



THE CITY OF
CALGARY
PUBLIC SAFETY COMMUNICATIONS

Non-Emergency Line Satisfaction Survey

Report
September 2012

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THE CITY OF

CALGARY

PUBLIC SAFETY COMMUNICATIONS

Public Safety Communications Non-Emergency Line Satisfaction Survey *2012 Report*

We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

Jean-Marc Léger
President

The largest
Canadian-owned
marketing research
and polling firm

CONTEXT AND OBJECTIVES



CONTEXT: NON-EMERGENCY LINE SATISFACTION SURVEY



THE CITY OF
CALGARY
PUBLIC SAFETY COMMUNICATIONS

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The City of Calgary's Public Safety Communications (PSC) receives and evaluates non-emergency calls for the Calgary Police Service (CPS) through the 266-1234 telephone line.

This Non-Emergency line is greeted with an automated voice system (IVR) to help process calls received. Emergency Communications Officers manage the calls after being filtered through the IVR.

Services provided by PSC are an essential link for Calgarians to provide information to the Calgary Police Service and to receive the help they need.

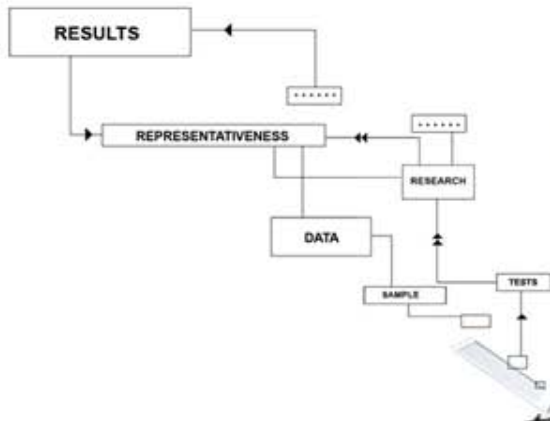
The PSC mandate involves monitoring caller satisfaction and PSC has been tracking its performance over time to remain responsive to callers' needs.

2012 NON-EMERGENCY LINE SURVEY RESEARCH OBJECTIVES



The core objectives of the 2012 Non-Emergency line satisfaction survey are to:

- Identify caller statistics related to the purpose of the call and 'hang-ups'
- Assess overall satisfaction with telephone call experiences with Emergency Communications Officers (ECOs)
- Identify reasons for satisfaction and/or dissatisfaction with ECOs
- Evaluate service attributes of the Emergency Communications Officers
- Assess first call resolution
- Measure wait time expectations and actual wait time experiences
- Evaluate satisfaction with the IVR system
- Profile any differences in responses by age and gender
- Track any notable differences from previous survey waves



RESEARCH METHODS

NON-EMERGENCY LINE SURVEY RESEARCH METHODS



WHO?



- 400 randomly selected respondents who recently made calls to the Non-Emergency line:
 - 342 who received services from an Emergency Communications Officer
 - 58 who did not receive services from an Emergency Communications Officer

HOW?



- Computer Assisted Telephone Interviewing (CATI)
- Some questions were modified in 2012
- Average interview duration = 9 minutes

WHEN?



- Formal pre-test: August 9, 2012
- Interviews conducted: August 20-22, 2012

VALIDITY?



- Overall margin of error = +/-4.9%



NON-EMERGENCY LINE SURVEY HIGHLIGHTS



Purpose of Call to the Non-Emergency Line

- Identifying the purpose of the call was integrated into the survey in 2012
- Some callers phone the Non-Emergency line for multiple reasons
- Police dispatch, obtaining information about a problem, and filing an incident report are the most common reasons for calling

Call Statistics

- A sizable majority (85%) of callers reports speaking with an ECO; however, Non-Emergency line callers are less likely to have spoken with an ECO in 2012 than in 2011 (85% in 2012 vs. 95% in 2011)
- Among those who did not speak with an ECO, just one-in-ten (9%) report hanging up without selecting any menu options or speaking to an ECO, showing a decrease in hang-ups since 2011 (45%)
- Among the 5 respondents who hung up, they explain that they did not recognize a menu option which matched their situation, the lines were busy or took too long to answer, and that they mistook a situation for an emergency and hung up
- Among those who did not speak with an ECO, most (90%) callers did NOT call another number such as 311 or 911

NON-EMERGENCY LINE SURVEY HIGHLIGHTS



Satisfaction with Emergency Communications Officers

- Overall satisfaction with ECOs has remained strong (92%) and stable over the past 3 years
- Callers are satisfied with ECOs responding to the Non-Emergency line primarily because they received the information they sought, the ECOs were courteous and reassuring, the issue was resolved quickly, and the ECOs were helpful
- Reasons for dissatisfaction with experiences with Non-Emergency line ECOs stem from not getting the required information, not having their issue resolved, not addressing issues in a timely manner, and a lack of courteousness and knowledge
- Satisfaction with all elements of ECOs' service is extremely high, evidenced by the strong majority of respondents who are "very" satisfied (satisfaction ratings range from 89% to an almost perfect score of 97%)
- The most important features that callers desire when using the Non-Emergency line focus on the ECO's ability to listen and knowledge to appropriately respond
- Further, callers feel that it's important for ECOs to be compassionate and patient while asking the appropriate questions for the situation

NON-EMERGENCY LINE SURVEY HIGHLIGHTS



First Call Resolution

- Overall, first call resolution is achieved among three-quarters of respondents, and is trending upwards compared to 2010 (70%)
- Half of calls not resolved immediately required further contact with someone else, with the other half not being resolved to the caller's satisfaction
- Half the respondents who did not have their issue resolved on their first call to the Non-Emergency line cannot provide any suggestions on what could have been done to better help them
- Among the other half offering suggestions, respondents suggest that ECOs be more helpful, provide more follow-up information, offer better advice, be quick to respond, be reassuring, follow-through with the issue, and handle the situation more quickly

Wait Times

- Slightly more than one-half (54%) of respondents feel that calls should be answered in less than one minute
- Actual wait times experienced are compared to expectations showing that the timeliness of answering calls is slightly exceeding callers' expectations

NON-EMERGENCY LINE SURVEY HIGHLIGHTS



Satisfaction with IVR System

- In 2012, almost 8 in 10 (78%) callers are satisfied with the automated voice messaging system
- Satisfaction with the IVR providing the information needed has significantly increased by 15 percentage points since last year
- Satisfaction with the IVR system stems from ease of use, resolution to issues, timeliness of navigating the system and generally being helpful
- If callers are only “somewhat” satisfied, this stems from preferences to deal with people versus automated response systems, timeliness of getting through the system, and not understanding how to navigate the system
- Users who are dissatisfied with the IVR message system feel that the system was slow, prefer to deal with a live person, and had a hard time navigating the options
- In a similar vein, satisfaction with the menu options being applicable to callers’ safety needs has also significantly increased by 24 percentage points this past year
- Asked for the first time in 2012, slightly more than one-half (55%) of callers would like to have the option of emailing or texting an ECO

Suggested Improvements

- Approximately one-half of respondents cannot identify any areas for improvement to the Non-Emergency line
- Suggested improvements offered include having ECOs being more helpful, providing follow-up information, offering better advice, quicker dispatches, being more reassuring, following-through to ensure the issue was addressed, and handling the issue faster



2012 SURVEY IMPLICATIONS

Satisfaction with IVR system has significantly improved

Changes made to the IVR system have had a positive impact on callers' satisfaction.

Older callers are less satisfied

A generation gap is prevalent showing that older respondents require improved clarity of instructions, would like to see more appropriate questions asked by ECOs, and do not like dealing with the automated voice messaging system.

Wait times impact satisfaction ratings

Improving wait times would improve overall satisfaction with experiences with ECOs.

Some calls need to be further filtered

Some calls to the Non-Emergency line should have been placed to 911 resulting in callers not having their issue resolved right away.



