

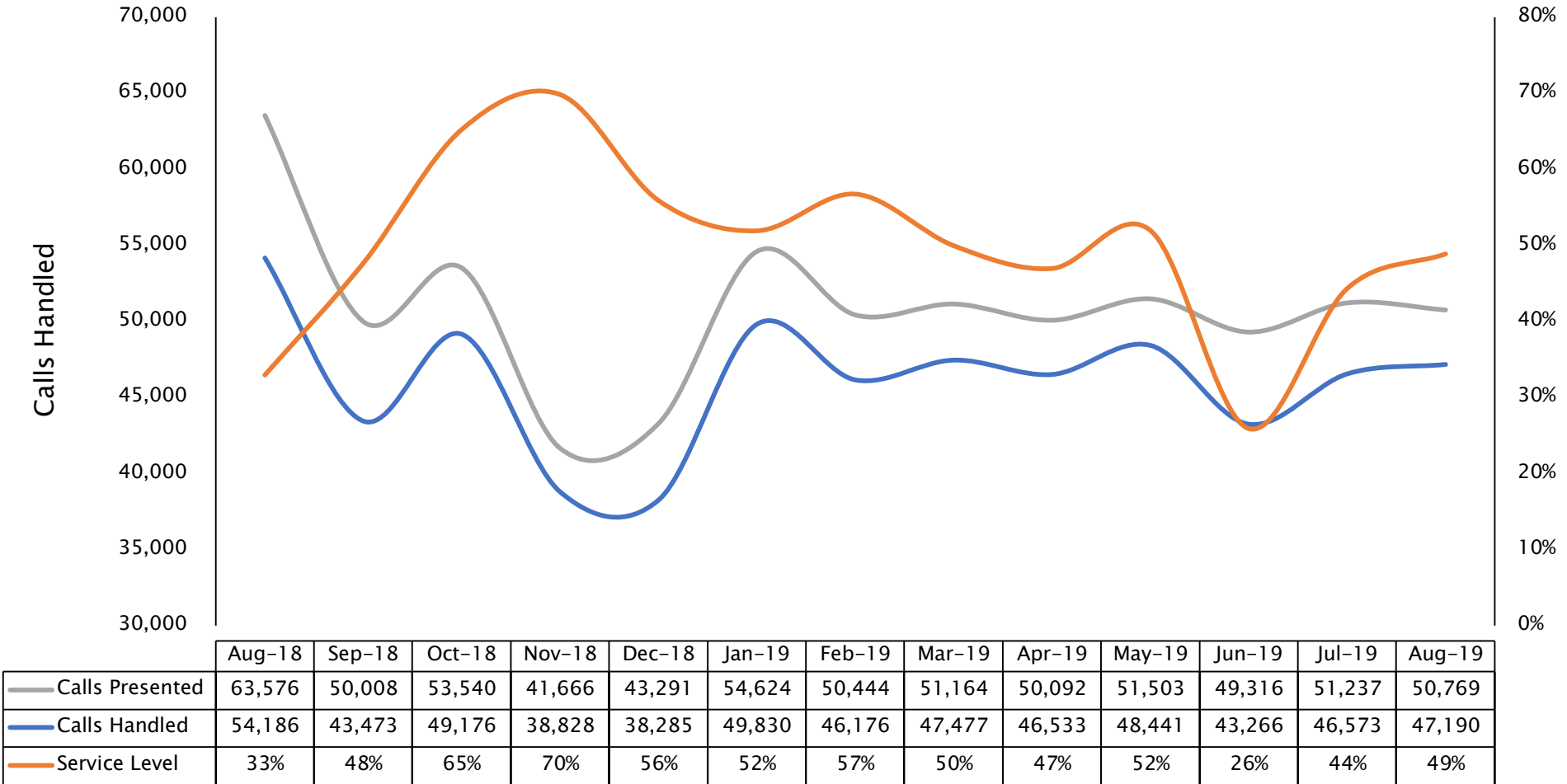


# ***Finance/Executive Committee Update***

***September 2019***

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

# ATL311 Call Volume



Received an additional 53,981 Requests via Alternative Channels



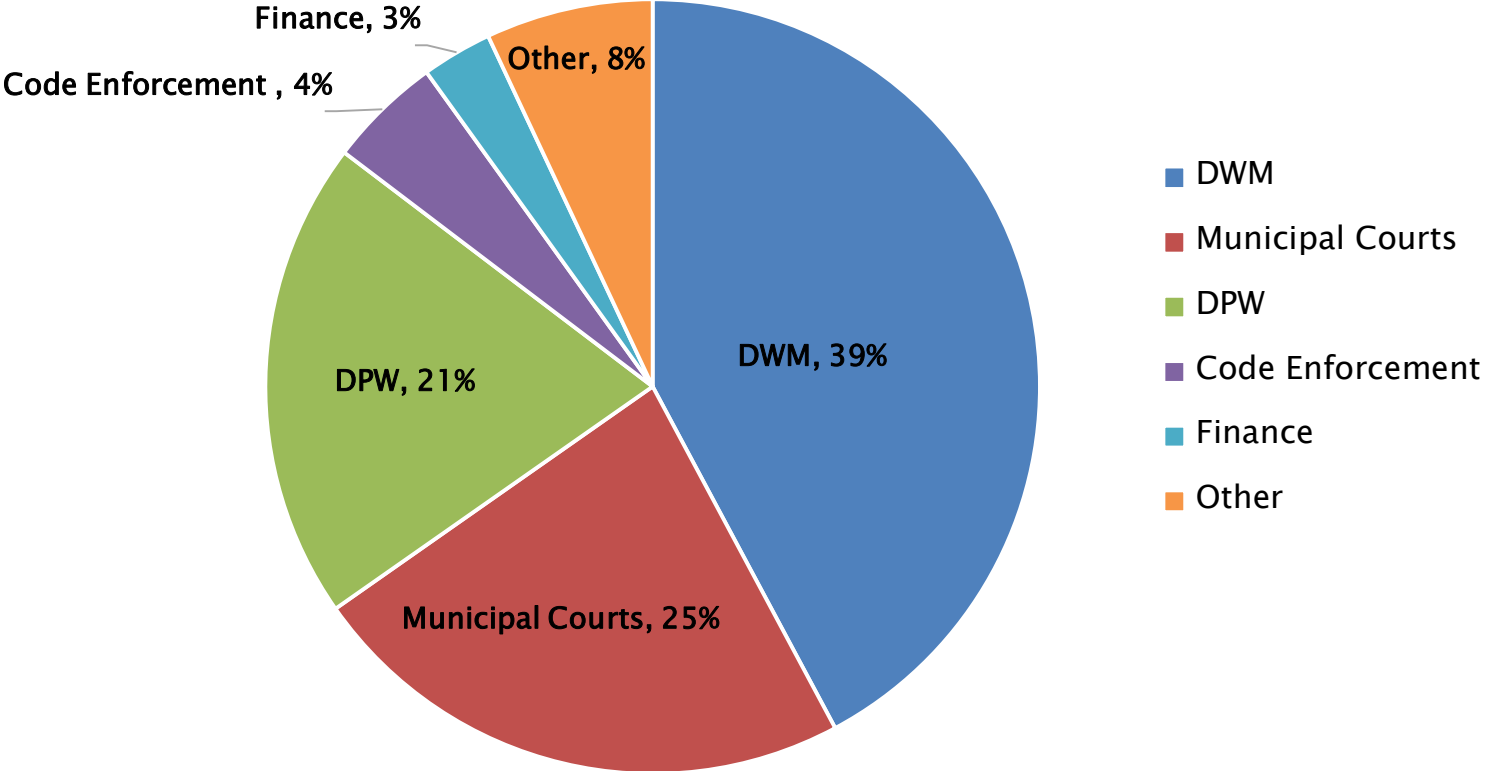
# Top 5 Service Requests

Request Type	Count	Department
How much is my court fine and how do I pay?	8,278	Municipal Court
Account Information for Active Water And Sewer Account	6,158	Department of Watershed Management
Property Owner or Renter Requests to Establish New Water and Sewer Bill Account Services	5,509	Department of Watershed Management
When is my court date and time?	5,238	Municipal Court
Bulk Collection Request	4,601	Department of Public Works

