



Calgary



2018 Calgary 311 Satisfaction Research

Year-End Report



Ipsos Public Affairs

Prepared for The City of Calgary by:

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Background and Methodology

Background

Assessing the municipal 311 citizen service experience is an important means by which The City of Calgary can understand its citizens' experiences interacting with The City. Given The City of Calgary's 311 telephone service is at the forefront of public service delivery, it is intended to act as a one-stop shop for municipal information and aims to deliver a consistent level of customer service, regardless of the type of inquiry being made.

Obtaining solid and actionable metrics allows The City to evaluate the success and performance of their 311 telephone service over time. With this information, The City is able to accurately assess how well the 311 telephone service is meeting community expectations, and what, if any, improvements are necessary.



Methodology

Prior to their interaction with a call centre representative, callers to 311 were asked to agree to being contacted for a follow-up survey. The sample is only representative of citizens who called 311 and agreed to be contacted for a follow-up survey. This report presents the findings of for all of 2018, including comparisons to each of the 3 Waves conducted in 2018.

2018 Total: A total of n=761 completed surveys were conducted throughout 2018 between May 22 and December 22, 2018, resulting in an overall margin of error of $\pm 3.5\%$, 19 times out of 20.

2018 Wave 3: Wave 3 was conducted between October 2 and December 22, 2018 and the average interview duration was 12.5 minutes. Wave 3 yielded a total of n=297 completed surveys, resulting in a margin of error of $\pm 5.6\%$, 19 times out of 20.

2018 Wave 2: Wave 2 was conducted between July 1 and September 30, 2018 and the average interview duration was 12.5 minutes. A total of n=298 completed surveys were conducted in Wave 2, resulting in a margin of error of $\pm 5.6\%$, 19 times out of 20.

2018 Wave 1: Wave 1 began later than anticipated due to technical challenges gathering the sample. Wave 1 was conducted between May 22 and June 30 and yielded a total of n=166 completed surveys, resulting in a margin of error of ± 7.6 percentage points, 19 times out of 20.

2018 Waves 1, 2 & 3: Key Observations

2018 overall satisfaction with the 311 call experience remains solid.

Overall satisfaction with 311 call experiences in 2018 has remained solid at 88%, including 87% satisfaction in Wave 3 of 2018, 89% satisfaction in Wave 2 of 2018, and 87% satisfaction in Wave 1 of 2018.

Recently in Wave 3 of 2018, overall satisfaction is statistically higher among those who are “very” satisfied with wait times (95%) and among those who are “very” satisfied with talking times (95%).

The main reason for dissatisfaction with 311 call experiences continues to be that callers’ issues were not resolved (52% in 2018).

In addition, a solid majority of callers in 2018 are also satisfied with the length of time they spent waiting for the 311 staff member to answer their call (91%) and with the length of time they spent talking to the 311 staff member (95%). As noted above, satisfaction with call wait times and call durations are both correlated to overall satisfaction. Therefore, higher satisfaction in these areas will influence higher overall satisfaction ratings.

More calls are related to service requests in 2018 than requests for information.

A higher proportion of calls made to 311 in 2018 are related to requests for services (45%) than for information (32%), and 12% of calls were for follow-ups on the status of requested services.

Service requests in 2018 were mainly for garbage and dead animal disposal (17%), street or sidewalk construction (14%), animal services (10%), and water services (8%), with similar proportions of calls made for these services in each of Waves 1, 2 and 3.

In 2018, overall experiences with 311 staff continue to be excellent.

Almost all respondents (95%) are satisfied with their overall experience with 311 staff in 2018. More specifically, the vast majority are satisfied that the 311 staff member was pleasant and courteous (95%), was attentive and willing to listen (94%) and understood their request (94%).

Of note, of all of performance measures and characteristics of 311 staff members evaluated, ratings did not fall lower than 83%.

2018 Waves 1, 2 & 3: Key Observations

A similar proportion of transfers is occurring, and a consistent proportion are being transferred to the “right” person.

The proportion of transfers has remained fairly consistent over the past year (17% in 2018), as has being transferred to the “right” person (85%).

Although call transfers have historically been correlated to lower overall satisfaction ratings for 311, the most recent Wave 3 in 2018 does not show statistical differences with respect to call transfers and overall satisfaction with 311.

Attempts to first access online resources has slightly improved over the course of 2018.

In 2018, 21% of 311 callers state that they tried to use online resources prior to calling 311, including 24% in Wave 3, 21% in Wave 2 and 18% in Wave 1, showing a slight increase throughout the year.

Among callers who first attempted to use online resources for their issue, the main reason they ended up calling 311 in 2018 was because they could not find what they were looking for online (39%, continuously increasing from 30% in Wave 1 to 37% in Wave 2 and to 44% in Wave 3. The main topics not found in initial online searches involve garbage/waste control and bylaws.

Awareness measures for accessing 311 via calgary.ca remain solid but awareness of the 311 App has not notably increased in 2018.

As a new addition to the survey in 2018, 86% of 311 callers are aware that they could use The City of Calgary’s website, calgary.ca, for service requests or information. A smaller majority (61%) are aware that they could use The City of Calgary’s 311 App for service requests or information. Additional promotion of the 311 App could be leveraged through 311 representatives during calls to promote the use of this valuable resource.

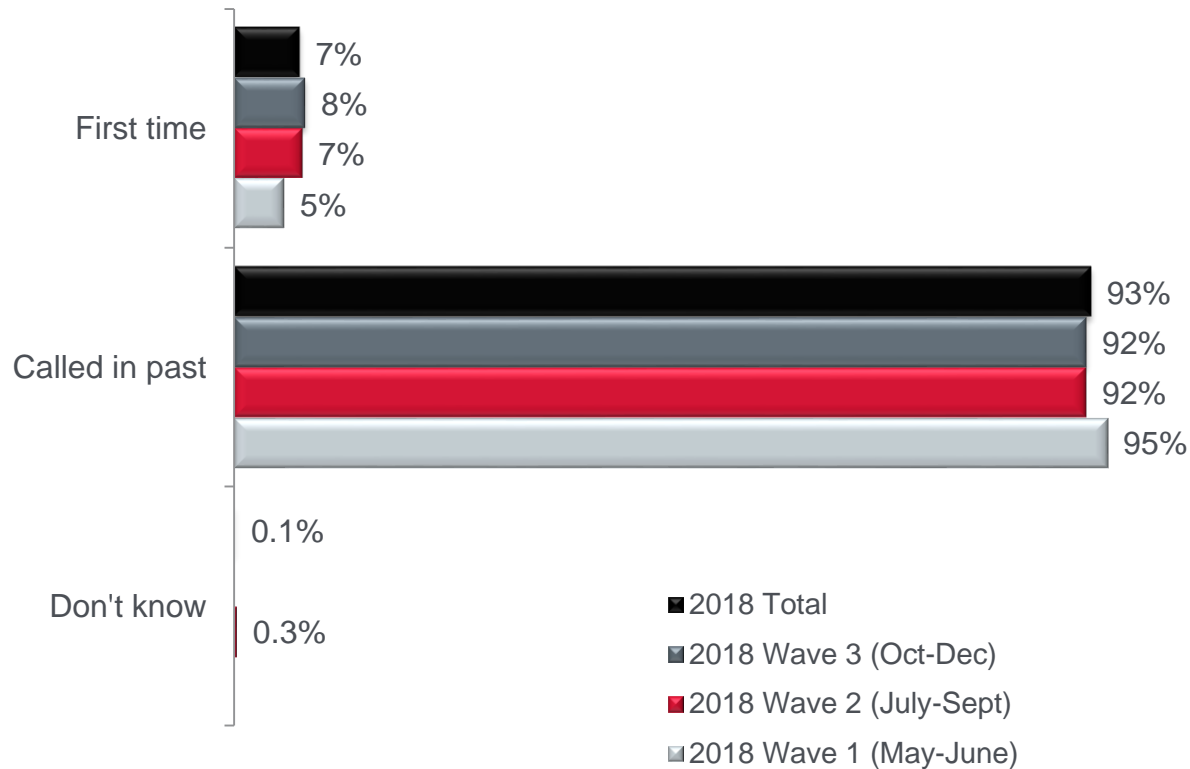
Information requests related to garbage/waste control significantly increased during Wave 3 of 2018.

In Wave 1 of 2018, 20% of information requests involved garbage/waste control, slightly decreasing to 15% in Wave 2, yet notably increasing to 27% in Wave 3 of 2018. Changes to composting pick-up schedules starting in the Fall of 2018 are likely the reason for additional information requests on this topic.



311 Call Profile

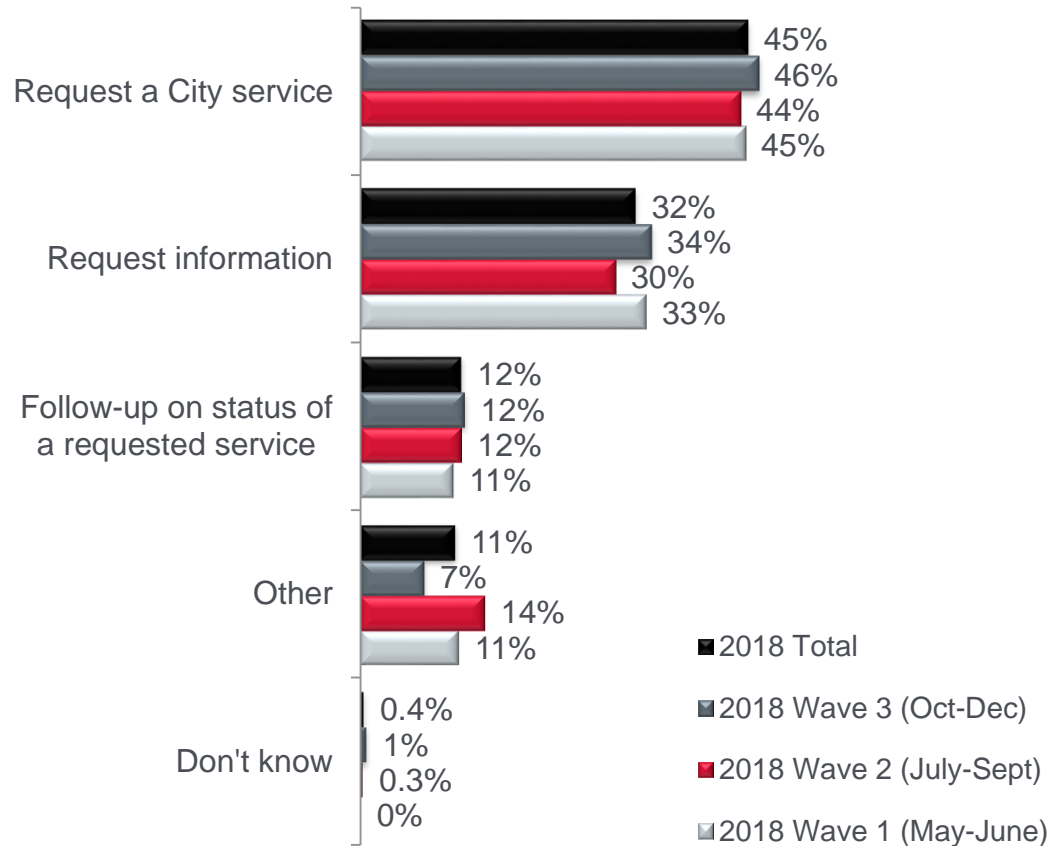
Previous 311 Call Experience



Q1. Was it the first time you have called 311 or have you called 311 in the past?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