2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%

+10%

2012

2013

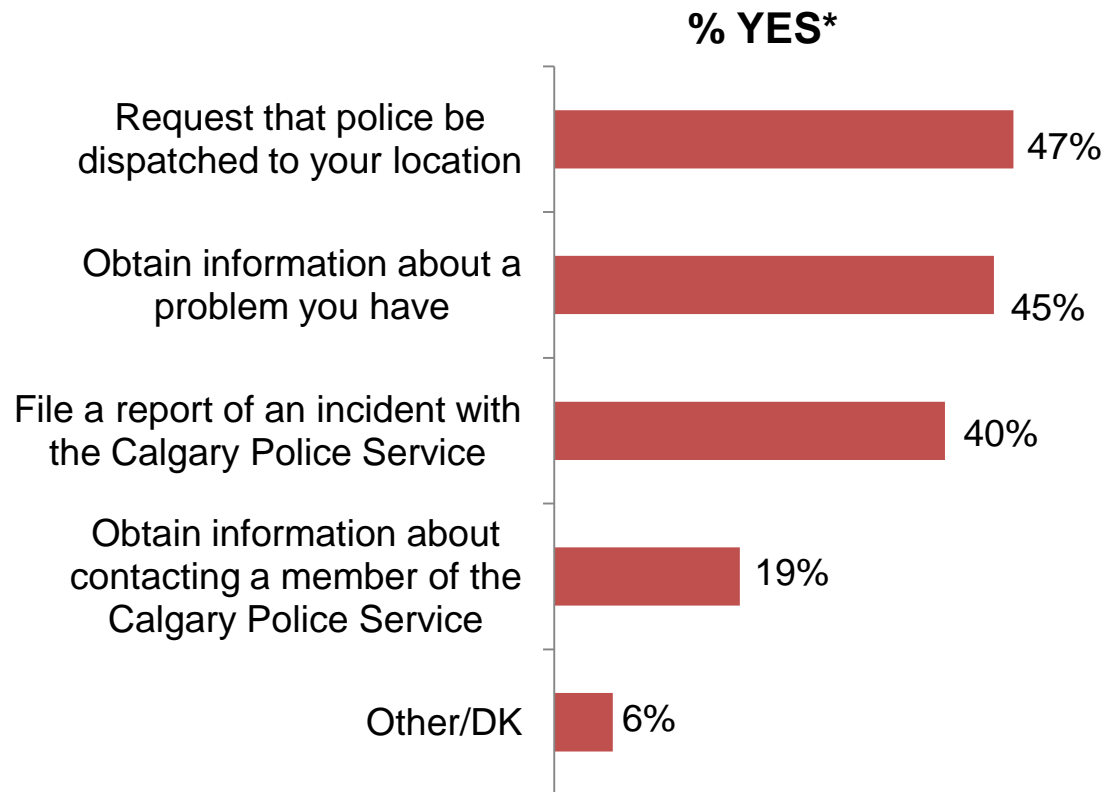
2015

+40%

DETAILED ANALYSIS OF RESULTS



PURPOSE OF NON-EMERGENCY LINE CALL



Q3. And was the purpose of your call to...

*Multiple responses, will total > 100%. All respondents (n=400)

Identifying the purpose of the call was integrated into the survey in 2012. Some callers phone the Non-Emergency line for multiple reasons. Police dispatch, obtaining information about a problem, and filing an incident report are the most common reasons for calling.

Males (54%) are significantly more likely to have requested that police be dispatched to their location than are females (38%).



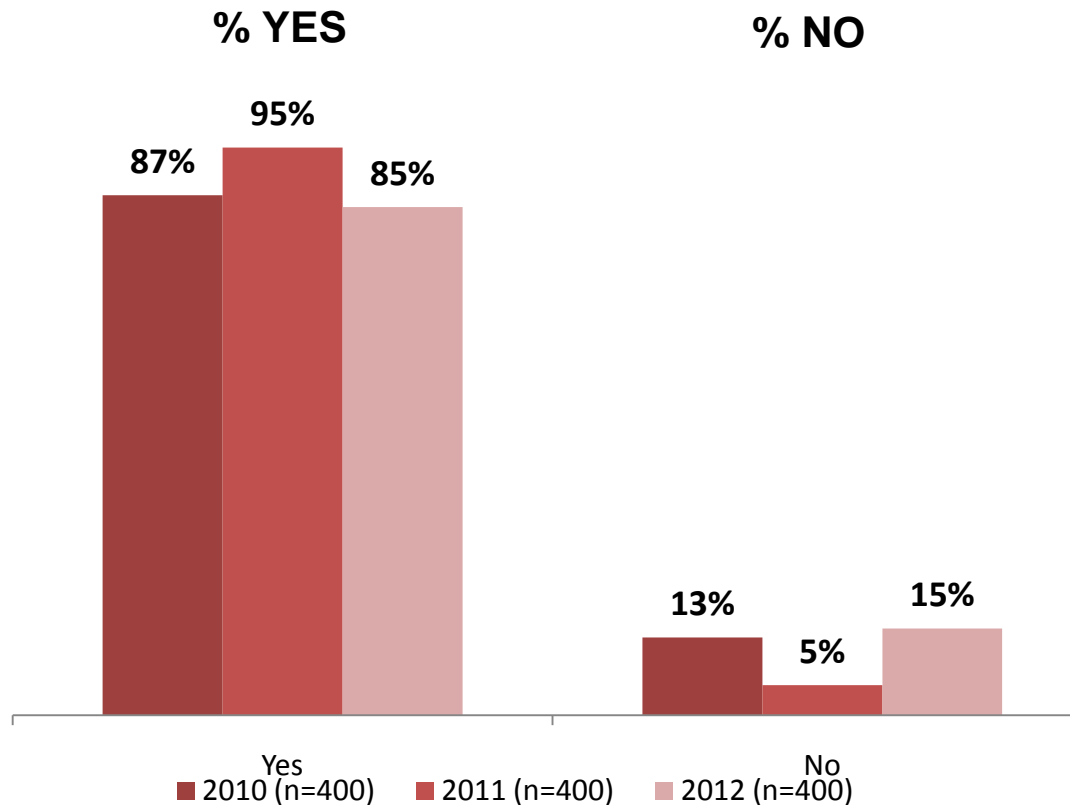
OTHER PURPOSES FOR CALLING

Among Those Calling for Another Purpose	Total (n=41)
To report a dangerous driver	n=10
To report a person or animal in trouble	n=9
General report of a problem, issue or disturbance	n=9
To report a theft, possible theft or lost property	n=9
To report a suspicious person, activity or crime in progress	n=8
To report a car accident	n=6
To make a noise complaint	n=6
To report a trespasser or disturbance on their property	n=5
To report an abandoned or broken-down vehicle	n=4
To call for information on how to handle a situation	n=4
To inquire about or try to retrieve lost or stolen property	n=3
To provide general information	n=3
To report a drunken disturbance	n=3
To report an attack, assault or fight	n=3
To follow up with a previously reported incident	n=3
To report damage to my property	n=3
To advise them of an issue on the road	n=2

Respondents' other reasons for calling the Non-Emergency line focus on specific details of the situations they witnessed or experienced.

*Multiple responses, will total > 100%.

