



Durham  
**ONE CALL**  
919.560.1200

## Year in Review

### July 1, 2019 to June 30, 2020



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# Durham One Call Initiatives

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## Citywide Strategic Plan

The City of Durham Strategic Plan serves as a roadmap to make Durham a diverse, welcoming, and innovative community. Over 2,600 City of Durham employees provide services every day that make Durham a great place to live, work, and play.

The City's Strategic Plan includes five goals that provide the framework for the activities, programs, and services associated with them. These goals build on how Durham is transforming to meet the needs of the growing, diverse, and inclusive community. The strategic plan has served as the action plan for Durham One Call. Durham One Call's focus is part of the goal for an Innovative and High Performing Organization with a focus on people, process and technology.

## Partnership with Duke University Center for Advanced Hindsight

Durham One Call (DOC) partnered with a team of Duke University students learning about Human Centered Design (HCD). HCD is a design framework aimed at developing solutions to problems by involving human perspective in all steps of the problem-solving process.

This partnership was formed to identify opportunities for DOC to improve its customer experience. Using HCD principles, the students presented three recommendations:

**Improve Employee Training** – host training for all new employees that would go deeper than the current job shadow system.

**Web-Based Platforms** - update existing digital platforms so they sync with phone call technology and redirect callers to web-based communication to reduce call time and volume

**Customer Follow-Up Procedures** – customers will receive a follow-up message to ensure their problem was solved

The students identified a knowledge base as a possible solution to maintain current and comprehensive information.

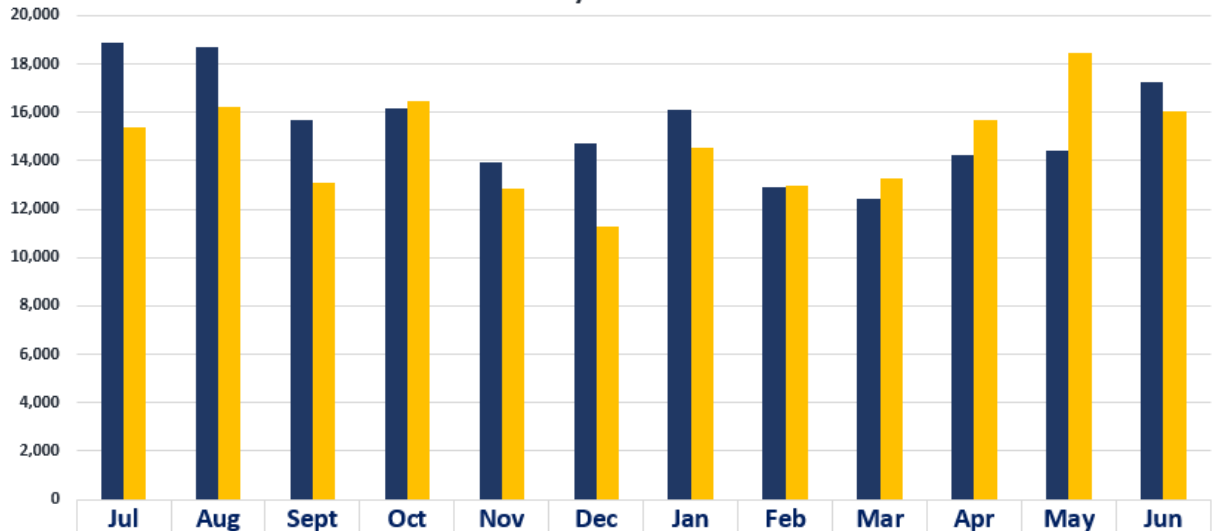
The knowledge base would (1) offer a central platform for interdepartmental collaboration, (2) offers a secure platform via the City of Durham's SharePoint site, and (3) provides call agents with up-to-date information about City services. Customer Service Representatives can provide better service to customers when they have accurate and up-to-date information. The development of the knowledge base will continue throughout the next fiscal year.

# Performance Measures

## CALL VOLUME

July 1, 2019 to June 30 2020, Durham One Call handled **184,439** calls, with an average of **15,370** calls per month.