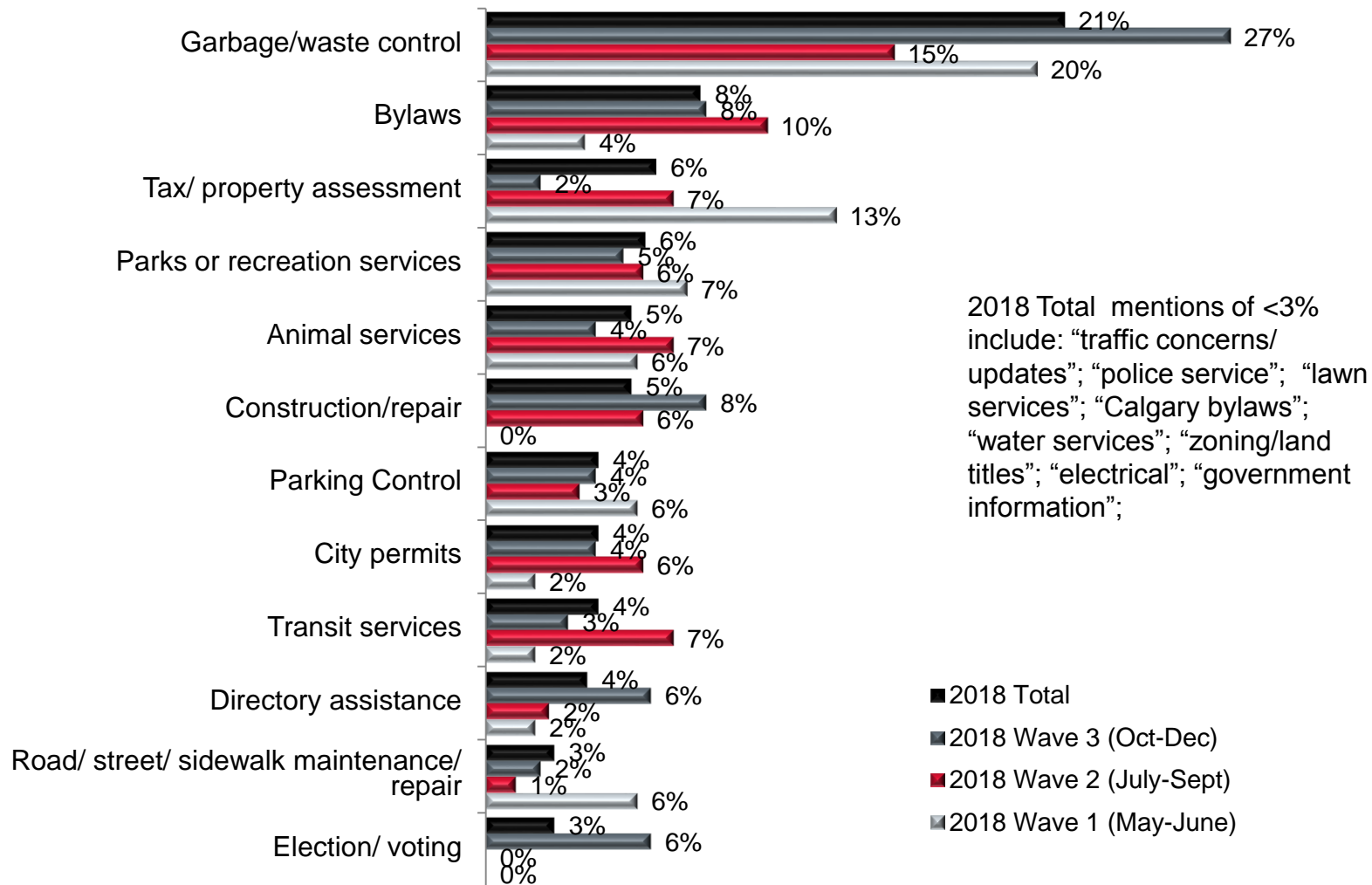
Primary Reason for Calling 311



Q2. What was the primary reason that you called the 311 service? Was it...

Base: All respondents 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July–Sept) n=298 : 2018 Wave 1 (May-June) n=166

Information Requested



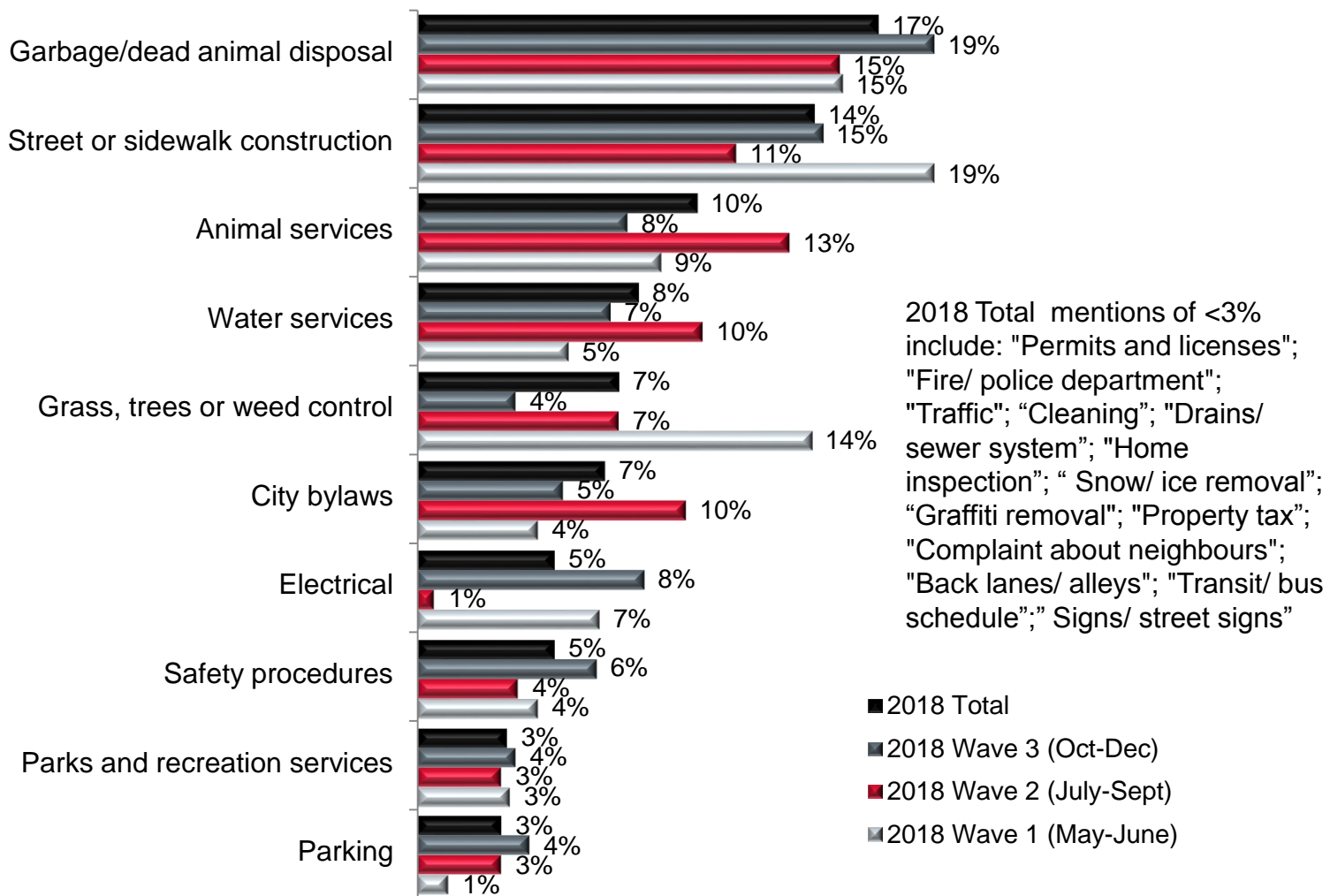
Total responses of <3% are not shown.

Multiple mentions

Q2b. What information were you calling about?

Base: Called 311 to request information; Base: 2018 Total n=243 : 2018 Wave 3 (Oct-Dec) n=100 : 2018 Wave 2 (July-Sept) n=88 : 2018 Wave 1 (May-June) n=55

Services Requested



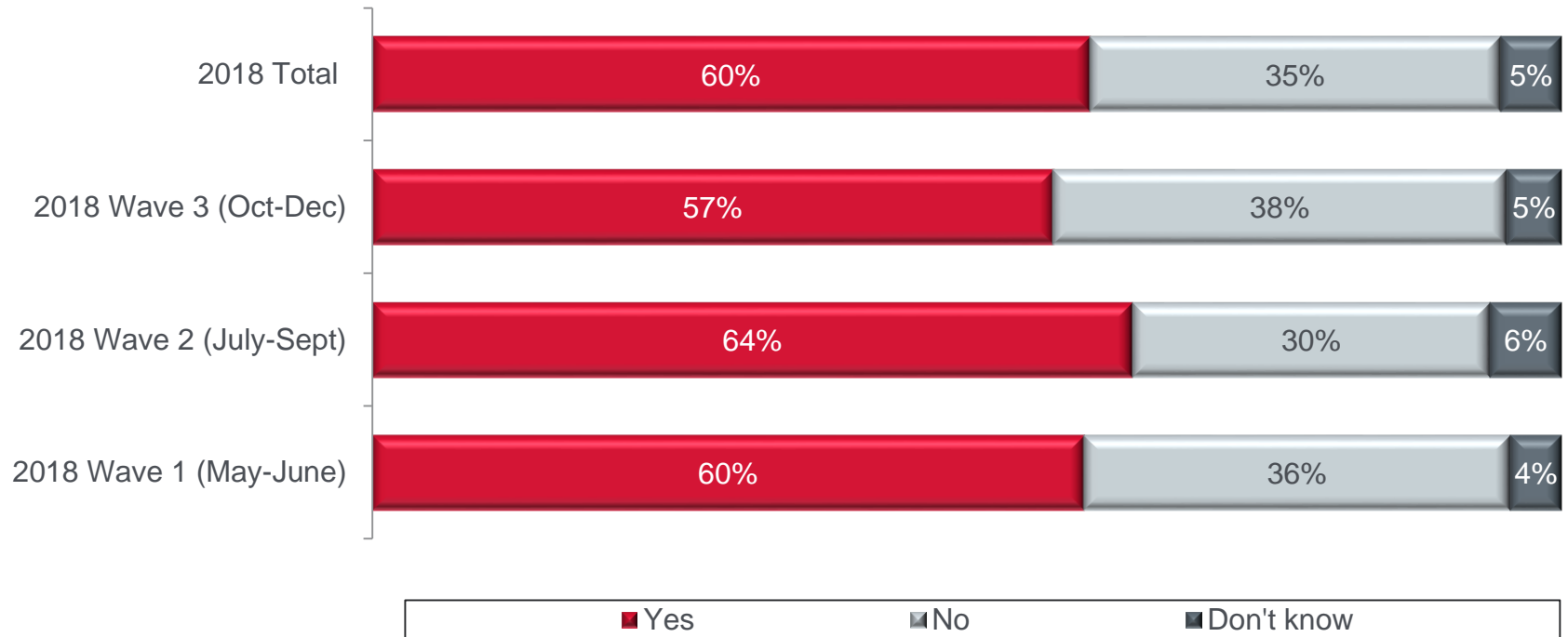
Total responses of <3% are not shown.

Multiple mentions

Q3. What service were you calling about?

Base: Called 311 to request information; Base: 2018 Total n=431: 2018 Wave 3 (Oct-Dec) n=173 : 2018 Wave 2 (July-Sept) n=166 : 2018 Wave 1 (May-June) n=92

Incidence of Receiving a Tracking Number



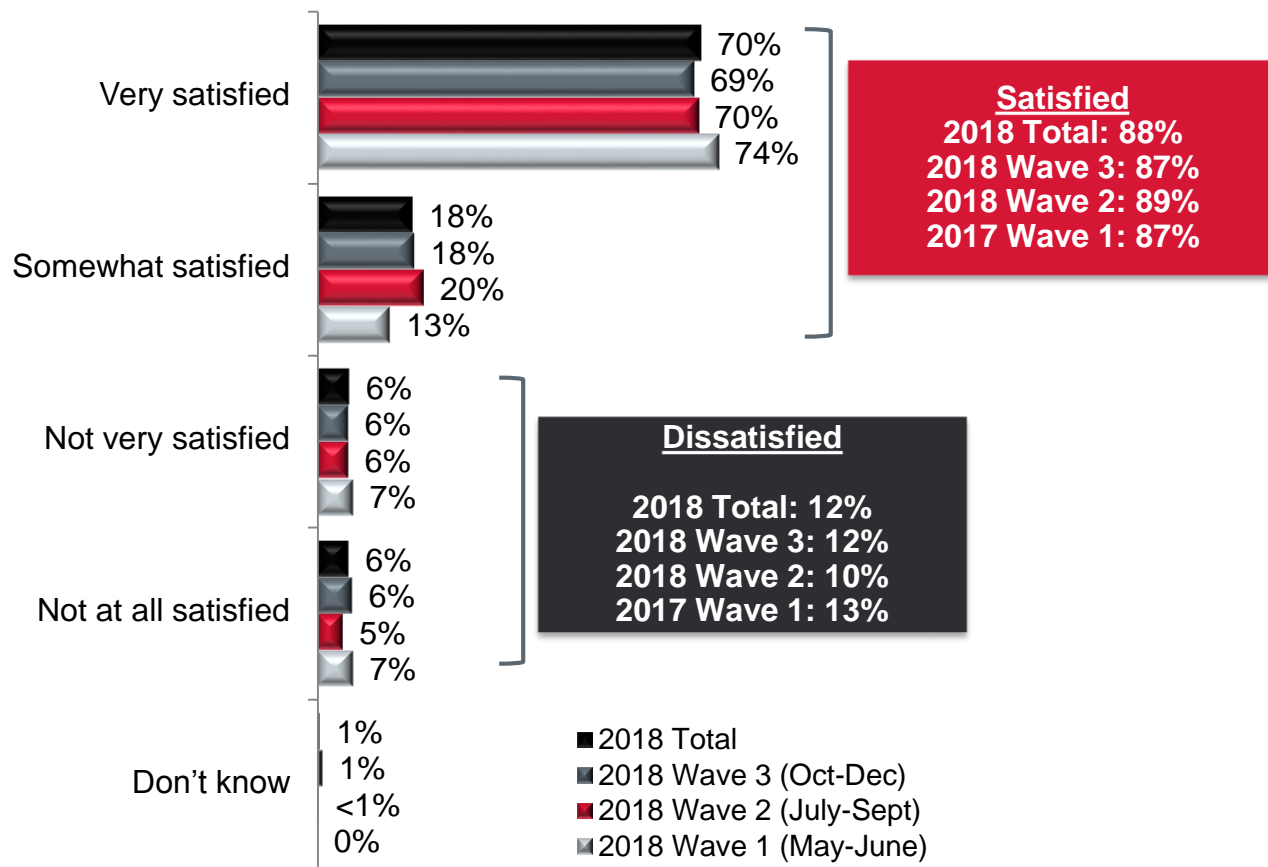
Q3a. Did you receive a tracking number?

Base: Called 311 to request a City service/to follow up on the status of a service requested; 2018 Total n=431: 2018 Wave 3 (Oct-Dec) n=173 : 2018 Wave 2 (July-Sept) n=166 : 2018 Wave 1 (May-June) n=92



Assessing the 311 Call Experience

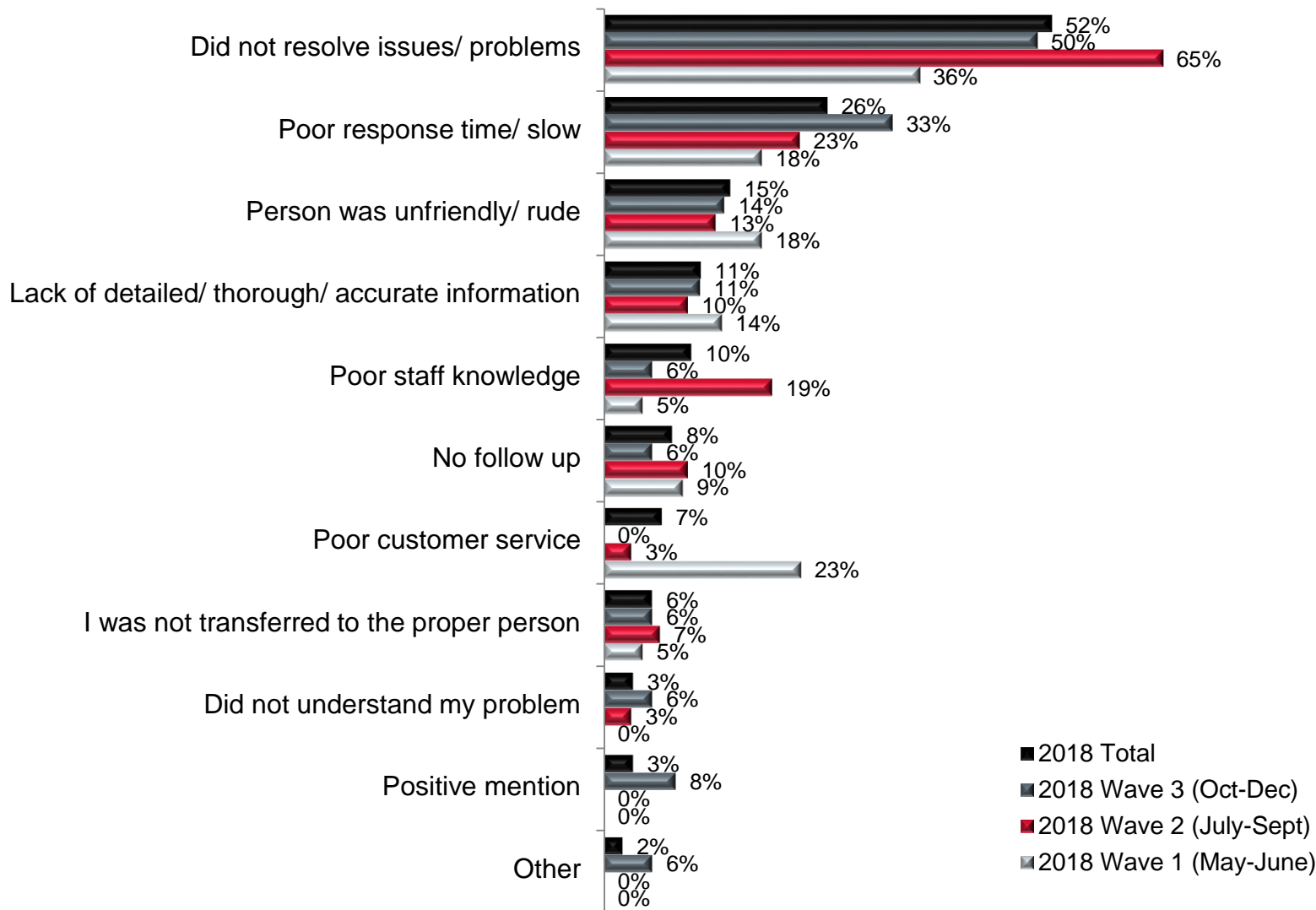
Overall Satisfaction with 311 Call Experience



Q4. And thinking just about the phone call you made to 311 and not what happened afterwards, overall how satisfied were you with the 311 service? Is that very or somewhat?

Base: All respondents 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July–Sept) n=298 : 2018 Wave 1 (May-June) n=166

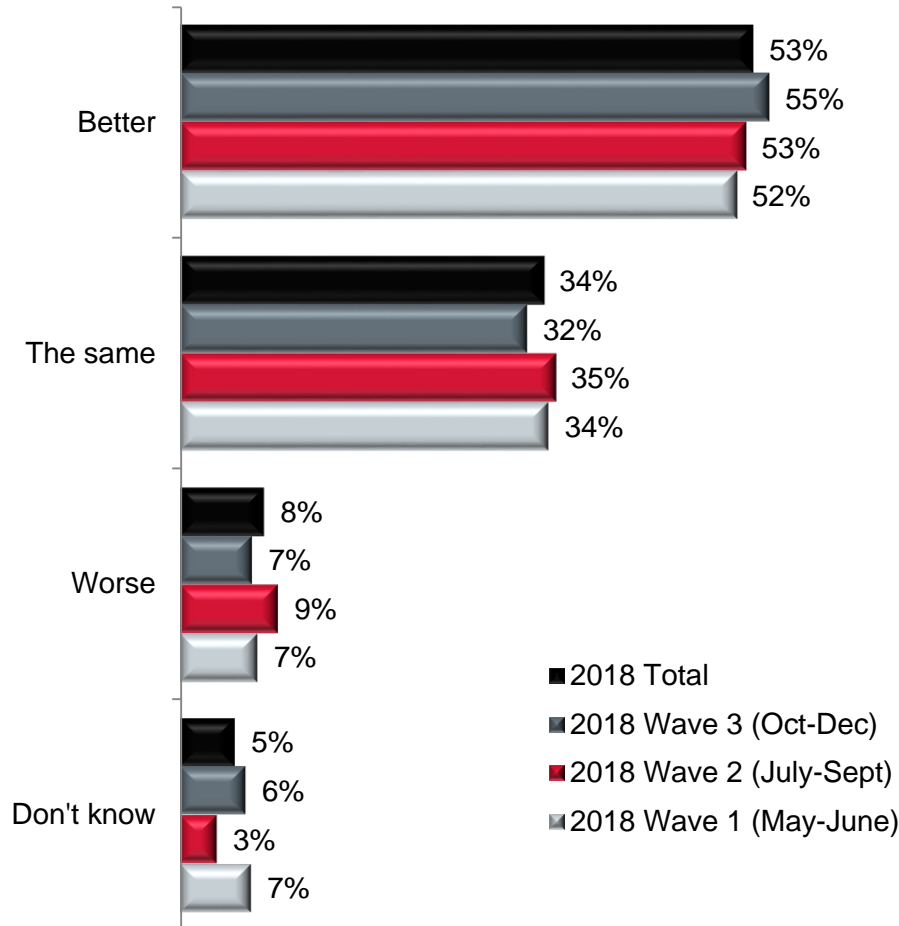
Reasons for Dissatisfaction with 311 Service



Q5. Why were you dissatisfied with the 311 service?