CALLERS WHO SPOKE WITH AN ECO

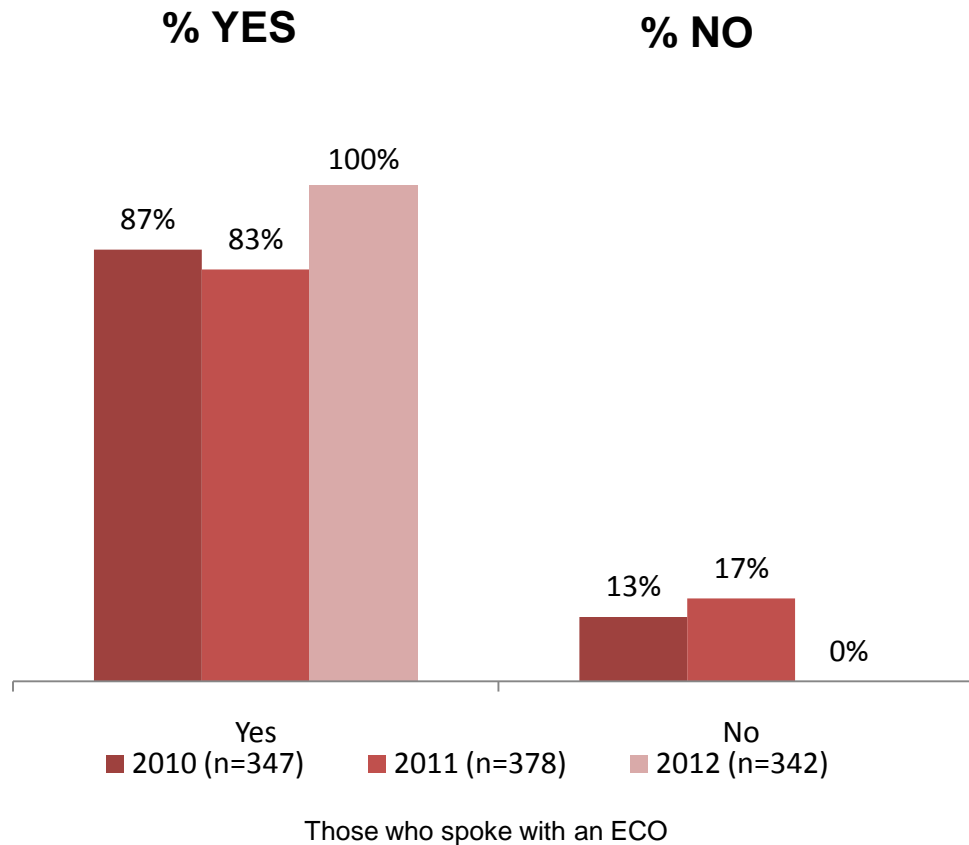


A sizable majority (85%) of callers reports speaking with an ECO. However, Non-Emergency line callers are less likely to have spoken with an ECO in 2012 than in 2011 (85% in 2012 vs. 95% in 2011).

A1. At any point did you speak with a Public Safety Communications Officer?

Note: Question wording changed in 2012

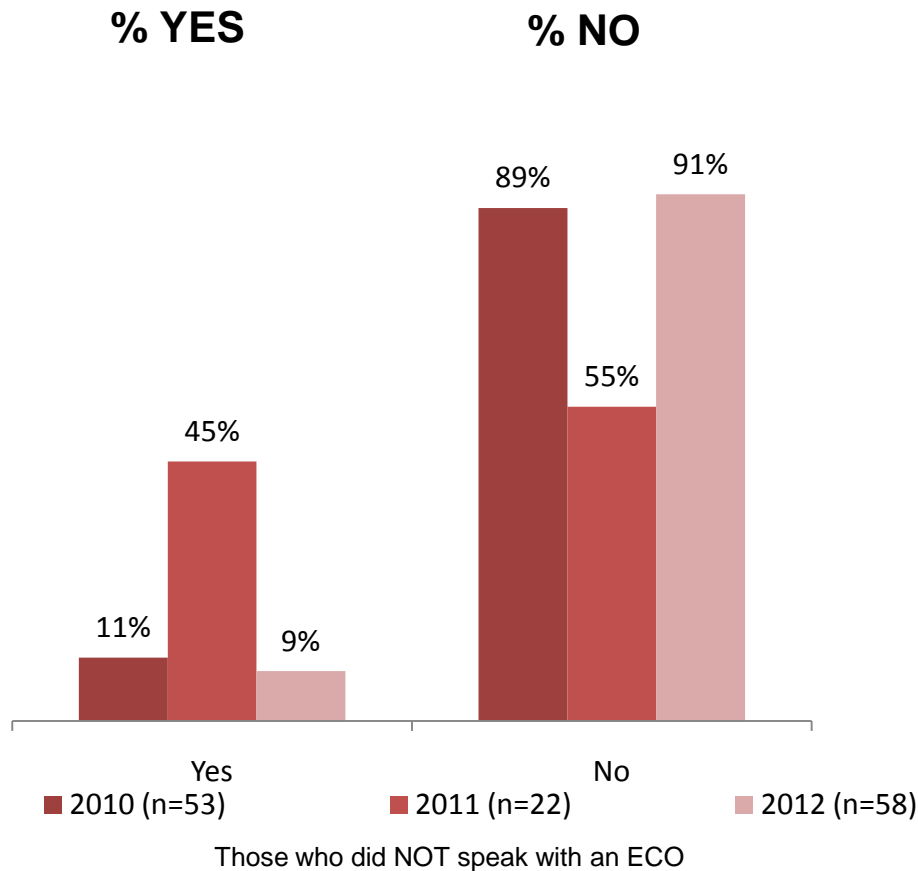
RECALL THEIR DISCUSSION WITH THE ECO



In 2012, the survey mandate changed to ensure that ALL respondents who spoke with an ECO could recall their conversation well enough to answer questions about the service they received.

A2. Do you remember the discussion well enough to answer questions about the service that you received on that specific phone call?

HANG-UPS



Among those who did not speak with an ECO, just one-in-ten (9%) report hanging up without selecting any menu options or speaking to an ECO, showing a decrease in hang-ups since 2011 (45%).

A4. Did you hang up without selecting any menu options or speaking to an Emergency Communications Officer?

NOTE: CAUTION: Small base sizes.

REASONS FOR HANGING UP



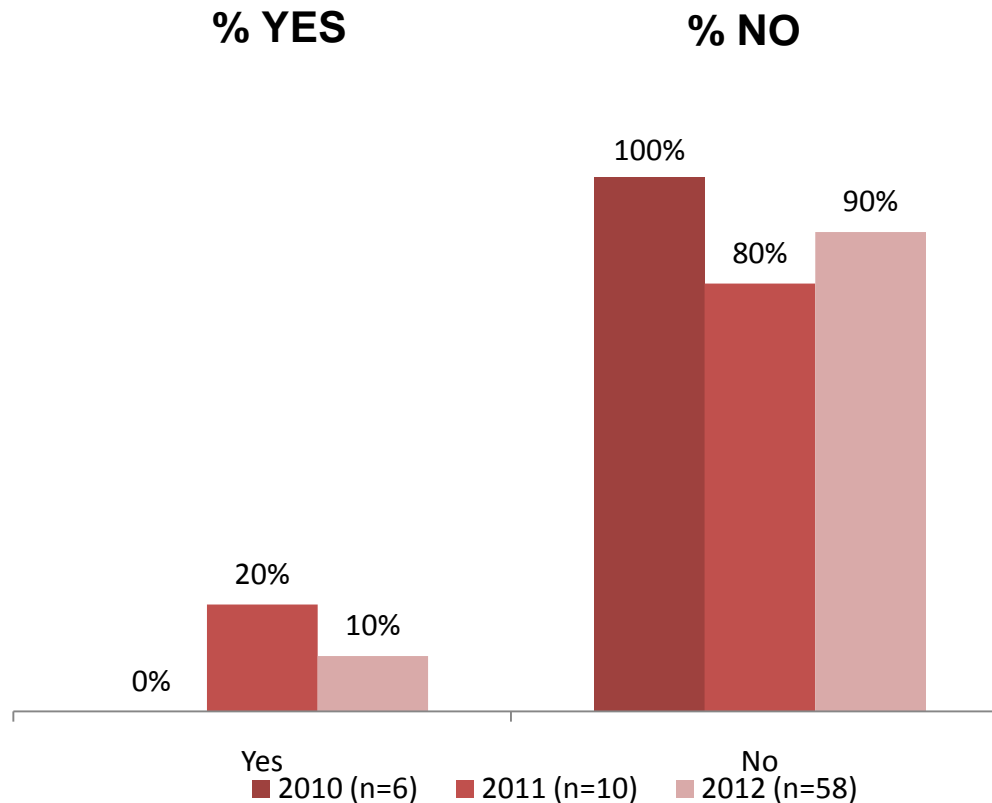
Among the 5 respondents who hung up, they explain that they did not recognize a menu option which matched their situation, the lines were busy or took too long to answer, and that they mistook a situation for an emergency and subsequently hung up.