Calls Handled by Durham One Call



	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
■ Calls Handled FY '20	18856	18701	15676	16192	13963	14738	16125	12904	12417	14221	14449	17242
■ Calls Handled FY '19	15368	16209	13082	16448	12864	11269	14552	12960	13253	15680	18436	16049

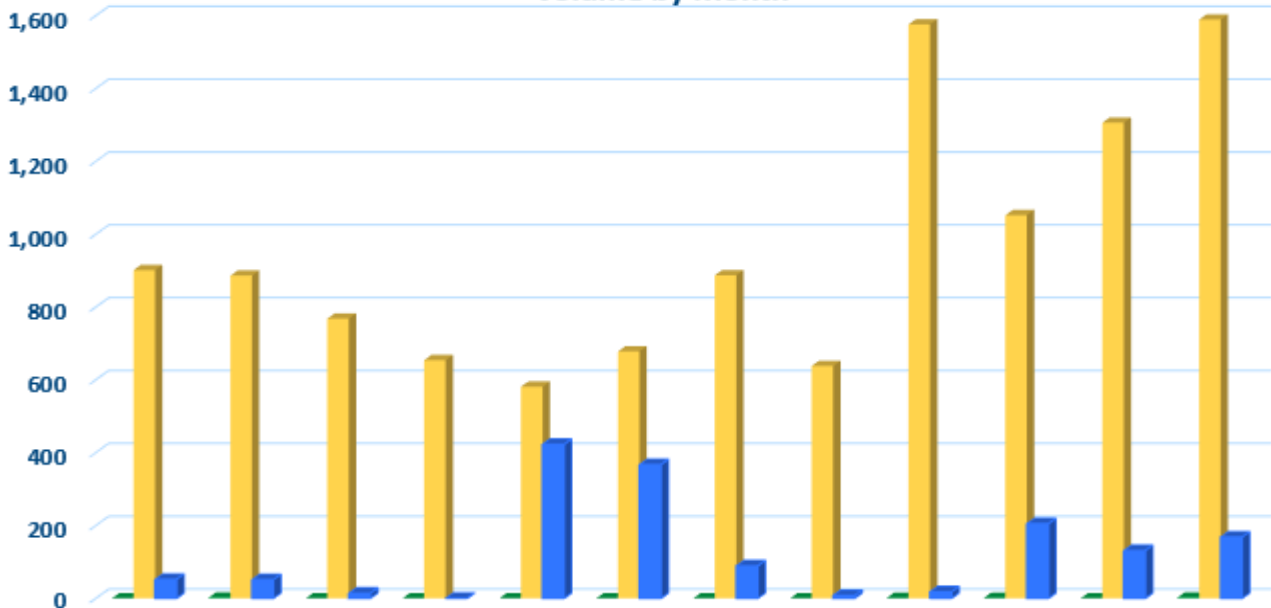
# Performance Measures

## ELECTRONIC CORRESPONDENCE REQUESTS VOLUME

Electronic Correspondence Requests are requests submitted to Durham One Call via Email, Online Requests via Web/App, and Voicemail.

July 1, 2019, to June 30, 2020, Durham One Call received a total of **13,048** electronic correspondence requests, with an average of **1,087** per month.

**Electronic Correspondence Requests  
Volume by Month**



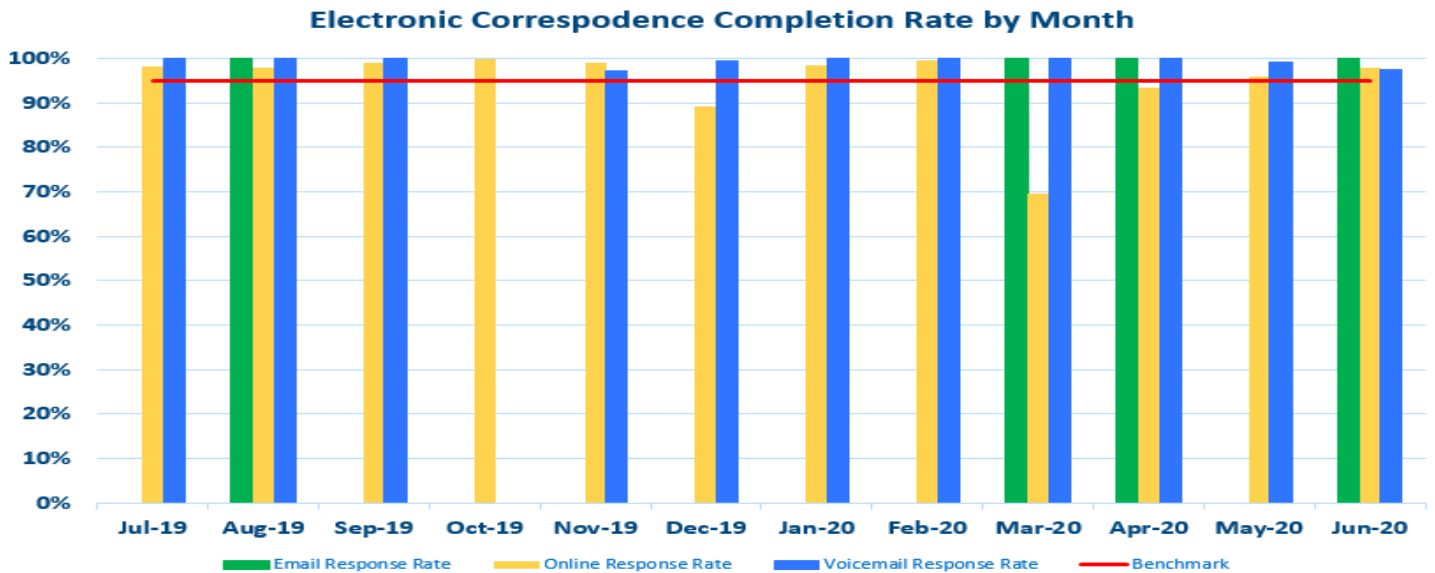
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	FY Totals
■ Emails	0	2	0	0	0	0	0	0	1	1	0	2	6
■ Online Requests	901	886	768	654	581	678	887	638	1576	1052	1306	1589	<b>11516</b>
■ Voicemails	52	51	14	0	423	367	89	8	18	205	131	168	<b>1526</b>
<b>Monthly Totals:</b>	<b>953</b>	<b>939</b>	<b>782</b>	<b>654</b>	<b>1004</b>	<b>1045</b>	<b>976</b>	<b>646</b>	<b>1595</b>	<b>1258</b>	<b>1437</b>	<b>1759</b>	<b>13048</b>

# Performance Measures

## ELECTRONIC CORRESPONDENCE RESPONSE RATE

Durham One Call's goal is to respond to at least 95% of all electronic correspondence requests within one business day.

On average, Durham One Call responded to **94%** of electronic requests within one business day.



