



Finance/Executive Committee Update

June 2019

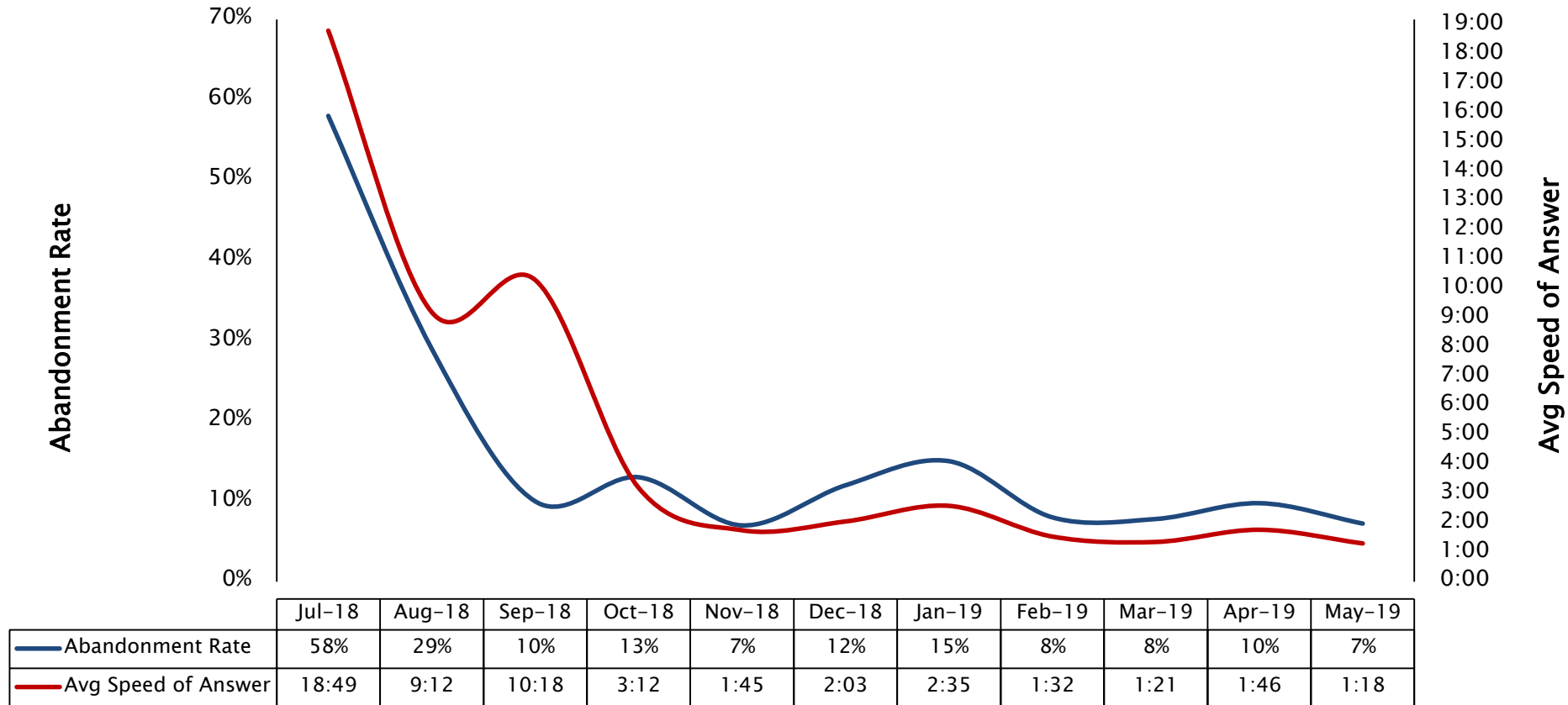
***Salethea Graham
Executive Director
Department of Customer Service***

FY19 Highlights

- ▶ Began handling calls for Municipal Court and Office of Film & Entertainment
- ▶ Launched the ATL311 Mobile App
- ▶ Attended more than 90 community events across all council districts
- ▶ Added survey options to increase customer feedback



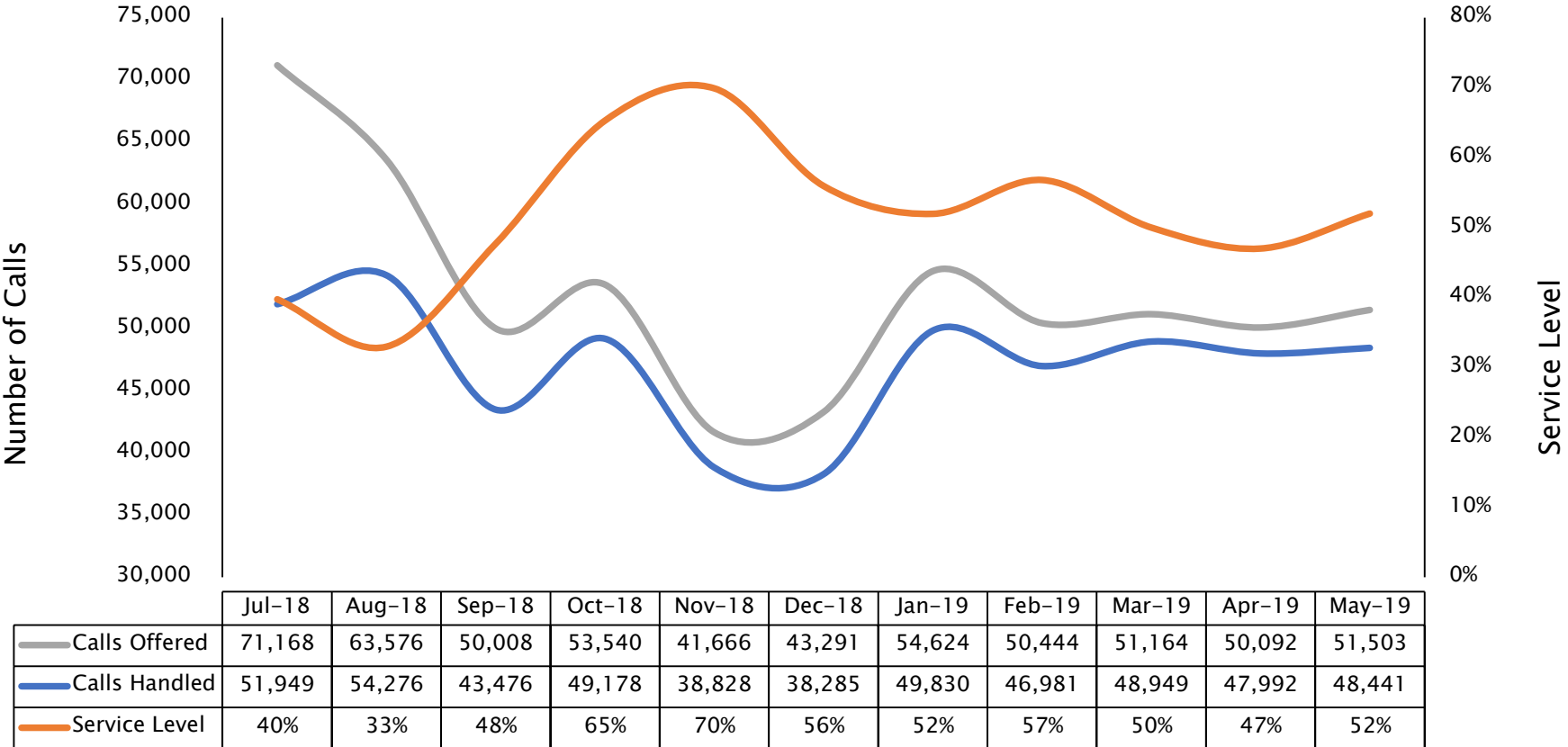
Municipal Court Abandon Rate/Avg Speed of Answer