2010	2011	2012
n=6	n=10	n=5
Took too long	Took too long	None of the options were suitable
Too many menu options	Too many menu options/ confusing	Did not understand the phone menus and the line was cut
Specific department not available after hours	Had another call/ other external distraction	I was calling because I witnessed someone potentially stealing building materials from a house under construction, but I hung up when I recognized that they were part of the framing crew so I hung up because nothing was actually wrong
	Issue resolved itself/ situation changed	It was ringing and no one picked up
	IVR not appropriate for situation	The lines were busy or something

A5. Why did you hang up?



CALLING A DIFFERENT NUMBER



Those who did NOT speak with an ECO

Among those who did not speak with an ECO, most (90%) callers did NOT call another number such as 311 or 911.

A6. Did you call a different number, for example 311 or 911?

NOTE: CAUTION: Small base sizes.



SATISFACTION WITH EMERGENCY COMMUNICATIONS OFFICERS (ECOs)

OVERALL SATISFACTION WITH ECOs

Methodology



Modifications were made to the 2012 survey to streamline satisfaction scales for the 911, Non-Emergency and First Responders satisfaction studies.

2011 and Prior

The scale was based on 5-points:

- 1 to 5 where “1” means very dissatisfied and “5” means very satisfied



2012

The scale is based on 4-points:

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied

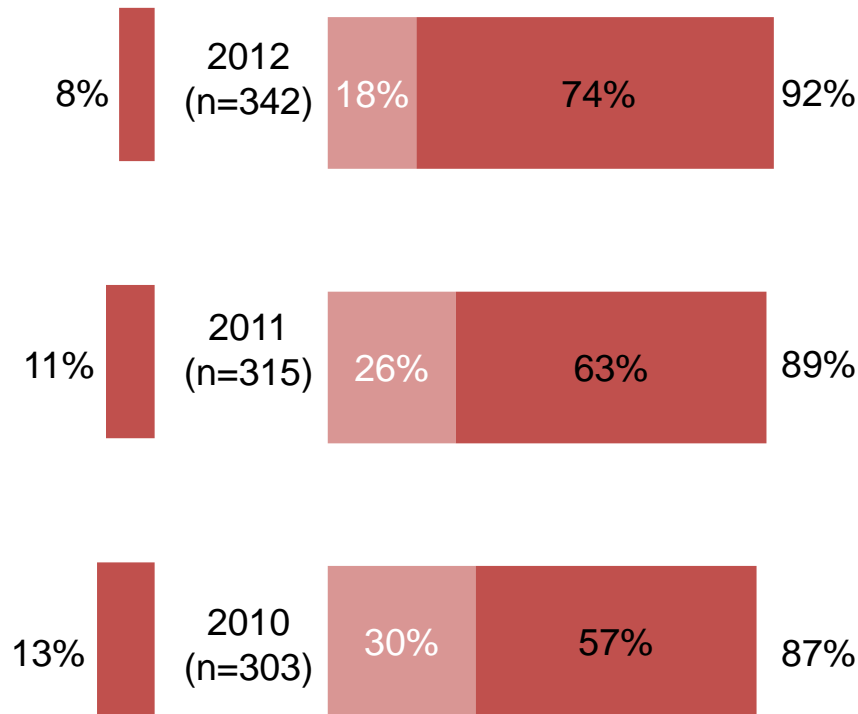
Tracking data, therefore, should be interpreted with some caution. Satisfaction results from 2011 and 2010 reflect ratings of “4” for “somewhat satisfied” and “5” for “very satisfied”.



OVERALL SATISFACTION WITH ECOs

% DISSATISFIED

% SATISFIED



The reader should be reminded that rating scales changed in 2012. Overall satisfaction with ECOs has remained strong (92%) and stable over the past 3 years.

■ Dissatisfied ■ Somewhat Satisfied ■ Very satisfied

Base: Respondents who spoke with an ECO

Q7. To what extent are you satisfied or dissatisfied with your overall experience with your interaction with the Emergency Communications Officer that you spoke with over the phone when you called 266-1234?

REASONS FOR SATISFACTION WITH ECOs



Respondents satisfied with their experience with the Emergency Communication Officer	Total* (n=315)
Provided me with appropriate information/answered questions	27%
They were polite, courteous, friendly, reassuring	24%
Addressed the issue quickly / fast service / fast response	21%
They were professional	19%
They were helpful	16%
There were no issues / everything was resolved / no complaints	10%
Were knowledgeable / well informed / understood well	4%
They were easy to understand / clear	4%
They were not dismissive / took the time to listen	3%
They were great / good / excellent	3%
They did their job (unspecified) / did what I asked them to do	2%
Handled the situation well	2%
They followed-up afterwards / got back in touch with me	2%

Callers are satisfied with ECOs responding to the Non-Emergency line primarily because they received the information they sought, the ECOs were courteous and reassuring, the issue was resolved quickly, and the ECOs were helpful.

8. And why do you say you are satisfied with your overall experience with the Emergency Communications Officer that you spoke with? [ALLOW MULTIPLE RESPONSES] *Multiple responses, will total > 100%.



REASONS FOR BEING VERY SATISFIED WITH ECOs: Verbatim Examples

I was treated very politely. They listened to what I had to say and they said they would look into it which is what I wanted them to do.

Because they let me know what options I had, and let me know what I could do to help the situation, and they were just polite.

She went beyond and above what I needed and so did the officer that came to my house. You guys do more than I ask. It is great.

She was very helpful and listened to my whole story and I was upset and she was patient and calm.

She understood the situation and gave some pretty positive feed back on the options that we had and gave us a path to follow if we needed to take the situation any further.

They were polite, to the point, had you repeat the different items, and dispatched people as the call was made.



REASONS FOR BEING SOMEWHAT SATISFIED WITH ECOs: Verbatim Examples

It took about 20min on the phone and there was a lot of questions. They just needed everyone's addresses, numbers, etc.

They took the call, but there was no closure on the file.

Because she wasn't able to fully answer my question.

He gave me the information he had, but he was unable to do anything.

The agent I was talking to wasn't very patient.

In general, they could give some more assurance that the issue will be handled.

REASONS FOR BEING DISSATISFIED



Calgarians who are dissatisfied with their phone interaction with an Emergency Communication officer	Total (n=27*)
Didn't provide me with the needed information / didn't answer all my questions	n=6
Nothing was resolved	n=6
They didn't address the issue quickly	n=5
They were not professional	n=4
They were not polite, courteous, friendly, reassuring	n=3
Were not knowledgeable / poorly informed	n=3
They were not helpful	n=2
They were dismissive / didn't take the time to listen	n=2
Couldn't file a report over the phone	n=2
They didn't follow-up afterwards	n=1
Other	n=2

Reasons for dissatisfaction with experiences with Non-Emergency line ECOs stem from not getting the required information, not having their issue resolved, not addressing issues in a timely manner, and a lack of courteousness and knowledge.

8. And why do you say you are dissatisfied with your overall experience with the Emergency Communications Officer that you spoke with?

*Multiple responses will total > 100%

NOTE: CAUTION: Small base sizes

REASONS FOR BEING DISSATISFIED

Verbatim Examples



He didn't have any of the answers I was looking for.

The reason for my call was that it was a week night and my neighbors had been sitting on their front lawn partying for 12hrs and they were soooooo loud and I needed to go to work the next day. I was told that it could take up to 4hrs for someone to respond and that doesn't work to resolve my issue.

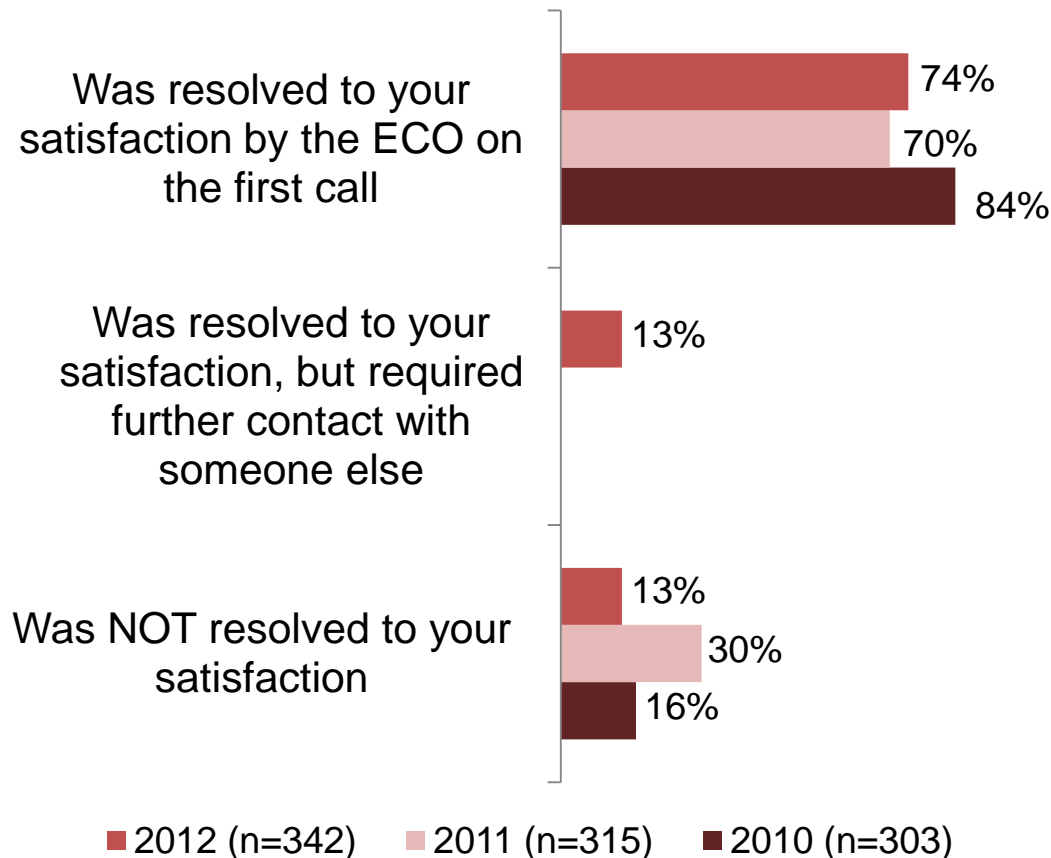
Because they took a really long time to come see me, my stuff was stolen and sold.

I was unable to get internet access and needed to tell them my report. They kept telling me I had to go online. I had to wait until later and put in a missing or stolen property report online.

She was abrupt.

Because the police never got there.

FIRST CALL RESOLUTION



Note: Question wording and scale changed in 2012

Q9. Thinking about your call to the 266-1234 Non-Emergency line, and the service you received from the Emergency Communications Officer, would you say your issue or concern ...

An additional response category was added to the 2012 survey.

Overall, first call resolution is achieved among three-quarters of respondents, and is trending upwards compared to 2010 (70%). Half of calls not resolved immediately required further contact with someone else, with the other half not being resolved to the callers' satisfaction.

WHAT ECOs COULD HAVE DONE TO RESOLVE ISSUES ON THE FIRST CALL



Respondents who did not have their issue resolved on their first call	Total Mentions (n=90)
Be more helpful	n=7
Provide follow-up information	n=6
Provide better advice on what to do/better instruction	n=6
Have someone respond & come to the location immediately	n=4
Provide reassurance/be comforting	n=4
Follow through and make sure the issue was addressed	n=4
Have the situation handled more quickly	n=4
Be more courteous, friendly, polite, empathetic	n=3
Better communication with police, ambulance, fire fighters	n=3
Faster service (menu too long, too many questions)	n=3
Be aware of all the pertinent information/be prepared	n=3
Don't Know/Refused	n=12
Nothing	n=34

Half the respondents who did not have their issue resolved on their first call to the Non-Emergency line cannot provide any suggestions on what could have been done to better help them.

Among the other half offering suggestions, respondents suggest that ECOs be more helpful, provide more follow-up information, offer better advice, be quick to respond, be reassuring, follow-through with the issue, and handle the situation more quickly.

Base: Respondents who spoke with an ECO and did not have their issue resolved on the first call

Q10. And what, if anything, could the Emergency Communications Officer have done differently to resolve your issue on the first call?

SUGGESTIONS FOR IMPROVED FIRST CALL RESOLUTION



There's nothing that he could have done differently. He was great.

If they dispatched a police officer on time no one would get attacked. The woman wasted time by asking for information, they took forever to get there. They could do better if they sent someone quicker.

They could have showed some concern and empathy and inquire into the situation instead of dismissing it.

I don't know if it was him or if it was me. When I got home, he could have referred me to file an accident report online. It was only because of my ability to find that out on the police website that I filed it.

They could have let me speak to an actual officer.

They could have followed-through right away and not waited a couple of days before doing it.

SATISFACTION WITH ECOs

Service Elements



Satisfaction with all elements of ECOs' service is extremely high, evidenced by the strong majority of respondents who are "very" satisfied.

Base: Respondents who spoke with an ECO (n=342) *Each evaluation was re-based to exclude 'don't know' responses.

11. To what extent are you satisfied or dissatisfied with each of the following features of the Emergency Communications Officer's service to you?...



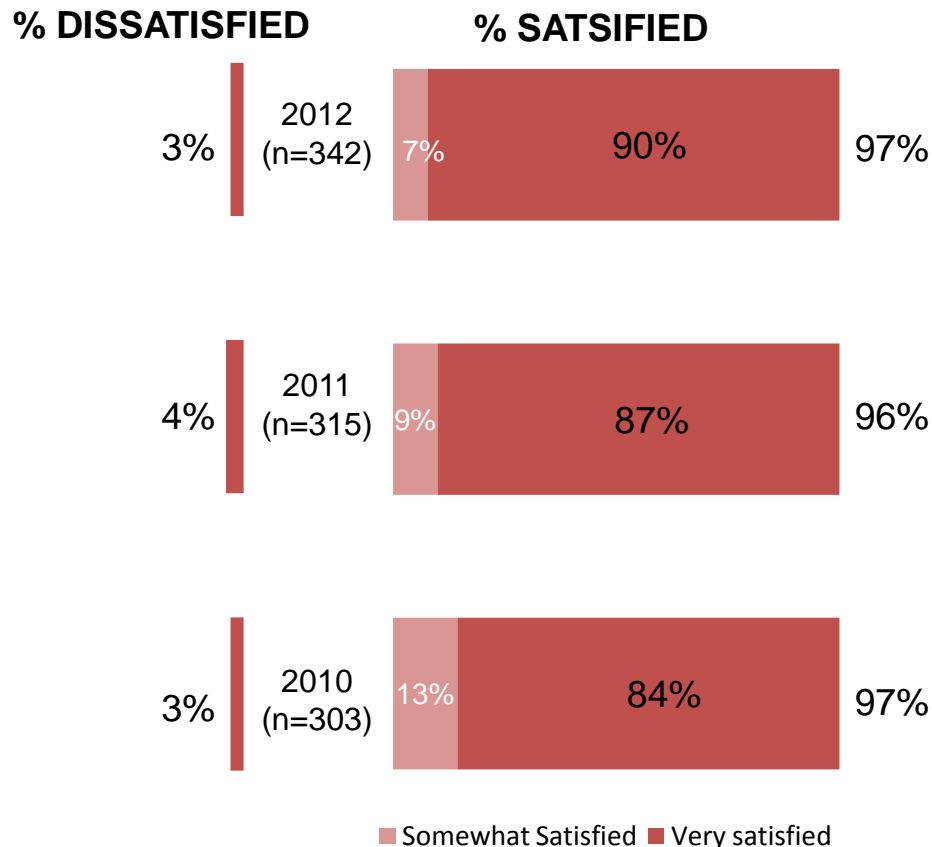
TRACKING SATISFACTION WITH ECO SERVICE ELEMENTS