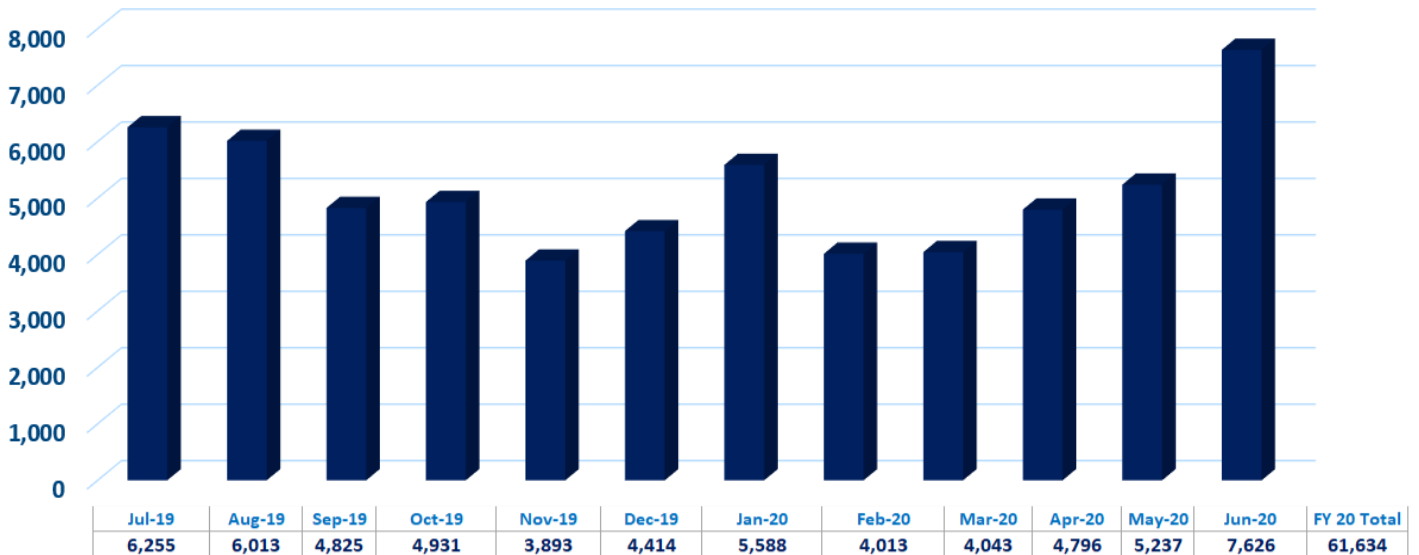
# Performance Measures

## SERVICE REQUESTS VOLUME

When residents call Durham One Call, Customer Service Representatives create service requests on behalf of residents requesting city services.

July 1, 2019, to June 30, 2020, Durham One Call created **61,634** service requests with an average of **5,136** per month.