Dramatic service improvement for Municipal Courts



ATL311 Call Volume



Municipal Courts added ~12K calls per month starting in July



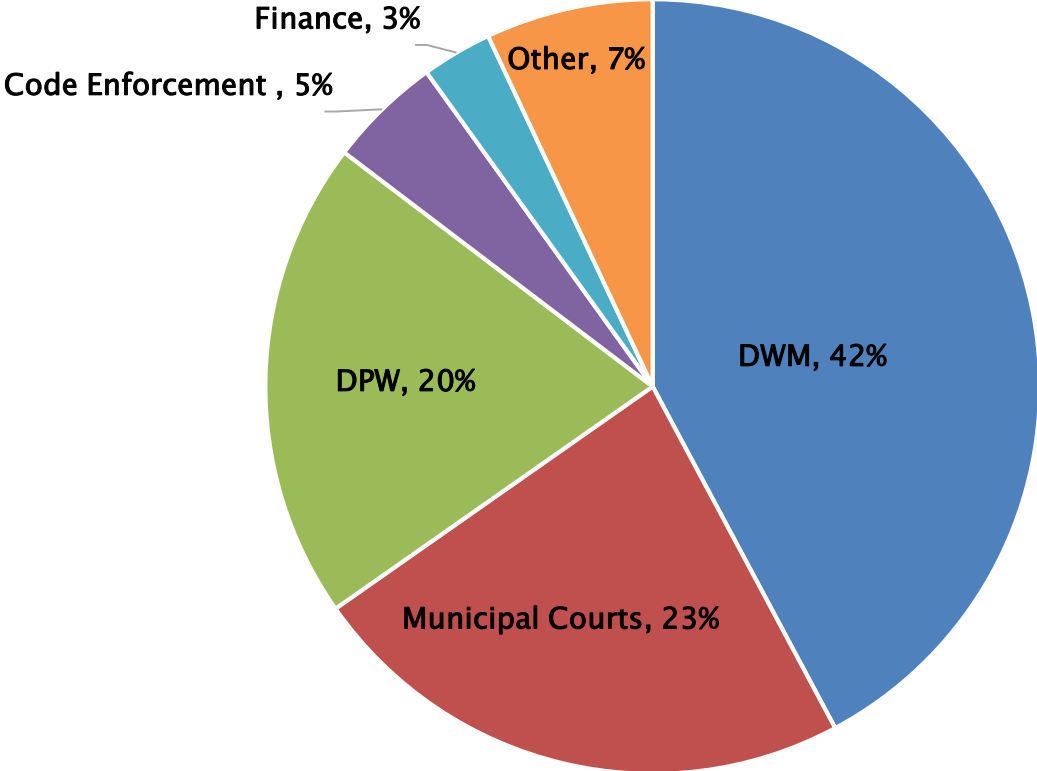
Top 5 Service Requests

| Request Type | Count | Department |
|---|--------|------------------------------------|
| Property Owner or Renter Request to Establish New Water and Sewer Bill Account Services | 34,425 | Department of Watershed Management |
| Account Information for Active Water And Sewer Account | 33,021 | Department of Watershed Management |
| How much is my court fine and how do I pay? | 30,592 | Municipal Court |
| When is my court date and time? | 21,040 | Municipal Court |
| Balance Information For Active Water And Sewer Account | 17,961 | Department of Watershed Management |



Workload By Department

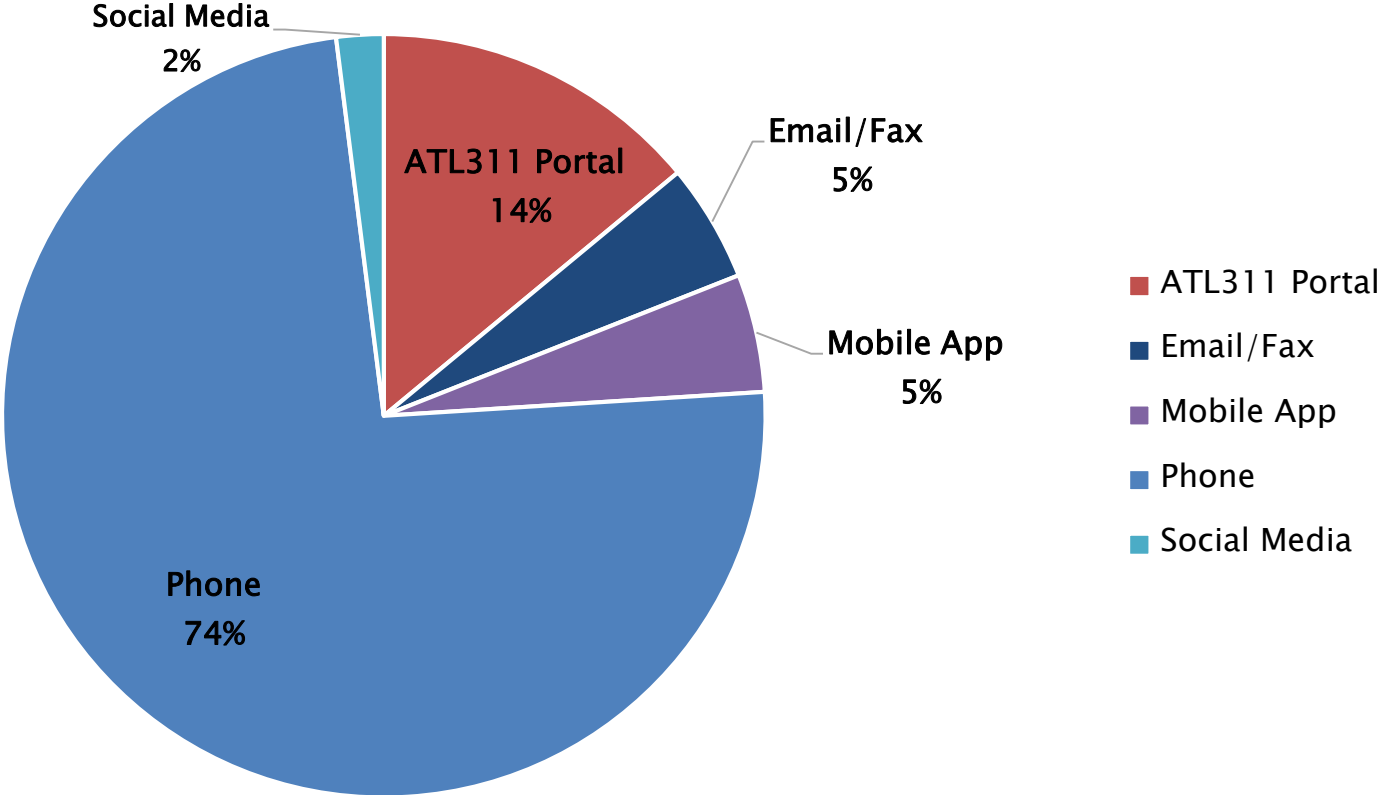
■ DWM ■ Municipal Courts ■ DPW ■ Code Enforcement ■ Finance ■ Other