In 2012, service attributes were expanded across all Public Safety Communications satisfaction surveys (911, Non-Emergency and First Responders).

Tracking is available for:

- Respectfulness
- Professionalism
- Courteousness
- Knowledge
- Ability to provide clear instructions

SATISFACTION WITH ECOs: RESPECTFULNESS

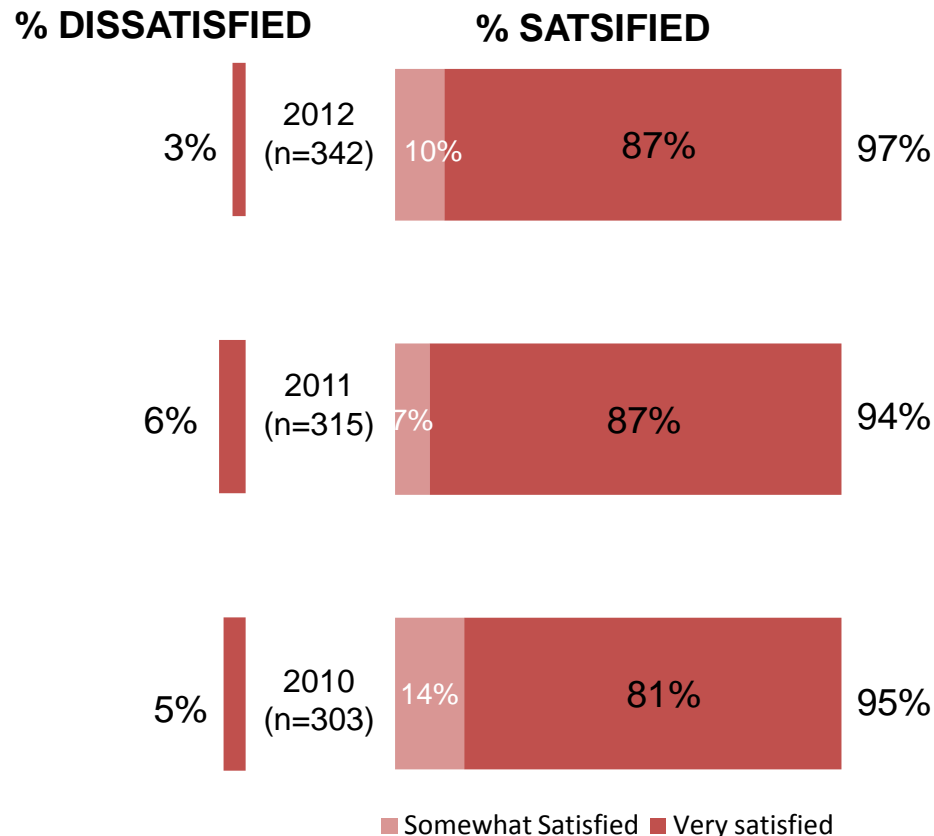


Respectfulness is the highest ranking service attribute of all 10 elements assessed. Clearly, ECOs with the Non-Emergency line are showing a great deal of respect to callers, supported by almost 'perfect' satisfaction scores in this area.

Q11. To what extent are you satisfied or dissatisfied with each of the following features of the Emergency Communications Officer's service to you? Note: Question wording and scale changed in 2012

Base: Respondents who spoke with an ECO

SATISFACTION WITH ECOs: PROFESSIONALISM

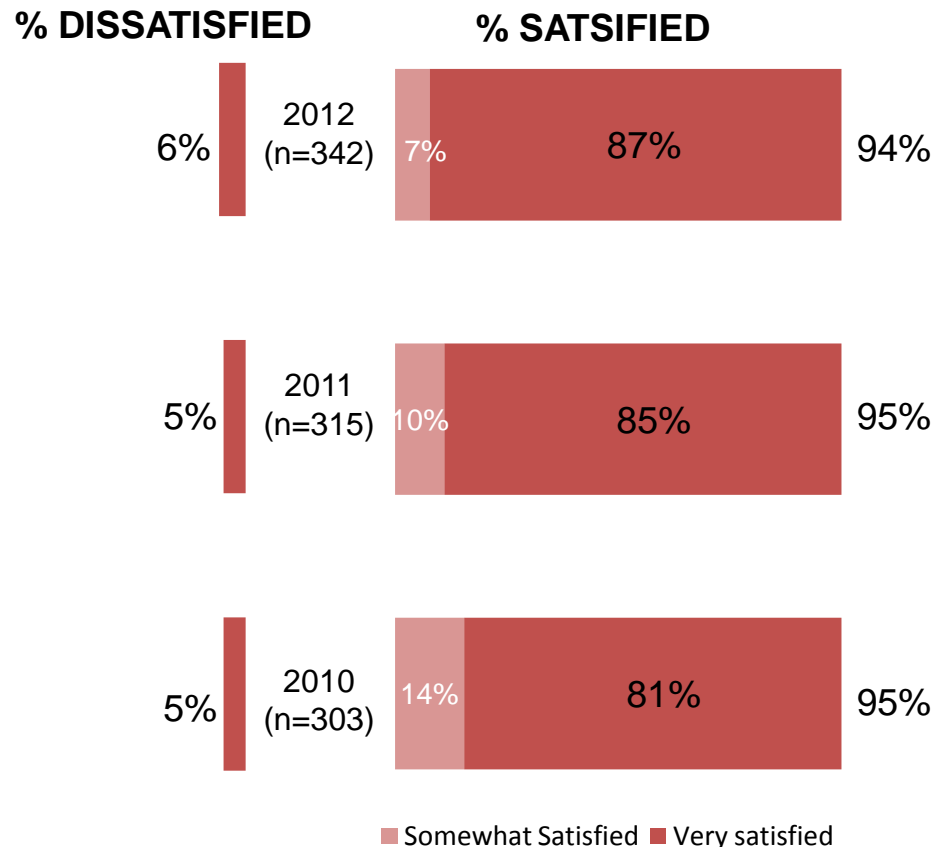


As with respectfulness, the level of professionalism shown by Non-Emergency line ECOs is exceptional.

