



Department of Customer Service

Finance/Executive
Committee Update

Myesha Good,
Interim Commissioner
November 16, 2022

ATL311 is the City of Atlanta's primary contact channel for non-emergency services and information.

Core Service Support Areas:

1. Business Licenses
2. Water and Sewer
3. Garbage, Recycling and Graffiti
4. Housing and Buildings (e.g., Permitting, Zoning, etc.)
5. Municipal Court, Public Safety, and Code Enforcement
6. Parks, Trees, Recreation, and Events
7. Streets, Sidewalks, Traffic, and Parking
8. Supportive Services (Policing Alternatives and Diversion (PAD))

Operating Hours: Monday-Friday 7am-7pm

Multi-Channel Access:

Dial 3-1-1 or 404-546-0311
Email atl311@atlantaga.gov
Fax 404-221-9518

atl311.com
Social Media Platforms
ATL311 Mobile App

Operational Improvements

Operational Efficiency

To ensure operational efficiency we are training our new hires, and cross training our current agents to handle all calls by facilitating an on-site training module. This will ensure a consistent hands on, engaging learning experience.

Effective Management

ATL311 continues “The Path Forward” initiative (implemented in June 2022) to create a healthy call center environment. “The Path Forward” includes creating a culture of feedback, leading our teams through change, daily motivation, focusing on effective communication with team members, and business stakeholders.

Workforce Management

WFM has created multi-skilled queues (in partnership of cross training all team members to handle all calls) which will create a flexible workforce which provides WFM the ability to schedule and forecast ATL311 agents to meet the needs of our constituents.

Operational Highlights

Social Media

- 157 responses to the Social Media Survey since March 2022
- 33 responses to the Community Meeting Feedback and Community Event Survey since June 2022
- Surpassed 26,000 mobile app downloads in October 2022
- 109.4K Average Impressions per hour on SOOFA signs since Jan 2022
- 273 Community Meetings and Events attended since Jan 2022

Supportive Services

- August 2022 - Implemented text surveys for our callers, upon consent provided. Over 400 surveys sent to date with a little over 100 responses.
 - Examples of feedback provided:
 - "This is a very good service that people are starting to trust. Please keep it going ,and please keep the same staff they are awesome."
 - "I'm just so grateful for this service and what it offers to our community. Every single human has a purpose and deserves to be treated with respect and dignity. And every matter is not a police matter."
 - "I actually made 2 calls and spoke with two separate agents. Both agents were kind, considerate, knowledgeable, and extremely helpful. Thank you to both of them. They made a tough situation much more bearable."

Supportive Services continued

- August 2022 - The ATL311 Supportive Services Team refers callers to the MARTA HOPE Team for individuals needing assistance on MARTA property. The MARTA HOPE Outreach team will respond.
- September 2022 - Gained an additional Diversion provider from Partners For HOME for homelessness self-referrals, Zaban Paradies Center.
- October 2022 - Partnered with APD E911 dispatchers. APD dispatchers now transfer public indecency calls to the ATL311 Supportive Services team for a PAD referral. A total of 8 E911 - Public Indecency PAD Referrals submitted from October 17, 2022 - October 31, 2022.
- October 2022 - Received invitation to partner with United Way 211. The ATL311 Supportive Services team is listed on 211's website as a service provider for non-emergency quality of life concerns related to mental health, substance use, extreme poverty, homelessness, and public health. [Here is the link.](#)

DCS-ATL311 Personnel Overview

Dept. of Human Resources' Summary

Total Positions as of 10/31/22	*Positions Filled	Filled Rate %	Total Vacant Positions	Total Vacancy Rate %
117	102	87%	15	13%

Turnover Reason	FY 23 YTD #	FY 23 YTD %
Retirement	0	0%
Dismissal/Term	3	21%
Resignation	11	79%
Deceased	0	0%
Total	14	100%

FY23 Turnover Calculation

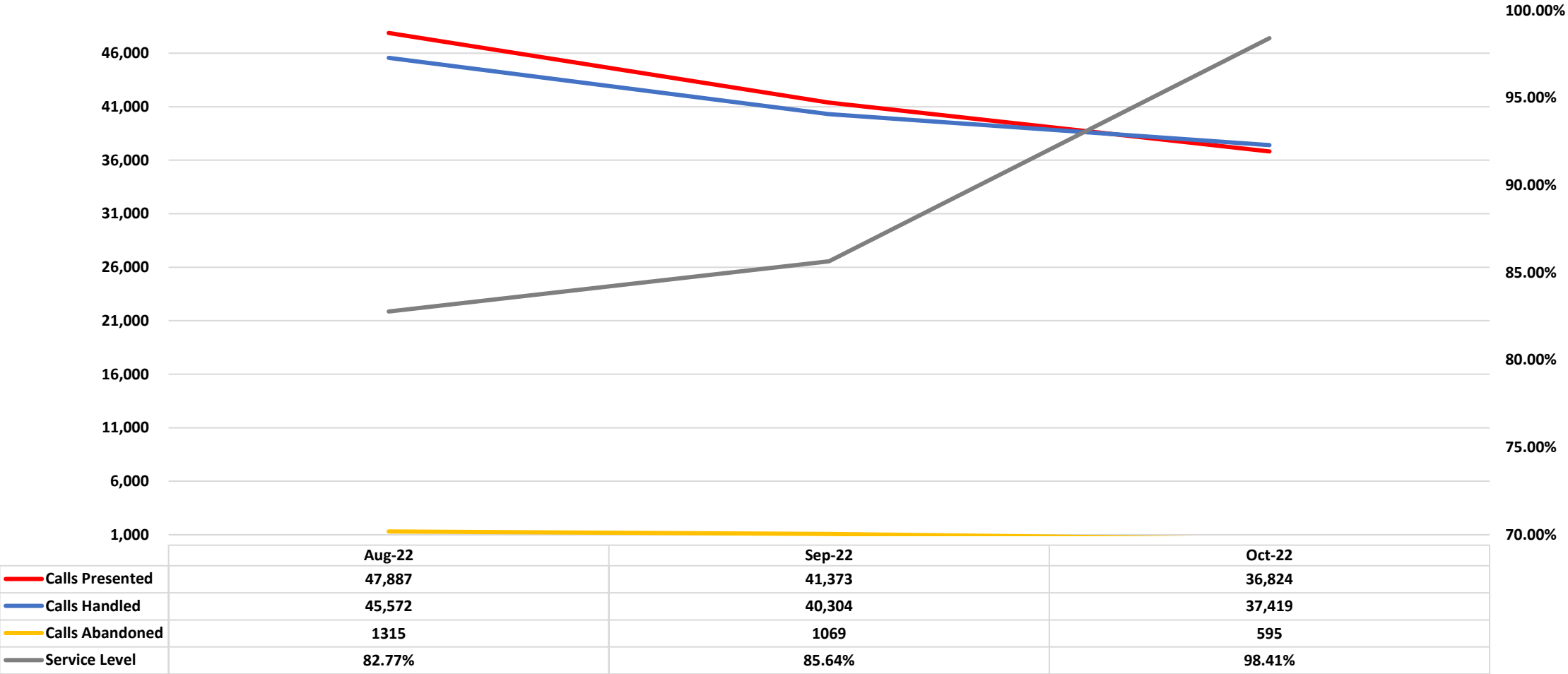
Note: Formula for monthly turnover rate is the number of employees separated during the month divided by the average number of employees in the month multiplied by 100

Month	# of Employees Separated During Month	Average Number of Employees During Month	Turnover Rate (Monthly)
July	4	100	4%
August	3	100	3%
September	7	99	7.07%
1st Quarter	14	100	14%
October	6	100	6%
2nd Quarter	6	100	6%

*total Vacancy rate = # of vacant positions/total DCS positions

Call Volume Data: ATL311

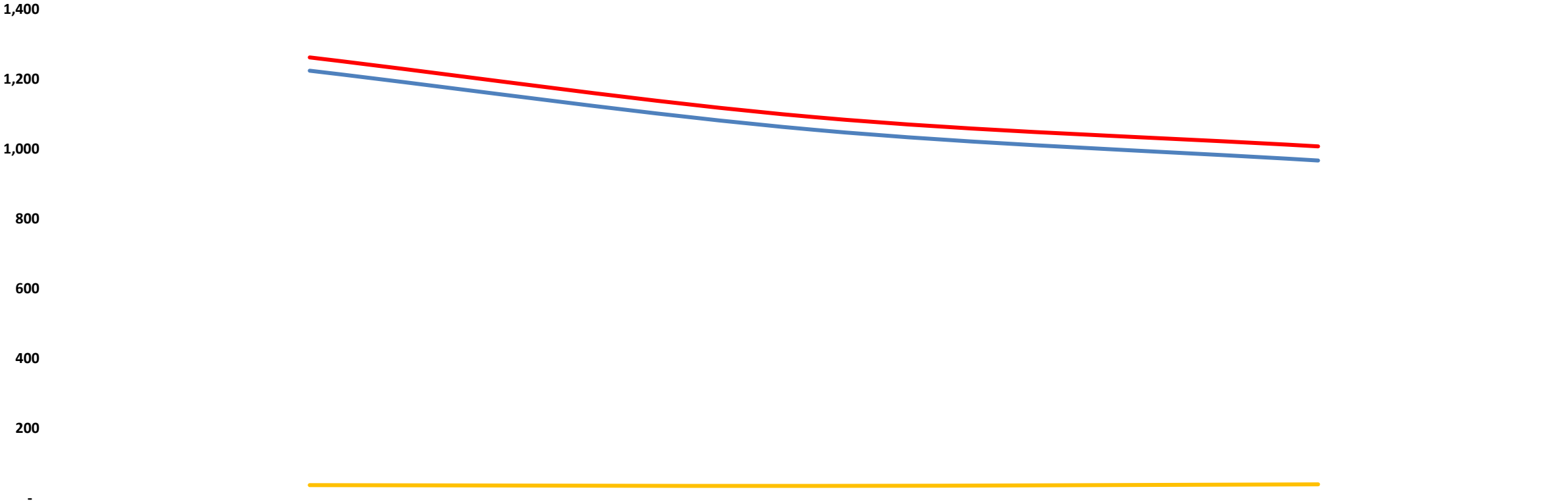
August 2022- October 2022



— Calls Presented
 — Calls Handled
 — Calls Abandoned
 — Service Level

Call Volume Data: Supportive Services

August 2022- October 2022



	Aug-22	Sep-22	Oct-22
PAD Calls Presented	1,262	1,091	1,007
PAD Calls Handled	1,224	1,055	967
PAD Calls Abandoned	38	36	40

— PAD Calls Presented — PAD Calls Handled — PAD Calls Abandoned



Call Statistics

August 2022 - October 2022

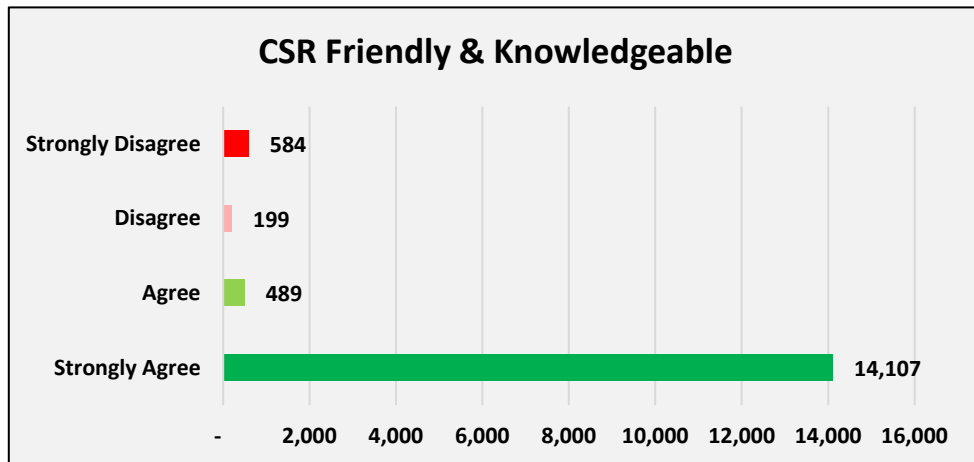
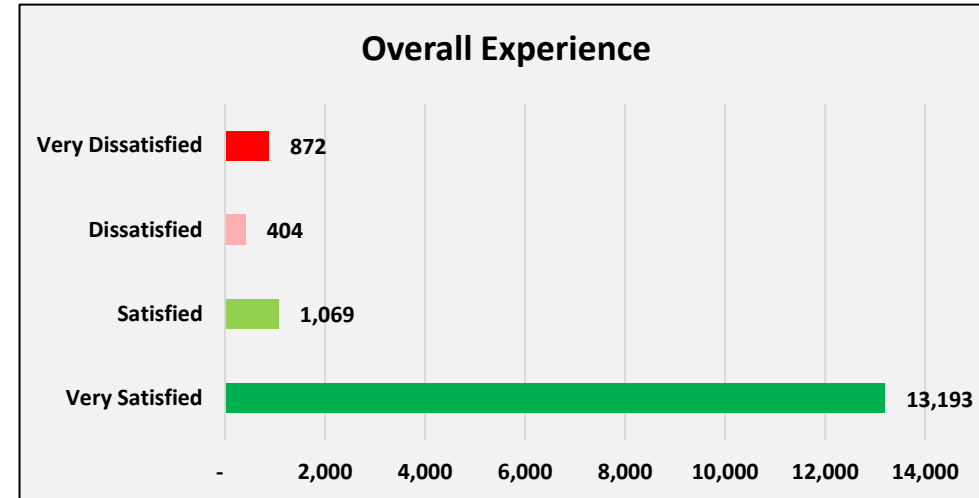
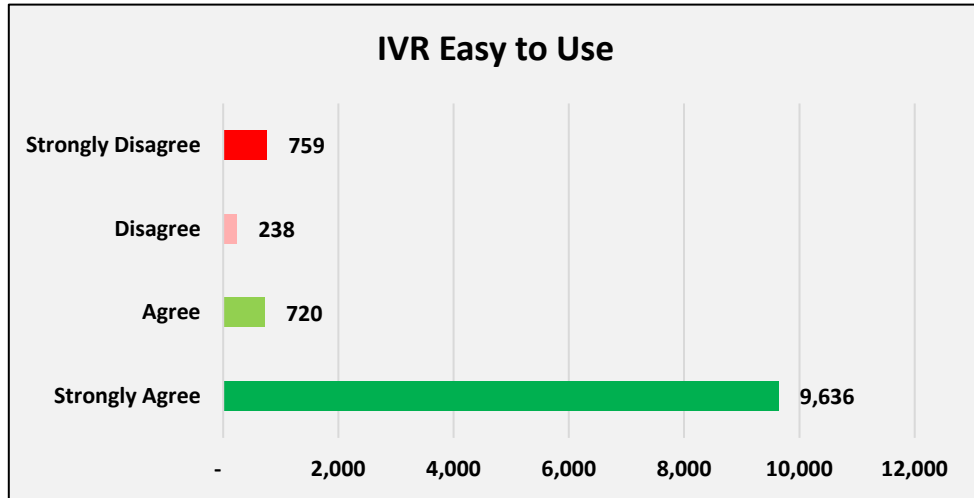
Date	Avg Handle Time	Avg Speed of Answer
August 2022	0:06:40	0:00:44
September 2022	0:06:16	0:00:34
October 2022	0:06:13	0:00:21

Post Call Survey Results

August 2022 - October 2022

Customer Experience Score

92.71%



Top 5 Cases

August 2022 - October 2022

<u>DWM</u>	<u>Total Cases</u>
Bill Inquiry For Active Water And Sewer Account	3,197
Account Information For Active Water And Sewer Account	3,040
Property Owner or Renter Request to Establish New Water and Sewer Bill Account Services	2,755
How to Request an Adjustment to Your Water and Sewer Bill	2,559
Report Of Leaking Or Broken Water Meter	1,816

<u>Code Enforcement</u>	<u>Total Cases</u>
Code Enforcement - Overgrown Grass	964
Code Enforcement - Junk, Trash, and Debris-PRIVATE PROPERTY ONLY	751
Code Enforcement - Junk Vehicle Violation (Private Property)	305
Code Enforcement - Vacant Lot - Overgrowth (exceeds 12 inches) or Junk, Trash, and Debris	279
Code Enforcement - Mold and Fungal Growth	259

<u>DPW</u>	<u>Total Cases</u>
Bulk Collection Request	5,228
Missing Garbage Bin	2,679
Damaged Garbage Bin Replacement	2,327
Missed Residential Garbage	1,879
Bin Pick Up	1,507

<u>DOF</u>	<u>Total Cases</u>
Registering a New Business in the City of Atlanta	1,480
Business License Renewal-City of Atlanta	747
ATLCORE – Business License Invoice Not Received	472
Business Failure to File Multiple Year Renewal	283
Update Business Tax Certificate	225