Call volume + talk time percentage by department



Service Requests by Channel

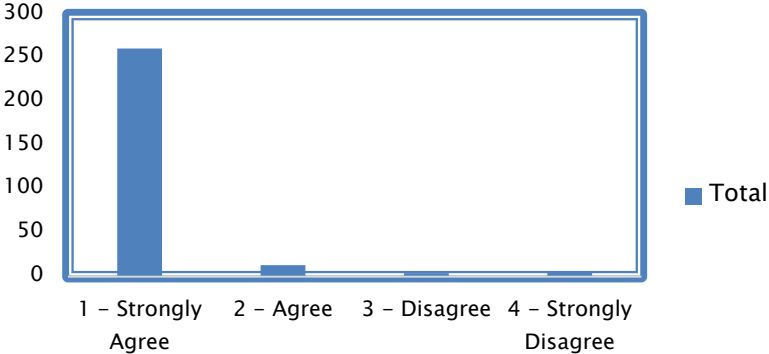


Goal is to diversify support channel mix

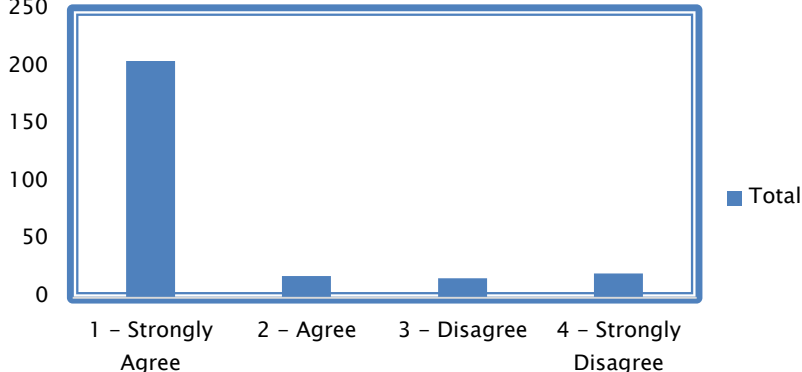


Post Call Survey

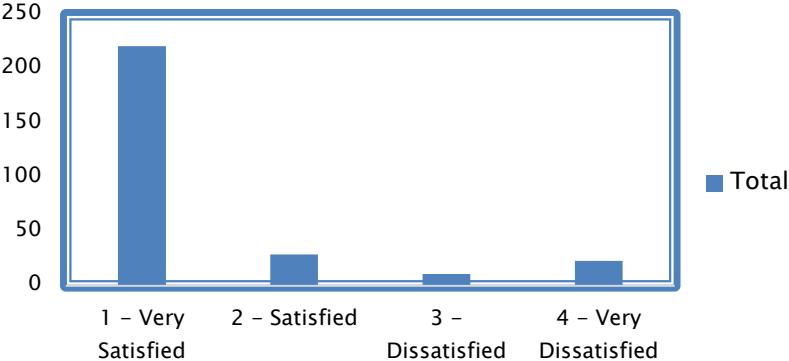
Was the Customer Service Representative friendly knowledgeable and professional?