Fiscal Year 2020



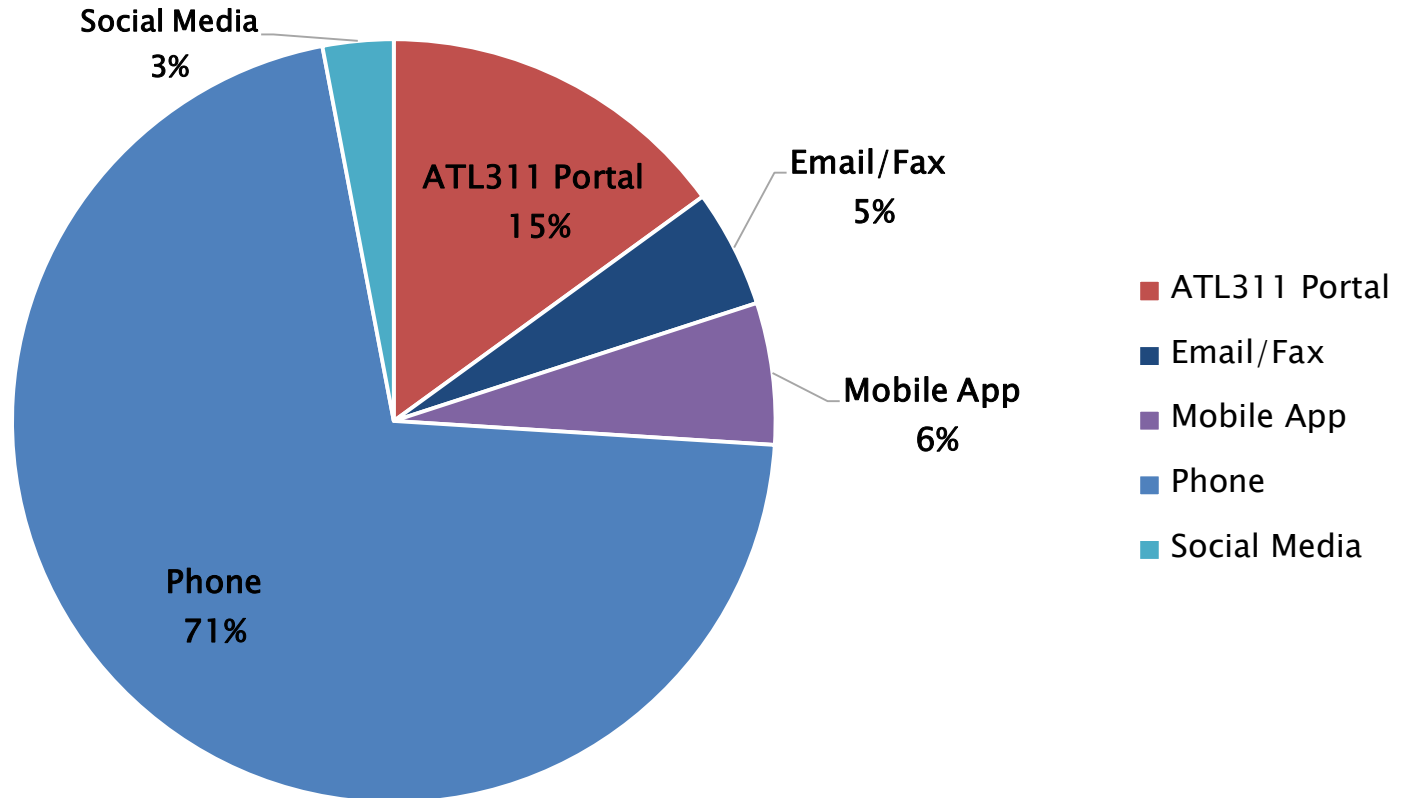
# Workload By Department



DPW service requests have increased due to change in Bulk Collection Process.