Base: Respondents who were dissatisfied with the 311 service; 2018 Total n=89 : 2018 Wave 3 (Oct-Dec) n=36 : 2018 Wave 2 (July-Sept) n=31 : 2018 Wave 1 (May-June) n=22

Comparing 311 to Other Call Centers



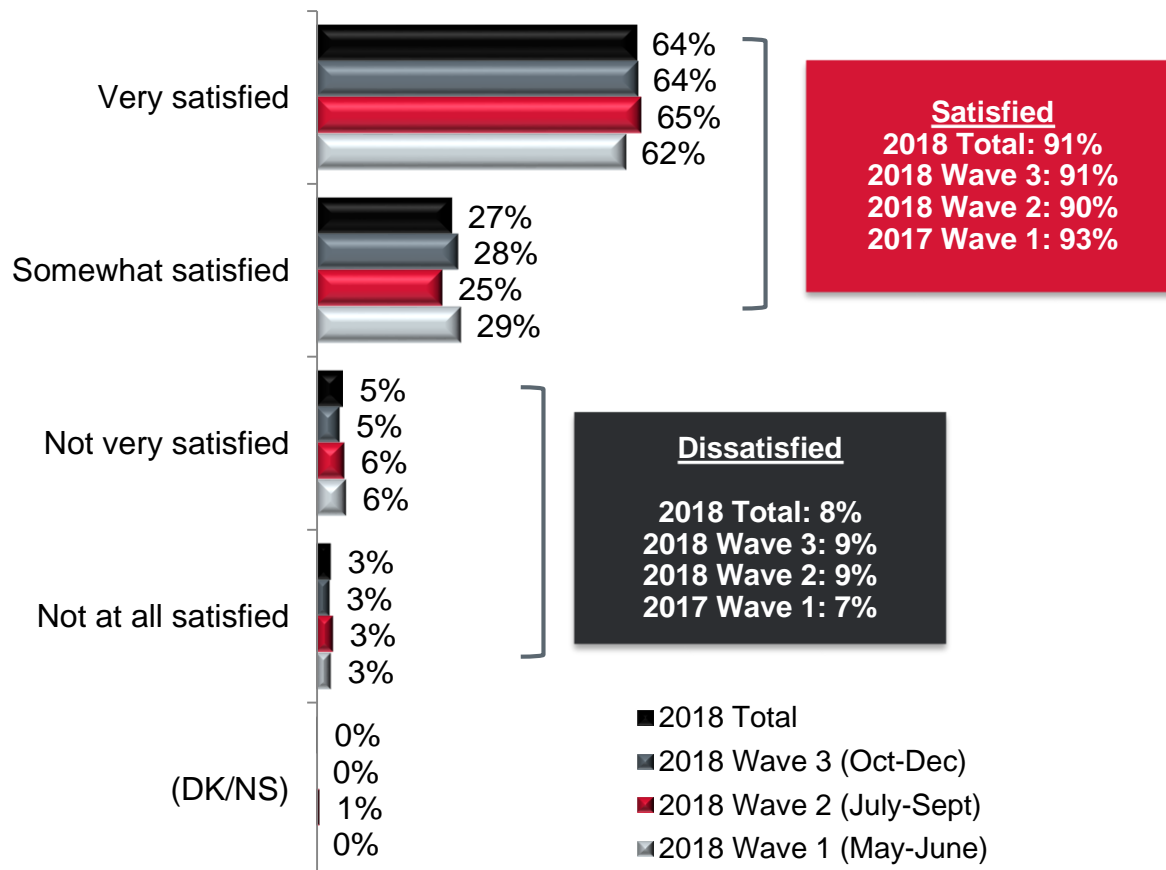
Better – Worse Index

2018 Total = +45%
 2018 Wave 3 = +48%
 2018 Wave 2 = +44%
 2017 Wave 1 = +45%

Q6. Still thinking about just the 311 service, and not what happened afterwards, was your recent phone call experience with 311 better, the same or worse, compared to other call centers that you deal with?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July–Sept) n=298 : 2018 Wave 1 (May-June) n=166

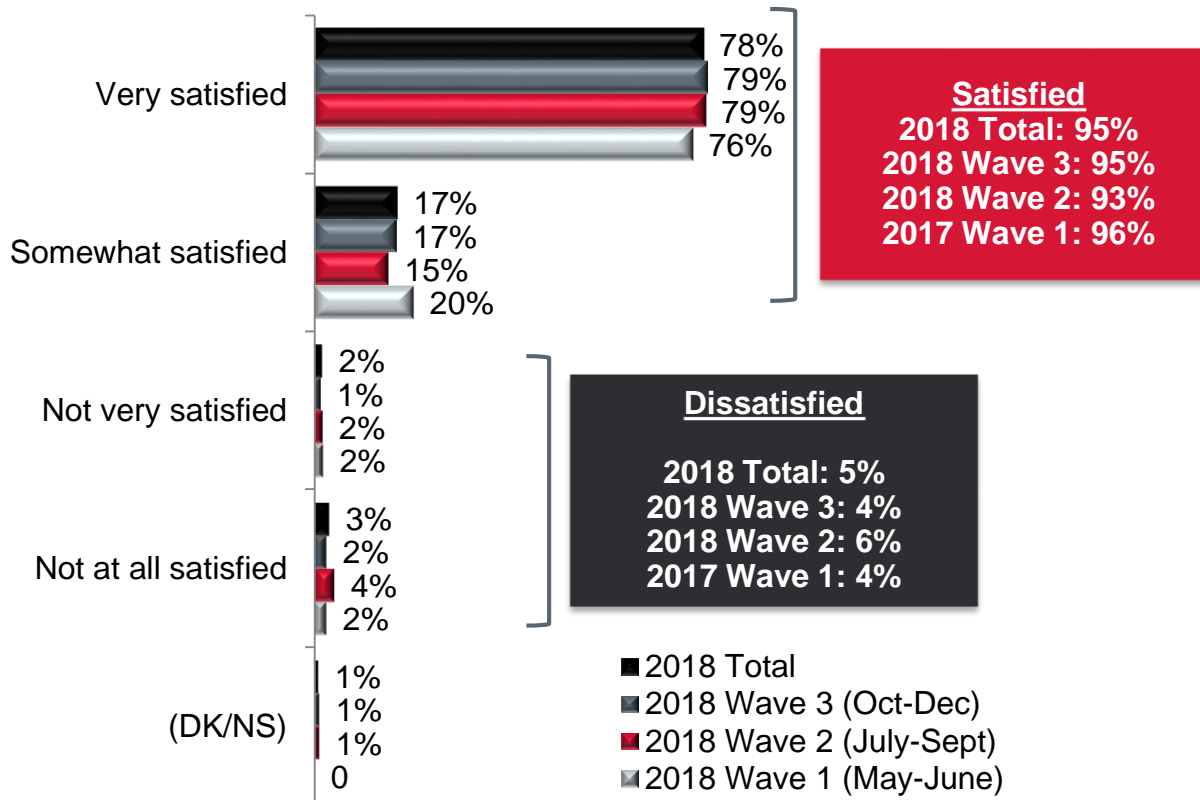
Satisfaction with Call Wait Time



Q7. How satisfied were you with the length of time you spent waiting for 311 staff to answer your call directly?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Satisfaction with Call Duration

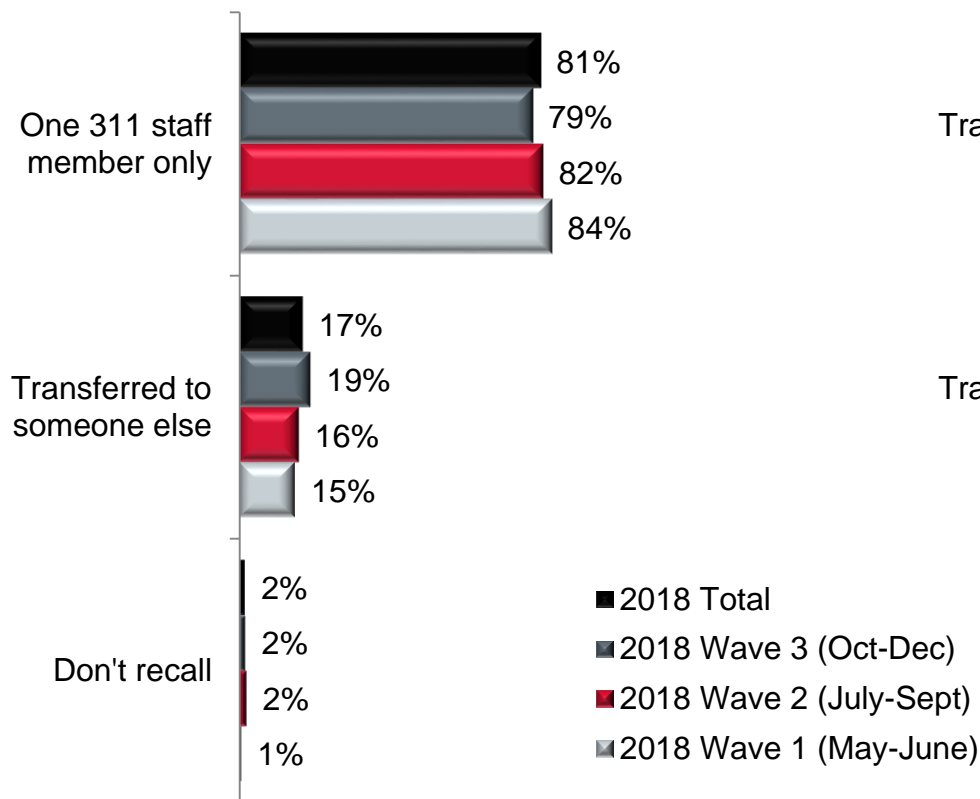


Q7. How satisfied were you with the length of time you spent talking to 311 staff directly?

