



# Department of Customer Service

Finance/Executive  
Committee Update

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Myesha Good,  
Commissioner  
November 13, 2024

# 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-12am*

Multi-Channel Access	
Dial 3-1-1 or 404-546-0311	Fax 404-221-9518
Email <a href="mailto:ATL311@atlantaga.gov">ATL311@atlantaga.gov</a>	Social Media Platforms
<a href="http://www.ATL311.com">www.ATL311.com</a>	ATL311 Chatbot & Mobile App

# Operational Highlights

July - October 2024

## Social Media Team

**93%** of respondents were satisfied with the overall experience using ATL311 social media channel.

Gained nearly 1,000 followers through engaging content. Averaging around **330** new followers per month.

Handled over 1,400 messages and submitted over 1,450 cases via Facebook, X, Instagram, Nextdoor, SeeClickFix, and Reddit.

Developed #MunicipalCourtMondays to post on social media to drive constituents to self serve options.

Created highlight video to showcase AVA, The City of Atlanta's new Kiosk.

Created a series of "YTK- You Need to Know This" informational graphics that are posted to our social media channels monthly to educate the public.

## Supportive Services Post Call Survey Data

Number of PAD Surveys Sent: **1,403**

Number of PAD Survey Responses: **210**  
(77 PAD Survey responses and 133 SS Survey responses)

**83.12%** selected "Very Likely" to contacting ATL311 in the future to submit a PAD referral.

**80.15%** selected "Very Likely" to contacting Supportive Services in the future for other needs.

## Community Affairs

Attended **109** Community Meetings, Events and NPU meetings.

## Training Team

Hosted a New Hire Training class (9/26); next New Hire class scheduled **November 21<sup>st</sup>**

Executed cross-training initiatives to close skill gaps, provide additional capacity, and improve the customer experience. Call center will be fully trained by **Q1 2025**.

## Call Center Operations

Exceeded service level agreement (SLA) expectations for the CSC (**CSC 85%, Live Chat 98%**).

Increased agent level staffing by **80%** to improve response times and customer experience.

## Customer Service Desk (OCS/311)

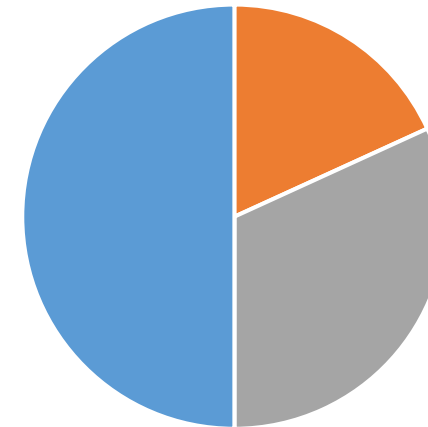
Assistance **1,243** customer engagements at the City Hall atrium customer service desk during Q3 (July- 462, August- 346, Sept-232, Oct-203).

# Human Resources

## Department of Customer Service

Total Positions as of 10/1/24	*Positions Filled	Filled Rate %	Total Vacant Positions	Total Vacancy Rate %
156	105	67%	51	33%

Turnover Reason	July-Oct '24	July-Oct '24
Retirement	1	0%
Dismissal/ Term	4	36%
Resignation	7	64%
<b>Total</b>	<b>12</b>	<b>100%</b>