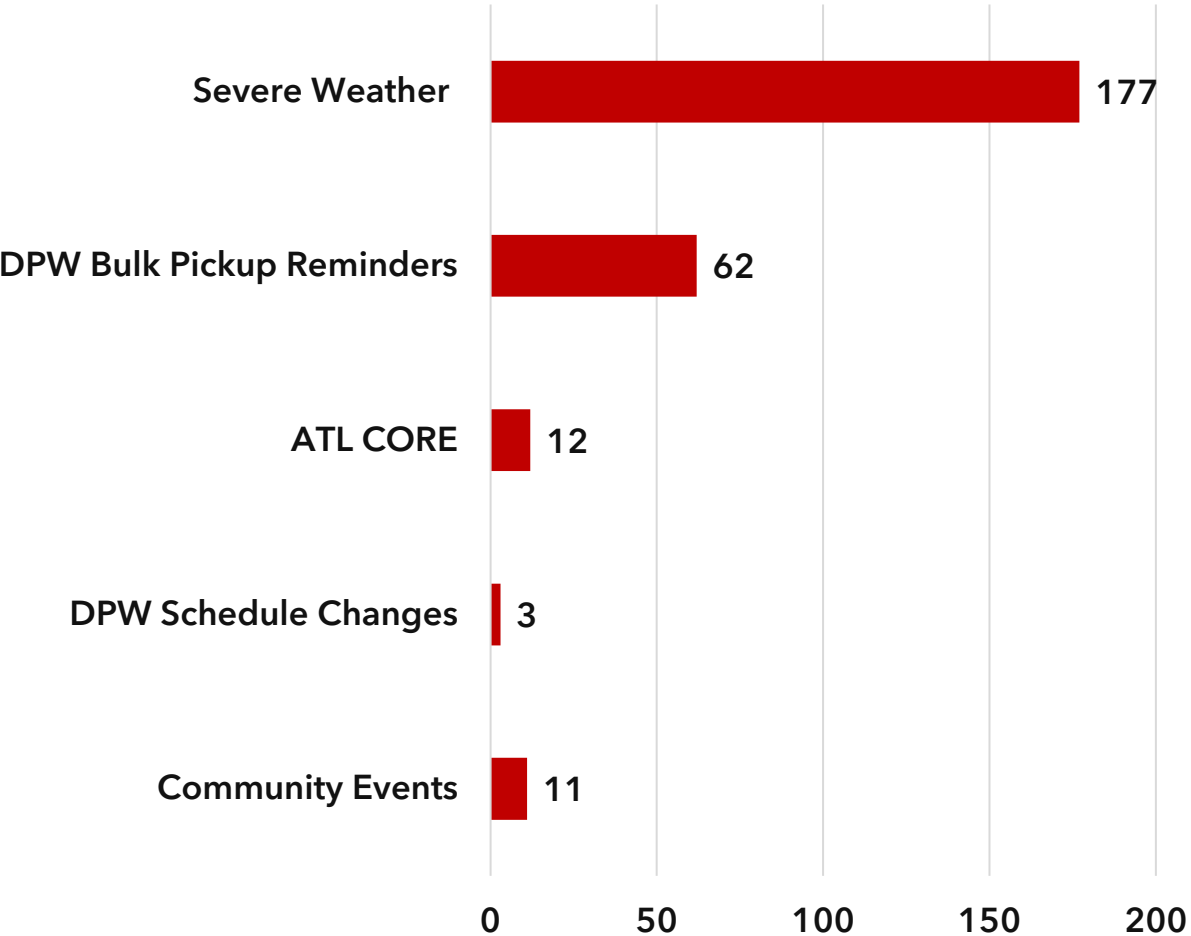
<u>MUN</u>	<u>Total Cases</u>
I Failed to Appear at Court	8,117
When is my court date and time?	7,669
How much is my court fine and how do I pay?	6,722
How do I reschedule my initial court date? (Only available if court date has not passed)	1,742
I Can't Find My Citation Online	1,237

<u>ADOT</u>	<u>Total Cases</u>
Potholes	783
Non Emergency Traffic Signal Repair	469
Emergency Traffic Signal Repair	426
Concrete (Sidewalk, Curb, Driveway Apron) Inspection	350
Non Emergency Sign Repair, Replacement, or Installation	264

<u>PAD</u>	<u>Total Cases</u>
Policing Alternatives & Diversion Initiative PAD - Basic Needs	252
Diversion Problem-Solving Strategy and Housing Solution Referrals	185
United Way of Greater Atlanta 2-1-1	178
Atlanta Police Emergency and Non-Emergency Contact Information	142
Housing Follow-Up Requested	94

NotifyATL Campaigns

August 2022- October 2022 Total Campaigns



Total Campaigns: 265

New Subscribers: 4,576

Notify ATL Subscribers: 20,339

Covid-19 Subscribers: 16,599



PAD/Supportive Services

Immediate ATL311 Referrals

Service Level: PAD will respond within 45 minutes.

- Since inception in January 2021, responded to 1,287 community response requests deemed "Immediate."
- YTD, responded to 81 community response requests deemed "Immediate."
- **Average Response Time YTD: 37 min**

Outreach ATL311 Referrals

Service Level: PAD will respond within 72 hours.

- Since inception in January 2021, responded to 1,636 community response requests deemed "Outreach"
- YTD, responded to 1,049 community response requests deemed "Outreach"
- **Average Response Time YTD: 2hrs 48 min**

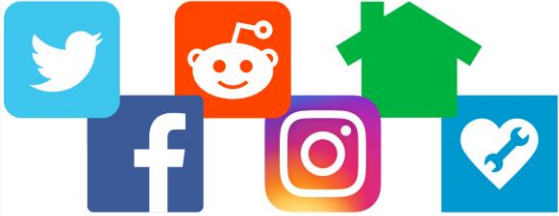
General Points for October

- PAD responded to 97 calls marked as 311 - Immediate Priority in October. The average response time for these calls was 41.3 minutes
- PAD responded to 24 calls marked as 311 - Outreach in October. The average response time for these calls was 61 minutes

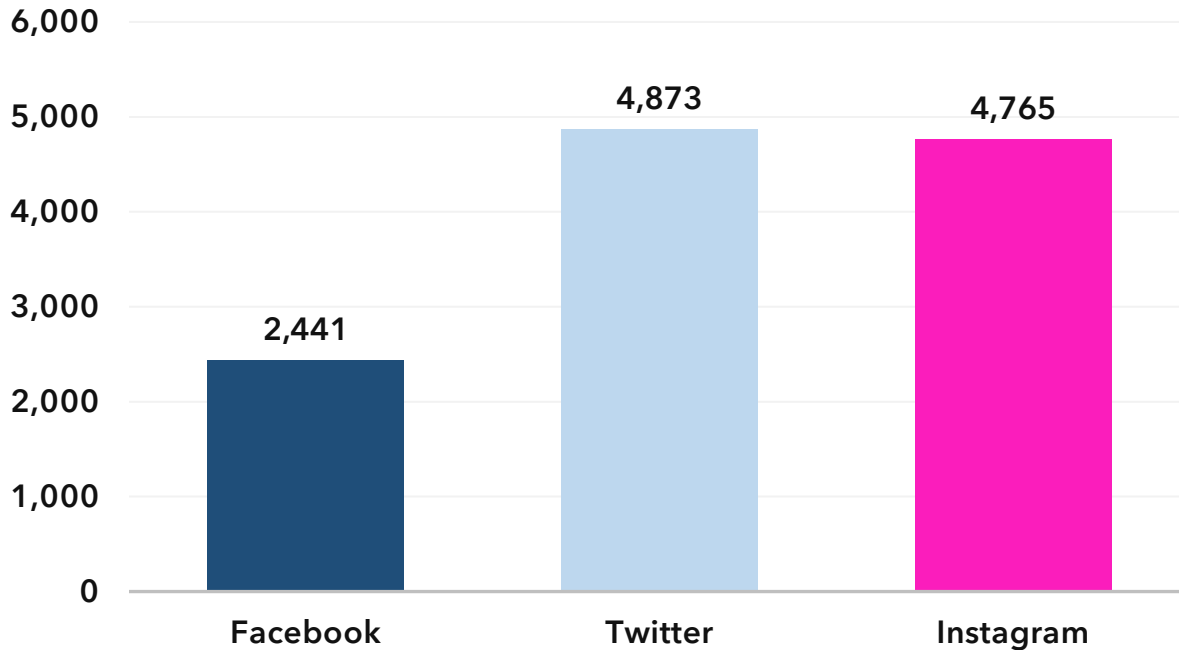
Testimonial

"I'm just so grateful for this service and what it offers to our community. Every single human has a purpose and deserves to be treated with respect and dignity. And every matter is not a police matter."