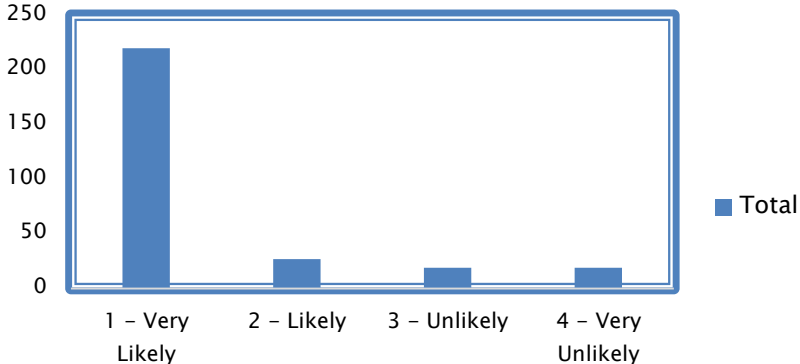
ATL311 made it easy to handle your issue or obtain information



Were you satisfied with your overall experience with ATL311?

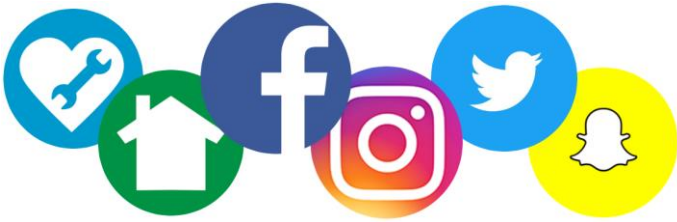


How likely are you to recommend ATL311 to others?

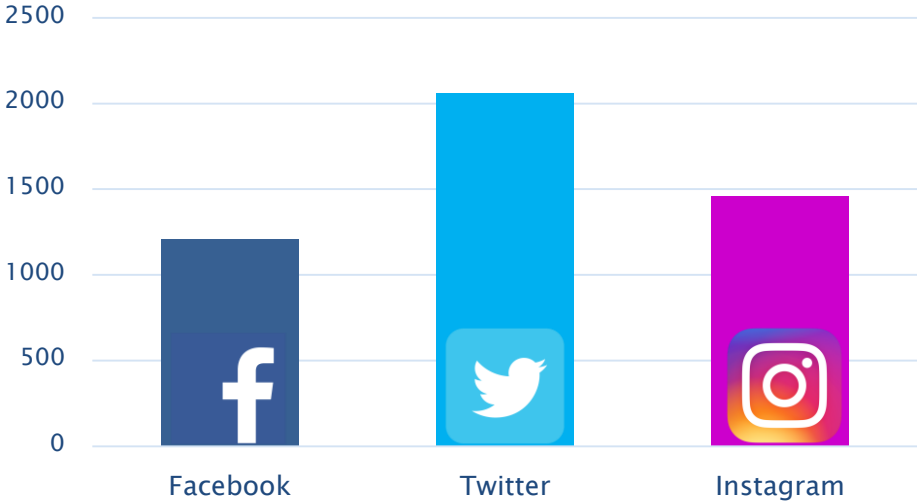


Total May Surveys 297

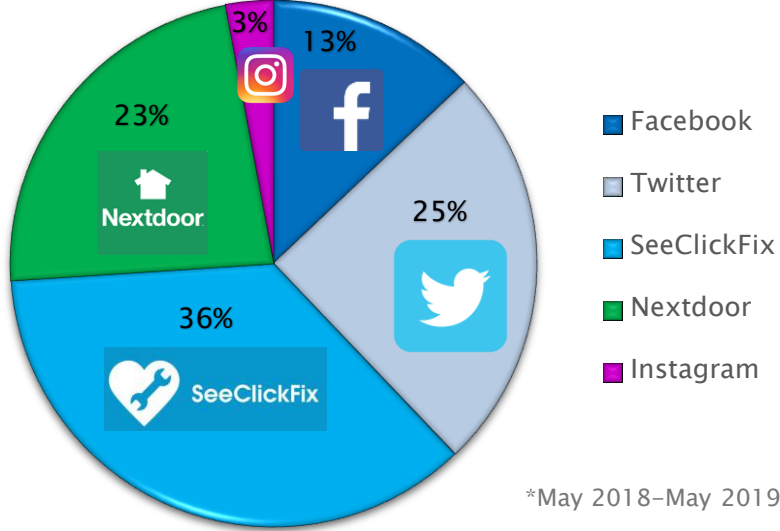
ATL311 Social Media



4,732 Followers



15,568 Messages Received



Follow @ATL311

ATL311 Social Media Award



- ATL311's Social Media Specialist, Aubrianna, named 2018 Movers and Shakers Winner
- Selected by demonstrating she is an industry thought leader in the use of social media

The logo for ATL 311 is displayed within a white rounded square with a subtle gradient. The word "ATL" is in blue, and "311" is in red.

ATL
311

Questions?

One Source for City Services