2018 311 deep dive: Quality assurance

Phone calls

- **How can departments, policymakers, and 311 work together to improve outcomes for residents? Are there ways we can clarify the role of 311 and of departments in fulfilling service requests?**
  - The optimal outcome for people who call 311 is for their question to be answered or their problem to be solved. Constituents aren't concerned about which department is accountable for each part of the process. While 80% of cases are resolved within the first phone call, 311 has no authority over a case once it has been handed off to a department.
  - 311's biggest lever is how they handle call interactions (measured through the Quality Service Index and the percent of calls resolved without handing off to a department). However, 311 has very little time to do QA on its calls, which makes it hard to know how well we are doing.
  - When 311 hands a service request off to the responsible department, the quality of service (how well they are actually solving the problem) is up to the department.
  - While handoff and one-call resolution are important metrics for 311, departments' ability to fulfill service requests mean the handoff is really important. Getting the handoff right requires having the right technology, the right coding, the right scripting for call agents with accurate and up-to-date information, and sufficient description of the issue on the part of both 311 and the department.
- **How can we expand our capacity to develop and market more convenient options (voicemail, email, webchat and police reports), while managing technological and capacity constraints?**
  - Could we intentionally only QA a random sample of interactions (rather than setting an expectation/goal to QA a higher percentage)? At this time, the amount of QA that gets done depends on 311 analysts' time and the technology a constituent uses to contact 311.
  - Are there opportunities to leverage technology to automate QA so it doesn't have to be done manually?

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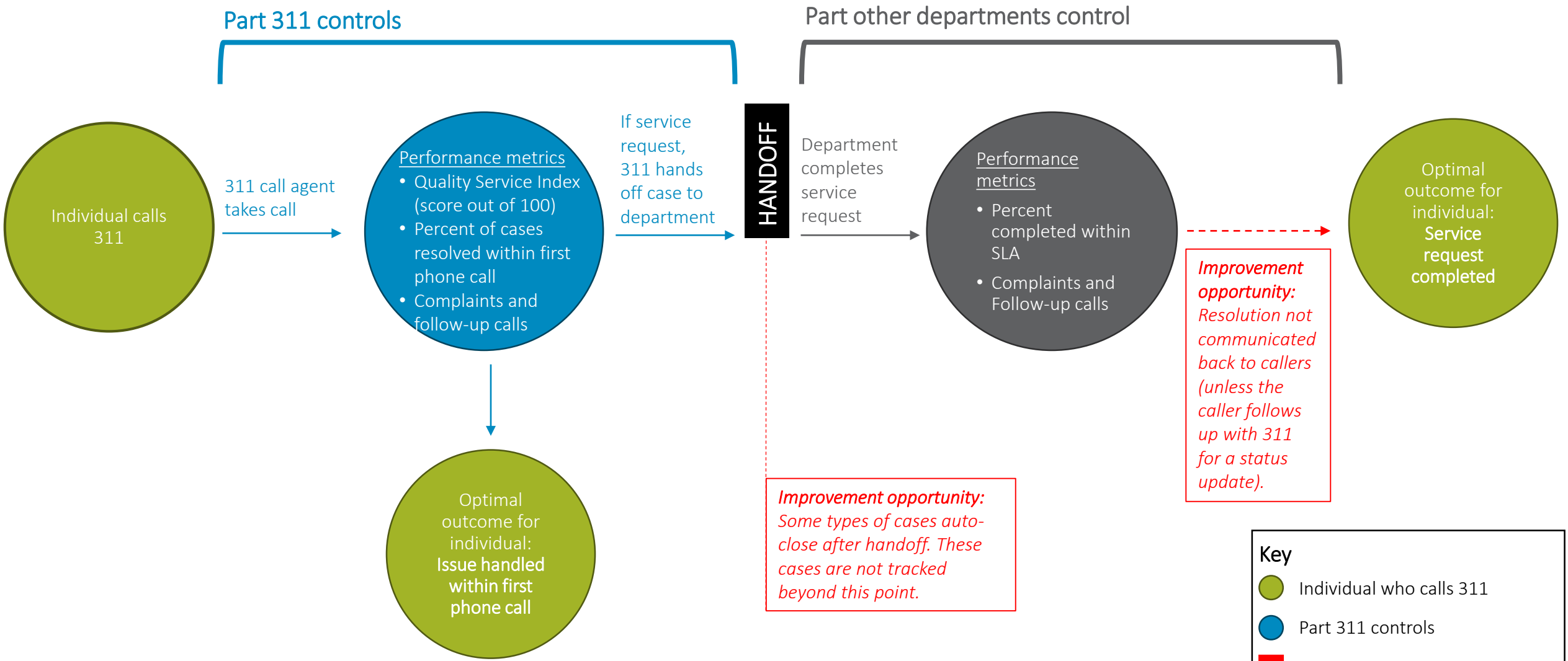
Flow chart: Phone calls