Social Media



12,079 Followers



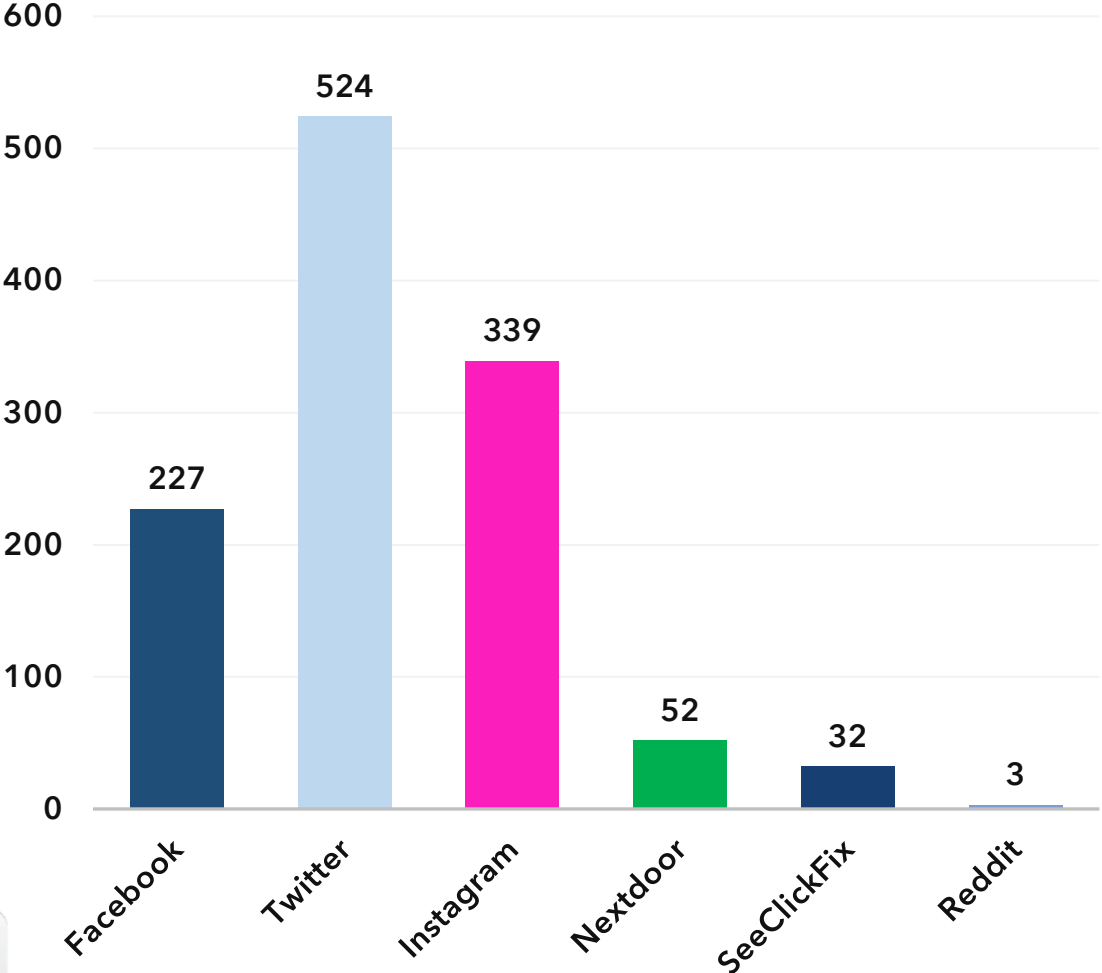
Follow @ATL311



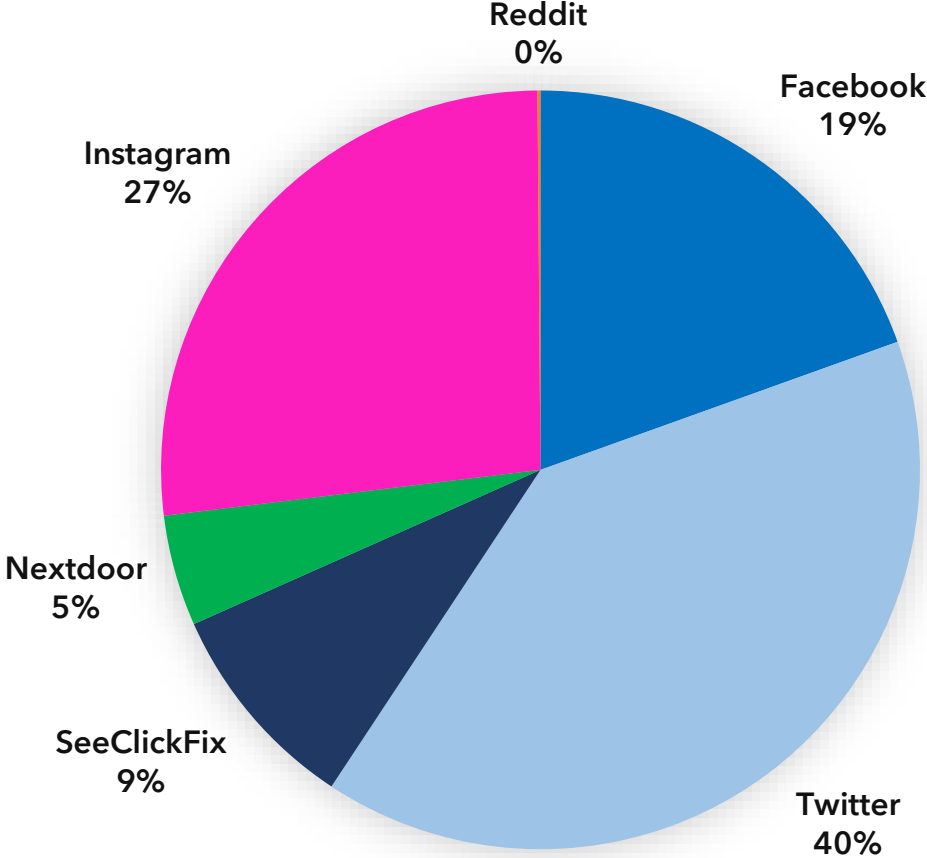
Kudos
@ATL311 I am blown away!!! I sent a note about a pothole in front of my house and it was fixed within 48 hours. That is AMAZING!! 🙌🙌🙌 Glad I @google this. I didn't know about ATL311 but I will lock it in now. 🙏🙏 Thank you!!
Much quicker then call ATL311 on the phone.
Excellent and professional service as always!
Using the IG DM platform has been an awesome experience. I work during the day and do not have a lot of time to conduct personal business.. The wonderful part is your social media team is professional, super courteous and responsive. THANKS FOR PROVIDING THIS OPTION!
I was impressed by the speedy response to my request for a case number!
Thank you for your help! It's really convenient to communicate via Twitter too so I appreciate that.
Twitter feed at @atl311 prompt and professional.
Always prompt and attentive .. only wish rest of city of Atlanta worked as smooth
The responsiveness is great. Most issues I've reported have been resolved.
I like the way you always answer in a timely manner.