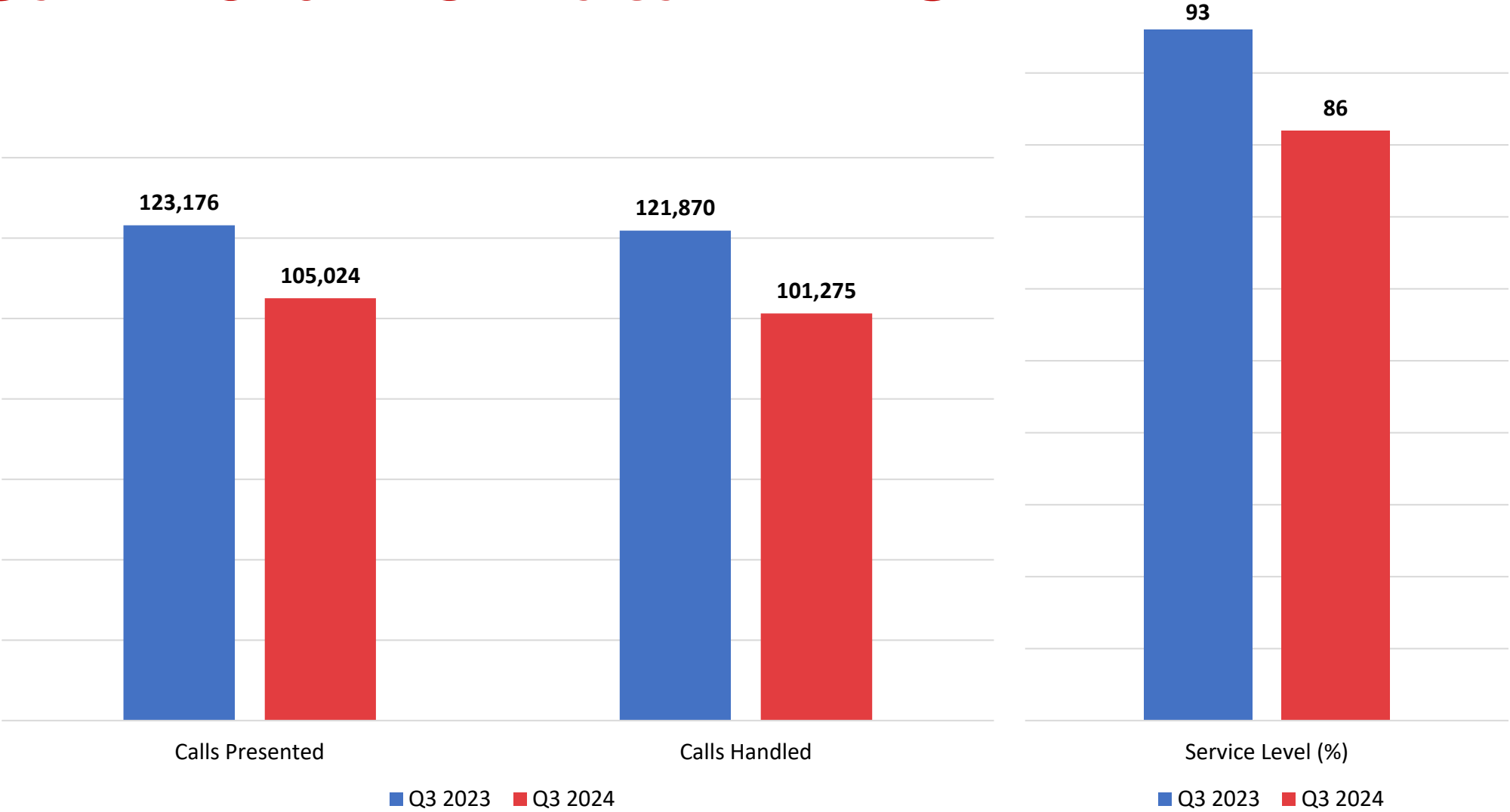
■ Retirement ■ Dismissal/Term ■ Resignation ■ Deceased ■ Total

