



Calgary



2016 311 Satisfaction Research

Final Report: Waves 1 - 4



Ipsos Public Affairs

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Ashley Vogeli
Account Manager
Ipsos
587.952.4862
ashley.vogeli@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8



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Background and Methodology

Methodology

- ◆ Ipsos conducted a telephone survey with 311 callers. This report is the results of all four waves of the survey.
 - Wave 1: January 19 – February 3, 2016
 - Wave 2: April 18 – May 19, 2016
 - Wave 3: July 20 – September 7, 2016
 - Wave 4: November 7 – January 3, 2017

- ❖ 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 average interview length was 11 minutes.

- ◆ With a sample of 250 per wave, results are considered accurate to within ± 6.2 percentage points, 19 times out of 20, of what they would have been had the entire customer base of 311 callers been surveyed.
 - ❖ The following table details the number of interviews conducted within each wave as well as the corresponding margin of error.

Wave	Number of interviews	Maximum margin of error
Wave 1	250	± 6.2
Wave 2	250	± 6.2
Wave 3	250	± 6.2
Wave 4	250	± 6.2



Key Findings



Key Findings: Wave 4

In this wave, the number of first time 311 callers was 10%. In 2016, Wave 3 (Jul-Sept), had the highest percentage of first time 311 callers (12%).

Unchanged from the past wave, the top information request pertains to *garbage / waste control* (11%).

New since the last wave, the top service request pertains to *street or sidewalk construction* (16%), was *animal services* (13%) in Wave 3.

Overall satisfaction (very & somewhat satisfied) with 311 service remains consistently high, at 95%.

The number of 311 users who report being “very satisfied” with 311 service is up 16 percentage points (85%) from the last wave (69%).

The primary reason for calling 311 is to “request a City service” (45%). The number of people calling 311 to request a City service has increased since Jan 2016 (40%), but remained consistent between Waves 3 & 4.

The most common reason for calling 311, after looking elsewhere, is that “the particular service is not available online or through the app/ must be done by phone” (10%).



Key Findings: Wave 4 (continued)

94%

are satisfied with their call wait time.

90%

have called 311 in the past.

84%

spoke to only one person during their 311 call.

58%

received a tracking number during their call.

60%

Consider their recent 311 call experience to be better than other call centers.



Key Findings 2016

Caller Profile Overview

- ◆ Fewer than one-in-ten respondents say that the most recent call was their first to 311, with the majority of respondents saying they have called in the past.
 - ❖ First time callers are more likely to be 18-34 years of age (17%) compared to those 35-44 years (6%), and 55+ years (10%).
 - ❖ First time callers are equally as satisfied with their overall call experience, wait times, and talk times as those who have called 311 more than once.
- ◆ On par wave over wave, about four-in-ten respondents contacted 311 to request a City service, while three-in-ten were requesting information. One-in-ten respondents were following up on a service request.
 - ❖ Those who called to *request a City service* are more likely to be:
 - Callers who did not *try to use another channel before calling 311* (47%) compared to those who did *try to use another channel before calling 311* (31%); and,
 - Callers who are *very satisfied* with their overall call experience (45%) compared to those who are *not very satisfied* (27%).
 - ❖ Those who called to *request information* are more likely to be:
 - Women (36%) compared to men (30%);
 - Visible minorities (40%) compared to non-visible minorities (32%); *and,*
 - Callers who *tried to use another channel before calling 311* (46%) compared to those who *did not try to use another channel before calling 311* (28%).
 - ❖ Those who called to *follow up on the status of a service that you requested*:
 - Callers who are *somewhat satisfied* (16%), compared to *very satisfied* (10%) with their 311 call.



Assessing the Call Experience

- ◆ Overall, close to nine-in-ten respondents say that they are satisfied (very/somewhat) with their overall 311 call experience, with more than seven-in-ten stating that they are very satisfied. Among the minority who are not satisfied with their call experience, did not resolve issue/problems, no follow up, and poor staff knowledge were the top reasons provided.
 - ❖ Those who are more likely to be *satisfied (very/somewhat)* with the overall call experience include:
 - Those who are *very satisfied* (97%) with talking time compared to those who are *somewhat satisfied* (79%); and,
 - Those who are *very satisfied* (95%) with the *waiting time* compared to those who are *somewhat satisfied* (88%), and *not very satisfied* (86%).
- ◆ Eight-in-ten respondents say that their most recent 311 call experience is better (57%) or the same (34%) than other call centres that they deal with. This most recent wave shows the highest incidence of respondents reporting that their 311 experience was “better” (60% Wave 4 compared to 56% in Waves 3, 2 and 1).
 - ❖ Those who are more likely to say that their 311 call experience is better than other call centres include:
 - Males (61%) compared to Females (53%);
 - Callers who are *very satisfied with their overall 311 call experience* (64%) compared to those who are *somewhat satisfied* (39%) and *not at all satisfied* (11%);
 - Callers who are *very satisfied* with waiting time (63%) compared to *somewhat satisfied* (48%) and *not very satisfied* (38%); and,
 - Callers who are *very satisfied* with talking time (64%) compared to *somewhat satisfied* (23%).

Assessing the Call Experience

- ◆ Overall satisfaction with the length of time waiting for 311 staff to answer their call is relatively strong (93%), results show an increase in *very satisfied* callers (77%) compared to all previous waves. Virtually all respondents are satisfied with the call duration (96%).
 - ❖ Those who are more likely to say that they are satisfied with their wait time include:
 - Callers contacting 311 *to request information (95%) and to request a service (94%)* compared to those who were *following up on a service request (88%)*;
 - Callers who are *satisfied (96%) and neutral (90%) with the overall level and quality of City programs & services* compared to those who are *not satisfied (78%)*; and,
 - Callers who say that they receive *good value for their property taxes (96%)* and also those who report that they receive *neutral value for their property taxes (93%)* compared to those who say that they receive *poor value for their property taxes (80%)*.



Key Findings 2016 (continued)

- ◆ While a strong majority of respondents spoke only to a 311 representative (81%), more than one-in-ten say that they were transferred to someone else (17%), and of those transferred, the vast majority were redirected to the right person (89%). In the most recent wave, we do however note a lower percentage of respondents who were transferred to the incorrect person, compared to the first wave of research (5% Wave 4 compared to 13% Wave 1).
 - ❖ The incidence of being transferred to the wrong person does not differ across call types and key socio-demographics.

- ◆ Generally consistent across all four waves, more than eight-in-ten respondents are satisfied with the following call experience elements:
 - Your overall experience with 311 staff (96%)
 - Staff provided complete information (88%)
 - Staff provided accurate information (86%)
 - Staff explained the process clearly (85%)
 - Staff's ability to resolve your request (85%)

- ◆ Comparatively lower scores are noted for the following:
 - Staff explained how to follow up on your request (70%)
 - Staff's ability to resolve your additional questions (67%)
 - Staff explained that you could go to Calgary.ca for additional information (51%)



Key Findings 2016 (continued)

- ◆ Considering key socio-demographic differences across these measures, a few key interesting observations emerge:
 - ❖ Callers who are *very satisfied* with their *wait time* are more likely to be satisfied with each of the key customer service delivery metrics compared to those who are *not at all satisfied* with the *wait time*.
 - *Your overall experience with 311 staff (98% of callers who are very satisfied with the wait time vs. 58% who are not at all satisfied with the wait time)*
 - *Staff provided accurate information (90% vs. 53%)*
 - *Staff provided complete information (91% vs. 53%)*
 - *Staff explained the process clearly (88% vs. 58%)*
 - *Staff's ability to resolve your request (88% vs. 42%)*
 - *Staff explained how to follow up on your request (73% vs. 58%)*
 - *Staff's ability to resolve your additional questions (70% vs. 32%)*
 - *Staff explained that you could go to Calgary.ca for additional information (53% vs. 37%)*
 - ❖ Callers who are *very satisfied* with their *talking time* are more likely to be satisfied with each of the key customer service delivery metrics compared to those who are *not at all satisfied* with the *talking time*.
 - *Your overall experience with 311 staff (99% who are very satisfied with the talking time vs. 36% who are not at all satisfied with the talking time)*
 - *Staff provided accurate information (90% vs. 36%)*
 - *Staff provided complete information (92% vs. 36%)*
 - *Staff explained the process clearly (88% vs. 36%)*
 - *Staff's ability to resolve your request (90% vs. 21%)*
 - *Staff explained how to follow up on your request (74% vs. 29%)*
 - *Staff's ability to resolve your additional questions (72% vs. 21%)*
 - *Staff explained that you could go to Calgary.ca for additional information (53% vs. 29%)*



Key Findings 2016 (continued)

- ◆ In terms of the experience with a 311 representative, the vast majority of respondents are satisfied with each of the following elements:
 - Was pleasant and courteous (98%);
 - Was attentive and willing to listen (97%);
 - Understood your request (96%);
 - Was knowledgeable and competent (94%); and,
 - Was willing to offer help above and beyond what you expected (85%).

- ◆ Considering key socio-demographic differences across these measures, a few key interesting observations emerge:
 - ❖ Callers who say that they receive *good value for their taxes* are more likely to be satisfied with each of the staff evaluation components below compared to those who say that they receive *poor value for their property taxes*:
 - Was pleasant and courteous (99% vs. 92%)
 - Was attentive and willing to listen (99% vs. 87%)
 - Understood your request (99% vs. 86%)
 - Was knowledgeable and competent (97% vs. 78%)
 - Was willing to offer help above and beyond what you expected (90% vs. 69%)



Key Findings 2016 (continued)

- ❖ Callers who are *very satisfied* with their *wait time* are more likely to be satisfied with key staff evaluation metrics compared to those who are *somewhat or not very satisfied* with their *wait time*. **The base size of callers who are *not at all satisfied with their call wait time*, in 2016 is too small to run significance testing.**
- ❖ Callers who are *very satisfied* with their *talking time* are more likely to be satisfied with the key staff evaluation metrics compared to those who are *somewhat satisfied* with their *talking time*. **The base size of callers who are *not very satisfied or not at all satisfied with their talking time*, in 2016 is too small to run significance testing.**
- ◆ Just half of respondents who spoke with a 311 representative say that they were informed about the ability to use Calgary.ca for service requests or information.



Key Findings 2016 (continued)