Social Media Data

1,177 Cases



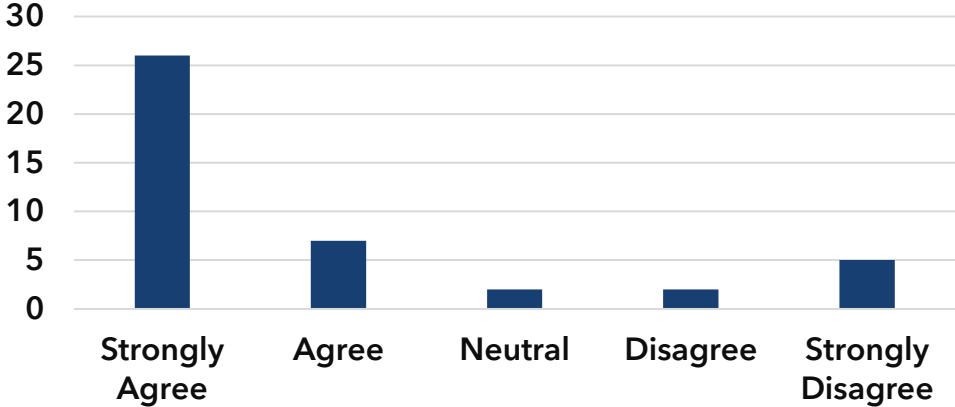
3,171 Messages Received



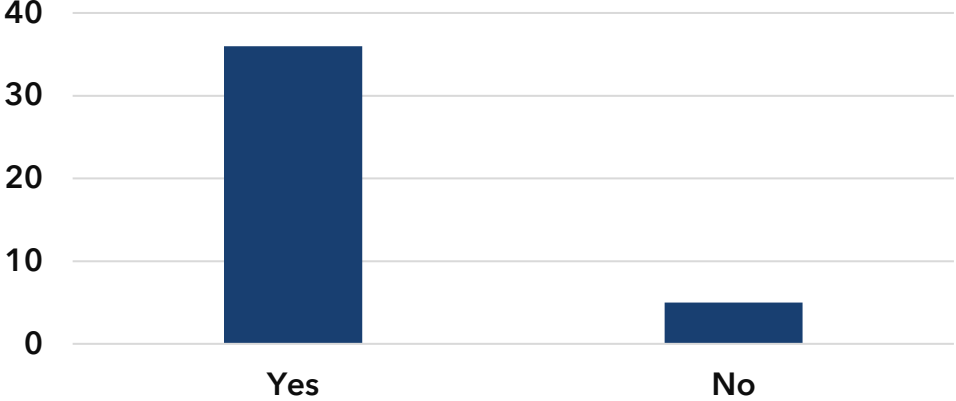
August 2022- October 2022

Survey Feedback- Social Media

Question 1: The ATL311 social media platform you used made it easy to handle your issue or obtain information.

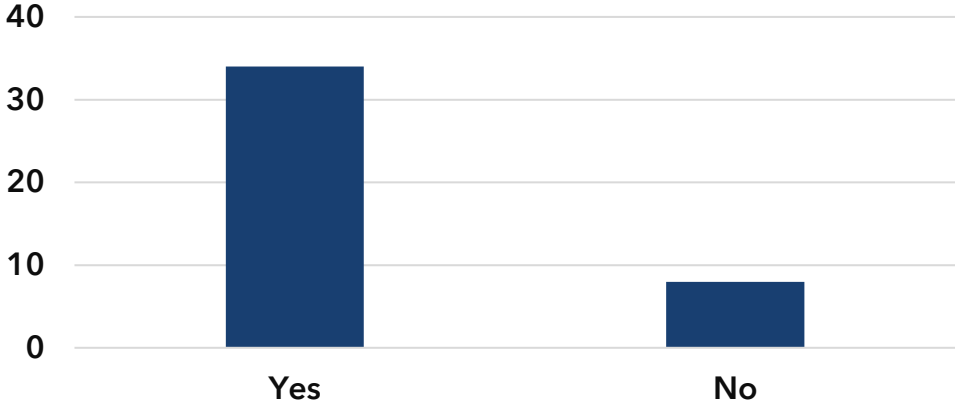


Question 2: Was the Social Media Representative friendly, knowledgeable and professional?