Q11. To what extent are you satisfied or dissatisfied with each of the following features of the Emergency Communications Officer's service to you? Note: Question wording and scale changed in 2012

Base: Respondents who spoke with an ECO

SATISFACTION WITH ECOs: COURTEOUSNESS

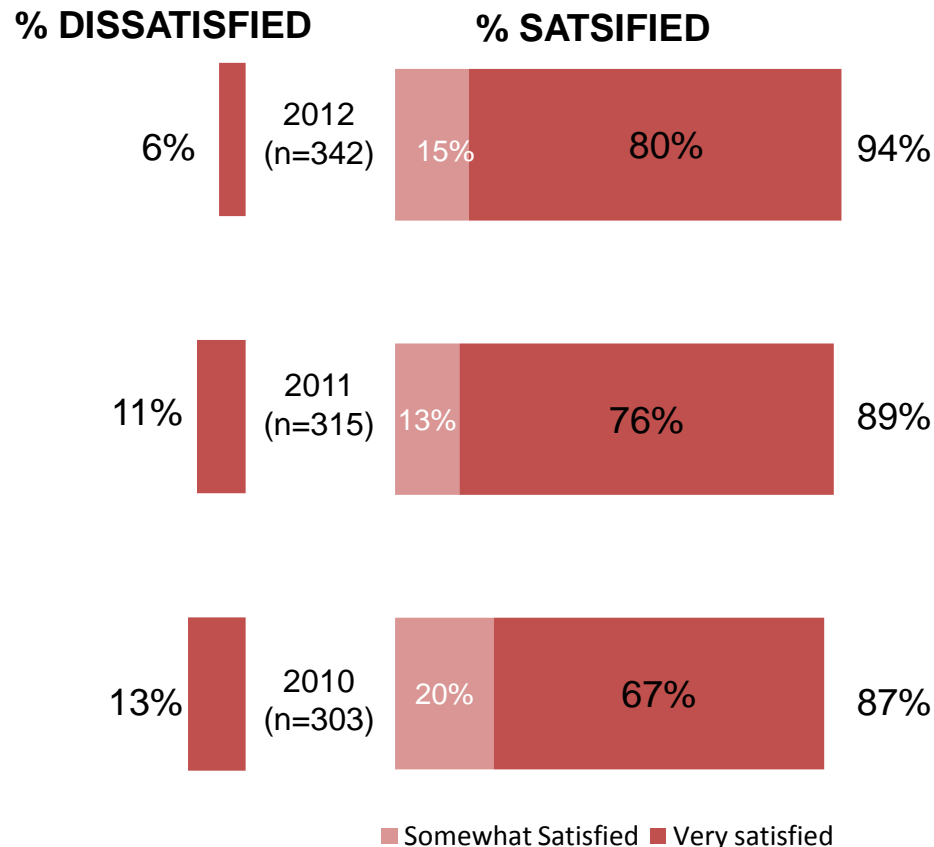


Satisfaction with ECOs' courteousness is also extremely strong and has continued to improve in the 'very satisfied' measurement category over the past 3 years.

Q11. To what extent are you satisfied or dissatisfied with each of the following features of the Emergency Communications Officer's service to you? Note: Question wording and scale changed in 2012

Base: Respondents who spoke with an ECO

SATISFACTION WITH ECOs: KNOWLEDGE OF THE ECO

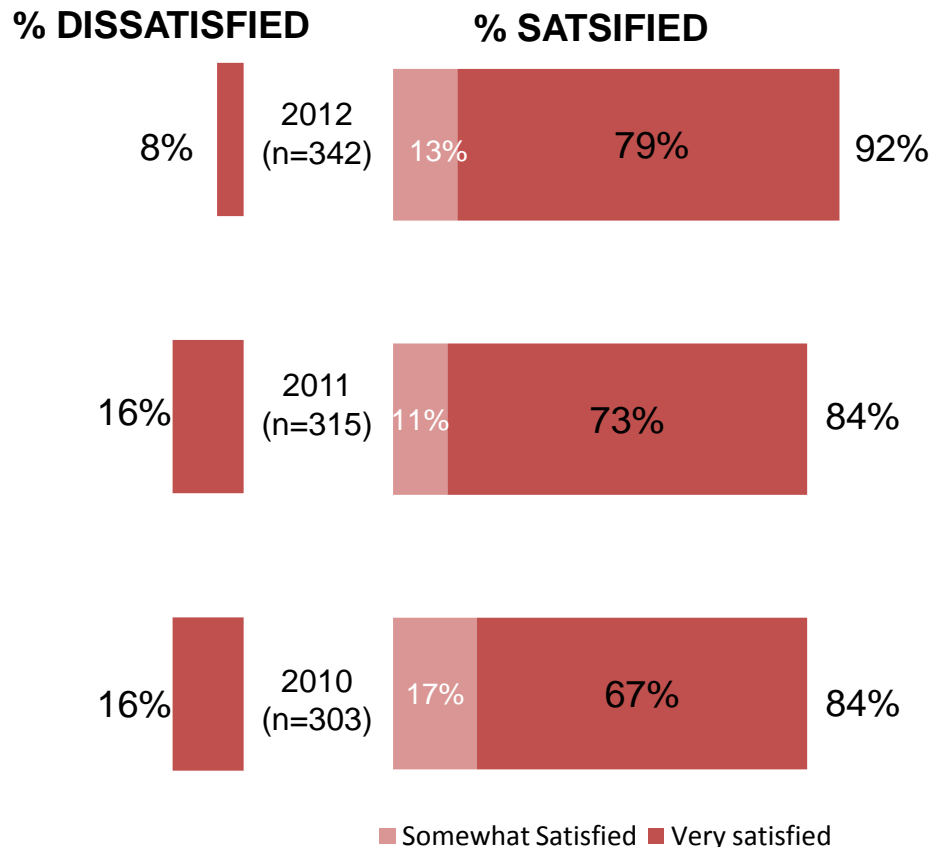


Callers' satisfaction with the knowledge of ECOs has steadily improved over the past 3 years, reaching a very strong score in 2012 (94%).

Q11. To what extent are you satisfied or dissatisfied with each of the following features of the Emergency Communications Officer's service to you? Note: Question wording and scale changed in 2012

Base: Respondents who spoke with an ECO

SATISFACTION WITH ECOs: ABILITY TO PROVIDE CLEAR INSTRUCTIONS



Even though this ranks 9th among the 10 service elements evaluated, callers are clearly satisfied with the ECOs' ability to provide clear instructions.

Q11. To what extent are you satisfied or dissatisfied with each of the following features of the Emergency Communications Officer's service to you? Note: Question wording and scale changed in 2012

Base: Respondents who spoke with an ECO

MOST IMPORTANT ATTRIBUTES OF AN ECO



Those who spoke with an ECO	Total (n=342)
Attentiveness / capacity to listen	23%
Knowledgeable	23%
Compassion / empathy / understanding	15%
Courteousness / politeness	14%
Calm / patience	12%
Asking appropriate questions to help resolve issue	11%
Ability to provide clear instructions on what to do	9%
Capacity to resolve the issue / efficiency	9%
Clear / capacity to communicate in a clearly manner	9%
Respectfulness	9%
Timeliness in reacting / resolving issues	9%
Timeliness in answering	7%
Willingness to help	6%
Professionalism	6%
Capacity to assess the situation / redirect call if needed	6%
Direct / to the point	1%
Reassuring	1%
Other	7%
I don't know	8%

The most important features that callers desire when using the Non-Emergency line focus on the ECO's ability to listen and knowledge to appropriately respond. Further, callers feel that it's important for ECOs to be compassionate and patient while asking the appropriate questions for the situation.

*Multiple responses, will total > 100%
Q12. In your opinion, what are the most important attributes of an Emergency Communications Officer?

MOST IMPORTANT ATTRIBUTES OF AN ECO



Professionalism. Being calm and asking the right questions for the situation.

Timeliness is important as well as being able to provide the correct information.

The first officer I talked to was very nice. I was very satisfied with him. As it continued on down the line, I got dissatisfied. They could improve their attitude by explaining things better, and not being so abrupt.

To actually understand and to accommodate the person when they call, they must actually listen and try to help you in the best way possible rather than put you on hold and disregard your situation.