Channel Assessment

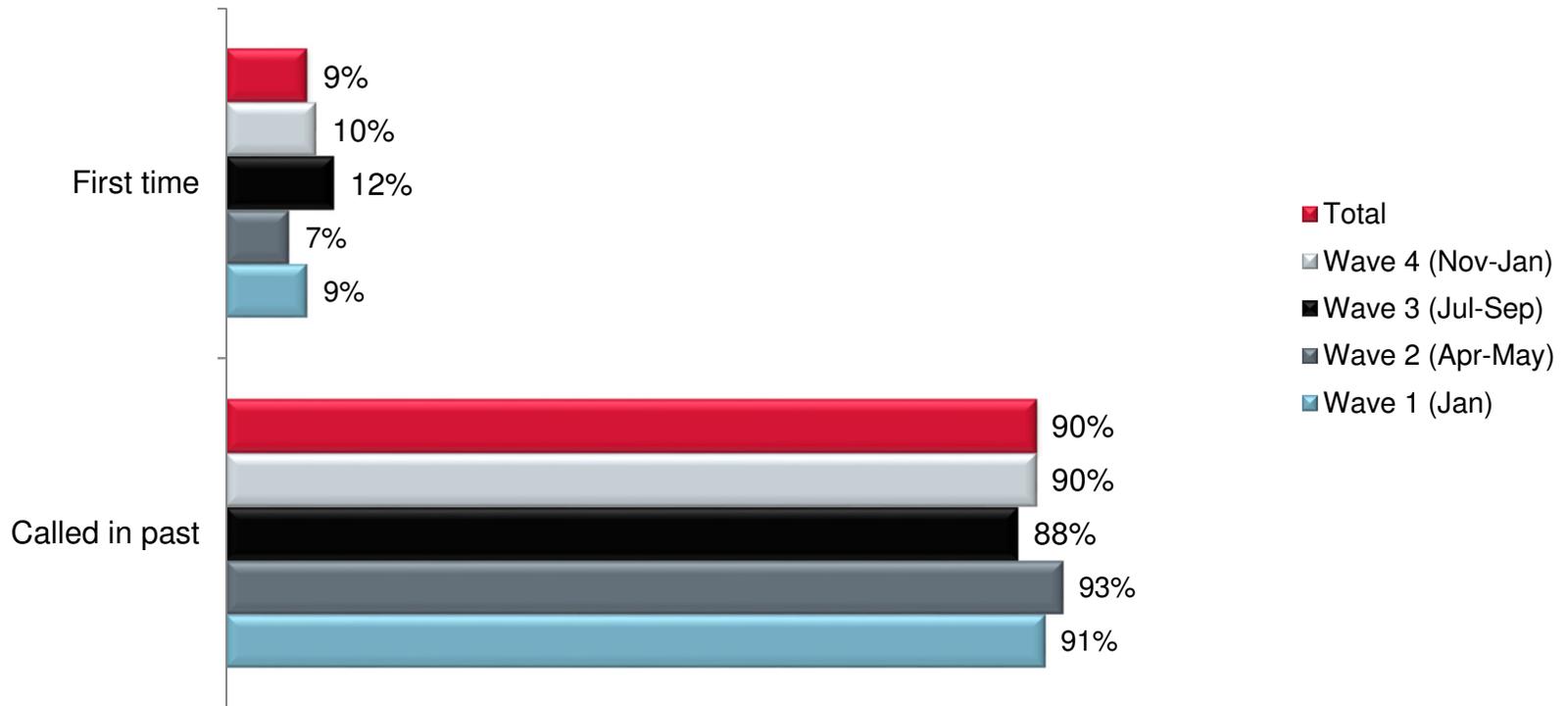
- ◆ Nearly eight-in-ten respondents say that they contacted 311 without trying to access information or a service request through any other channel. Top reasons for calling 311 as the first point of contact included *prefer/easier to call, not computer literate/don't have a computer, prefer talking directly to a person/best way to get answers/service not available online or through app.*
- ◆ Considering key socio-demographic differences across these measures, a few key interesting observations emerge:
 - ❖ Callers aged 18-34 (31%) and 35-54 (26%) are more likely to have accessed one of the online/digital channels compared to those over the age of 55 years (17%).
 - Callers 18-34 and 35-54 years are more likely to have *searched the internet using Google, Bing or Yahoo* (15% 18-34 years and 10% 34-54 years) compared to those 55+ years (5%); and,
 - Callers 18-34 years are more likely to have *accessing Calgary.ca from a mobile device such as a tablet or smartphone* (10%) compared to those 35-54 years (5%) and 55+ years (4%).
 - ❖ Callers who are *very satisfied* with their overall call experience are more likely to have not accessed a digital/online channel compared to those who are not very satisfied with their call experience (76% vs. 53%).
- ◆ About one-quarter of respondents say that they have contacted 311 about the same topic/issue/piece of information in the past 12 months.
 - ❖ Those who are more likely to have contacted 311 about the same topic/issue/piece of information in the last year include:
 - Those who are *not very satisfied* (40%) or *not at all satisfied* (37%) with their 311 call compared to those who are *very satisfied* (23%); and,
 - Those who are *neutral or not satisfied* with the *overall level and quality of programs and services from The City* (30% neutral and 33% unsatisfied) compared to those who are *very satisfied* (22%).



Call Profile



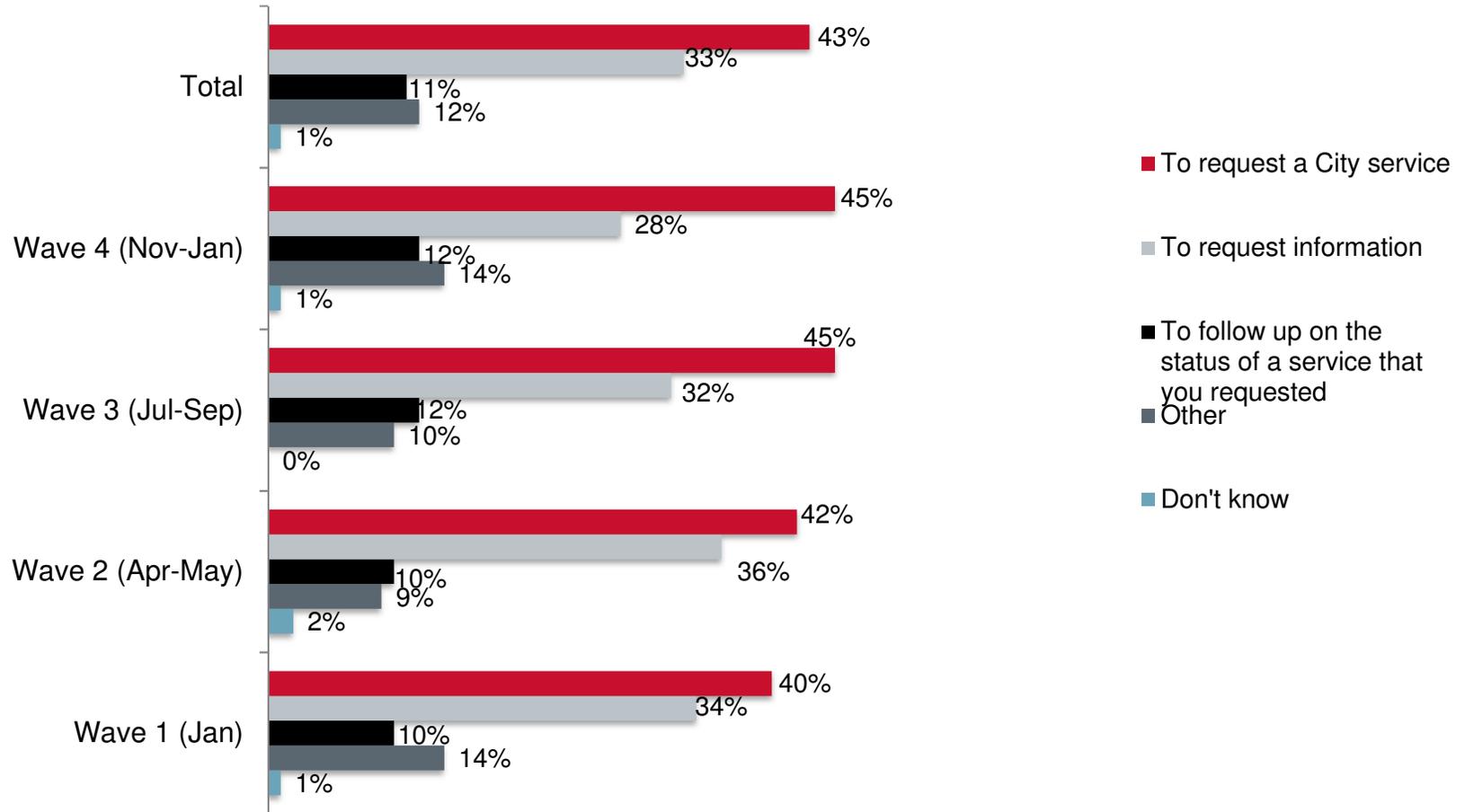
Past 311 Call Experience



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

Base: All respondents, n=250

Primary Reason for Calling 311

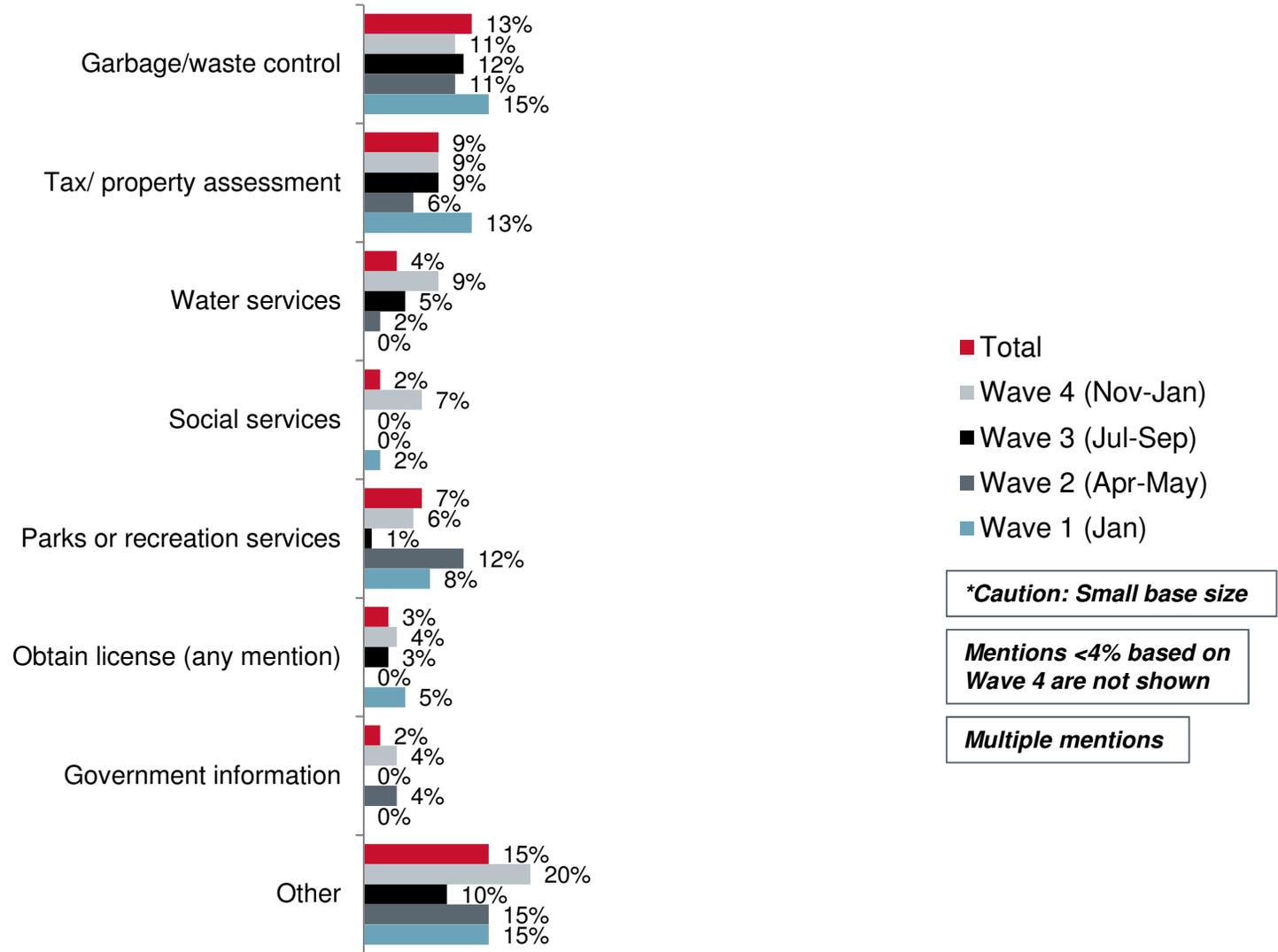


Q2. What was the primary reason that you called the 311 service? Was it...