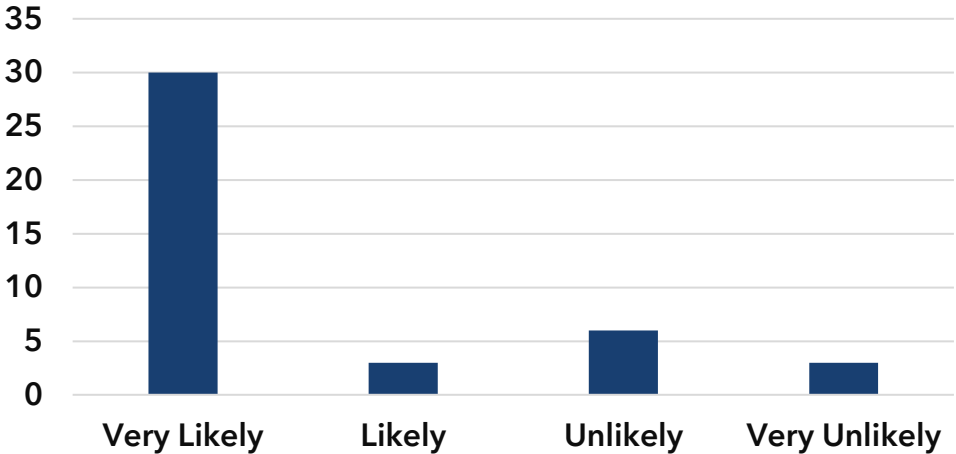


Responses
42

Question 3: Were you satisfied with your overall experience using ATL311 Social Media?



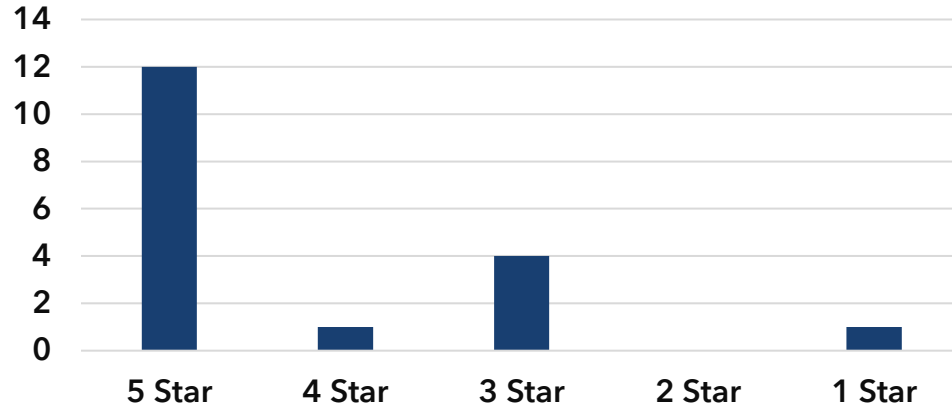
Question 4: How likely are you to recommend ATL311 to others?



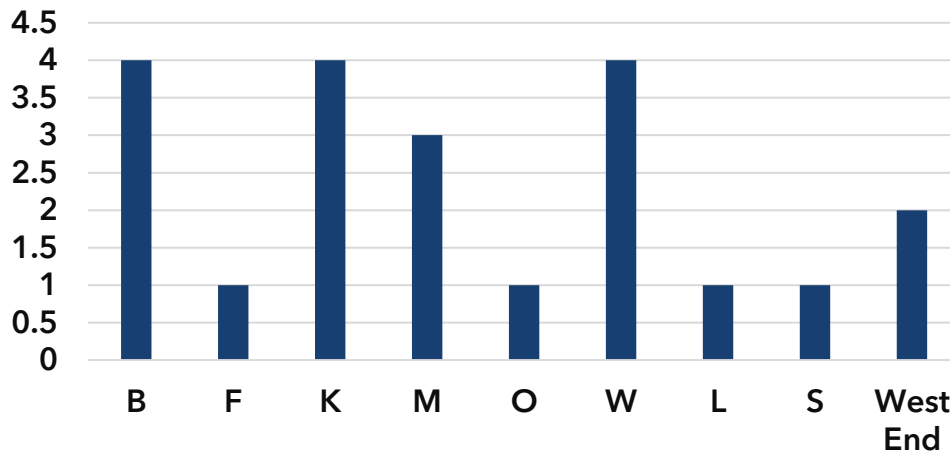
Survey Feedback- Community Meeting

Question 1: How useful was ATL311 to you at this meeting?

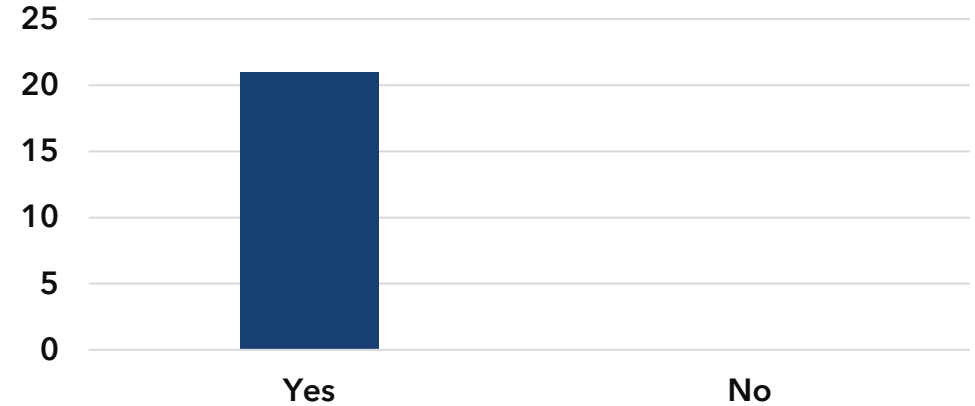
4.3★ Average Star Rating



Question 3: Which NPU/Community Meeting did you attend?



Question 2: Was the ATL311 representative in attendance today knowledgeable, friendly and helpful?



Responses
18

Survey Feedback

The only complaint I have is that the hours of 311 aren't longer, but I'm grateful for its availability.

Great job! ATL311 has been extremely helpful in the past.

