

Report

**311 Call Centre
Satisfaction Study**

November 2019

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 24 hours a day, 365 days a year.

In 2019, 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 2017
- Identify any areas for service improvement

Methodology

Methodology

Data Collection

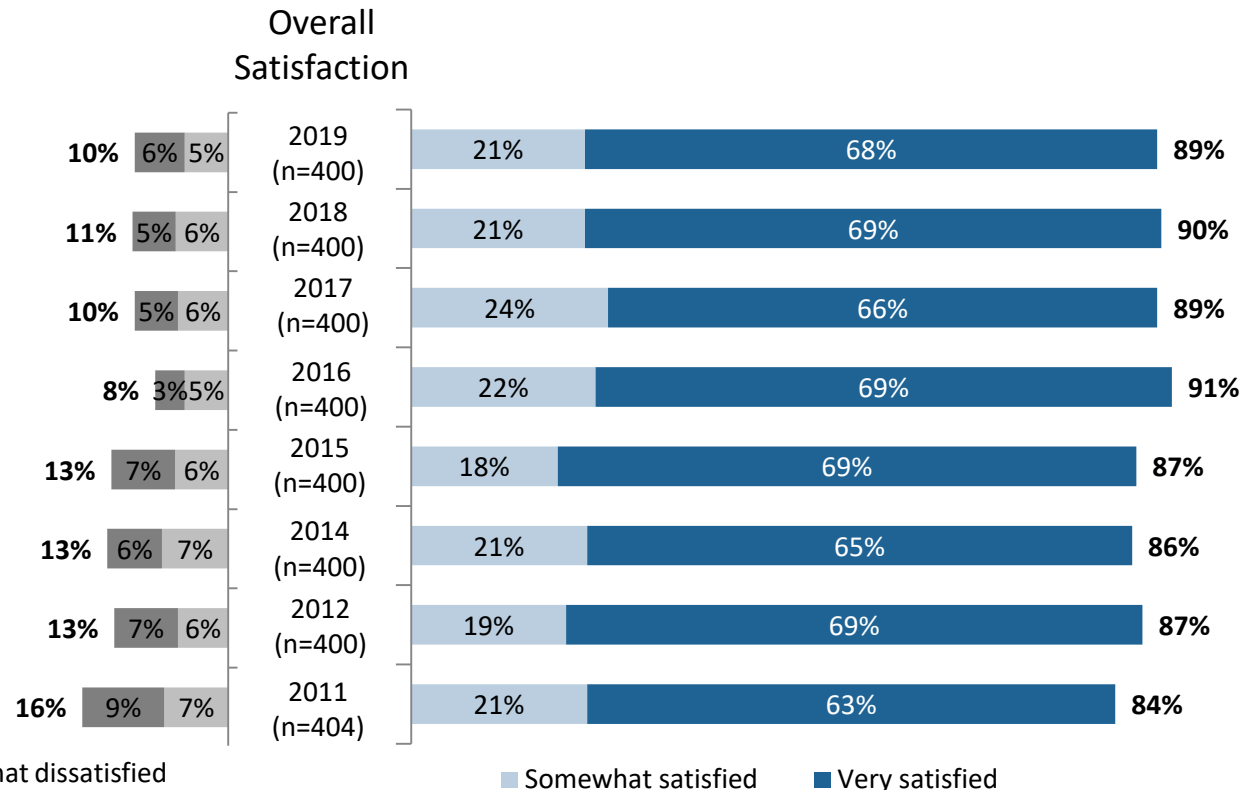
- 400 telephone interviews with Edmontonians.
- Interviews were conducted between October 21st and November 15th, 2019.
- In 2019, the quotas of 50% with call purpose inquiring about Edmonton transit, and 50% with any other call purpose were removed. Therefore, in 2019, 41% had a call purpose inquiring about Edmonton transit, and 59% had any other call purpose.
- 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

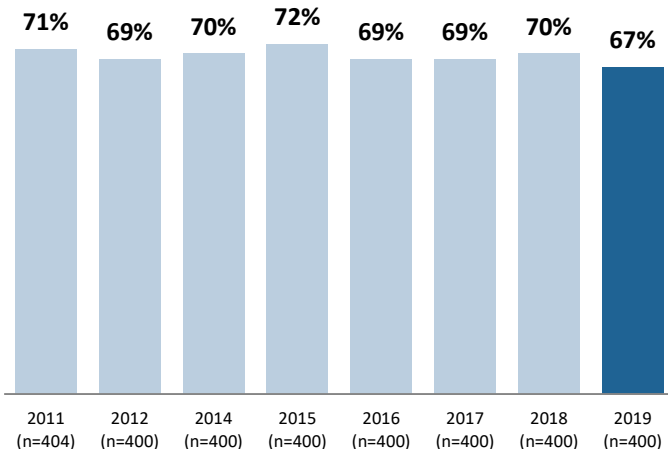
In 2019, a large majority (89%) of Edmontonians are satisfied overall with their most recent call to 311, consistent with previous years.



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

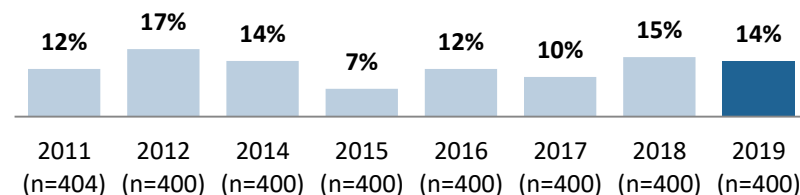


Did they call to follow up?



Yes...

Net First Call Resolution 2019: 85%



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

The incidence of follow-up calls has decreased slightly in 2019. Most of those who called to follow up did so as their concern is still outstanding.

Base: Edmontonians

*Other responses and don't know are not shown

() denote number of respondents

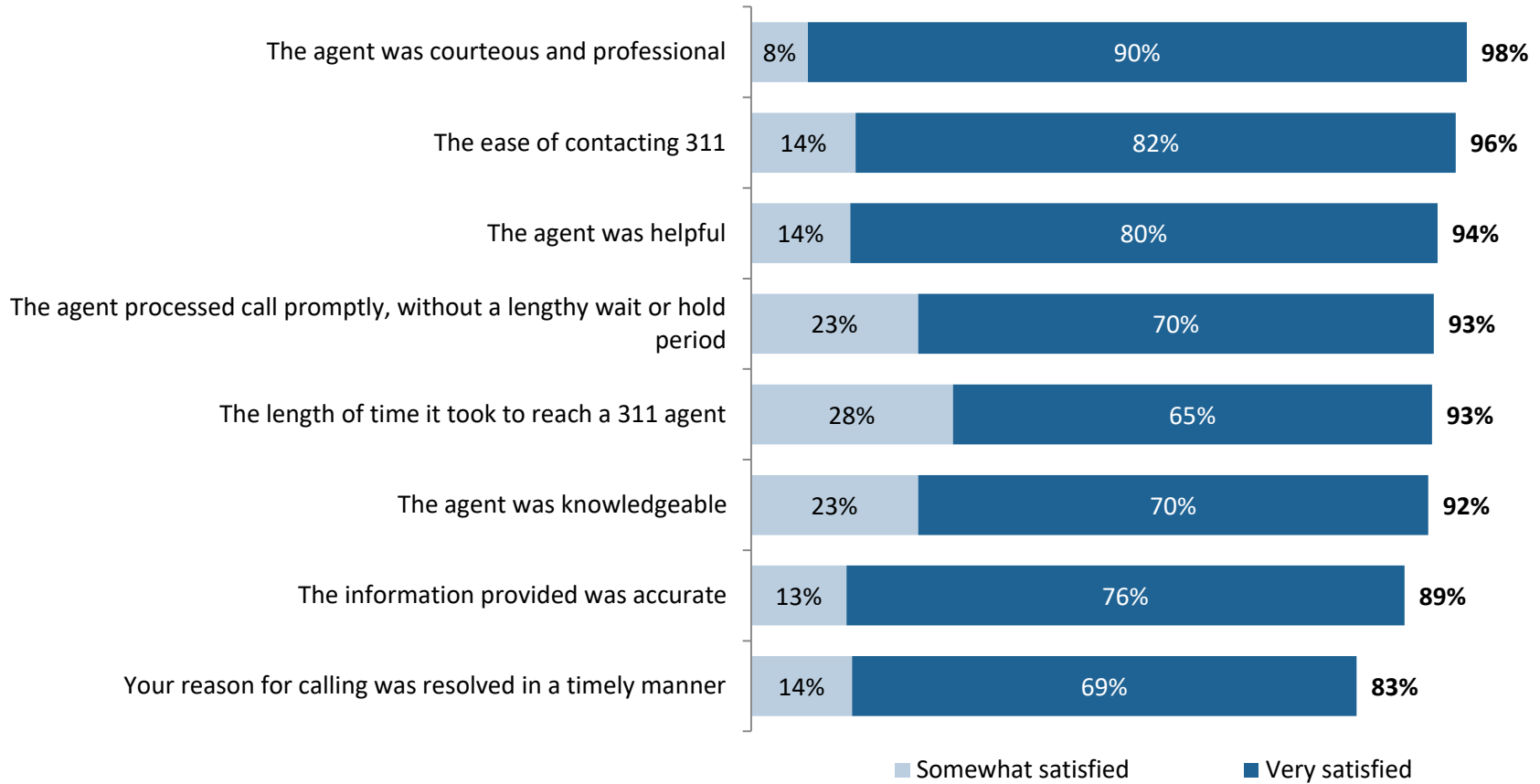
S2. How many times have you called 311 services in the past six months? Q5: Thinking about the most recent call to 311, were you calling to follow up on an earlier issue or enquiry? Q6:

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

Detailed Results

Satisfaction with 311 Call Centre

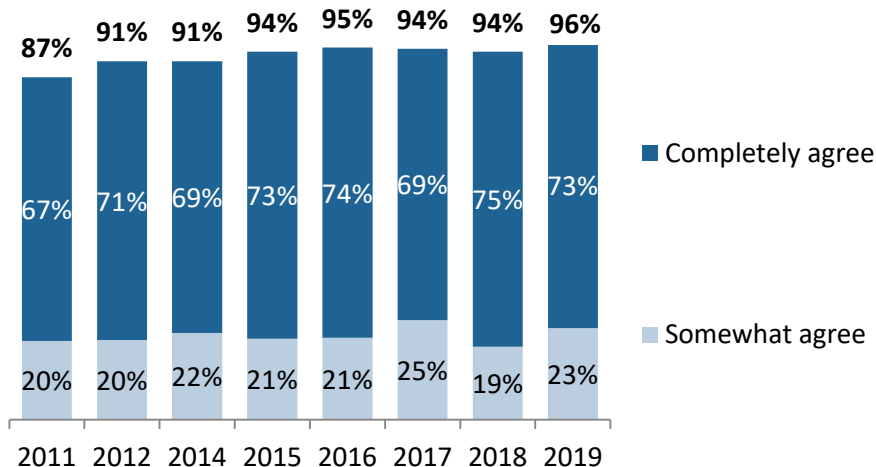
The majority of Edmontonians are satisfied with each individual aspect of their last call to 311.



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

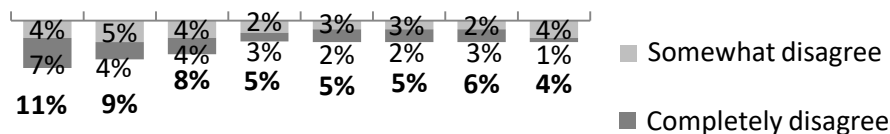
	Total Satisfied -somewhat, very-							
	2011 (n=404)	2012 (n=400)	2014 (n=400)	2015 (n=400)	2016 (n=400)	2017 (n=400)	2018 (n=400)	2019 (n=400)
The agent was courteous and professional	93%	97%	95%	95%	97%	97%	96%	98%
The ease of contacting 311	92%	96%	96%	95%	98%	97%	95%	96%
The agent was helpful	88%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

Nearly all (96%) Edmontonians agree 311 makes it convenient to obtain information or seek the service that they want.



• Among the small proportion of Edmontonians that disagree, the main reason for disagreement is feeling that the agents are not knowledgeable.

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=17)*
Agents are not knowledgeable	29% (5)
I prefer to make direct calls/ I do not like being transferred	18% (3)
Could not speak to a human being/ Too hard to get through	12% (2)
Operators should know all the information	12% (2)
Takes too long to get called back	6% (1)
They could not answer all of my questions	6% (1)
On hold for too long/ The service is not instant	6% (1)
My issues are not fixed	6% (1)
Other	6% (1)



Base: (2019: n=400, 2018: n= 400, 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

Q4: To what extent do you agree or disagree to the following statement.

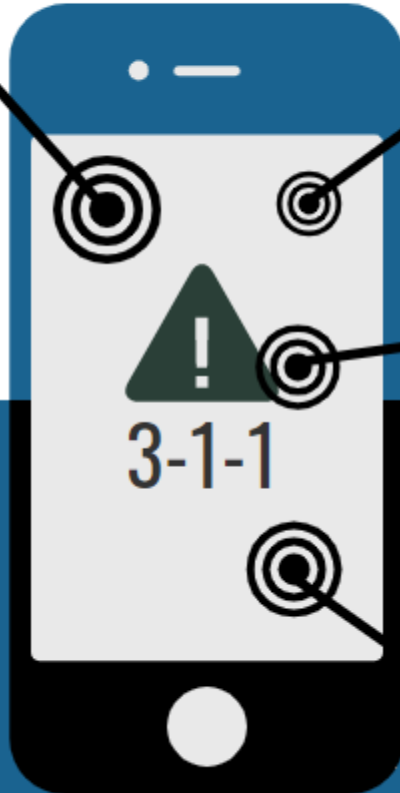
Q4a: Why do you say so?

* () denote number of respondents

Key Insights

PREFERENCE FOR A HUMAN TOUCH continues to be an important factor for Edmontonians in 2019 (regardless of call types and whether or not they used a self-serve option).

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



85%
FIRST CALL RESOLUTION remains high. The incidence of follow-up calls is similar to previous years.

83%-98%
are satisfied with each individual aspect of the 311 call centre.

89%
OVERALL SATISFACTION (consistently high since 2011).

OUR CREDENTIALS



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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
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