Base: All respondents, n=250



Specific Reasons for Calling 311 – To Request Information

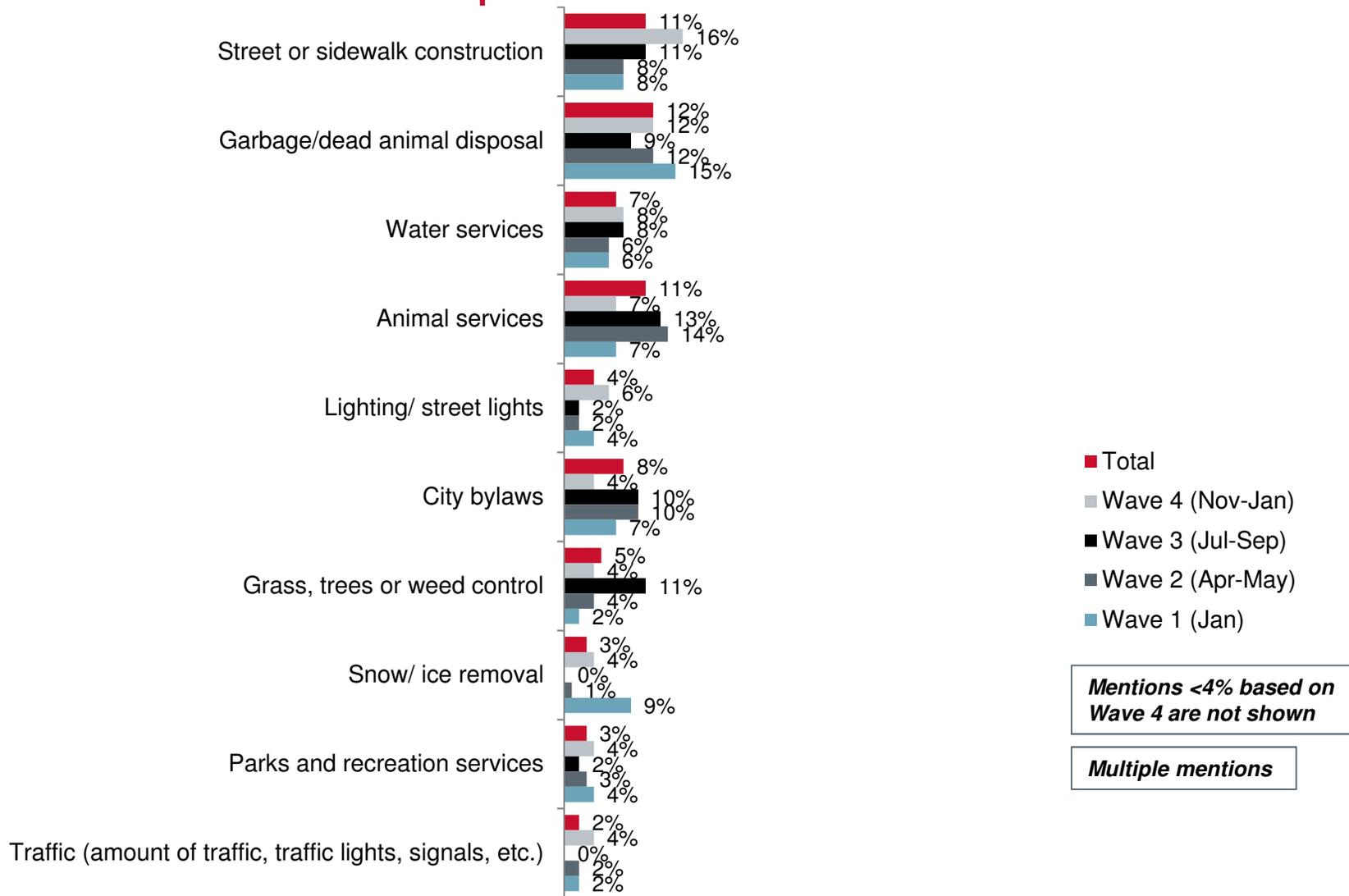


Q2b. What information were you calling about?

Base: Called 311 to request information; Wave 4 (Nov-Jan) n=70*, Wave 3 (Jul-Sep) n=81*, Wave 2 (Apr-May) n=91*, Wave 1 (Jan) n=85*



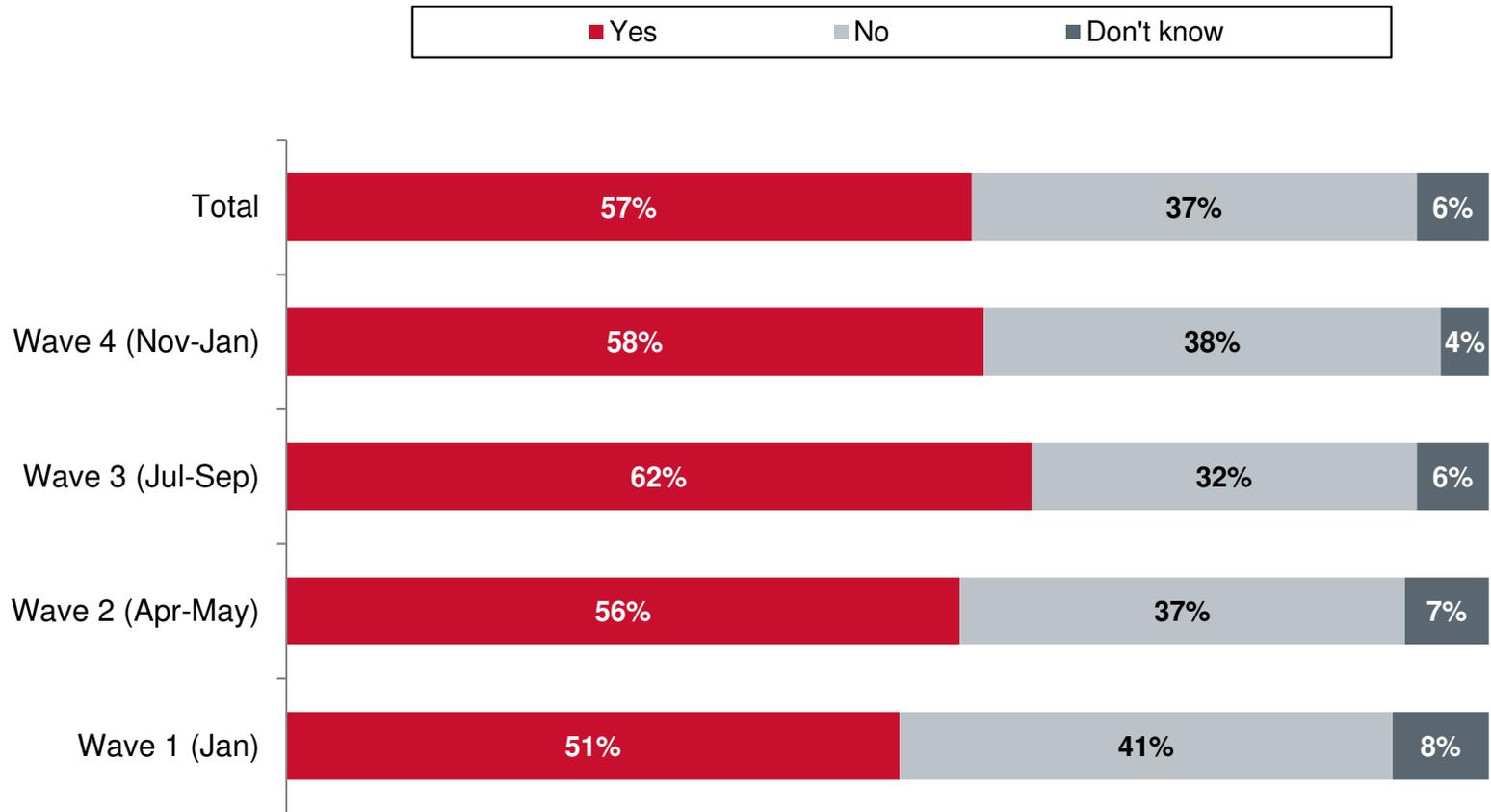
Specific Reasons for Calling 311 – To Request a Service



Q3. What service were you calling about?

Base: Called 311 to request a City service or to follow up on the status of a service that you requested; Wave 4 (Nov-Jan) n=143, Wave 3 (Jul-Sep) n=143, Wave 2 (Apr-May) 2016 n=132, Wave 1 (Jan) n=127

Tracking Number Issuance



Q3a. Did you receive a tracking number?

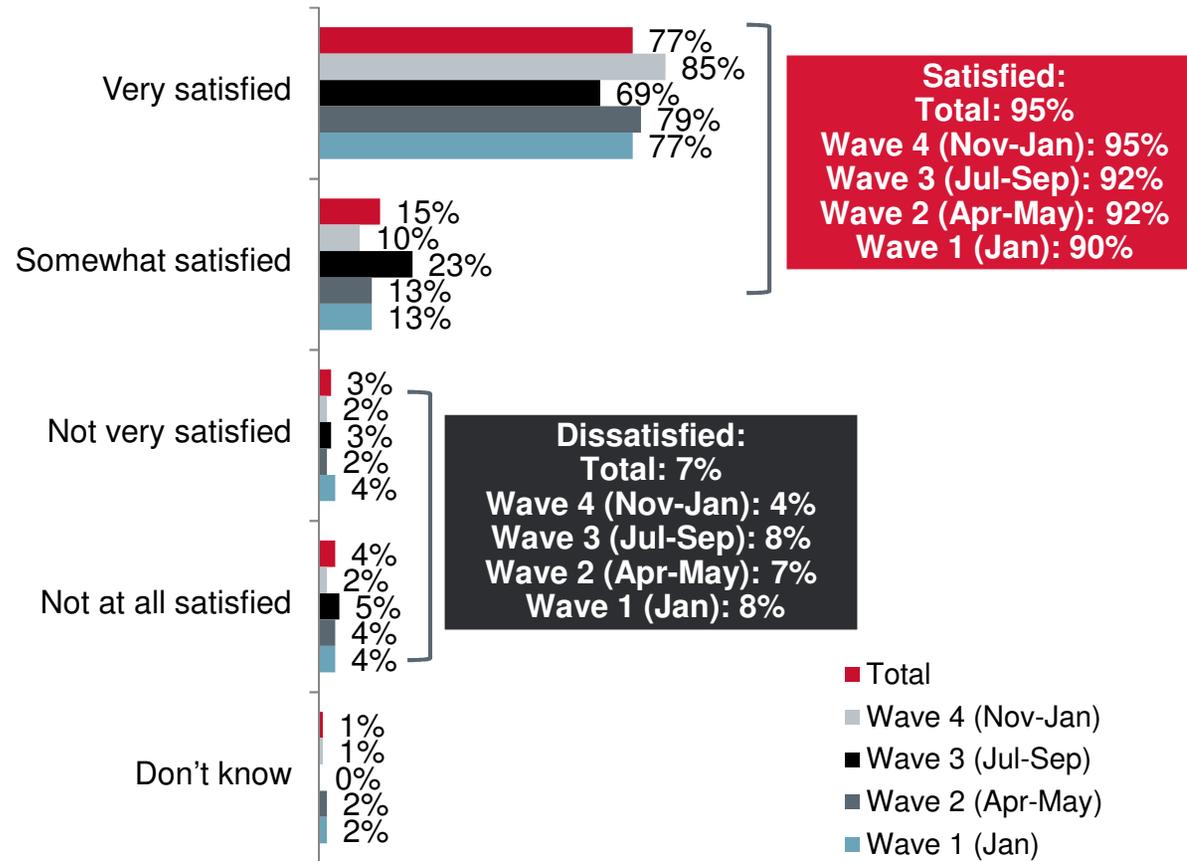
Base: Called 311 to request a City service or to follow up on the status of a service that you requested; Wave 4 (Nov-Jan) n=143, Wave 3 (Jul-Sep) n=143, Wave 2 (Apr-May) n= 132, Wave 1 (Jan) n=127



Assessing the 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, n=250



Reasons for Dissatisfaction with 311 Service

Mentions Include:

- Did not resolve issues/problems
- Person was unfriendly/rude
- No follow-up
- Poor staff knowledge
- Poor customer service
- Did not understand my problem
- Other

