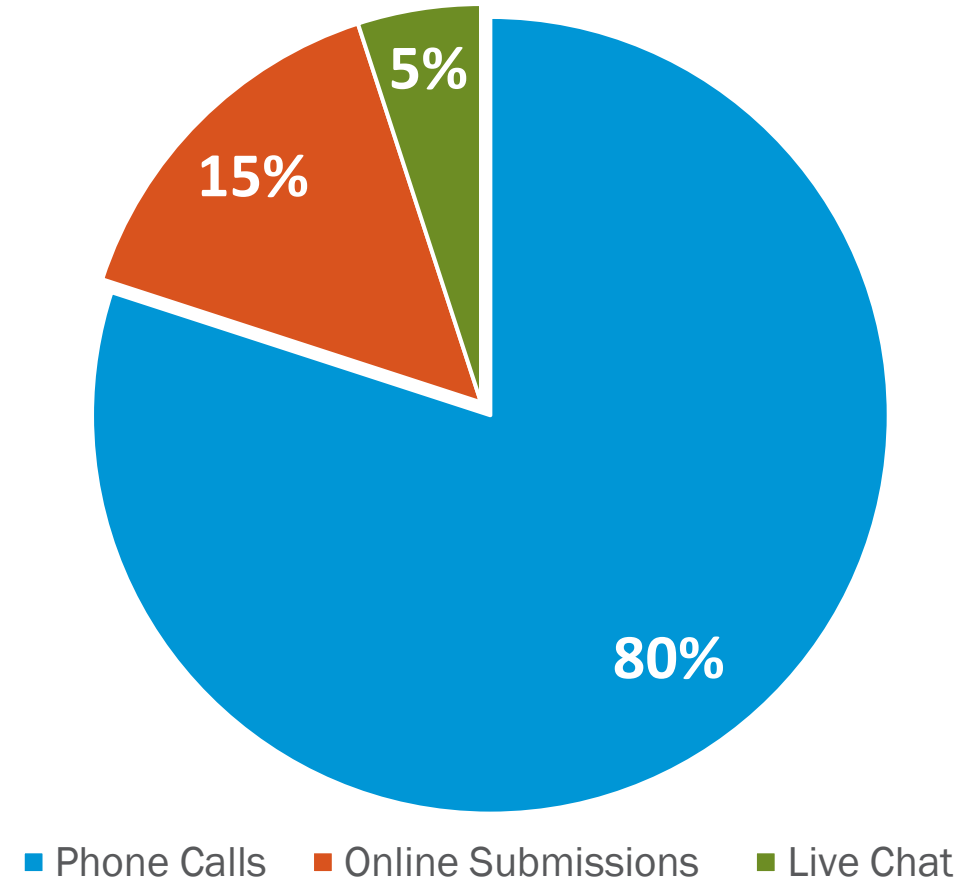


Digital – Pocketgov, Denvergov, Email ,Chat

# 311 Volume

- 400,000+ interactions a year.
- Currently 3 channels with plans to add a 4th in 2022