Number of Service Requests Created by Durham One Call



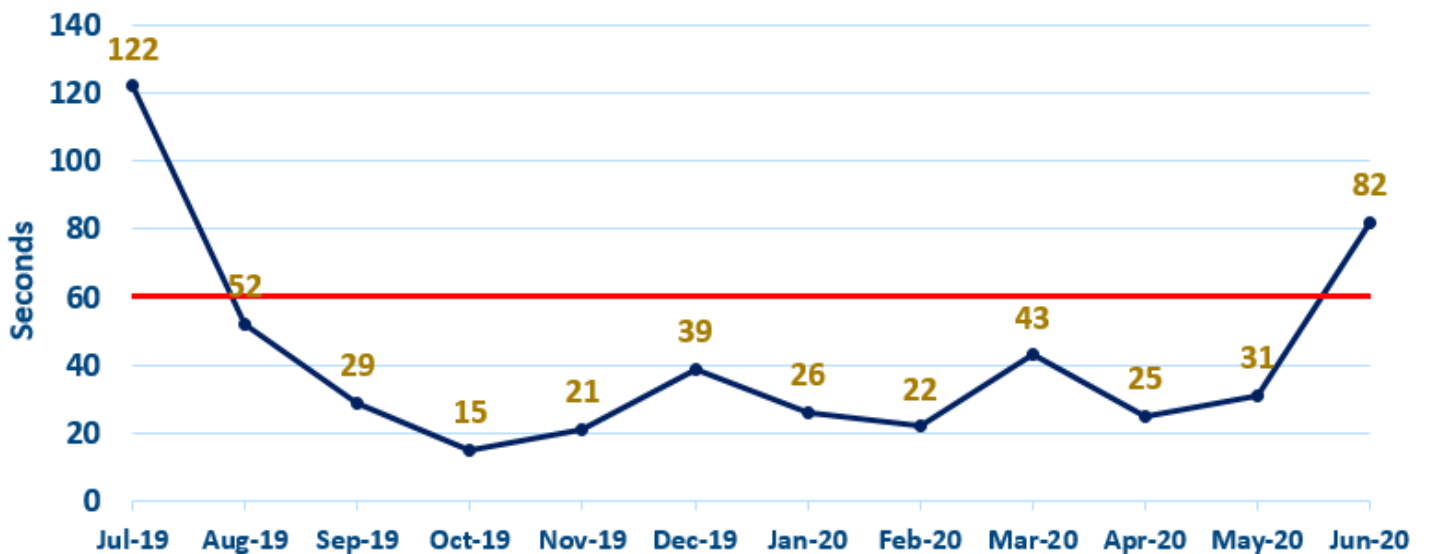
# Performance Measures

## AVERAGE WAIT TIME

Average Wait Time is the average time an inbound call spends waiting in queue for a Customer Service Representative. Durham One Call's goal is to minimize the amount of time callers wait before speaking with a Customer Service Representative. Our goal is to not have customers wait longer than 60 seconds.

July 1, 2019, to June 30, 2020, Durham One Call had an average wait time of **42 seconds**.

Average Wait Time





# Performance Measures

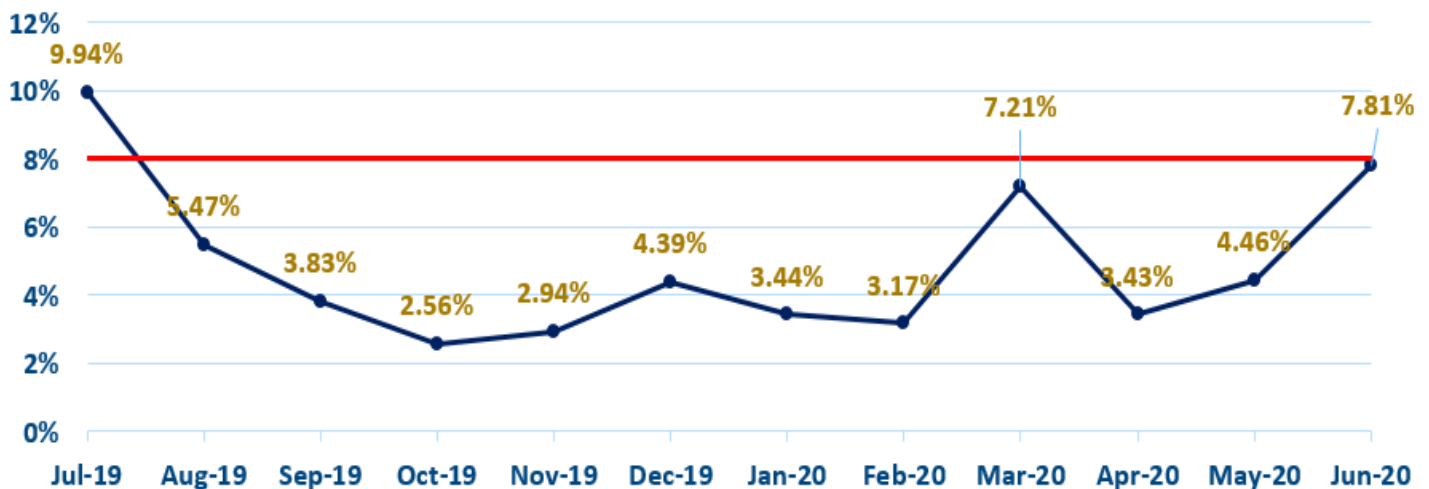
## ABANDONMENT RATE

Durham One Call measures abandonment rate as an indicator of the customer experience. An abandoned call is when a call ends before a conversation with a Representative occurs. We calculate the abandonment rate by dividing the number of abandoned calls by the total number of calls received by the contact center.

Durham One Call's goal is an abandonment rate is 8% or less.

July 1, 2019, to June 30, 2020, Durham One Call had an average **4.89%** Abandonment Rate.