	# of Employees Separated	Average Number Employees During Month	Turnover Rate
July-Oct '24	12	103	12%

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

\*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

# Call Volume Data: ATL311

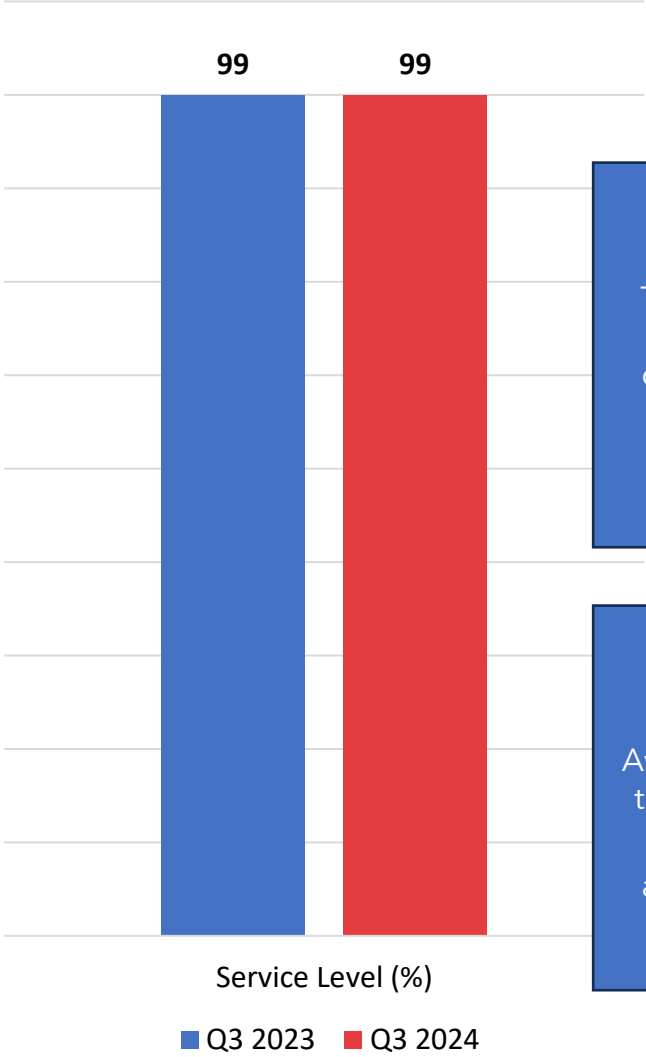
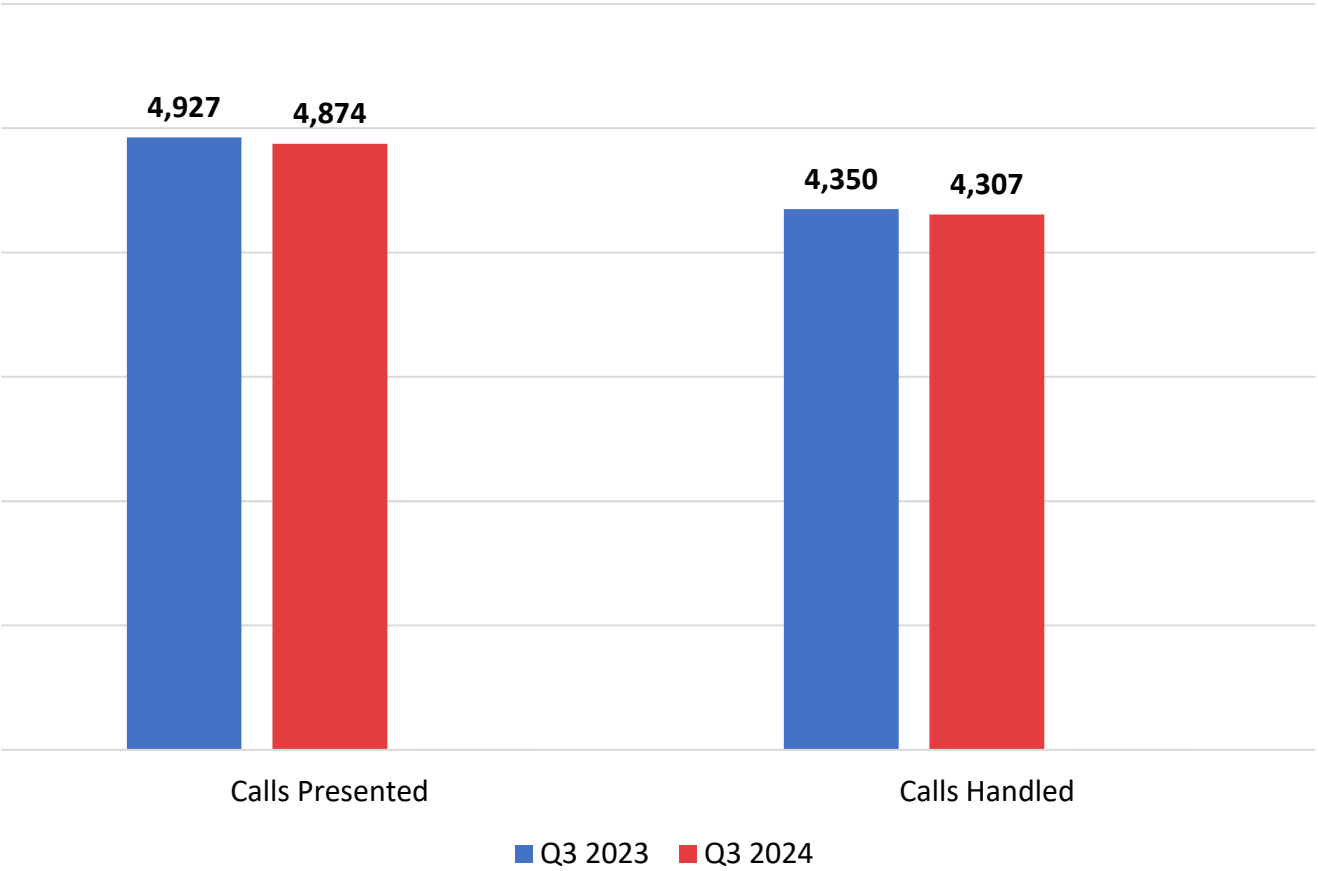


**Avg Handle Time-**  
The average time, from start to finish, that a contact was connected with an agent.  
**6:57**

**Average Speed of Answer-**  
Average time, in seconds, that a contact was in the queue before being answered by an agent.  
**46 secs**

The expanded service hours for ATL311 officially commenced on July 1, 2024.

# Call Volume Data: Supportive Services



**Avg Handle Time-**  
The average time, from start to finish, that a contact was connected with an agent.  
**5:02**

**Average Speed of Answer-**  
Average time, in seconds, that a contact was in the queue before being answered by an agent.  
**8 secs**