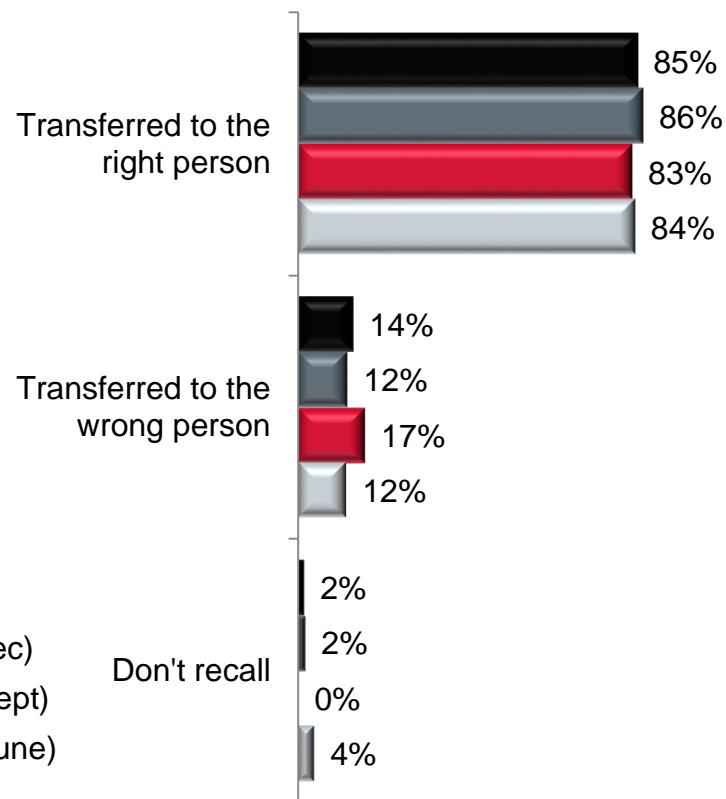
Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Incidence of Call Transfer & Correct Transfer

Incidence of Call Being Transferred



Incidence of Correct Call Transfer



■ 2018 Total
 ■ 2018 Wave 3 (Oct-Dec)
 ■ 2018 Wave 2 (July-Sept)
 ■ 2018 Wave 1 (May-June)

Q8. When you called did you speak with only one 311 staff member or were you transferred to someone else?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

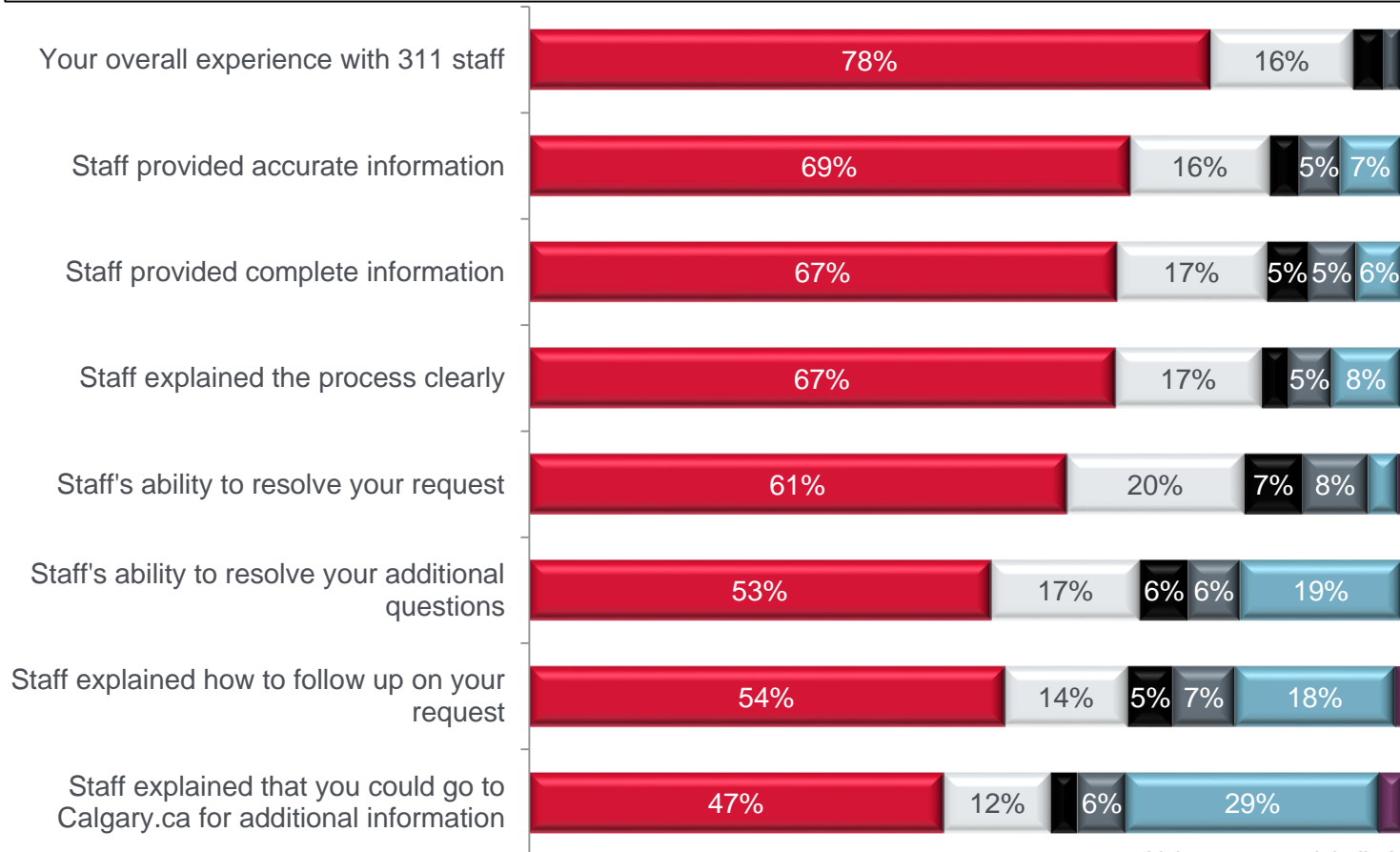
Q9. Were you transferred to the right person, meaning someone who was able to help you or were you transferred to the wrong person, someone who couldn't help you? Base: Respondents whose call transferred to someone else; 2018 Total n=130 : 2018 Wave 3 (Oct-Dec) n=57 : 2018 Wave 2 (July-Sept) n=48 : 2018 Wave 1 (May-June) n=25



Assessing the Call Experience

2018 Total

■ Very satisfied ■ Somewhat satisfied ■ Not very satisfied ■ Not at all satisfied ■ Not Applicable ■ Don't know



Values <4% not labelled

%Satisfied			
2018 Total	2018 Wave 3 (Oct-Dec)	2018 Wave 2 (July-Sept)	2018 Wave 1 (May-June)
94%	94%	95%	93%
85%	83%	84%	90%
84%	83%	85%	87%
84%	84%	83%	84%
82%	80%	84%	81%
70%	67%	73%	69%
69%	68%	71%	66%
60%	61%	61%	54%

Q10. I am going to read out a series of statements about your call experience. Please bear in mind we are asking you to consider only the experience on the call with the 311 staff member not the service you received as a result of the call. For each one, please tell me if you were very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If the statement does not apply to your call experience, please say so. How about...

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Assessing the Call Experience

- Among Valid Responses (N/A & DK Excluded)

2018 Total

■ Very satisfied ■ Somewhat satisfied ■ Not very satisfied ■ Not at all satisfied

Your overall experience with 311 staff
(n=165)



Staff explained the process clearly
(n=155)



Staff provided accurate information
(n=160)



Staff provided complete information
(n=163)



Staff explained that you could go to
Calgary.ca for additional information
(n=106)



Staff's ability to resolve your additional
questions (n=134)



Staff's ability to resolve your request
(n=158)



Staff explained how to follow up on your
request (n=131)



Values <4% not labelled

%Satisfied			
2018 Total	2018 Wave 3 (Oct- Dec)	2018 Wave 2 (July- Sept)	2018 Wave 1 (May- June)
95%	95%	95%	94%
91%	92%	91%	90%
91%	92%	90%	94%
89%	89%	90%	88%
88%	88%	88%	85%
86%	86%	86%	86%
85%	83%	88%	85%
85%	84%	86%	83%

Q10. I am going to read out a series of statements about your call experience. Please bear in mind we are asking you to consider only the experience on the call with the 311 staff member not the service you received as a result of the call. For each one, please tell me if you were very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If the statement does not apply to your call experience, please say so. How about...

Base: Respondents who experienced each of the staff interactions

Informing Callers about Calgary.ca



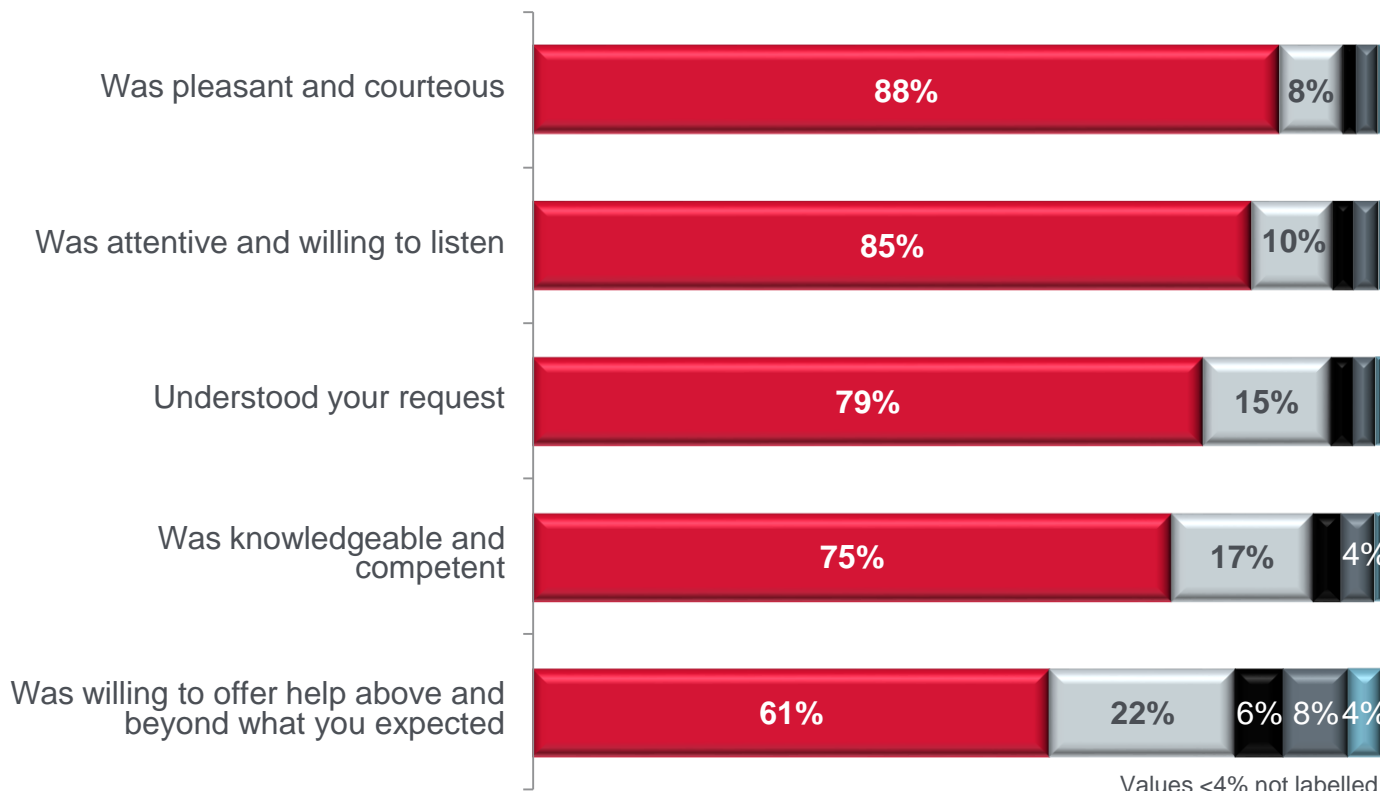
Q11. Did the 311 staff member inform you about the ability to use **Calgary.ca** for service requests or information?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Assessing the 311 Representative

2018 Total

■ Very satisfied ■ Somewhat satisfied ■ Not very satisfied ■ Not at all satisfied ■ Don't know



%Satisfied			
2018 Total	2018 Wave 3 (Oct-Dec)	2018 Wave 2 (July-Sept)	2018 Wave 1 (May-June)
95%	96%	94%	96%
94%	95%	94%	93%
94%	94%	93%	96%
92%	93%	91%	92%
83%	82%	85%	82%