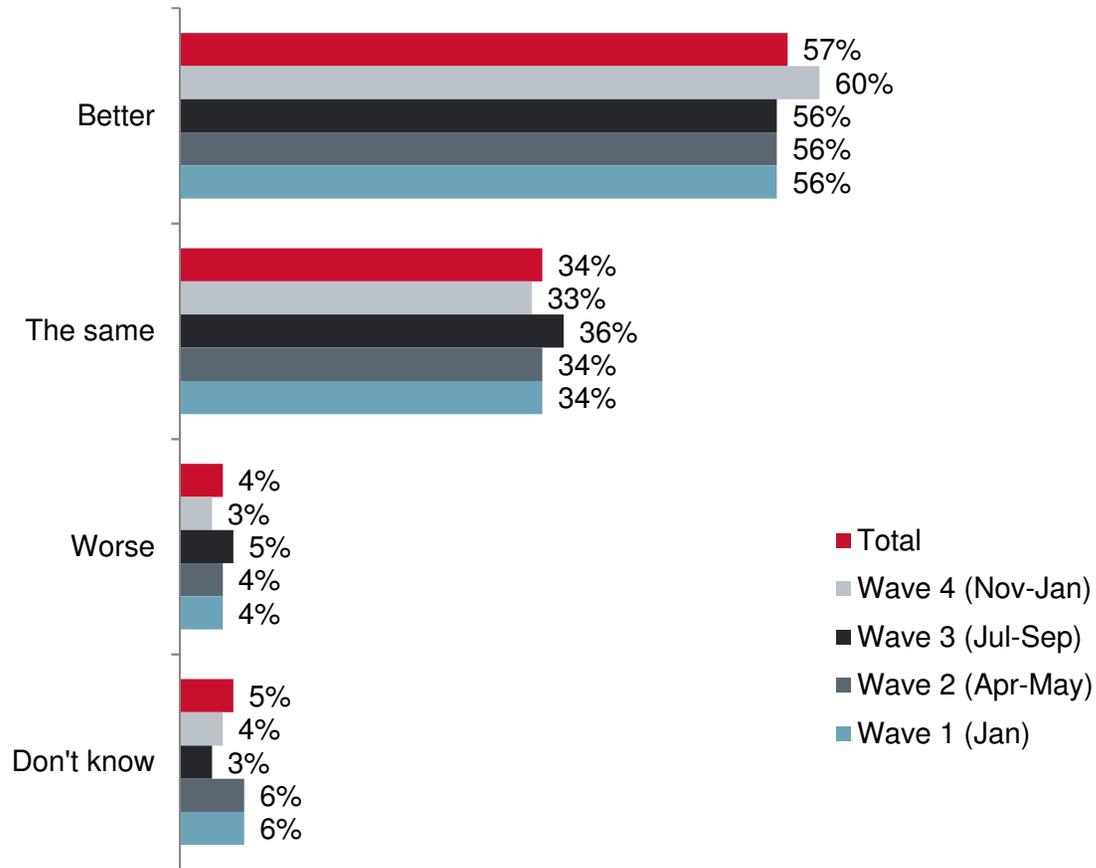
***Caution: Very small base size**
Due to the small base size,
comparisons cannot be made to
previous waves.

Q5. Why were you dissatisfied with the 311 service?

Base: Respondents who were dissatisfied with the 311 service; Wave 4 (Nov-Jan) n=10*



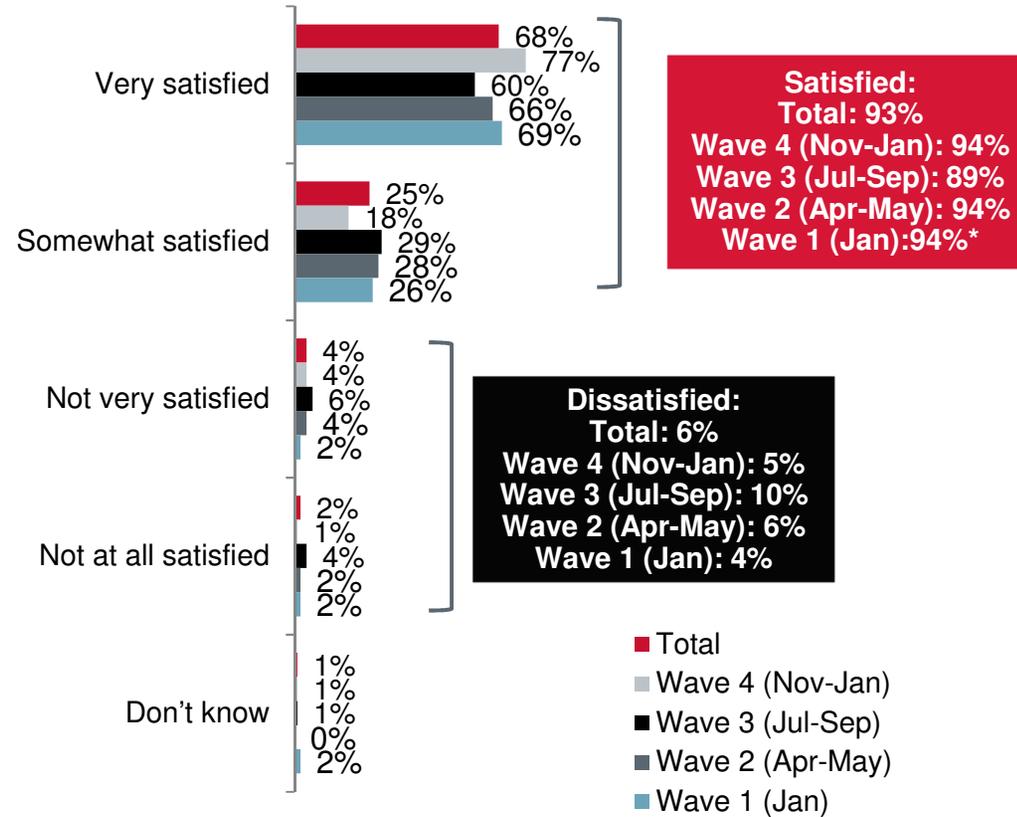
Assessment of 311 Phone Call Experience Compared to Other Call Centers