# Evening Shifts Report

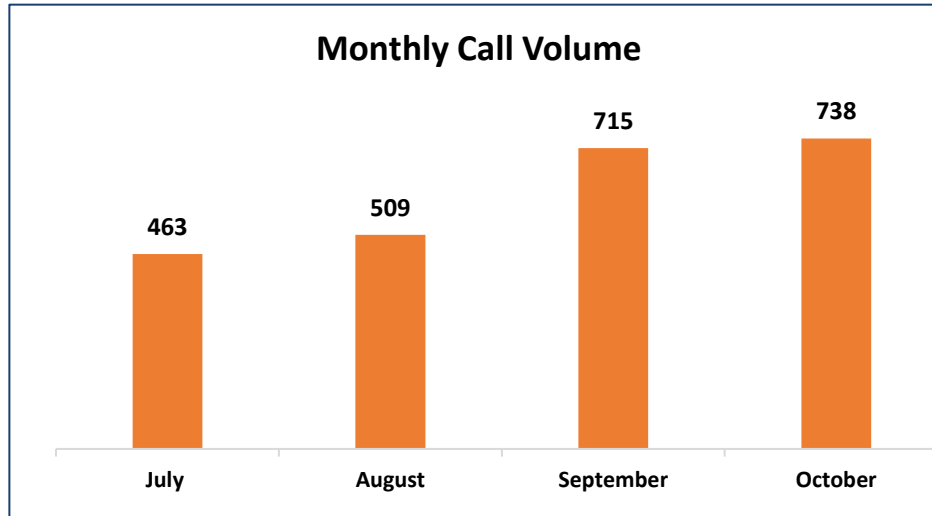
July- October 2024

Call Volume between 7pm - 12am EST

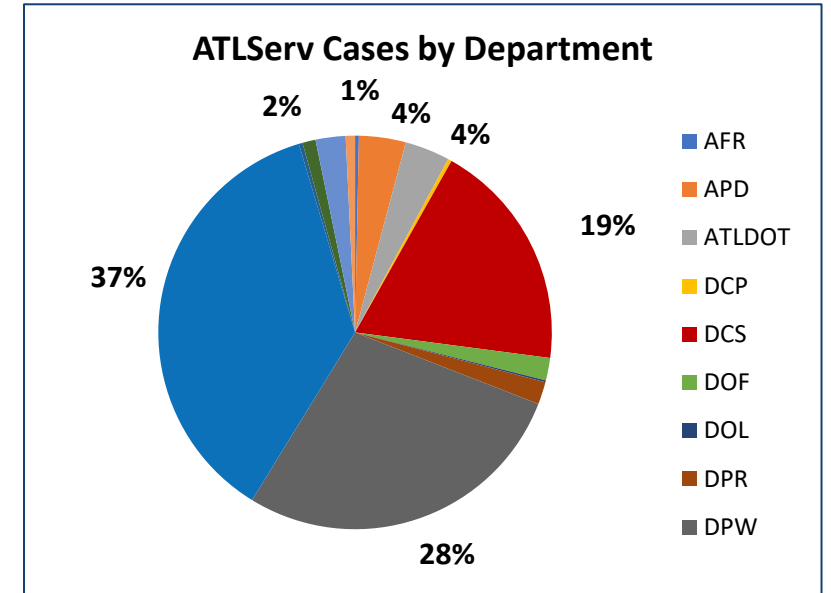
Total Calls

**2,425**

Monthly Call Volume



ATLServ Cases by Department



Top 10 KA Topics

KA Topic	Department	# of Cases
Dropped Call / Case Created In Error	DCS - Department of Customer Service	76
Where can I pay my water bill?	DWM - Department of Watershed Management	66
Account Information For Active Water And Sewer Account	DWM - Department of Watershed Management	52
Customer Report of No Water	DWM - Department of Watershed Management	39
Bulk Collection Request	DPW - Department of Public Works	36
Missed Residential Garbage	DPW - Department of Public Works	27
Report Possible Water Leak or Main Break	DWM - Department of Watershed Management	24
Missing Garbage Cart	DPW - Department of Public Works	14
Damaged Garbage Cart Replacement	DPW - Department of Public Works	12
Registering a New Business in the City of Atlanta	DOF - Department of Finance	11

# Top 5 Cases From All Channels

## July - October 2024

DWM	Total Cases
Account Information For Active Water And Sewer Account	11,635
How to Request an Adjustment to Your Water and Sewer Bill	3,182
Department of Watershed Management (DWM) Case Status Inquiry	2,357
Property Owner or Renter Request to Establish New Water and Sewer Services Acct	2,213
Report of Leaking Or Broken Water Meter	2,036

DPW	Total Cases
Bulk Collection Request	7,261
Missed Residential Garbage	3,525
Damaged Garbage Cart Replacement	3,339
Missing Garbage Cart	3,067
Missing Recycling Cart	2,623

MUN	Total Cases
I Failed to Appear at Court	8,136
When is my court date and time?	7,915
How much is my court fine and how do I pay?	5,191
How do I reschedule my initial court date? (Only available if court date has not passed)	1,463
I Can't Find My Citation Online	1,051

Supportive Services/PAD	Total Cases
Housing Help Center	438
Policing Alternatives & Diversion Initiative PAD - Basic Needs	265
City of Atlanta Emergency Shelter Referrals	155
Dropped Call / Case Created In Error	138
Housing Help Center Follow Up Request	122

CODE	Total Cases
Code Enforcement General Information	1,331
Code Enforcement - Overgrowth	986
Code Enforcement - Junk, Trash, and Debris-PRIVATE PROPERTY ONLY	926
Code Enforcement - Vacant Lot - Overgrowth (exceeds 12 inches) or Junk, Trash, and Debris	285
Code Enforcement - Junk Vehicle Violation (Private Property)	186

DOF	Total Cases
Registering a New Business in the City of Atlanta	1,496
Business License Renewal-City of Atlanta	799
Business Failure to File Multiple Year Renewal	383
Online Payment for General Business Tax	235
Final/Close Business	189

ADOT	Total Cases
Potholes	1,616
Non-Emergency Traffic Signal Repair	1,034
Emergency Traffic Signal Repair	1,030
Concrete (Sidewalk, Curb, Driveway Apron) Inspection	573
Non-Emergency Sign Repair, Replacement, or Installation	457