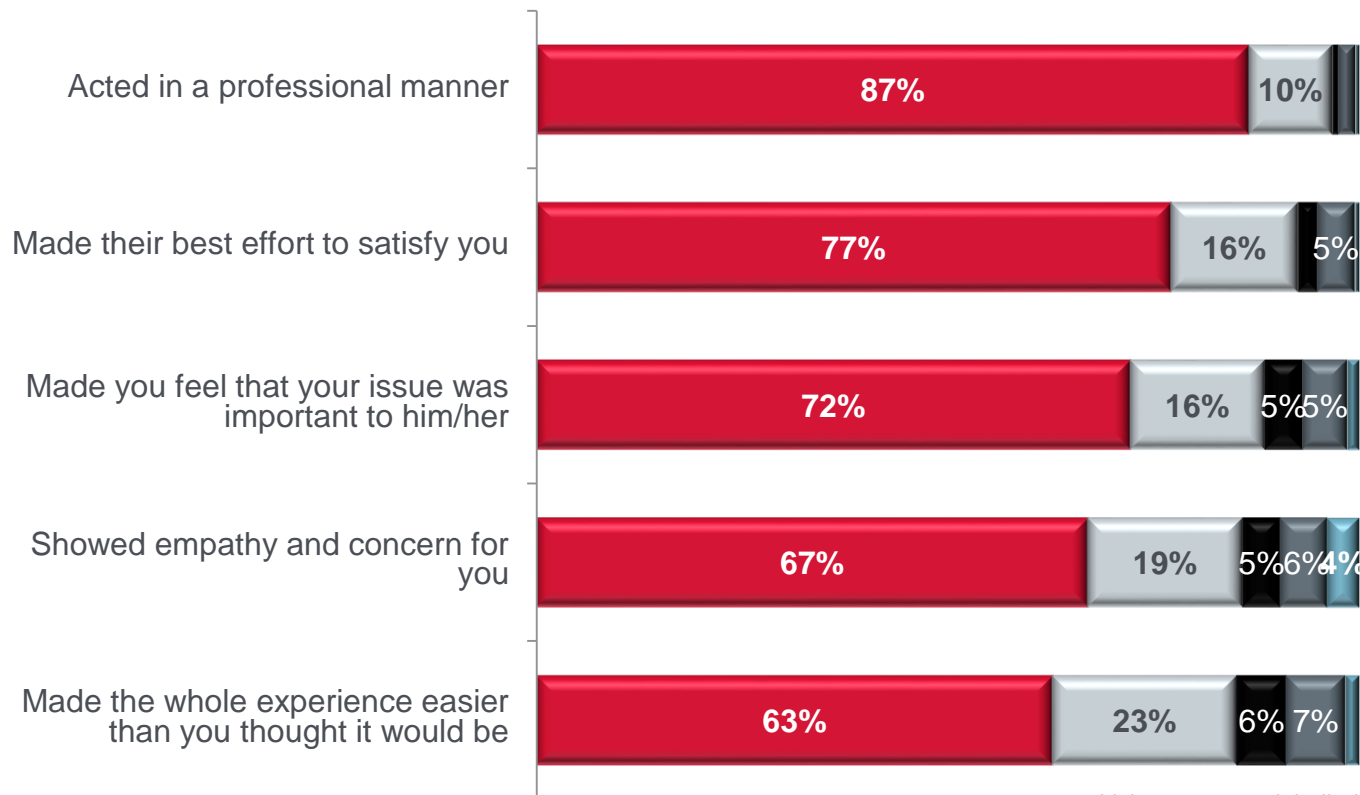
Q12. Were you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied that the 311 staff member . . . ?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Perceptions of the 311 Representative

2018 Total

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

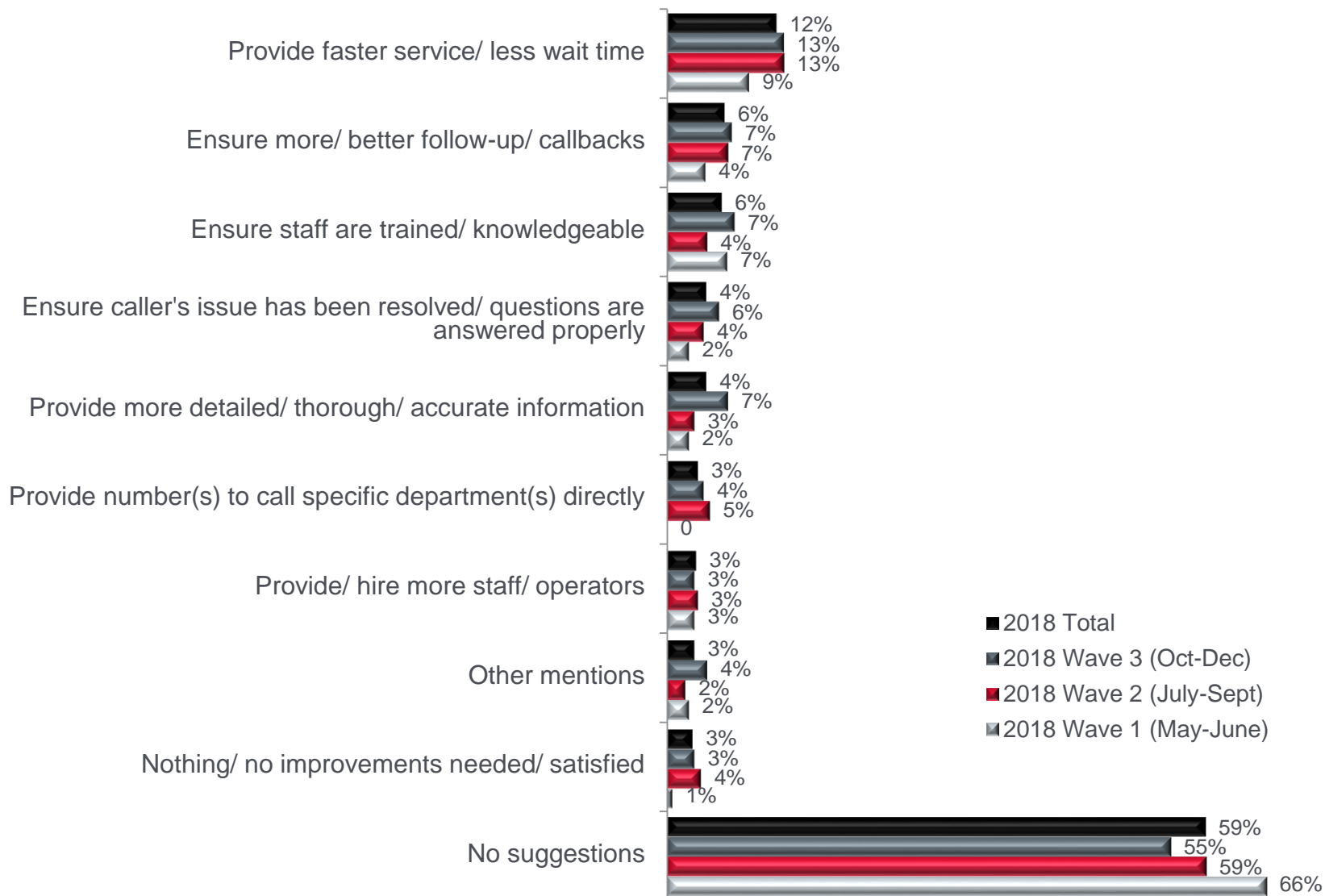


% Agree			
2018 Total	2018 Wave 3 (Oct-Dec)	2018 Wave 2 (July-Sept)	2018 Wave 1 (May-June)
97%	97%	97%	97%
93%	93%	92%	93%
89%	89%	89%	89%
86%	86%	86%	86%
85%	85%	86%	85%

Q13. Based on your recent interaction with the 311 staff member, do you agree or disagree that the representative...?

Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Improvements for 311 Service



Q14. Based on your phone call to 311, do you have any suggestions on how to improve or enhance 311's phone service?

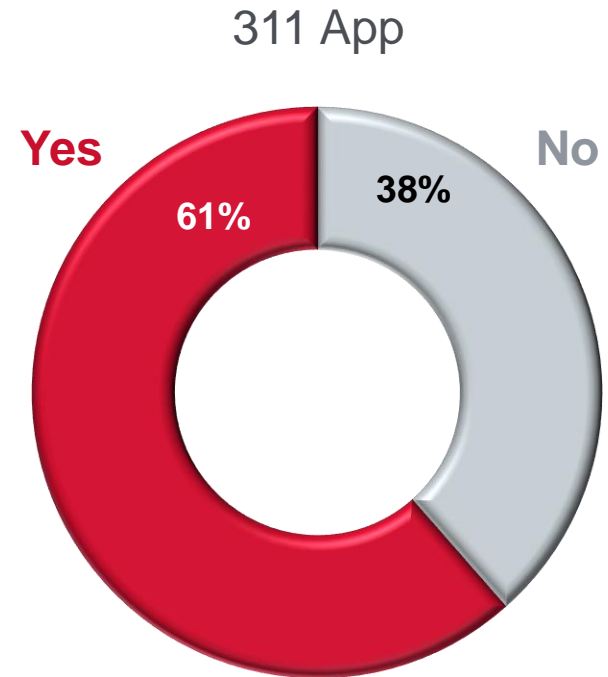
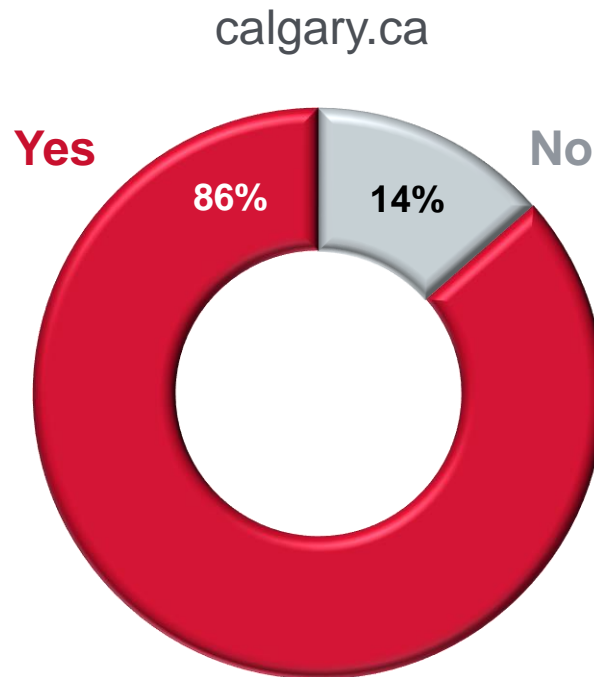
Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166