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, n=250

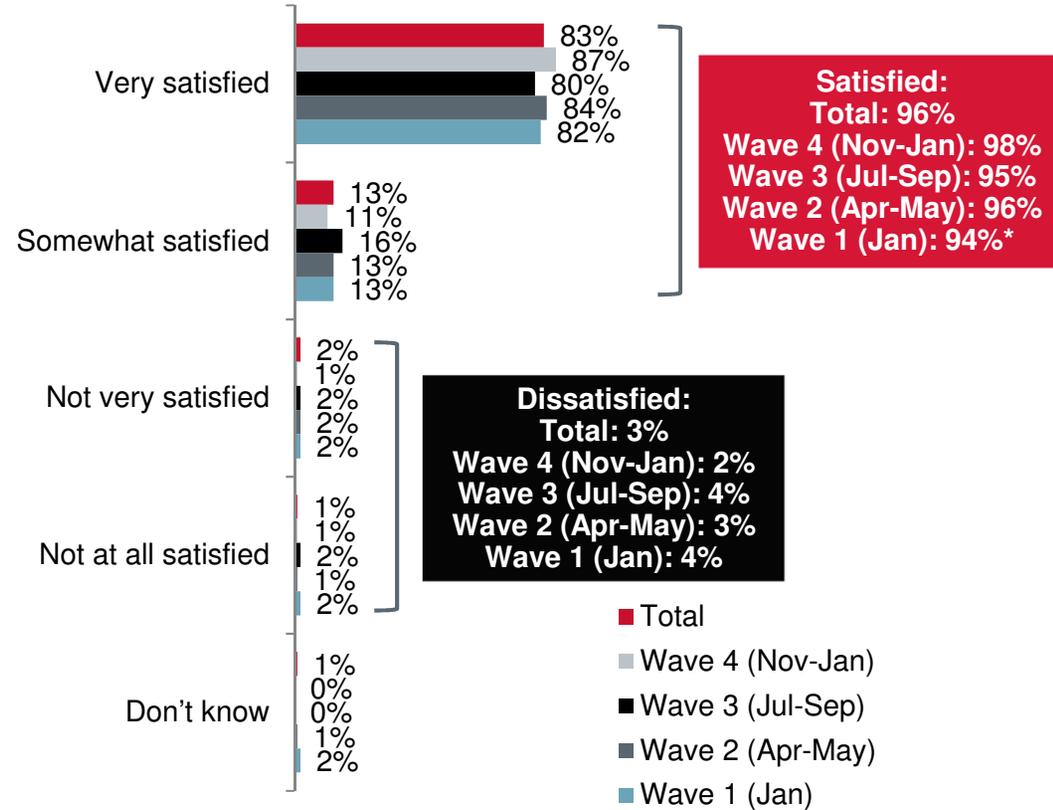
Satisfaction with Call Wait Time



**Rounding*

Q7. How satisfied were you with...?
 Base: All respondents, n=250

Satisfaction with Call Duration



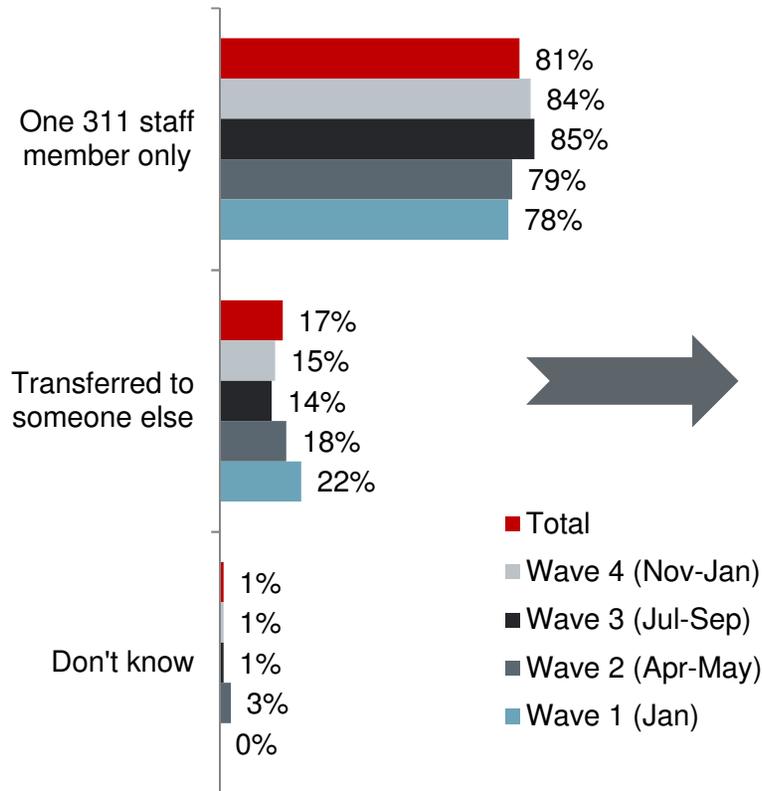
**Rounding*

Q7. How satisfied were you with...?
 Base: All respondents, n=250

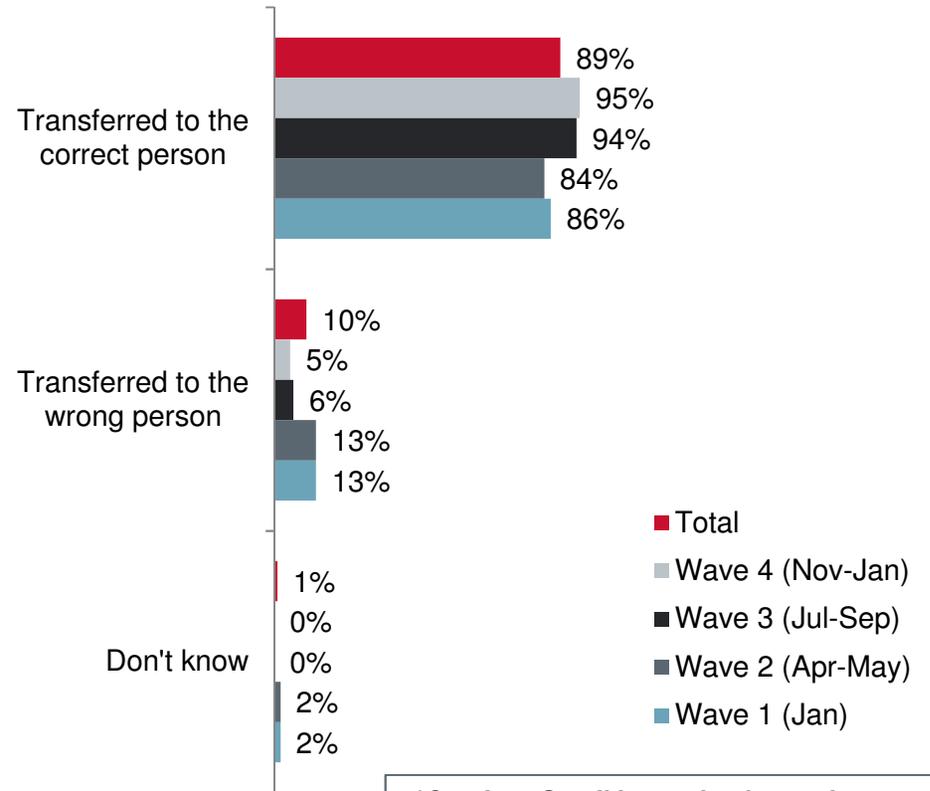


Incidence of Call Transfer & Correct Transfer

Incidence of Call Being Transferred



Incidence of Correct Call Transfer



***Caution: Small base size for each wave**

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

Base: All respondents, n=250

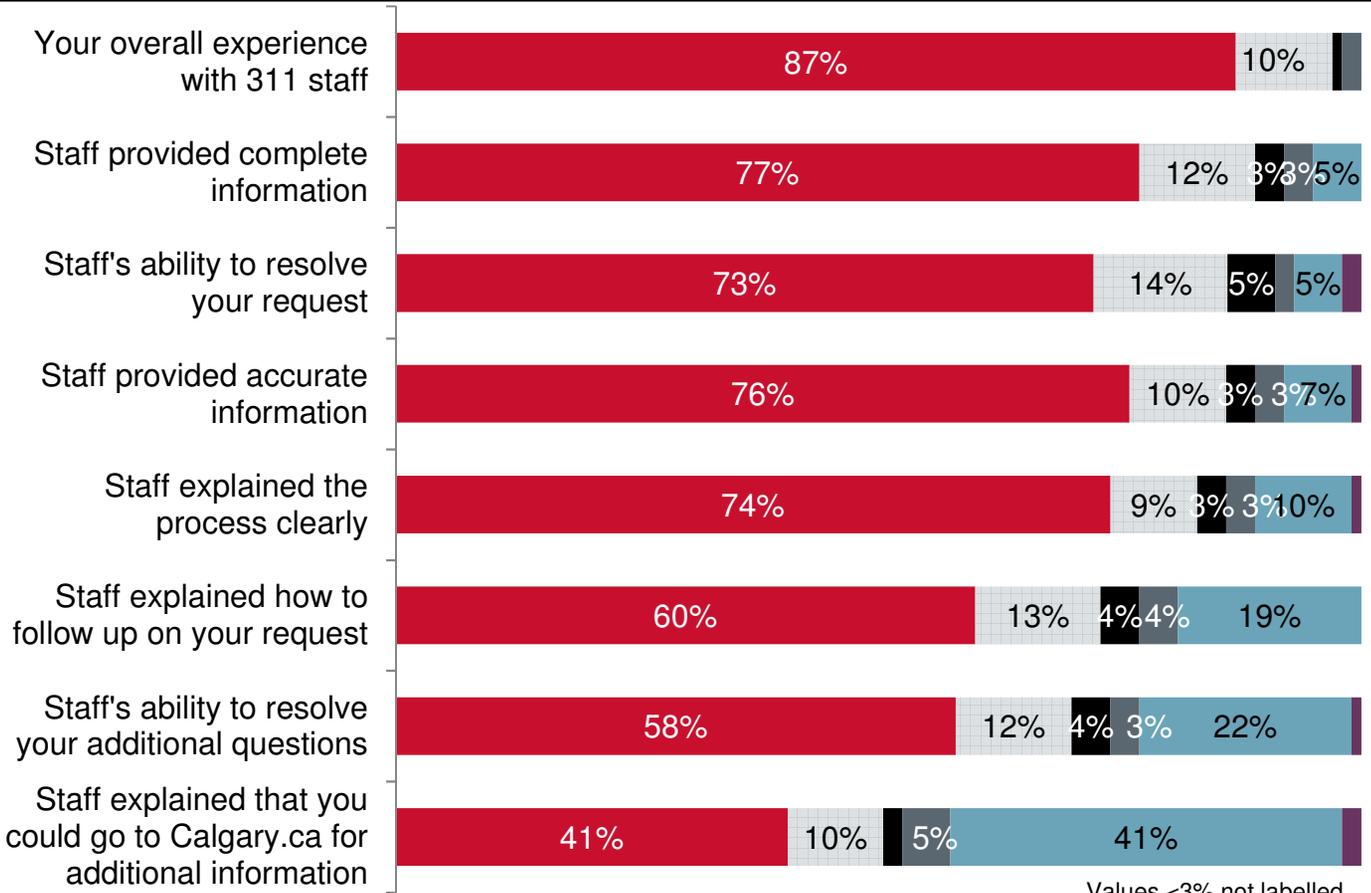
Q9. Were you transferred to the right person, meaning someone who was able to help you or were you transferred to the wrong person, someone who couldn't help you?

Base: Respondents whose call transferred to someone else, Wave 4 (Nov-Jan) n=38* Wave 3 (Jul-Sep) n=36*, Wave 2 (Apr-May) n=45*, Wave 1 (Jan) n=55*



Assessing the Call Experience

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



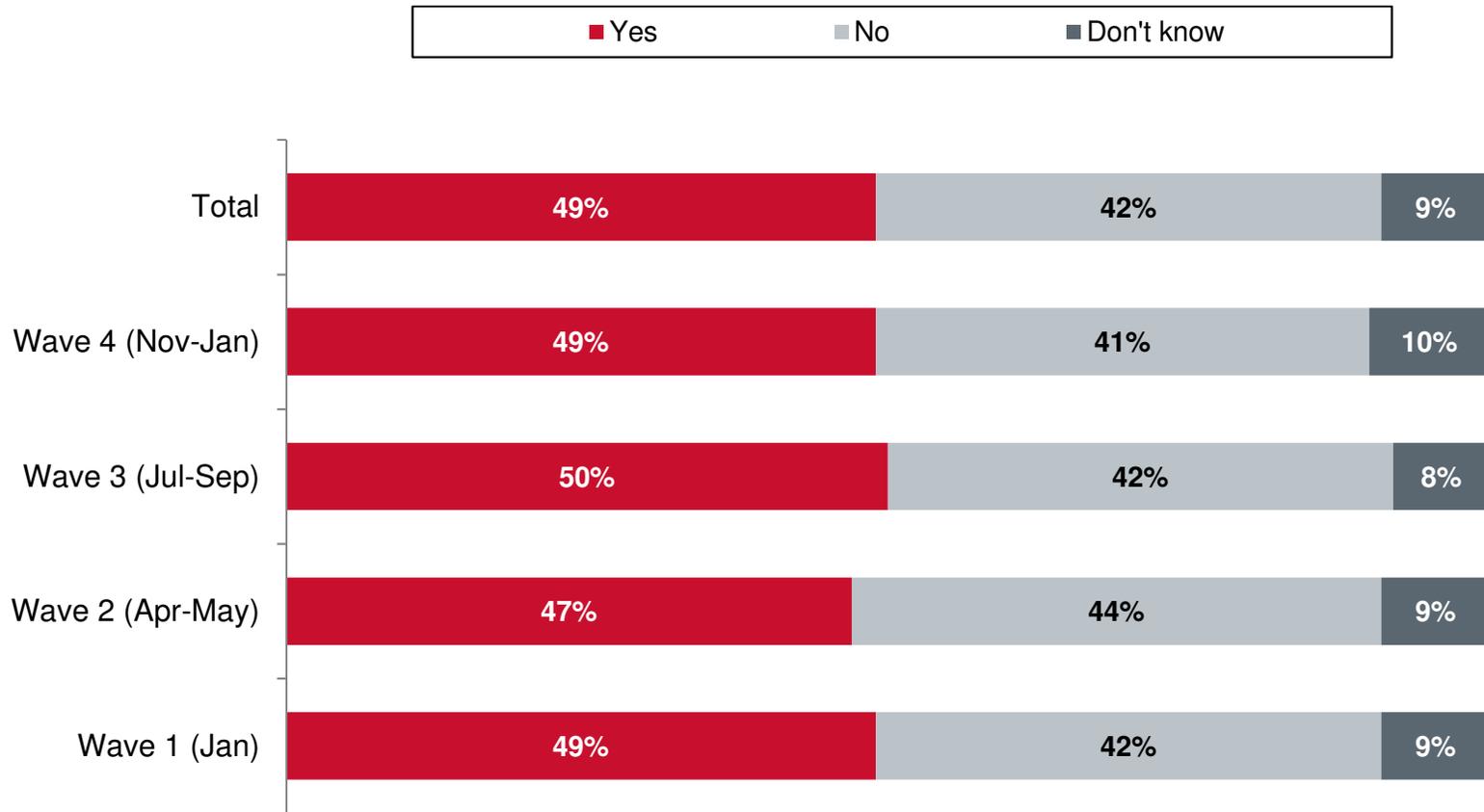
Total	%Satisfied			
	Wave 4 (Nov-Jan)	Wave 3 (Jul-Sep)	Wave 2 (Apr-May)	Wave 1 (Jan)
96%	97%	96%	98%	95%
88%	89%	89%	86%	86%
85%	87%	82%	82%	88%
86%	86%	84%	88%	87%
85%	83%	85%	84%	86%
70%	72%	71%	68%	69%
67%	70%	63%	69%	67%
51%	51%	52%	54%	47%

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, n=250



Incidence of 311 Representative Informing Caller about Calgary.ca Service Requests & Information



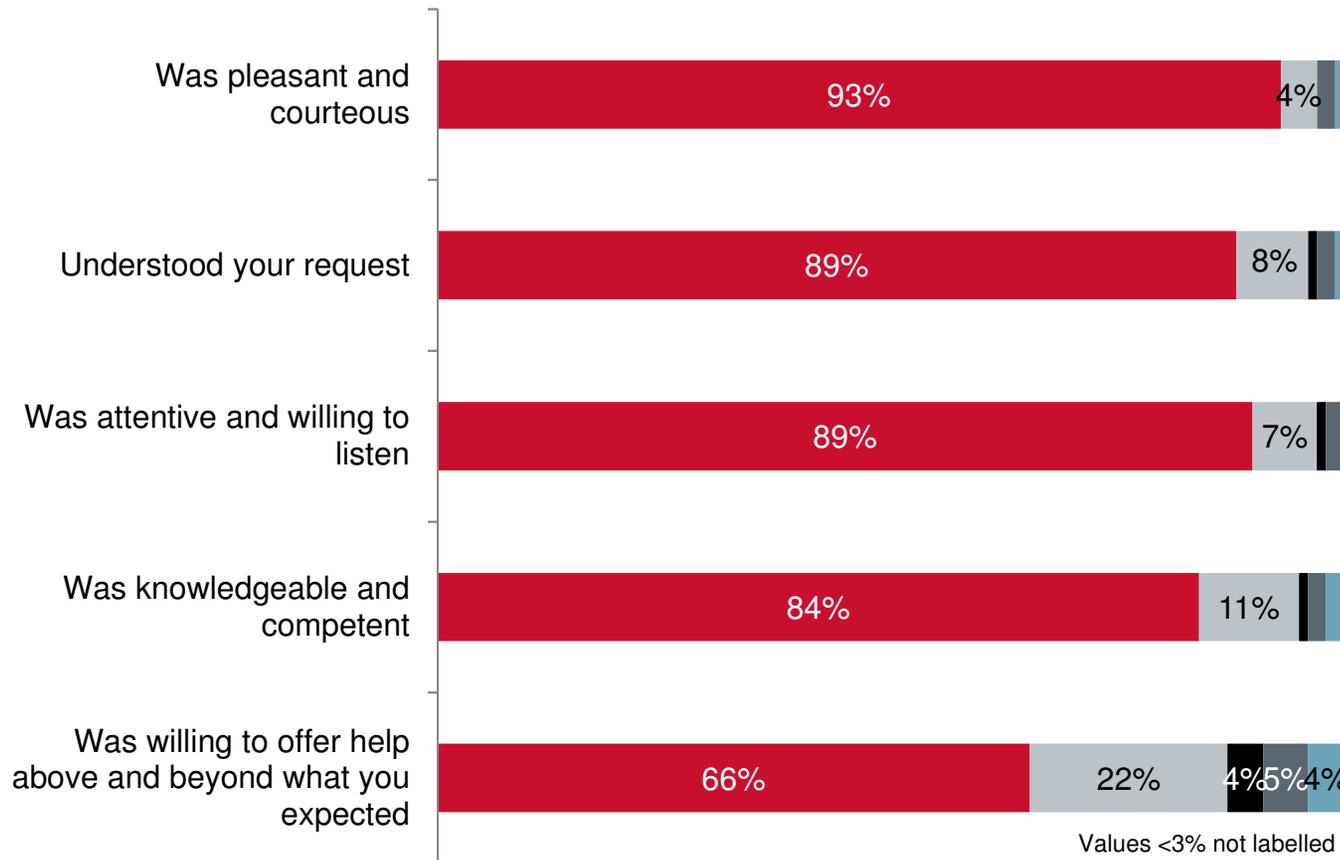
Q11. Did the 311 staff member inform you about the ability to use **Calgary.ca** for service requests or information?