# Service Requests by Channel

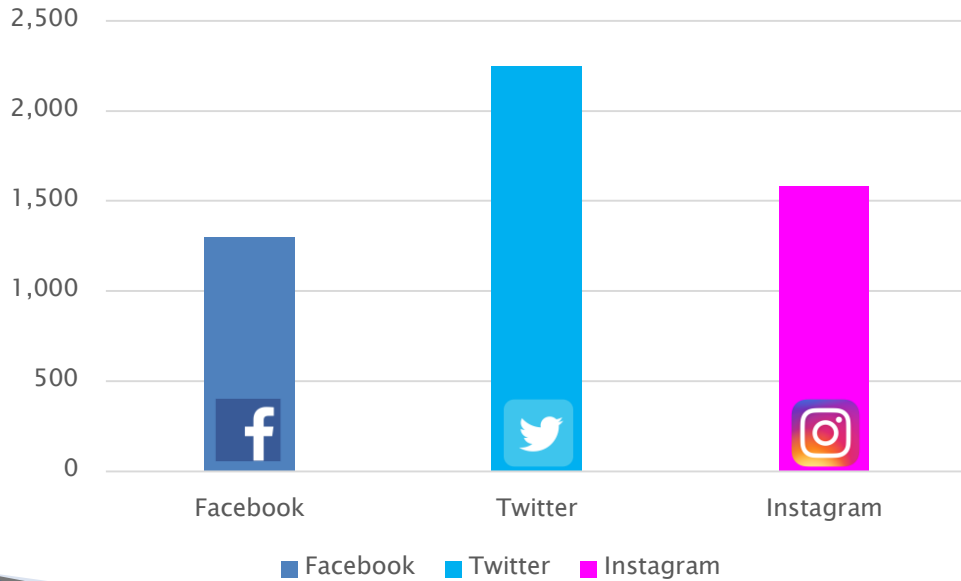


Goal is to diversify support channel mix

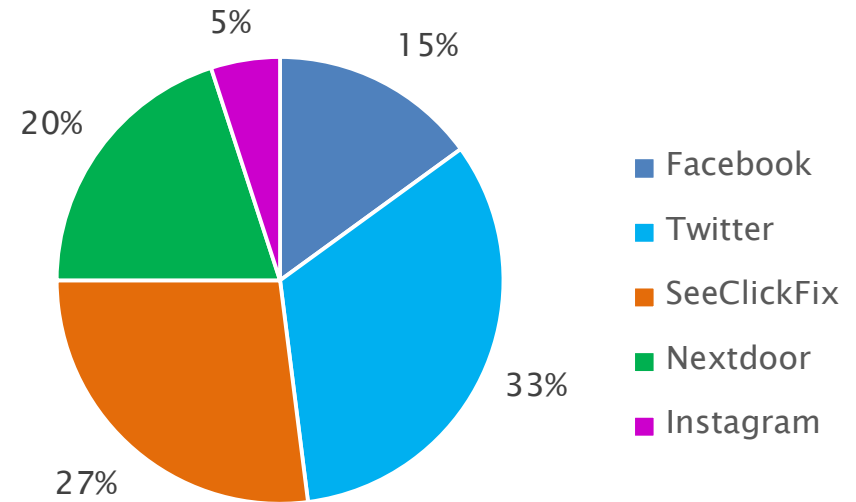
# ATL311 Social Media



5,125 Followers



15,558 Messages Received



\*August 2018–August 2019

## Follow @ATL311

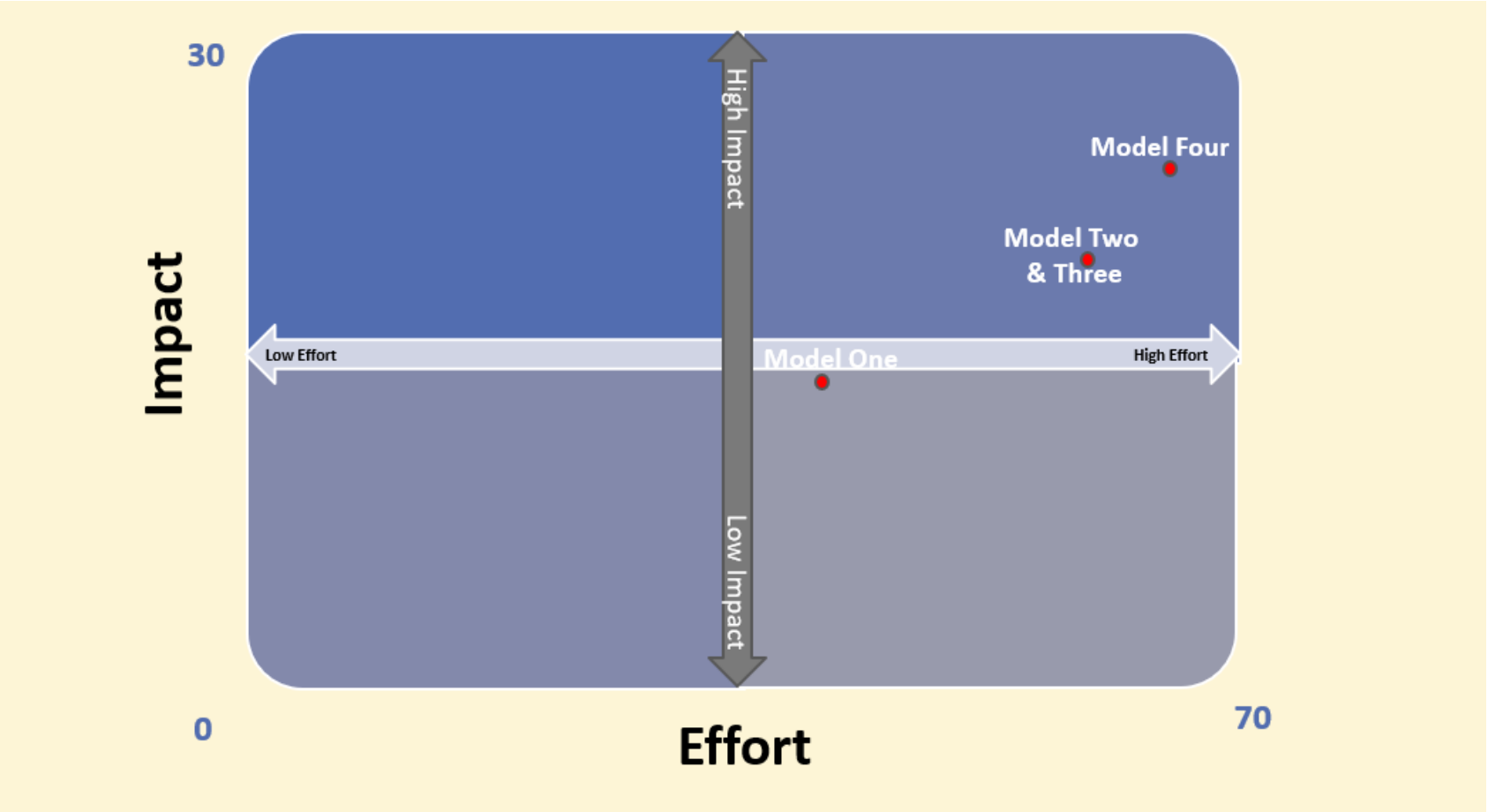


# FY20 Next Steps

- ▶ Enhance ATL311 Interactive Voice Response (IVR) System
- ▶ Increase training for all staff
- ▶ Increase employee engagement
- ▶ Enhance the Emergency Response Team
- ▶ Continue community outreach efforts
- ▶ Department of Watershed Management Customer Service



# DWM Customer Service Impact-Effort Matrix



Highest Possible Impact Score = 30  
Highest Possible Effort Score = 70



# DWM Customer Service Impact-Effort Matrix

Model One	Model Two	Model Three	Model Four
<i>311 Specialized Group</i>	<i>Complex vs. Non- Complex</i>	<i>Technical vs. Non- Technical</i>	<i>DWM Customer Service Call Center</i>
Impact 15	Impact 20	Impact 20	Impact 25
Effort 45	Effort 65	Effort 65	Effort 70

The following measures were used to evaluate effort and impact:  
 Customer & Employee Experience, Operational Costs, Staffing Structure, Facilities Acquisition and/or  
 Planning, Training / Change Management, & Implementation Timeline

The logo for ATL 311 is displayed within a white rounded square with a subtle gradient. The word "ATL" is written in a bold, blue, sans-serif font, positioned above the number "311", which is written in a bold, red, sans-serif font.

**ATL**  
**311**

*Questions?*

*One Source for City Services*