Top Services (Chatbot/IVR)	# of Cases
Missed Residential Garbage	280
Damaged Garbage Cart Replacement	204
Missing Recycling Cart	130
Damaged Recycling Cart Replacement	116
Cart Pick Up	90



# Fulfillment Cases SLA by Department

July - October 2024

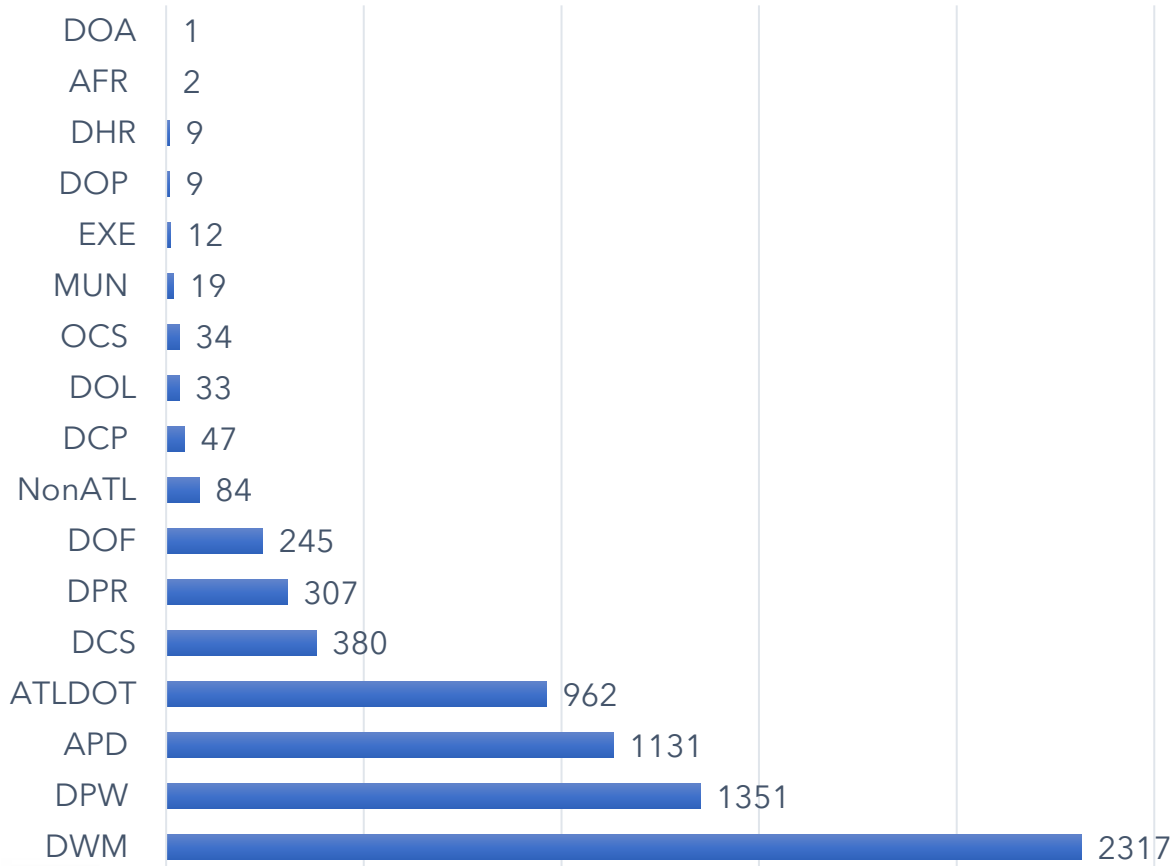
Department	Totals	Cases Closed Within SLA	Cases Closed Beyond SLA	Cases Open Beyond SLA	Oldest Age of Case in Days	% of Case Closed Within SLA
DPW - Department of Public Works	32,965	25,463	4,997	940	126	77%
DWM - Department of Watershed Management	22,021	18,511	2,087	1,419	126	84%
ATLDOT - Atlanta Department of Transportation	4,341	2,164	1,012	1,165	126	49%
DPR - Department of Parks and Recreation	1,585	1,088	177	320	126	68%
MUN - Municipal Court	922	864	26	32	126	93%
DOF - Department of Finance	712	648	13	51	126	91%
DCS - Department of Customer Service	574	482	69	23	115	84%

\*Fulfillment Cases: Cases that were sent to another department for completion/review  
 \*Service Level Agreement will vary based on the case knowledge articles approved by the departments.