Base: All respondents, n=250



Assessing the 311 Representative Experience

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



Total	% Satisfied Top 2			
	Wave 4 (Nov-Jan)	Wave 3 (Jul-Sep)	Wave 2 (Apr-May)	Wave 1 (Jan)
98%	97%	98%	99%	96%
96%	97%	96%	96%	96%
97%	96%	96%	98%	98%
94%	96%	92%	93%	94%
85%	88%	81%	86%	85%

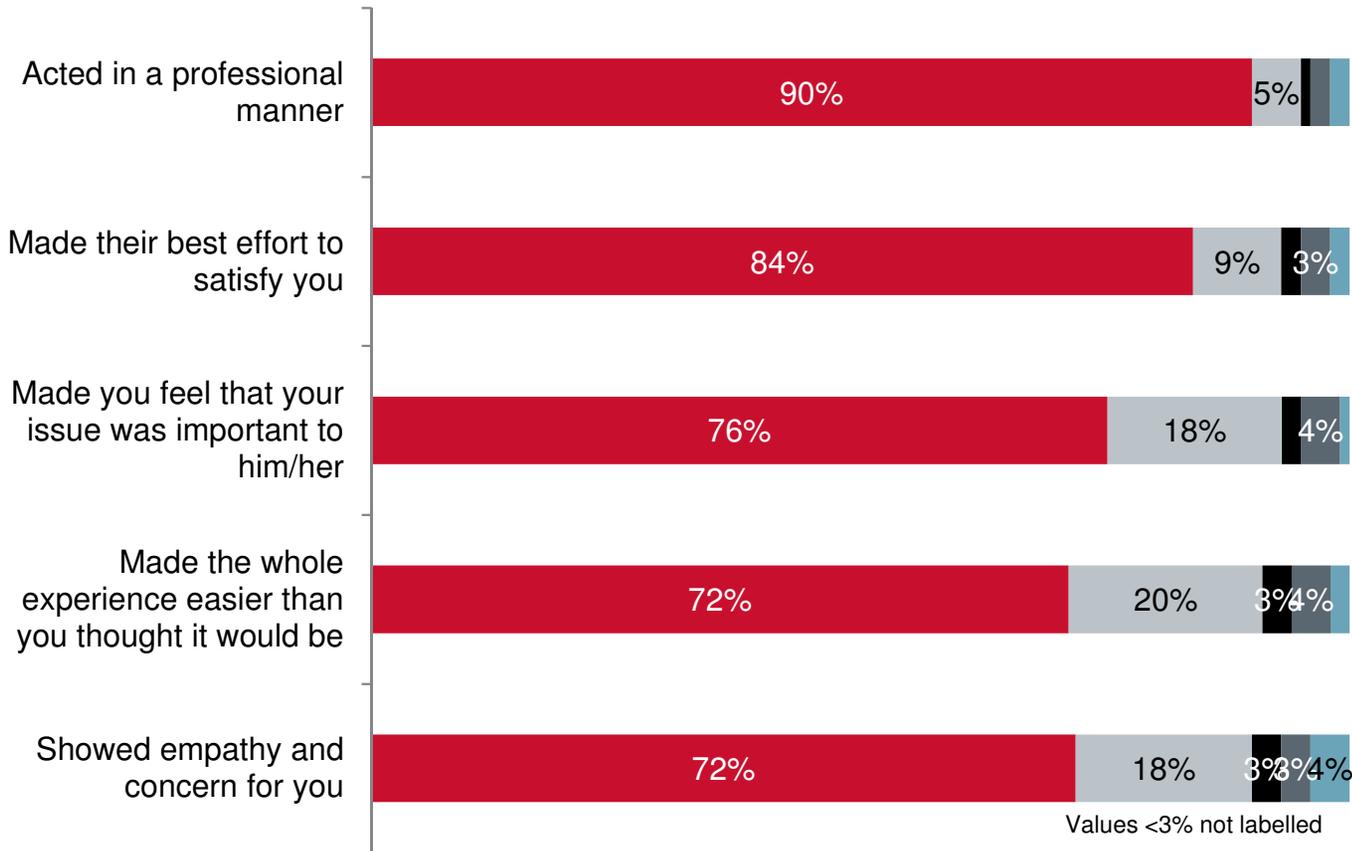
Q12. Were you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied that the 311 staff member?

Base: All respondents, n=250



Perceptions of the 311 Representative Experience

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



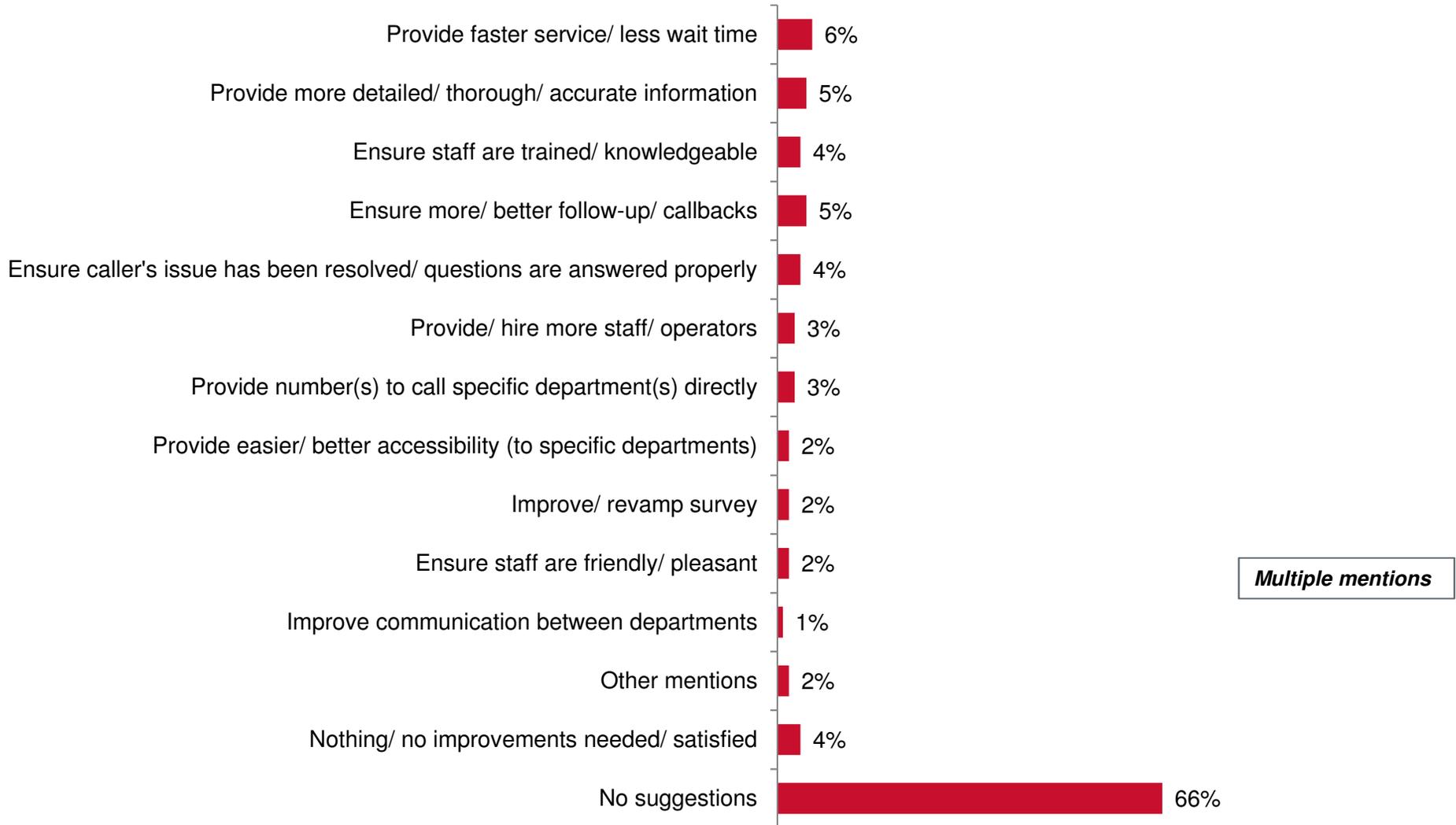
	% Agree				
	Total	Wave 4 (Nov-Jan)	Wave 3 (Jul-Sep)	Wave 2 (Apr-May)	Wave 1 (Jan)
Acted in a professional manner	97%	95%	96%	99%	96%
Made their best effort to satisfy you	94%	93%	93%	96%	94%
Made you feel that your issue was important to him/her	91%	93%	89%	90%	91%
Made the whole experience easier than you thought it would be	89%	92%	86%	88%	89%
Showed empathy and concern for you	88%	90%	87%	88%	86%