Channel Breakdown



# 311 Volume over Time

2018- 492,635 Total  
Calls- 91.7% / Digital 8.3%

2019- 452,229 Total  
Calls- 90% / Digital 10%

2020- 460,784 Total  
Calls- 87.3% / Digital 11.7% / Chat 1.0%

2021- 463,864 Total  
Calls- 83.2% / Digital 11.5% / 5.3%

# Service Level Agreement Goals

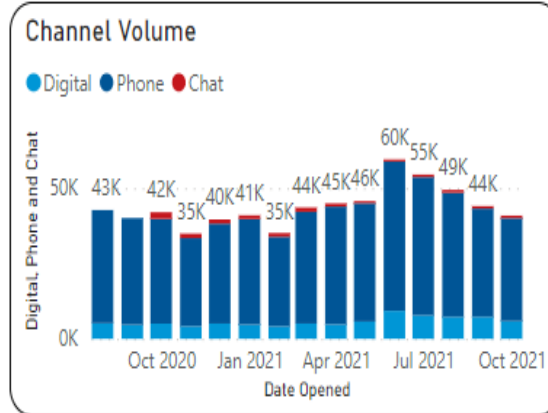
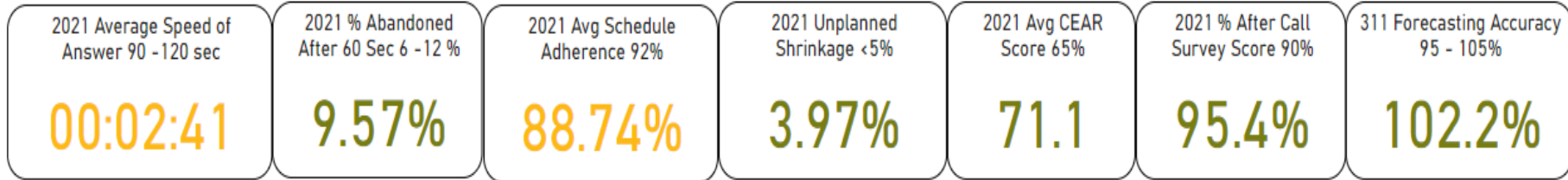
## Speed

- Phone calls- 90% answered in 2 min or less
- Online submissions- 90% responded to in 24 hours
- Chat- 90% answered within 1 min

## Quality

- Customer reported satisfaction of 85% or better
- Internally scored QA matrix of a 75 or better

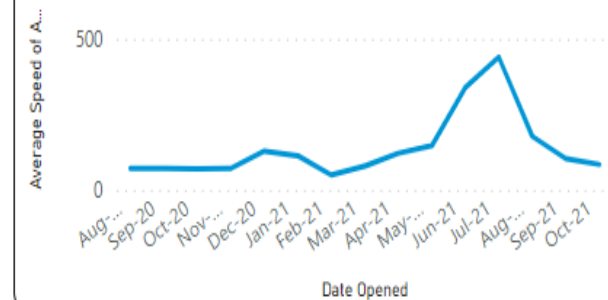
# Access - 311 Strategic Plan Metrics



## Top 5 Issues - Oct 2021

Trash Recycle Compost	- 9.7%
DMV General Information	- 5.2%
Treasury	- 4.8%
General Inquiry	- 4.3%
Mail Ballot/Voter Registration	- 3.9%

## Voice Channel - 311 Average Speed of Answer by Month



## Chat

2021 Chat Average Speed of Answer 45 sec

**00:00:24**

2021% Chat Abandoned After 60 Sec 2-5%

**1.64%**

2021 Chat Average Handle Time <10 mins

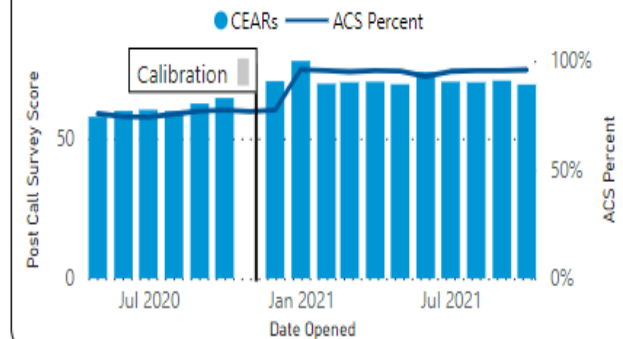
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## Post Call Survey Comments

-Very friendly and very helpful with trying to contact Illegal Parking and provided the number directly to me for use in the future. Great Service!

-What an easy process. Trash can was missing and ordered a new one quickly.

## CEARs and After Call Survey Trend



# Agency Divisions Closely Partnered with 311

- Solid Waste Management - DOTI
- Street Maintenance - DOTI
- Treasury - DOF
- Right of Way Enforcement - DOTI
- Neighborhood Inspection Services - Public Health
- Excise and License
- Department of Motor Vehicle - DOF
- Public Health Inspections - Public Health
- Denver Animal Protection - Public Health
- Clerk and Recorder
- City Council
- Mayor's Office

# Hours of Operation and Why Not 24/7?

- Monday – Friday, 7 a.m. – 7 p.m.
- This exceeds the hours most servicing agencies are available and allows residents to “get the ball rolling” outside agency hours and 24/7 via pocketgov.
- These hours allow 311 to service 97% of all callers.
- Adding Saturday and Sunday would pick up another 2% at a cost of 20% additional labor.
- To pick up that last 1%, we’d need 24/7 hours which adds another 30% labor cost (on top of the added 20% for weekends).