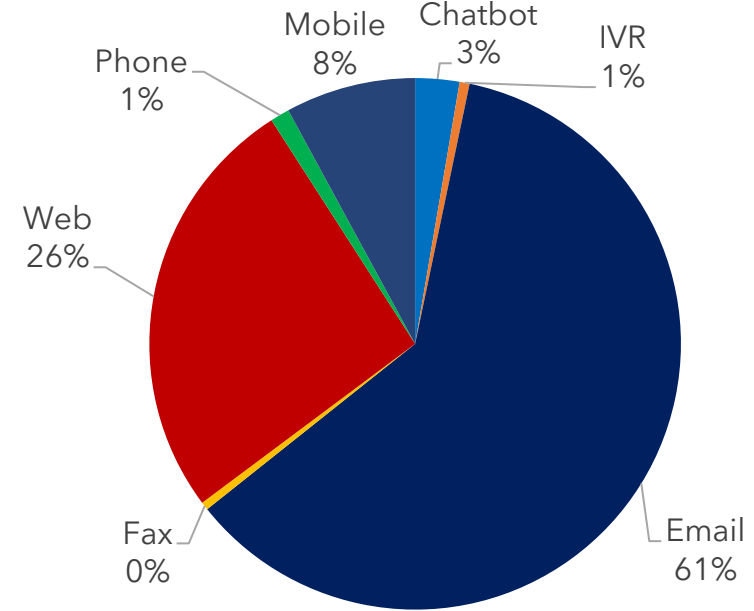
# Back Office Stats

July - October 2024

## 6,960 Cases Processed Per Department



## Cases Processed Per Channel

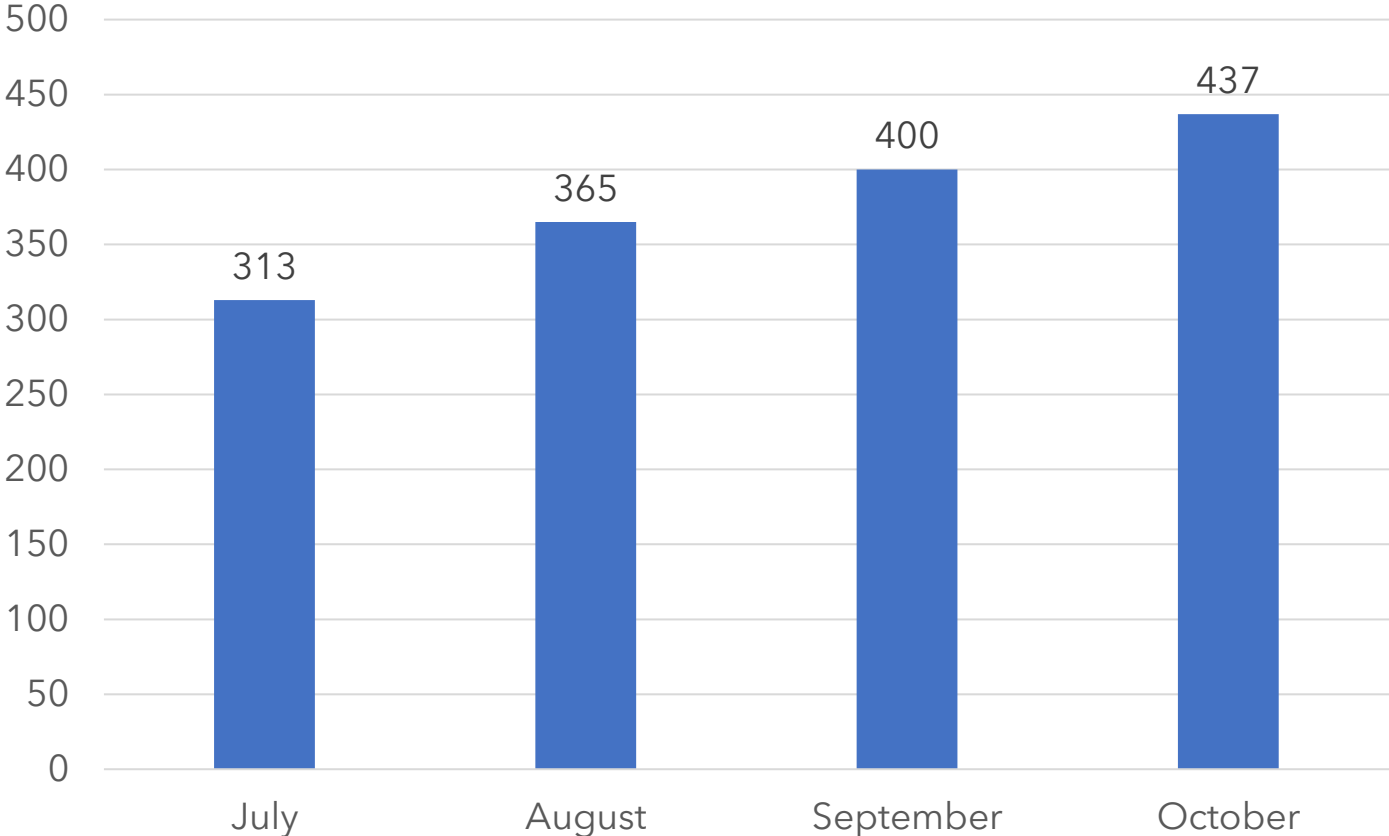


Cases Processed Per Channel	Total Cases
Email	4,229
Web	1,810
Mobile App	549
Chatbot	186
Phone	81
IVR	42
Fax	34