Online Resources

Awareness of Using calgary.ca and the 311 App

*2018 Total

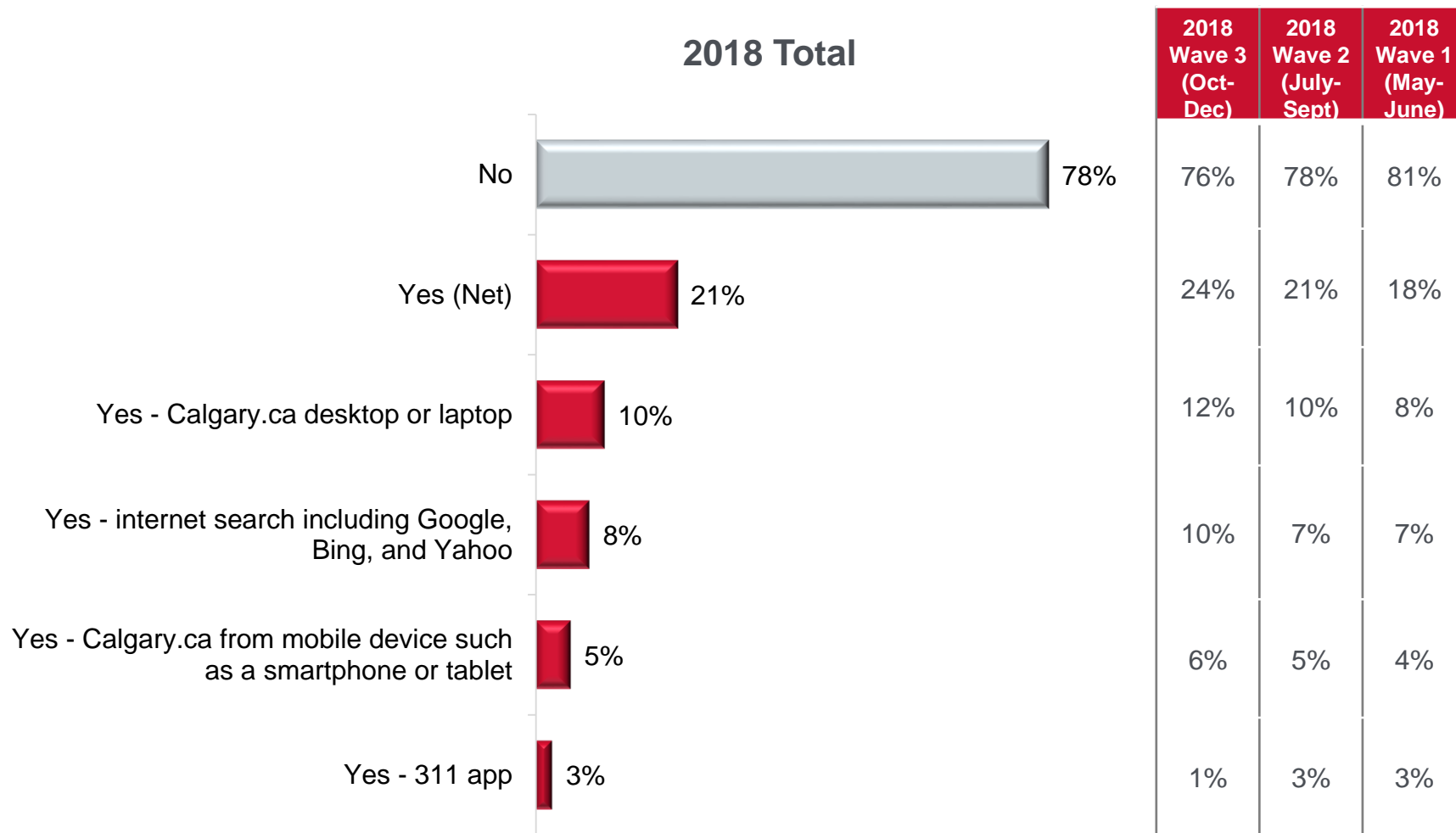


*New question in 2018

Q15c Before taking this survey today, were you aware that you could use The City of Calgary's website, calgary.ca/The City of Calgary's 311 App for service requests or information?

Base: All respondents; 2018 Total n=761

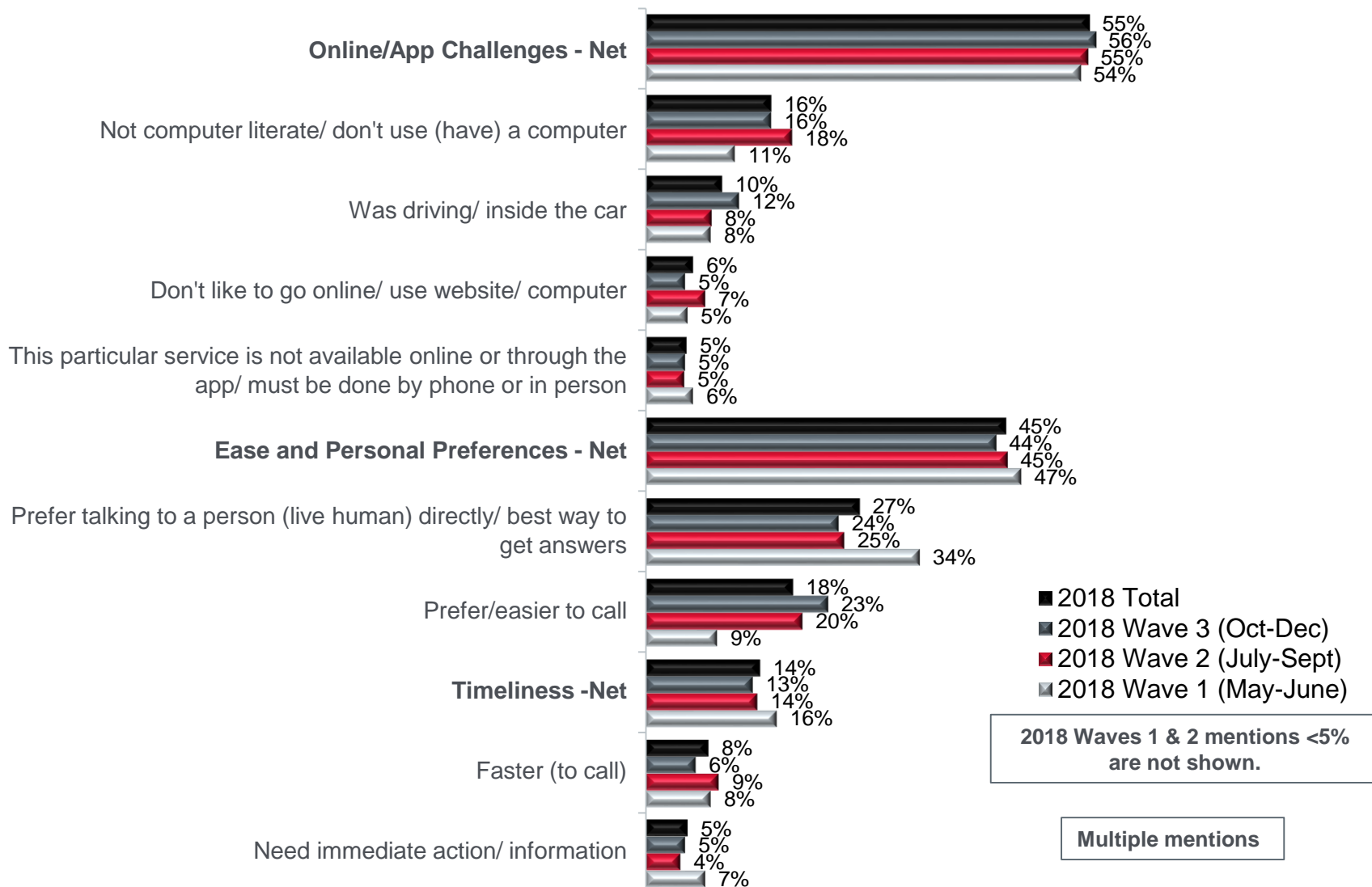
Attempts to Access Online Resources



Q15. Thinking about your most recent call to 311, before making a phone call, did you try to find what you were looking for or place a service request by going directly to The City's website, Calgary.ca from your computer; going to Calgary.ca from your mobile device; using the 311 app; or by using a search engine such as Google, Bing or Yahoo?

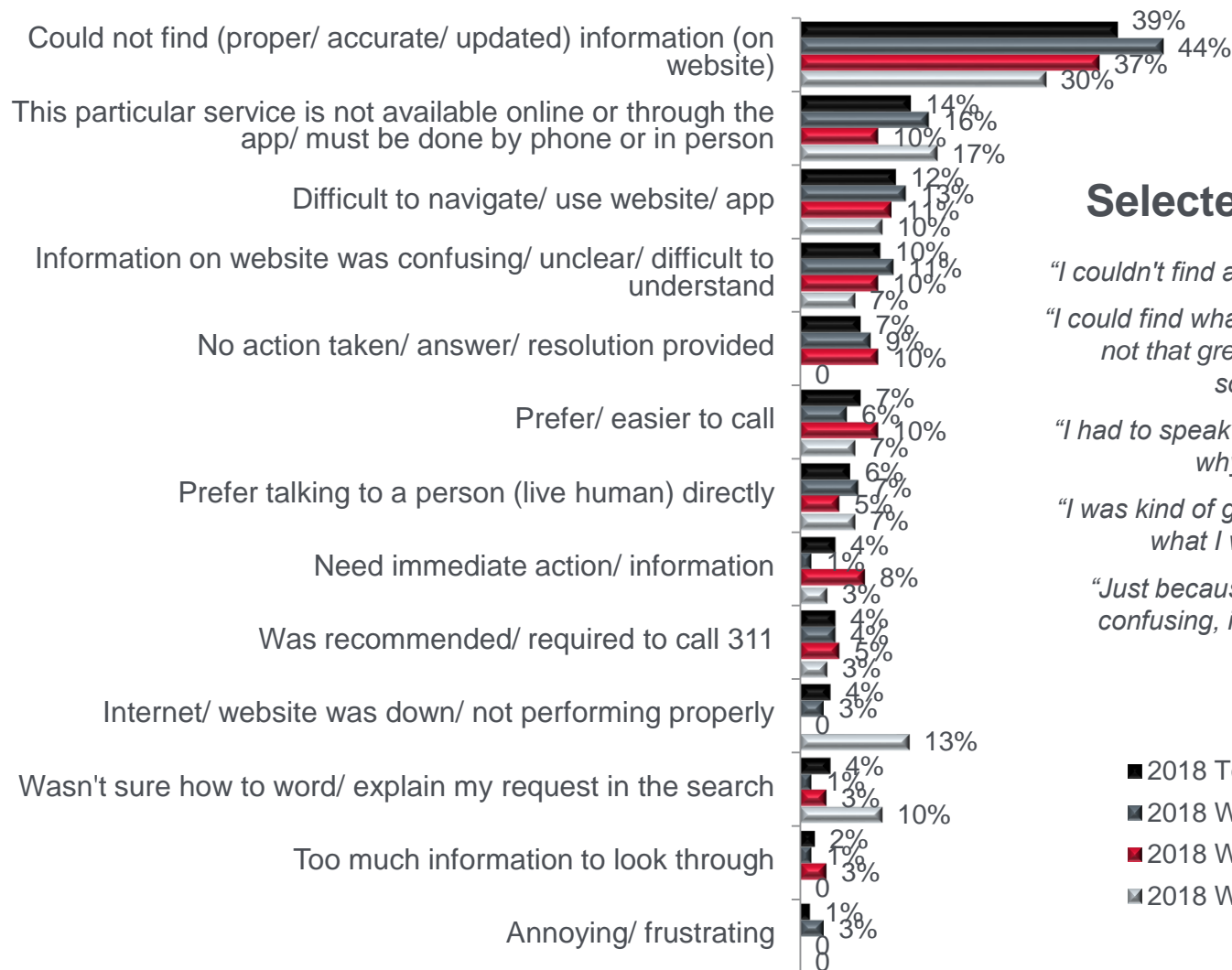
Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166

Reasons for Not Accessing Online Resources



Q15b. Why did you not go online or to The City's 311 app before making a phone call? Base: Respondents who did not try to find what they were looking for before calling 311; 2018 Total n=591 : 2018 Wave 3 (Oct-Dec) n=225 : 2018 Wave 2 (July-Sept) n=231 : 2018 Wave 1 (May-June) n=135

Challenges with Online Resources



Selected Verbatims

"I couldn't find anything. So I dialed 311."