The ROI isn’t there. Customer survey comments are monitored for negative comments about hours of operation and the topic just doesn’t come up.



# 311 Interactive Voice Response Treatment When Open

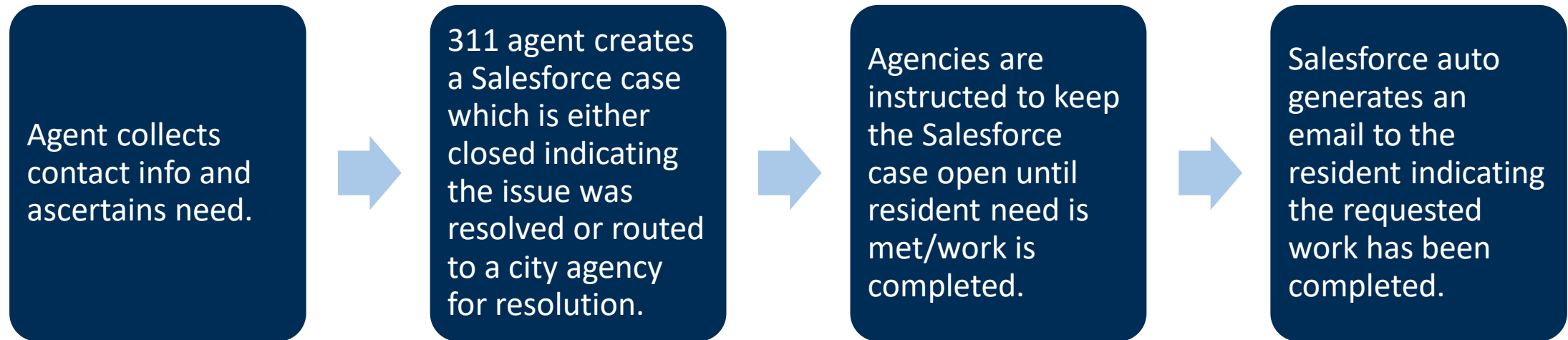
## Option:

1. Treasury/Taxes
2. Solid waste
3. General questions/requests
4. Animal/pet assistance
5. DMV
6. Rental Assistance
7. To report a Homeless Encampment

Let's take a moment to listen to the English version.

# When an Interaction Comes

This process is used with all channels (call/chat/online).



70% of the time the 311 agent can meet caller needs.

30% of the time an agency is needed to assist.

# 311 Channel Expansion Plans!

- In development is the ability to communicate with 311 via Social Media. Want to ask a question or request a service via Twitter? We will support that!
- Leveraging Salesforce, we are developing a “Social to Case” process that allows residents to pose questions and concerns to 311 from the social media channels they already use, Twitter, Facebook, Instagram, etc.

# How Does 311 Prioritize Internal Partners?

- We have established a dedicated phone line that brings internal callers directly to a dedicated call queue.
- This line is staffed with our most tenured agents. This is your private, internal path to this tenured 311 team.

City Council members, and their staff, are encouraged to use this line, but not share the contact information with residents.

# After Hours Call Treatment

Residents can access CCD “on call” services anytime, through 311’s after hours IVR:

## Options

- If you have lost a pet, Denver animal shelter is open 7 days a week at.....
- If you have an animal emergency, press 2
- Child abuse hot line – press 3
- “Tree on a power line?” call Xcel Energy at.....
- Other emergency forestry needs press- 7
- No heat or hot water in a rental unit, contact your landlord or DDPHE on [Denvergov.org](http://Denvergov.org)
- To report a traffic light outage / or hazardous road condition, press 5
- To reach a Park Ranger during day light hours for a non-emergency problem or question about a Denver park or trail , press 6 (Forestry)

Let’s take a listen.

# Q&A

Thank you for your time!