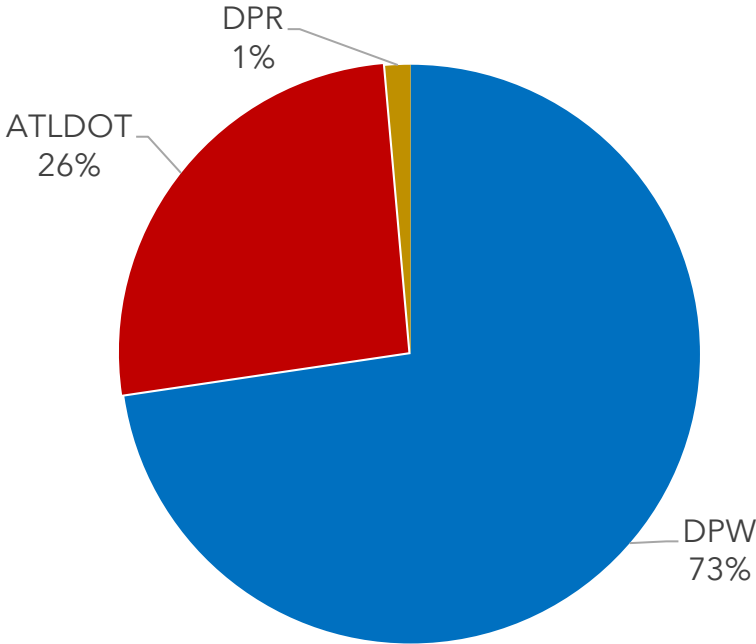
# Escalation Cases Processed

July - October 2024

1,515 Total Escalations Processed



Escalations Per Department

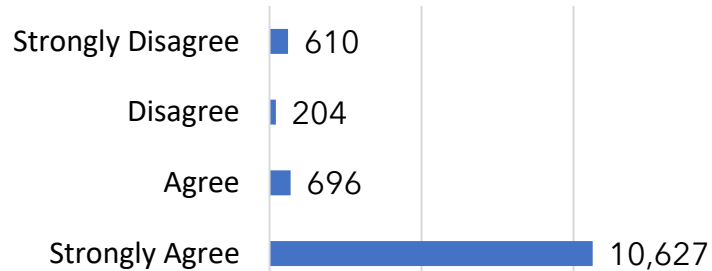


An ATL311 Escalation is processed if a request is outside of SLA, closed prematurely or has turned into a hazardous situation. Total number of escalations increased by 163% (~1000 escalations)

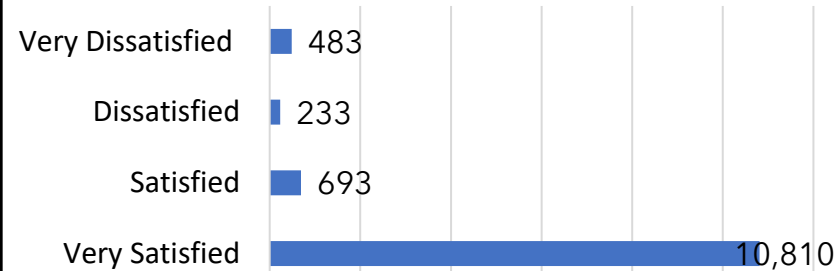
# Post Call Survey and Social Media Results

July - October 2024

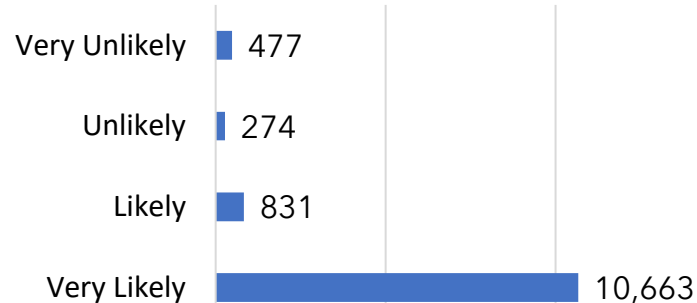
## IVR Easy to use



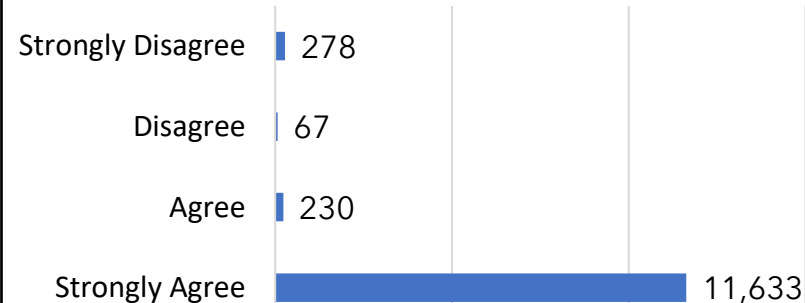
## Overall Experience



## Likely to Recommend



## CSR Friendly & Knowledgeable



## Social Media Kudos

Twitter team at @ATL311 provide excellent service.

First time using ATL 311 and what a great experience. This makes me feel so connected with our community for its best interests. Thank you all who make ATL 311 happen.

Use this platform all the time to communicate with the City. It's user friendly, efficient and successful. Fantastic option for communication!

Twitter feed at ATL311 always delivers.