"I could find what I needed on there. I am not that great at looking stuff up sometimes."

"I had to speak to an inspector so that's why I called in."

"I was kind of going around in circles in what I was trying to do"

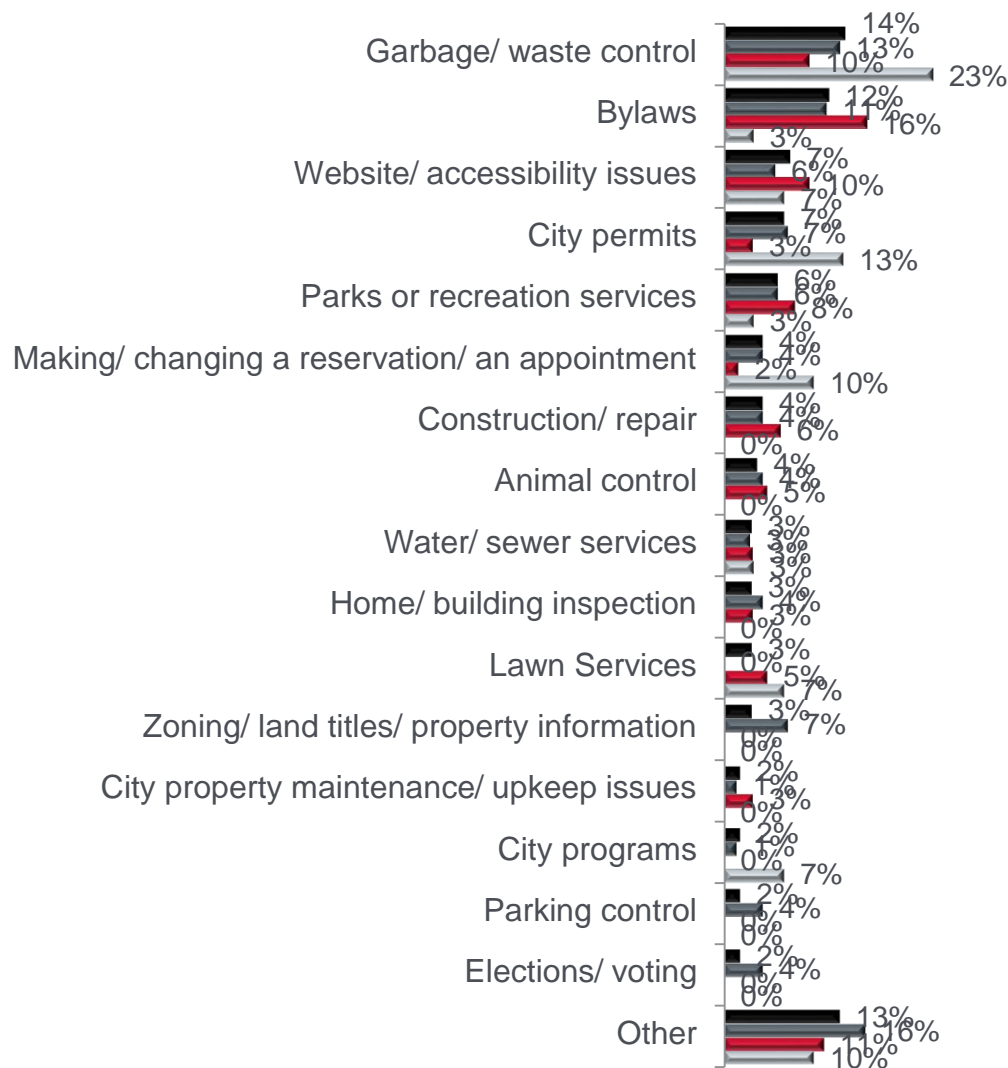
"Just because the website is very confusing, it's not very intuitive."

■ 2018 Total
 ■ 2018 Wave 3 (Oct-Dec)
 ■ 2018 Wave 2 (July-Sept)
 ■ 2018 Wave 1 (May-June)

Q16. Can you please tell us why trying to find information using...did not meet your needs and why you ultimately made a call to 311?

Base: Respondents who looked elsewhere for information, prior to calling 311; 2018 Total n=163 : 2018 Wave 3 (Oct-Dec) n=70 : 2018 Wave 2 (July-Sept) n=63 : 2018 Wave 1 (May-June) n=30

Unresolved Online Issues



Selected Verbatims

"I was trying to find information related to cleaning up an oil spill from my property, it was a small one from a car. It was kind of a specific request from a unique situation. I have found information on normal disposal of things but the oil had gone into the soil and the staff went above and beyond to get accurate information, was knowledgeable and encouraging. It was a positive experience."

"I was looking for information on permits for a deck that I already own and wanted to rebuild."

"Just finding information [online] is hard to find if you don't use the correct words. I was just trying to look into bylaws for some building."

"To get my garbage picked up, they missed it twice in 3 weeks."

"Noise bylaws and it turns out it was a police issue."

"Getting a replacement dog license, like the actual dog tag that goes on the collar. You cannot do that online."

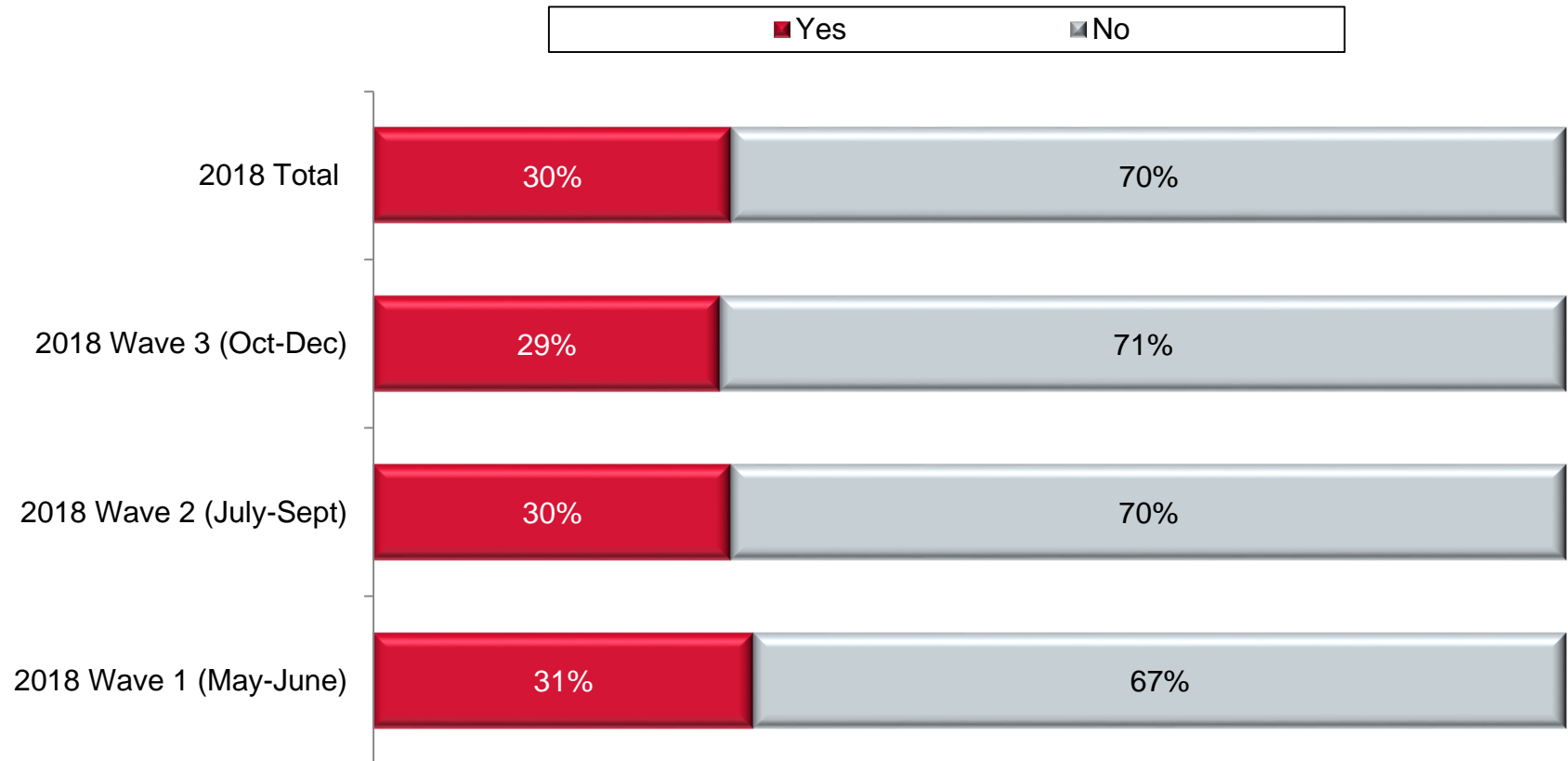
"Being able to use the black cart for tree roots the issue was you don't have enough room in the green cart."

■ 2018 Total
 ■ 2018 Wave 3 (Oct-Dec)
 ■ 2018 Wave 2 (July-Sept)
 ■ 2018 Wave 1 (May-June)

Q16c. What information were you trying to resolve online that you were unable to? (New question in 2018)

Base: Respondents who looked elsewhere for information, prior to calling 311 – 2018 Total n=163 : 2018 Wave 3 (Oct-Dec) n=70 : 2018 Wave 2 (July-Sept) n=63 : 2018 Wave 1 (May-June) n=30

Incidence of Past Calls for Similar Requests



Q16b. In the last 12 months, had you contacted 311 about the same topic, or issue, or piece of information as your most recent call?

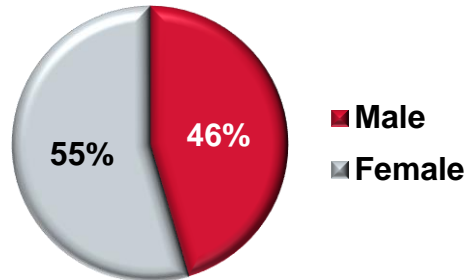
Base: All respondents; 2018 Total n=761 : 2018 Wave 3 (Oct-Dec) n=297 : 2018 Wave 2 (July-Sept) n=298 : 2018 Wave 1 (May-June) n=166



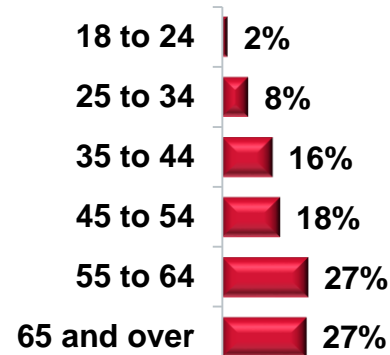
Demographics

Demographics: 2018 Total

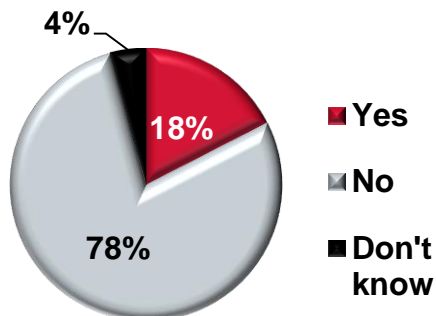
Gender



Age



Visible Minority



Disability