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

Base: All respondents, n=250



Improvements for 311 Service

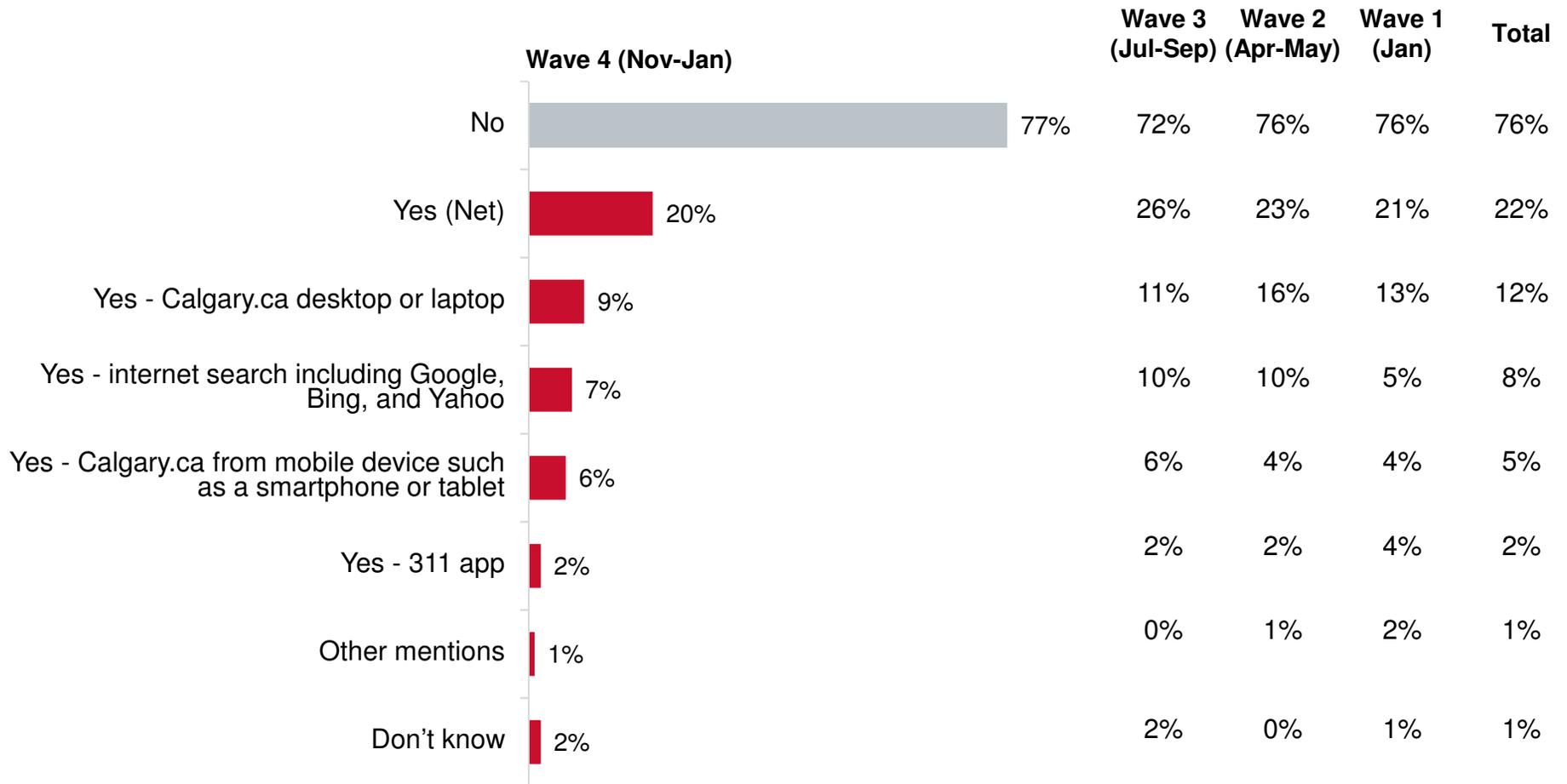


Q14. Based on your phone call to 311, do you have any suggestions on how to improve or enhance 311's phone service?

Base: All respondents, n=250



Attempted to Access Information or Services Online, Prior to Calling 311

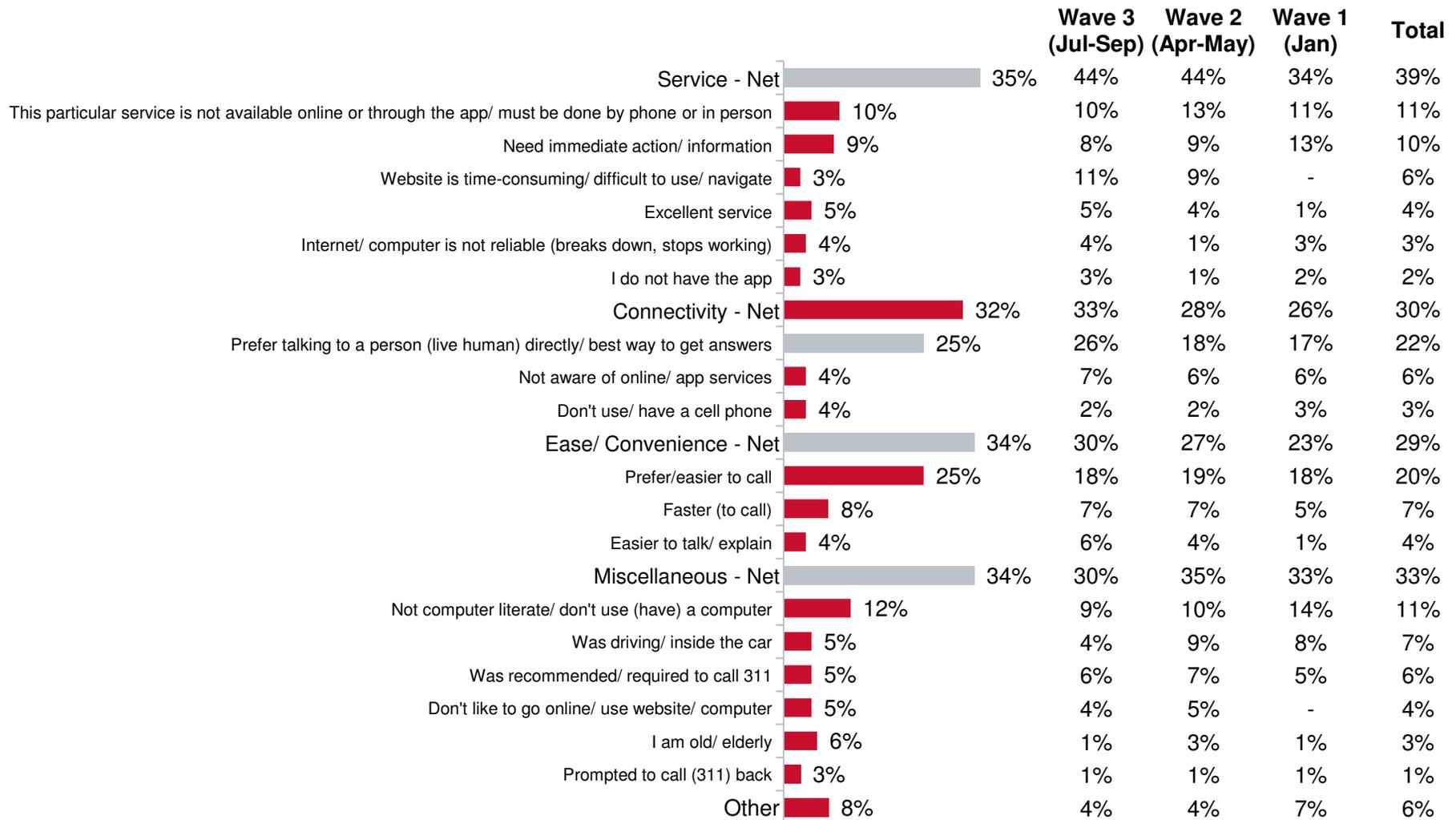


Q15. Thinking about your most recent call to 311, before making a phone call, did you try to find what you were looking for or place a service request by going directly to The City's website, Calgary.ca from your computer; going to Calgary.ca from your mobile device; using the 311 app; or by using a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

Base: All respondents, n=250



Reasons for Not Accessing Information or Services Online, Prior to Calling 311



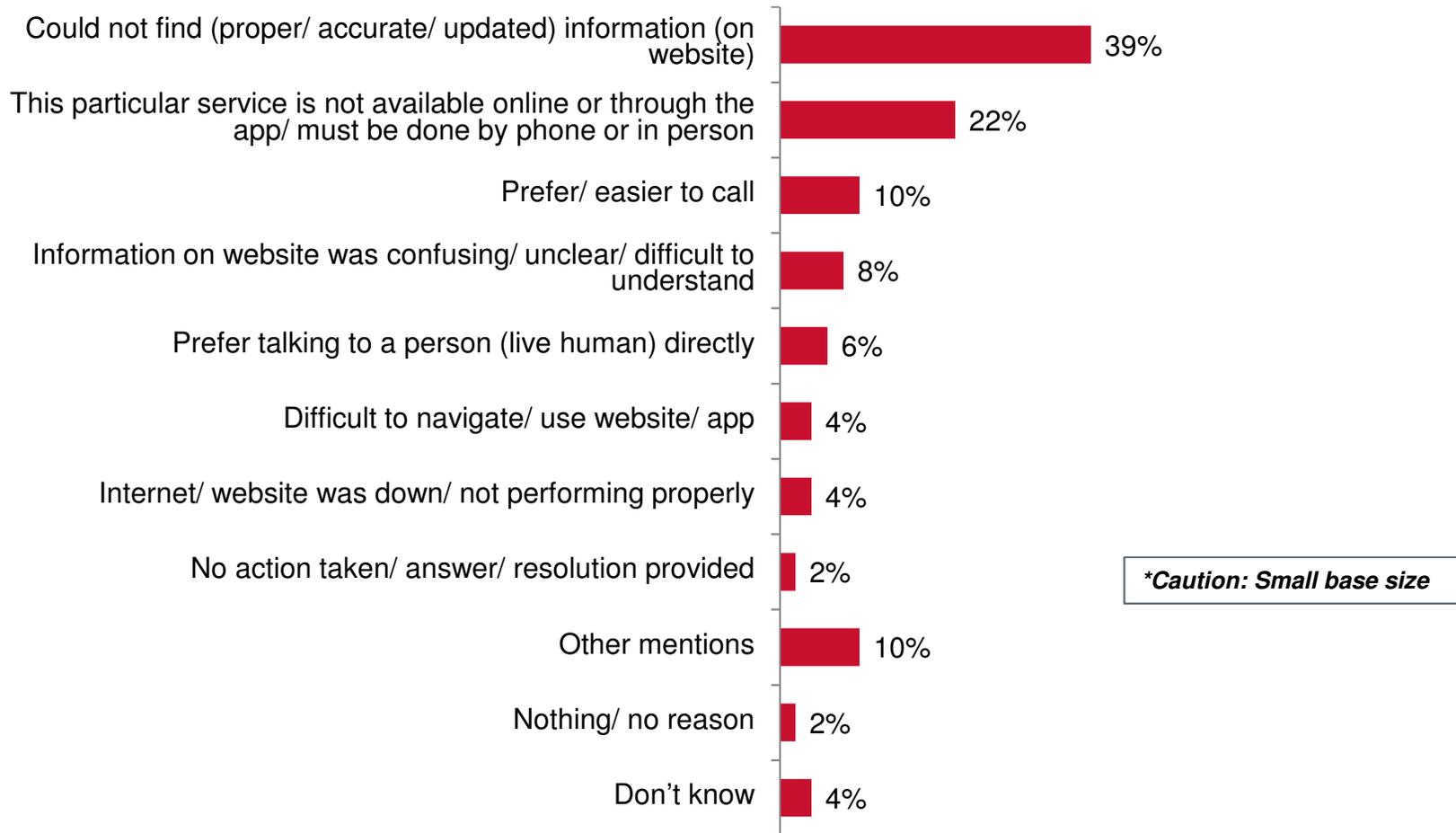
Q15b. Why did you not go online or to The City's 311 app before making a phone call?

Base: Respondents who did not try to find what they were looking for before calling 311, n=193