# Technology Project Enhancements

## Completed:

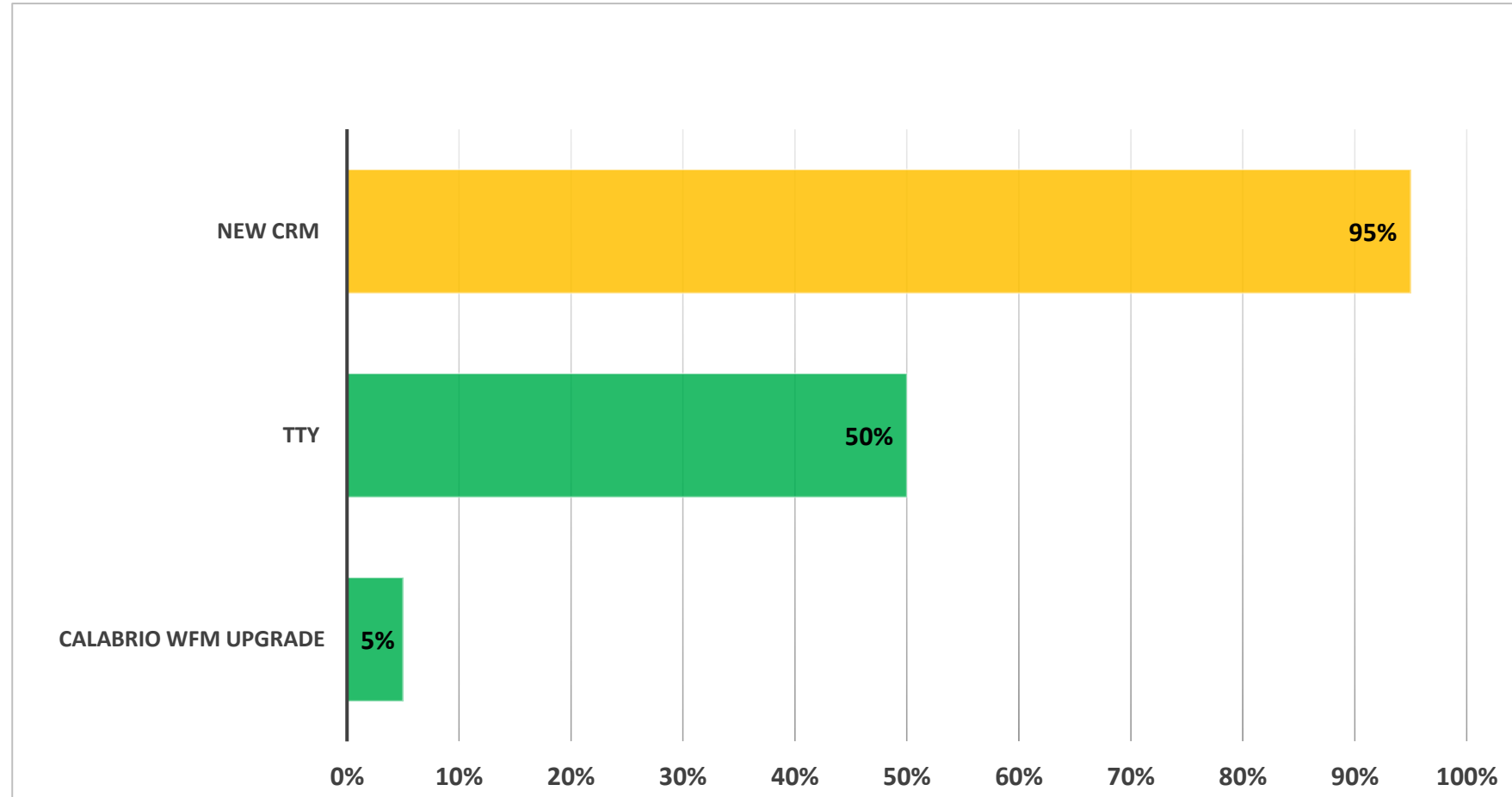
- ATL311/E911 IVR Enhancement – 1Q24
- Live Agent Transfer Phase I – 2Q24
- Mobile App Enhancement – 2Q24
- Expanded Hours – 3Q24
- Open AI: Zammo Chatbot – 3Q24
- ATL311 AI Kiosk Phase 1 – 3Q24
- GIS Pindrop/Mobile App – 3Q24

## In Flight:

- New CRM (portal and mobile app, social media, Accela, and enQuesta integrations) - **Estimated Completion 4Q24**
- Calabrio WFM Upgrade with Chat Channel Integration - **Estimated Completion 1Q25**
- TTY Capabilities Assisted Listening Features – **Estimated Completion 4Q24**

## Upcoming:

- Calabrio Bot Analytics – 1Q25
- Live Agent Transfer (Phase II) - TBD
- New CRM Phase II (City Works and Accela integration) – 1Q25
- ATL311 SMS Text Messages - TBD
- AI Kiosk Enhancement (Phase II) - TBD



# Thank you!

## From DCS-ATL311 For 10 Years of Service.



**Questions?**

**One Source  
for City  
Services**