Abandonment Rate

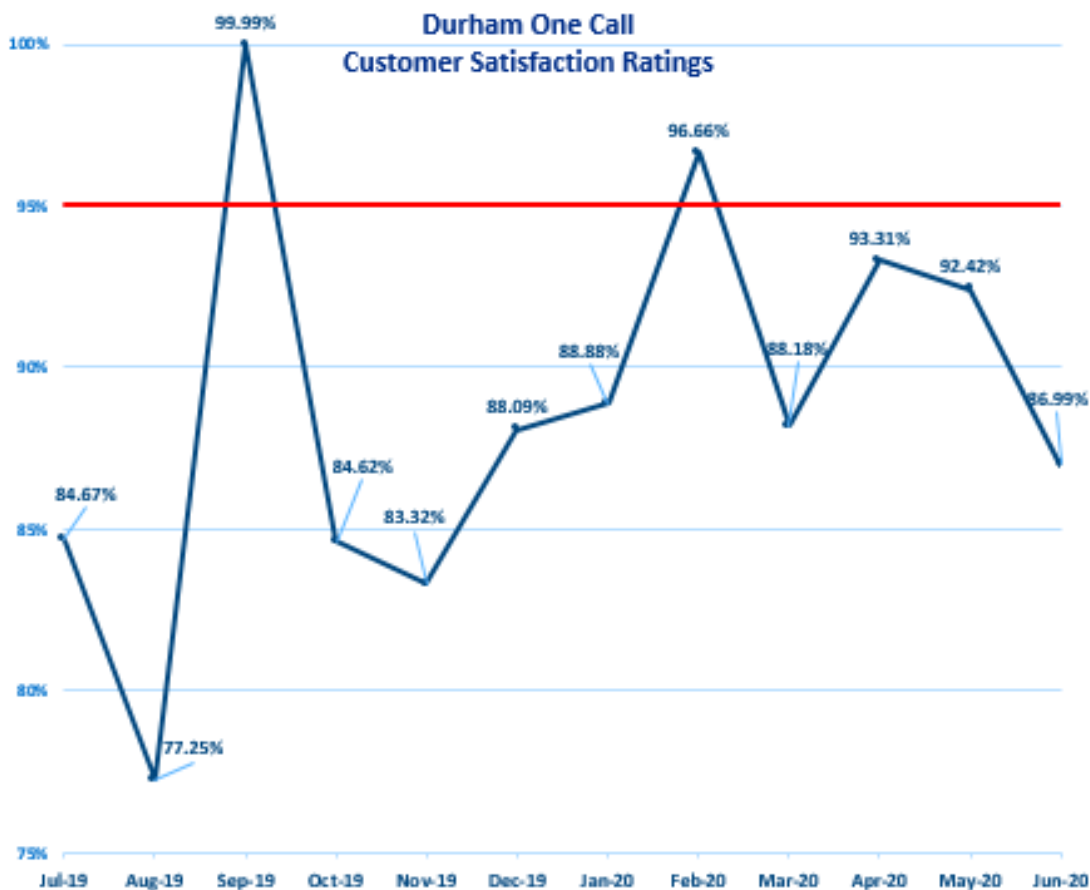


# Performance Measures

## CUSTOMER SATISFACTION

Durham One Call values feedback and encourages customers to rate the satisfaction of their experience. Customers have the opportunity to complete the [Resident Satisfaction Online Survey](#), respond to the survey emailed after a service request is submitted via web/app, or contact Durham One Call Management directly at 919-560-4222. Durham One Call's goal is an average of 95% of all surveys are rated average or better.

July 1, 2019, to June 30, 2020, Durham One Call received **301** surveys the average customer satisfaction rating was **88.7%**.<sup>1</sup>



Footnotes:

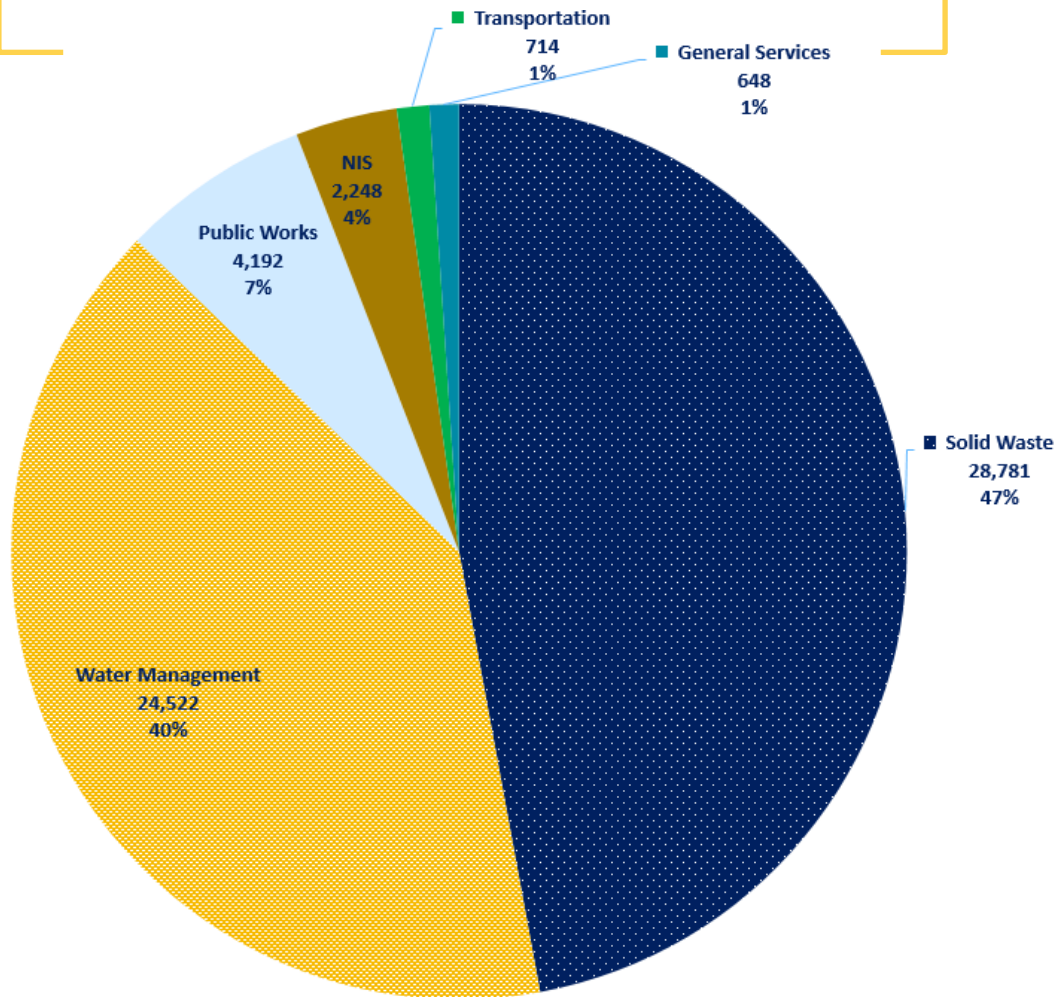
<sup>1</sup> After review, it was determined that prior to FY 21, this measure was calculated adding Survey Customer Satisfaction Rate + Customer Satisfaction for Calls + Accuracy Rate of Service Requests and dividing by 3. DOC Has revised this metric to ONLY include survey data.

# Performance Measures

## PARTNER DEPARTMENT SUPPORT

Durham One Call provides general information about all City programs and services; however, Durham One Call has a documented partnership with the following six departments: Neighborhood Improvement Services, Solid Waste Management Department, Department of Water Management, Public Works Department, General Services Department, and the Transportation Department to provide a higher level of service and coordination.

July 1, 2019, to June 30, 2020, Durham One Call created **61,105** service requests for these partner departments.



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## **ABOUT DURHAM ONE CALL**

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Durham One Call, a division of the City Manager's Office, serves as the first point of contact for residents, businesses, and visitors to request City services and to learn about city operations and events. Durham One Call is focused on delivering an exceptional customer experience.

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### **VISION**

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We aspire to be the central point of contact for Durham by providing world class service through information, technology, and communication.

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### **MISSION**

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The mission of Durham One Call is to serve the community through outstanding customer service!