

MEMORANDUM

4/18/2013

TO: Patrick Lacefield, Director, Office of Public Information
FROM: CountyStat
SUBJECT: MC311 Semi-Annual Performance Review

The following items were identified for follow-up during the 4/10/2013 CountyStat meeting:

1. Drive improved data collection and reporting of the locations of callers (primarily Zip Code) by changing the language in the script and perhaps the tone when CSRs request this information.

Responsible parties: PIO
Other parties involved: none
Deadline: 5/31/2013

2. Make 311 much more prominent on the County's website (it should feel like the "front door" to all County services), including a button that clearly directs website visitors to where they can create Service Requests.

Responsible parties: PIO
Other parties involved: none
Deadline: 5/31/2013

3. Provide to the CAO a report showing how many calls we do not answer when the Call Center is closed on the weekends.

Responsible parties: PIO
Other parties involved: none
Deadline: 5/24/2013

4. Work with OEM to collect residents' contact info for Alert Montgomery and registering them while on the call, with an emphasis on registering callers in the days prior to, during, and immediately after any emergency situation.

Responsible parties: PIO
Other parties involved: none
Deadline: 6/28/2013

5. Update all public information and marketing materials regarding MC311.

Responsible parties: PIO
Other parties involved: none
Deadline: 6/28/2013

6. Working with departments, identify any questions or issues that our customers can do themselves without placing a call to MC311 and educate our callers and all residents as to what these “self-help” items are and how to do it.

Responsible parties: PIO
Other parties involved: none
Deadline: 7/30/2013

7. Identify appropriate/relevant benchmark jurisdictions for MC311 comparison data with respect to call volume, trends, performance, etc.

Responsible parties: PIO
Other parties involved: none
Deadline: 6/28/2013

8. For the next MC311 Semi-Annual Review, examine the call volume trend with the peaks that are driven by one-time events such as storms removed, in order to get a better understanding which way call volume is trending.

Responsible parties: CountyStat
Other parties involved: none
Deadline: 12/1/2013

9. Revise the customer satisfaction survey questions as discussed, most notably the question asking if the CSR was able to “resolve the issue” (as opposed to the CSR “being helpful” when a department is the one to ultimately resolve the issue).

Responsible parties: PIO
Other parties involved: none
Deadline: 6/28/2013

10. Identify the drivers of spikes in call volume and investigate if there are ways to mitigate or alleviate the sharp increases (e.g. spreading out the mailings so they do not hit all residents at once).

Responsible parties: PIO
Other parties involved: none
Deadline: 7/31/2013

cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer