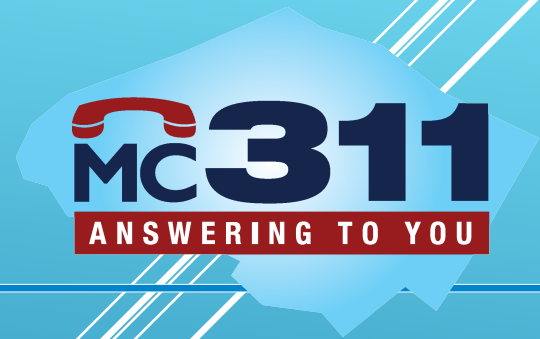


# Montgomery County 311 (MC311)

Accountable - Responsive - Efficient



## A.R.E.

- ▶ **Accountable:** Creating a higher level of service delivery through service request tracking and traceability
- ▶ **Responsive:** Providing easy customer access to information and services
- ▶ **Efficient:** Data driven resource allocation and planning lead to ongoing cost service



## MC311 by the Numbers

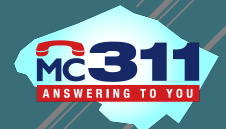
**45** Customer Service Representatives (CSR) in 4 shifts

Open from **7:00 am to 7:00 pm** Monday – Friday

Each CSR takes an average of **50** to over **100** calls daily

Approximately **10,000** calls a week, just under  
**500,000** requests for service each year

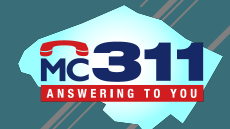
Launched June 17, 2010 and celebrated our **3**  
**millionth** request for service in October 2015



## MC311 Performance Measures



- ▶ Average amount of time it takes to reach a Customer Service Representative after the Welcome Announcement (in seconds): **23**
- ▶ Percent customer satisfaction rating: **85%**
- ▶ Cost per customer contact (in dollars) (salary expenditures divided by the total number of customer contacts by phone, web portal, mobile-enabled portal, Twitter): **3.50**
- ▶ Average rate of Service Requests created on the MC311 website and the mobile enabled portal: **30%**
- ▶ Average rate of first call resolution (customer requests closed in one call divided by total calls answered at the call center): **83%**
- ▶ Average rate of calls that come into 311, but are not answered by a Customer Service Representative (CSR): **9%**
- ▶ Average rate of callers requesting to speak Spanish: **4.9%**



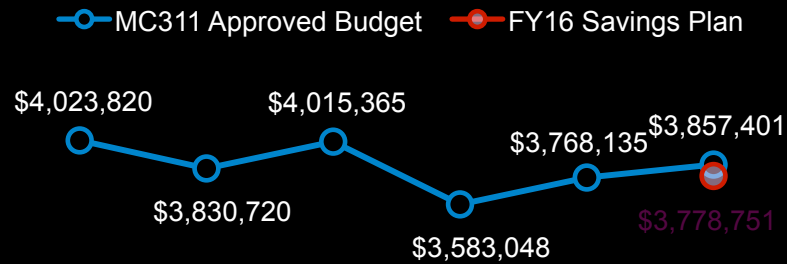
### Source / notes

<https://reports.data.montgomerycountymd.gov/countystat/departments/pio>

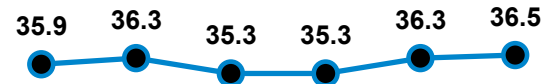
# MC311 Historical Budget and Workforce Overview



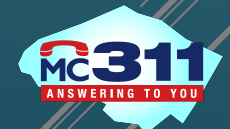
## MC311 BUDGET



## MC311 APPROVED FTES



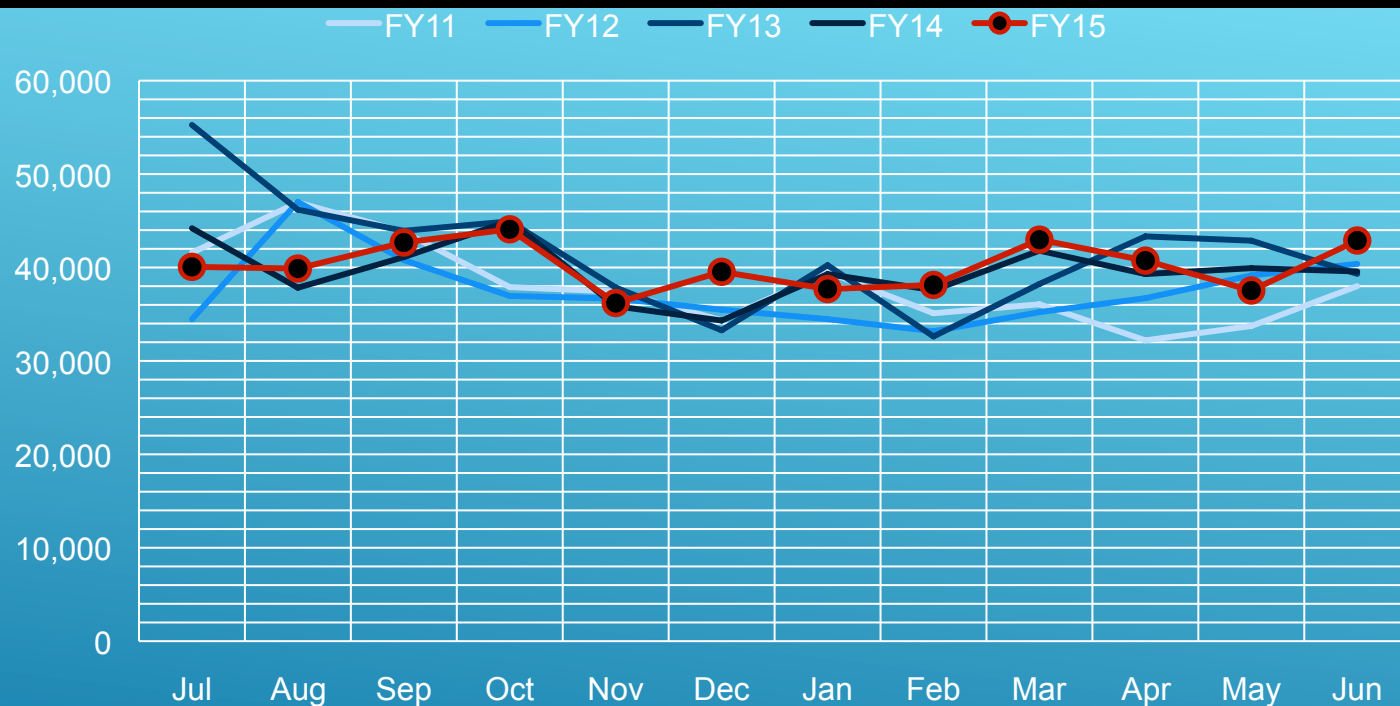
Since FY11, MC311 workforce size has remained within one FTE. The FY16 budget is a slight increase from the previous year.



### Source / notes

Budget Book and past CountyStat analysis

## ACD Call Volume by Fiscal Year



FY15 saw a record high for December (usually one of the two slowest months). Otherwise, FY15 very closely tracks FY14.