Does not include text, web chat, mobile, online



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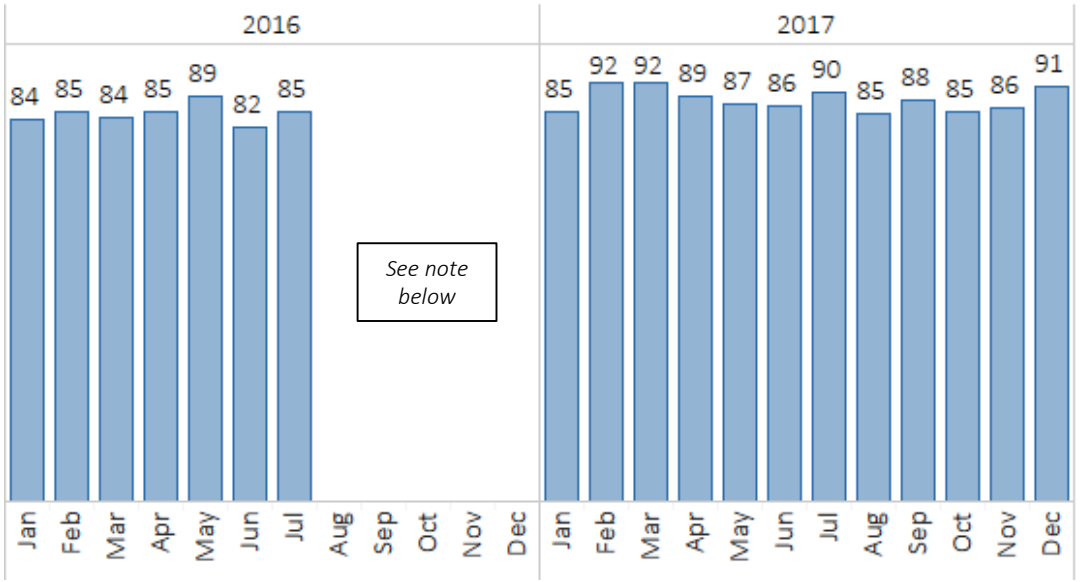
Flow chart: Phone calls

Does not include text, web chat, mobile, online

Part 311 controls

Quality Service Index by month (2016-2017)

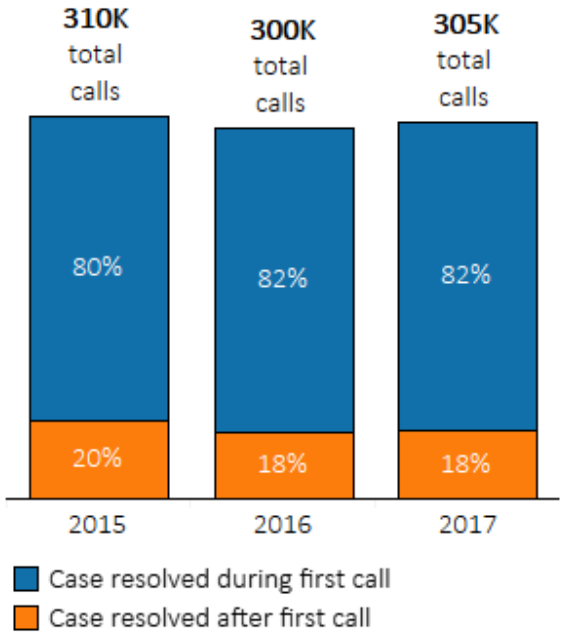
Average across all 311 call agents



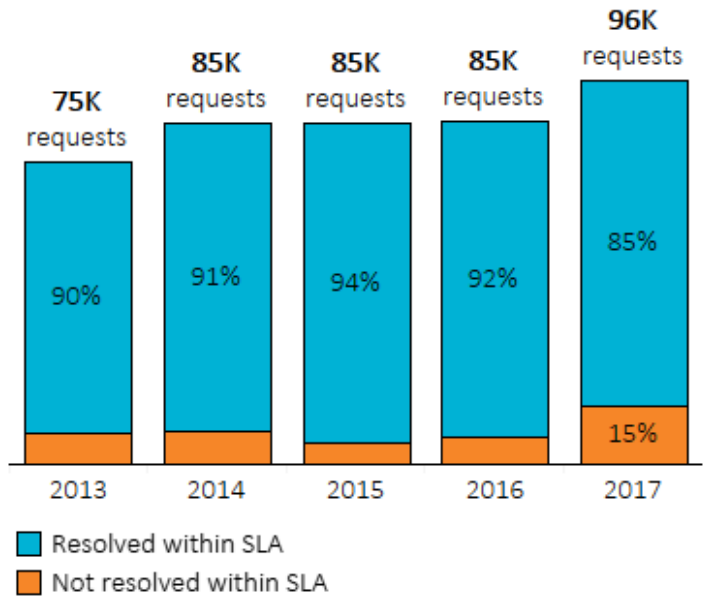
Note: The QSI program was suspended in the second half of 2016 due to staff capacity constraints.

Total calls to 311 (2015-2017)

Note: This does not include mobile or web.



Part other departments control

311 service requests (2013-2017)

Note: This does not include service requests that auto-close, or internal service requests specific to 311.