**Mentions <3%
are not shown**

Multiple mentions

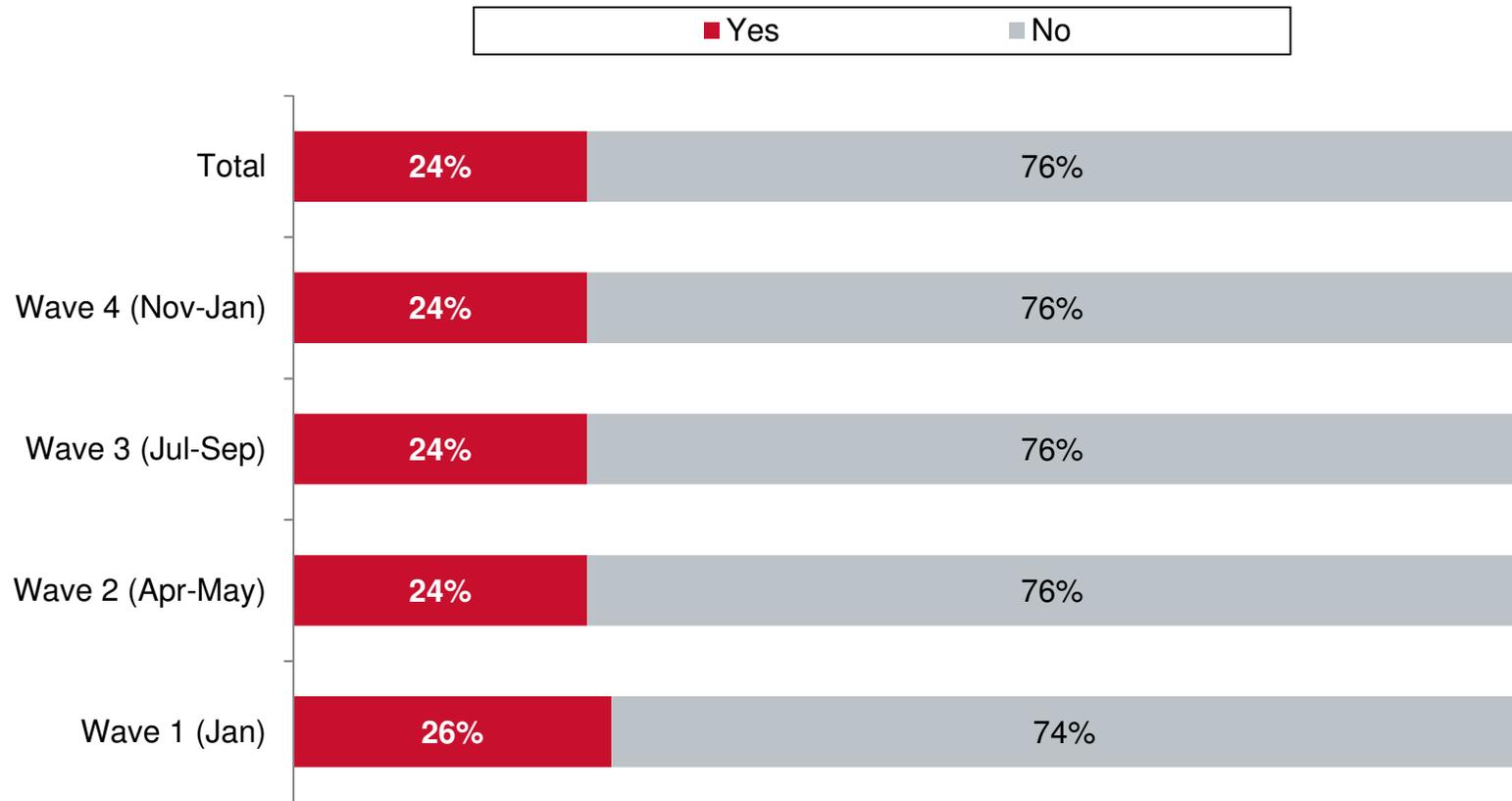
Drawbacks of Other Contact Methods



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, n=51*

Incidence of Past Calls for Similar Request

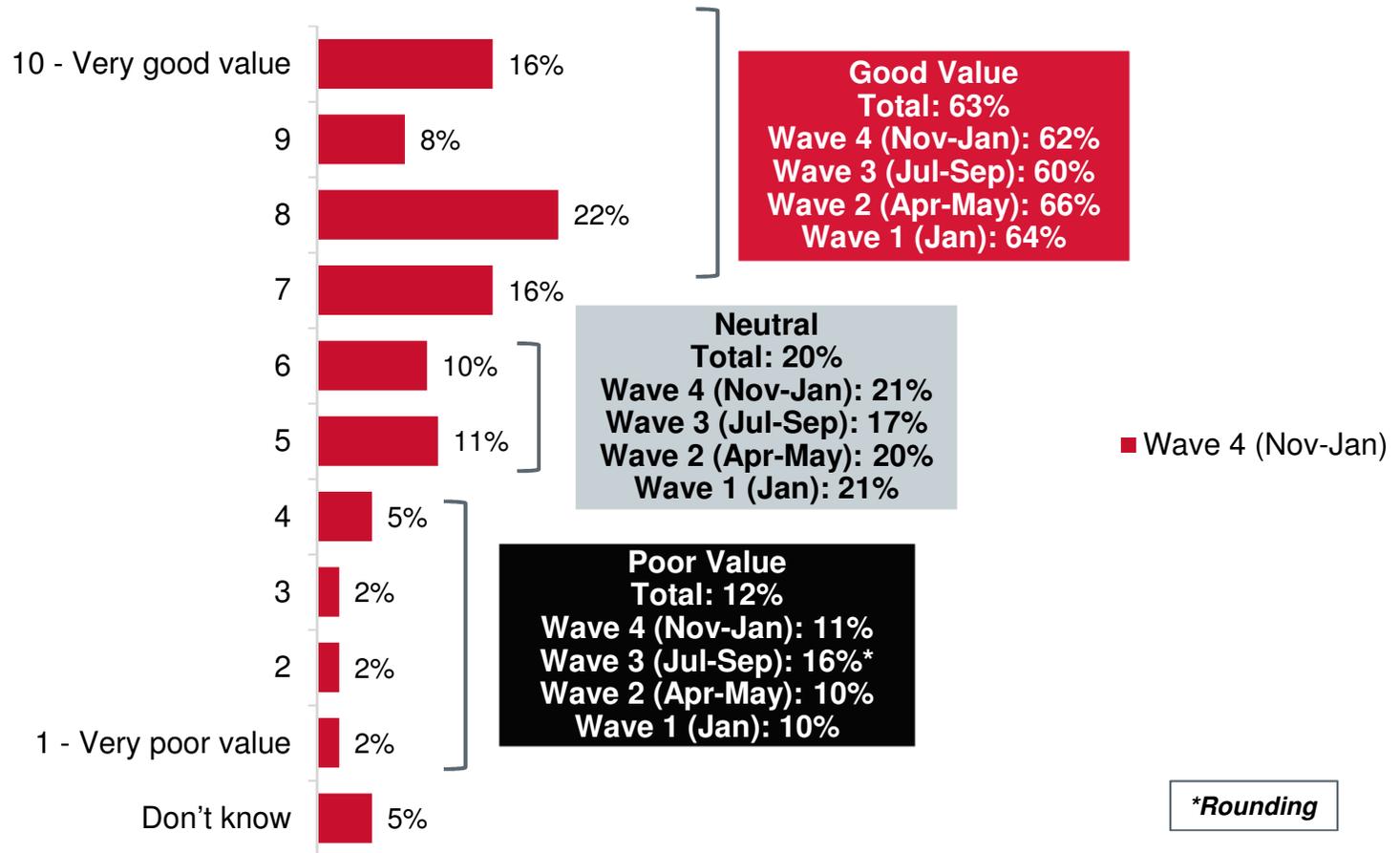


Q16b. In the last 12 months, had you contacted 311 about the same topic, or issue, or piece of information as your most recent call?
 Base: All respondents, n=250



Overall Satisfaction with The City

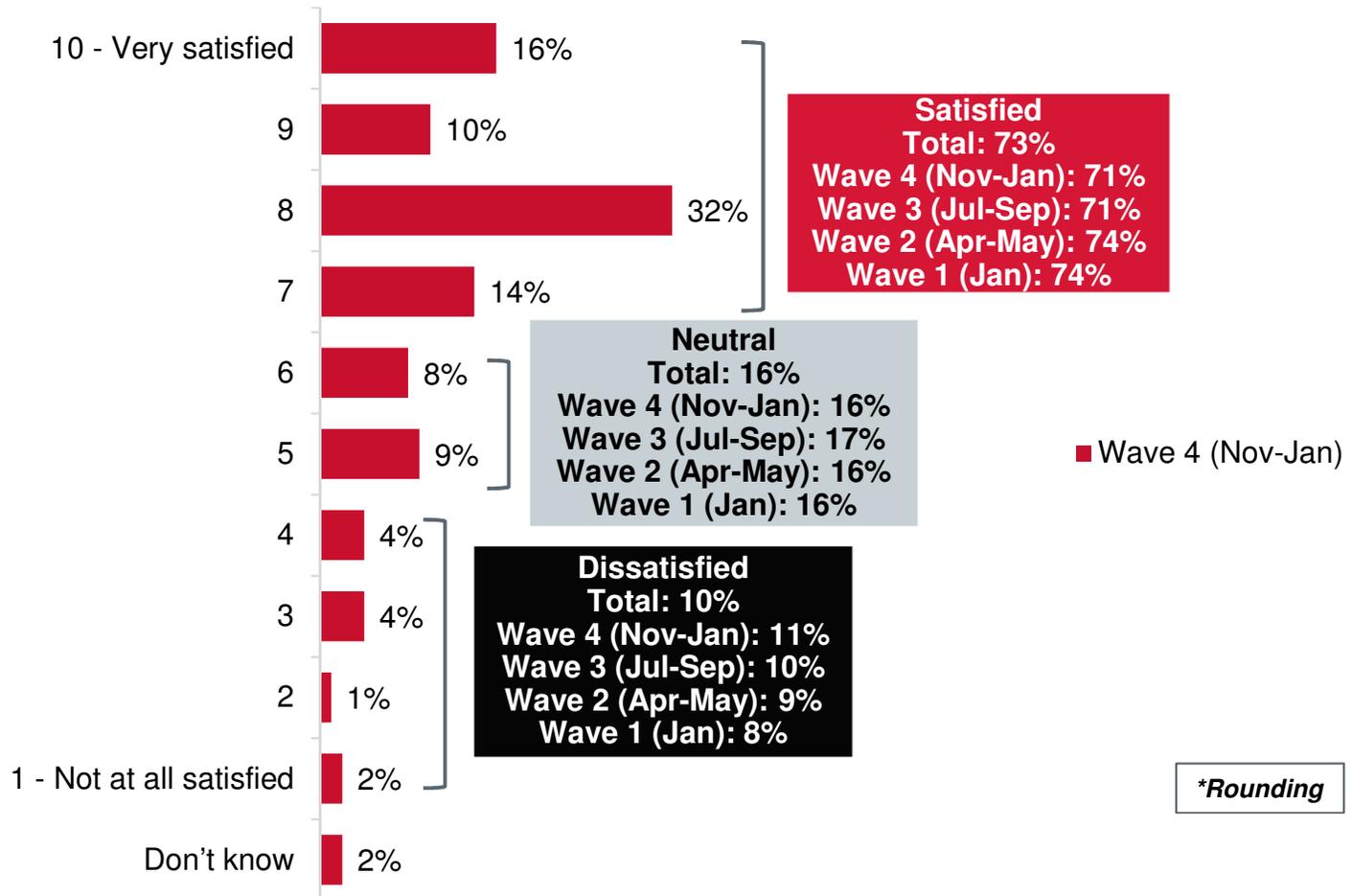
Value for Taxes



Q24. Your property tax dollars are divided between The City and the Province. In Calgary approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents “very poor value” and 10 represents “very good value”.

Base: All respondents, n=250

Satisfaction with Level and Quality of Programs and Services



Q25. On a scale of 1 – 10 where 1 represents “not at all satisfied” and 10 represents “very satisfied”, how satisfied are you with the overall level and quality of service and programs provided by The City of Calgary?

Base: All respondents, n=250

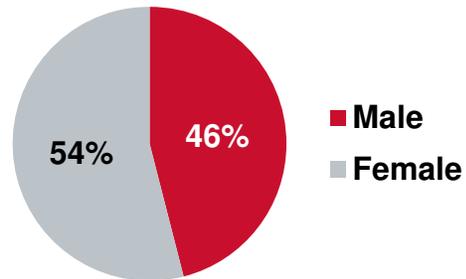


Demographics

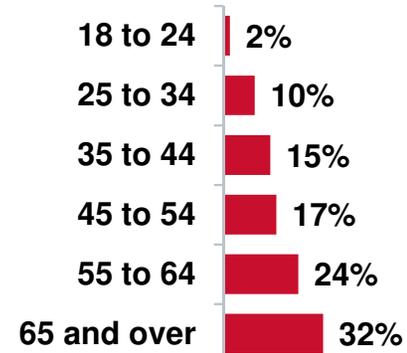


Demographics

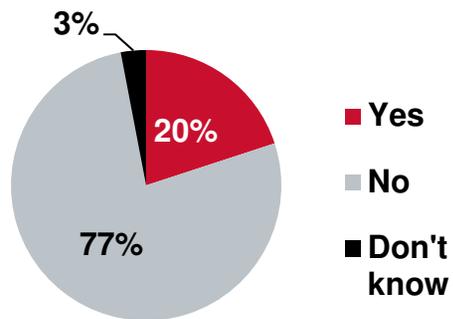
Gender



Age



Visible Minority



Disability