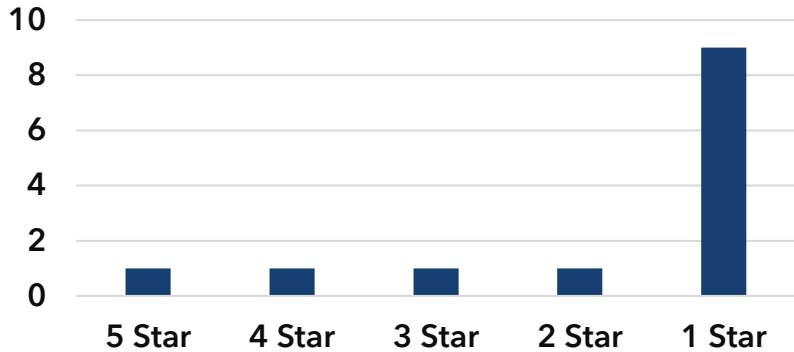
Thank you so much for showing up to NPU meetings!

311 has been helpful and prompt every time I've ever called. Johnny Wilson is always a joy to have at the NPU meetings; I loved to see a shout-out to her and 311 from Mayor Dickens at the meeting tonight!

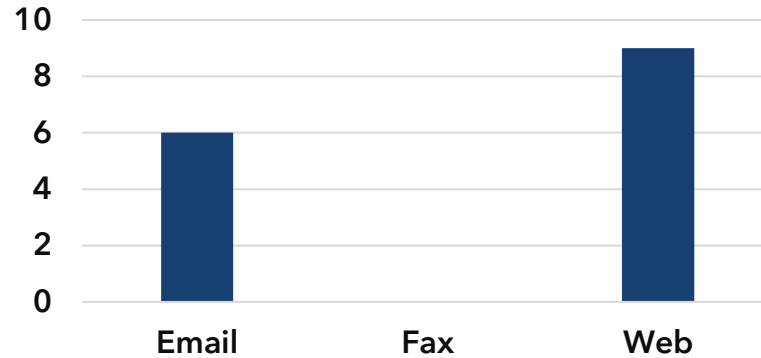


Survey Feedback- Back Office

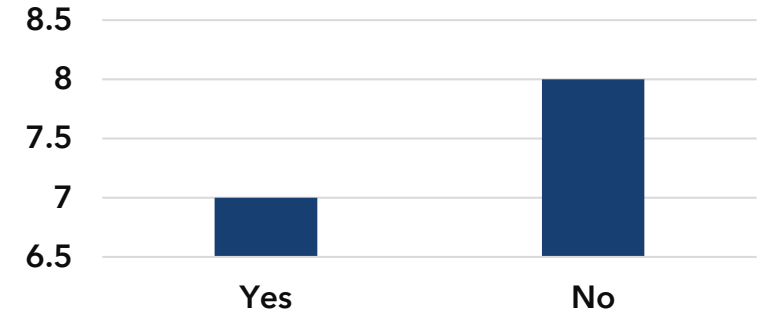
Question 1: Please rate your overall interaction with ATL311.
1.8★ Average Star Rating



Question 2: Please select the contact method you used to contact ATL311.

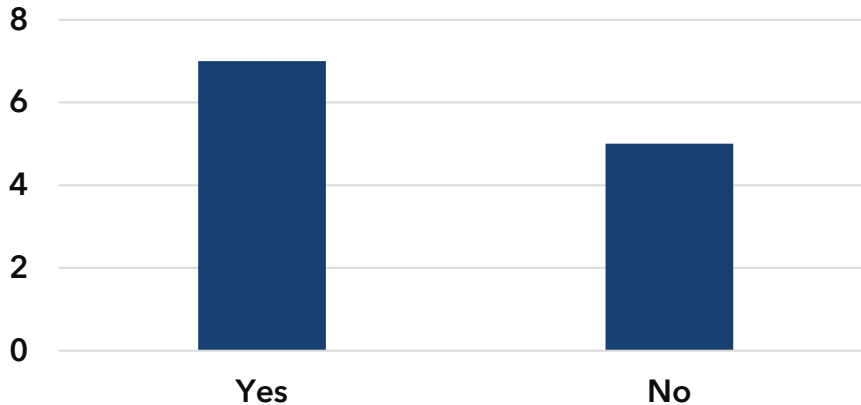


Question 3: The ATL311 contact method you used made it easy to handle your issue or obtain information.

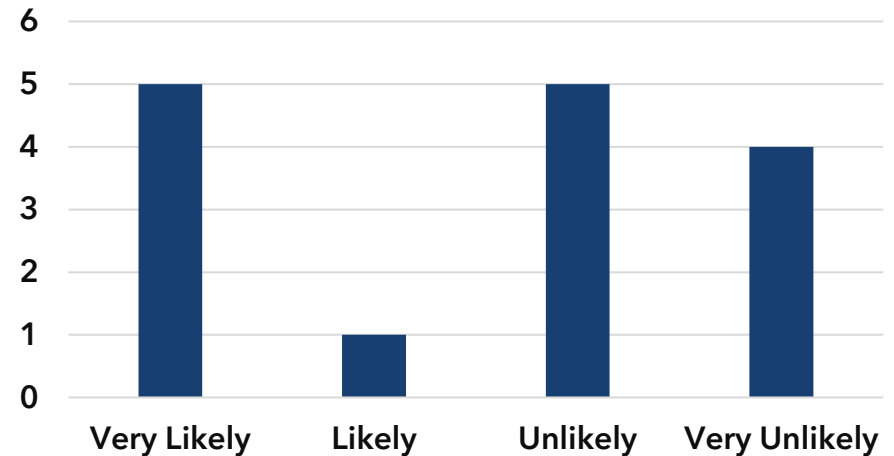


Responses 15

Question 4: Was the representative corresponding with you friendly, knowledgeable and professional?



Question 5: How likely are you to recommend ATL311 to others?



Back Office and Escalations

Processed and Escalated Cases

Month	Back Office	Escalations
August	1702	1739
September	1212	1659
October	721	901
Total	3635	4299

Technology Enhancements

Phase 1

*Mobile App, IVR and Chatbot/Portal
(Launch November 2022)*

- Decreased call volume and call wait times
- Reduced complexity and call center agent workload and burnout
- Improved speed of first call resolution
- Provide self-service options to customers
- Improve the customer experience

Phase 2

*New CRM
(FY24 Launch with an Iterative Approach)*

- Replace existing CRM application with a more robust end-to end solution
- Enhanced functionality and user experience
- Reduction or elimination of customization (reduced cost/risk)
- Process standardization and automated case flow creation

Questions?

**One Source
for City
Services**