### Source / notes

MC311 Siebel CRM Dashboard

6

From Contact to Resolution

Customer Centric Closed Loop Model



# Customer Centric Model





# Service Level Agreements (SLA)

Public Details	
<b>General Details</b>	
Topic:	Bikeway Program
Type:	<input type="text" value="Solution"/> SLA: <input type="text" value="1 Day"/>
Keywords:	Bikeway, bike paths, trail
<b>Verify Topic</b>	
Information regarding the construction and maintenance of bikeways and facilities in Montgomery County.	
<b>Public Answer</b>	
The Montgomery County Department of Transportation (MCDOT) Division of Transportation Engineering (DTE) plans and constructs bikeways and provides maintenance for approximately 100 miles of bike facilities. This consists of a network of shared use paths, bike lanes and shared roadway bike routes, primarily located within the road rights-of-way. DOT is also responsible for the maintenance of bike paths on State roads. Please call 240.777.7220 for further information.	
Link: <a href="#">Bikeway Program</a>	
Link URL:	<input type="text" value="http://www.montgomerycountymd.gov/dot-dte/bikeways/index.html"/>
Link 2:	<input type="text"/>
Link 2 URL:	<input type="text"/>
Link 3:	<input type="text"/>
Link 3 URL:	<input type="text"/>
<b>Internal Details</b>	
<b>CSR Instructions</b>	<b>Fulfillment Department</b>
CLOSE SR	Department: <input type="text" value="DOT"/>
	Area: <input type="text" value="Transportation Engineering"/>
	Sub-Area: <input type="text"/>
	Solution Action: <input type="text"/>
	Owner User: <input type="text"/>
	Owner User Group: <input type="text"/>
	Solution Id: <input type="text" value="1-4EQGO"/>
	Internal Product: <input type="text"/>

Departments determine SLA for each service. SLAs are reviewed on an annual basis by 311 and County Stat. SLAs vary widely from 1 day to 3 years.

When customers contact 311, they are provided the Service Level Agreement for the service they are requesting. General Information requests for information are one day.

General Information Service Requests are closed at 311.

# Service Level Agreements (SLA)

General Details		Verify Topic	
Topic:	Request to Re-paint Road Striping or Lane Markings		
Type:	Solution	SLA:	60
Keywords:	traffic safety, bicycle safety, traffic calming, pavement markings road marking striping		
Public Answer			
<p>Lane markings and road paint fades over time. The Department of Transportation, Division of Traffic Engineering and Operations is responsible for investigating and repainting. Online users may submit a request by clicking on the &lt;strong&gt; Create Service Request &lt;/strong&gt; button below. Please complete all of the fields in the &lt;strong&gt; Contact Information &lt;/strong&gt; section, provide the property address in the &lt;strong&gt; Service/Incident Address information&lt;/strong&gt; section and provide a brief description of the request in the &lt;strong&gt; Brief Description &lt;/strong&gt; field. &lt;p&gt; If the road is located on a numbered route (such as Route 355), please contact the State of Maryland at 301.513.7300.</p>			
Link: <a href="#">Signs &amp; Markings</a>			
Link URL:	<a href="http://www.montgomerycountymd.gov/dot-traffic/signs_marking.html">http://www.montgomerycountymd.gov/dot-traffic/signs_marking.html</a>		
Link 2:			
Link 2 URL:			
Link 3:			
Link 3 URL:			
Internal Details			
CSR Instructions		Fulfillment Department	
Verify Address. Please provide the caller's name, phone number, type of markings and a brief description of the request.		Department:	DOT
		Area:	Traffic
		Sub-Area:	Pavement Markings
		Solution Action:	
		Owner User:	
		Owner User Group:	DOT Traffic
		Solution Id:	1-3G0RN6
		Internal Product:	

When customers contact 311, they are provided the Service Level Agreement for the service they are requesting. General Information requests for information are one day.

Service Requests assigned to Departments are closed upon completion of service provision.

Source / notes

MC311 SR open data

10

# Escalation Process

- ▶ Customers are provided the timeframe for completion (SLA) for each service handled by a department.
- ▶ If the requested service is not completed within the SLA, customers are asked to call 311 to get an update on the status.
- ▶ Customer Service Representatives share any notes provided by the responsible department with the customer.
- ▶ If the 311 Service Request is past the stated SLA or closed without notes, the request is sent to a 311 Business Analyst for escalation to the responsible department.