Be a good listener, because when you listen you know what else to ask. Being respectful of the person who's calling, recognizing whether or not it's a serious issue and whether I should have been transferred to 911.

Compassion and knowledge.

Good communications skills, respectable and knowing what they are doing.

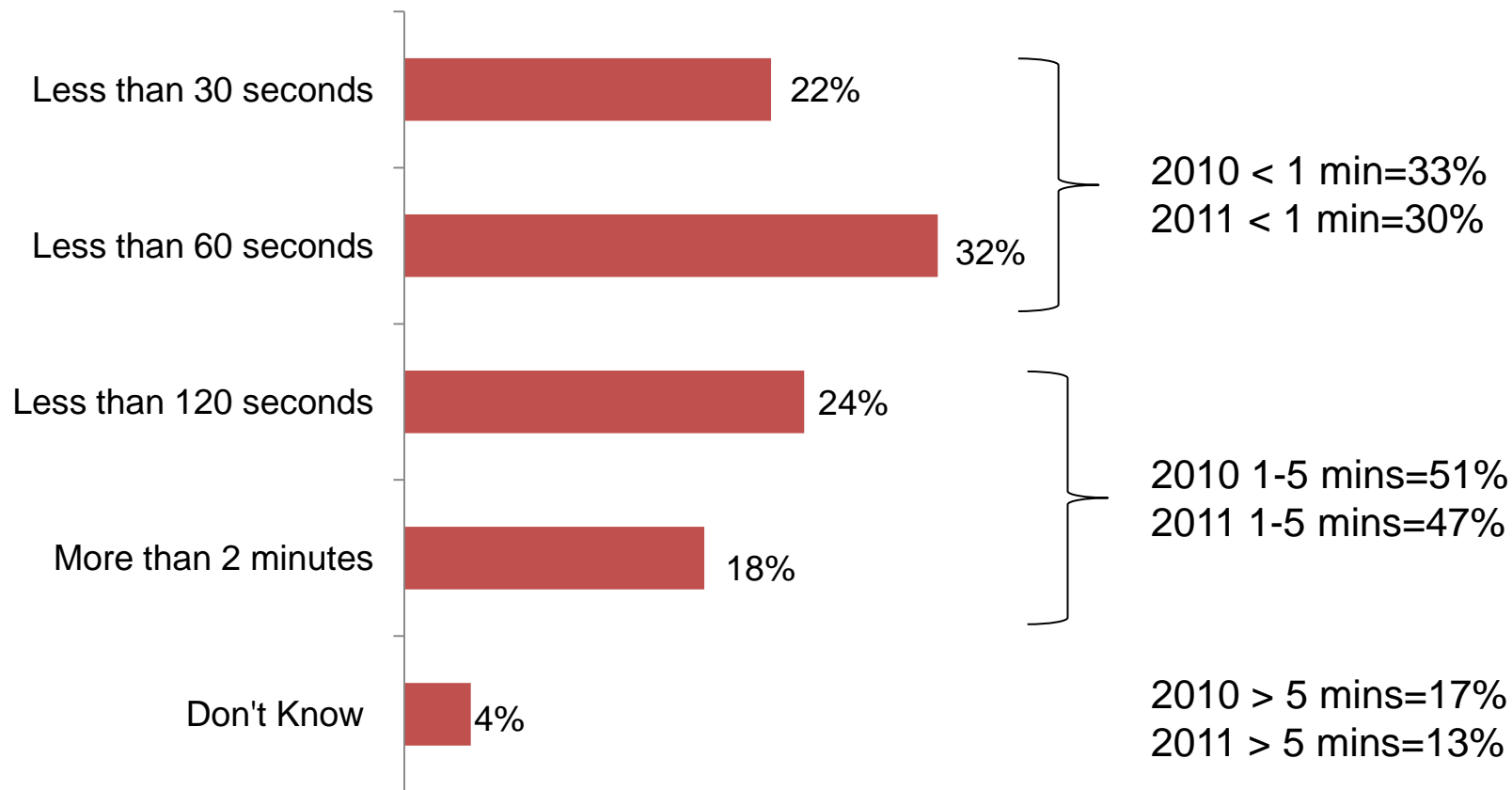
Clear questions and calmness of their voice.



WAIT TIMES



WAIT TIME EXPERIENCES

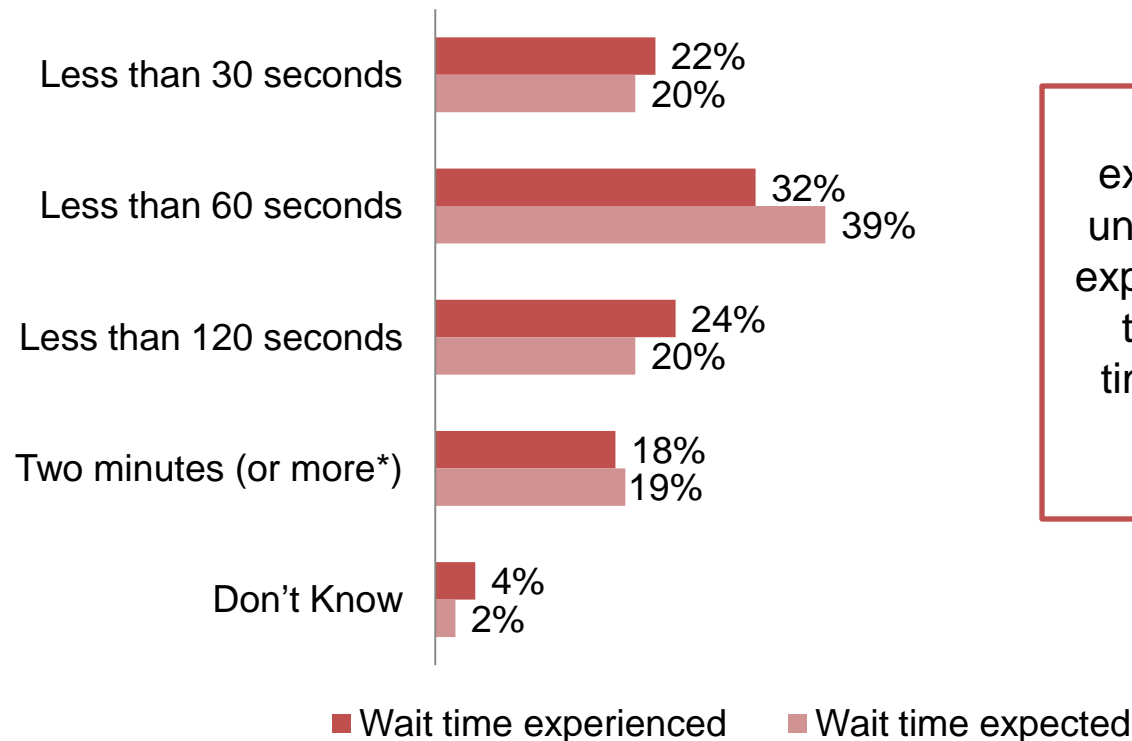


2012 Respondents who spoke with an ECO (n=342)

Q13. Using your best guess, how long did you wait to speak with an Emergency Communications Officer?

Note: Question has been modified in 2012. In 2010/2011, the response categories were under 1 minute, 1-5 minutes and more than 5 minutes.

WAIT TIMES: EXPERIENCES VS. EXPECTATIONS



Actual wait times experienced are slightly under what callers would expect to wait for their call to be answered. The timeliness of answering calls is meeting expectations.

Base: Respondents who spoke with an ECO (n=342)

Q13. Using your best guess, how long did you wait to speak with an Emergency Communications Officer?

Q14. In your opinion, how long should it take for your call to be answered by an ECO?

LONGER WAIT TIMES IMPACT SATISFACTION



Those who had to wait more than 2 minutes to speak with an ECO are significantly less satisfied than are those who waited less than 30 seconds with:

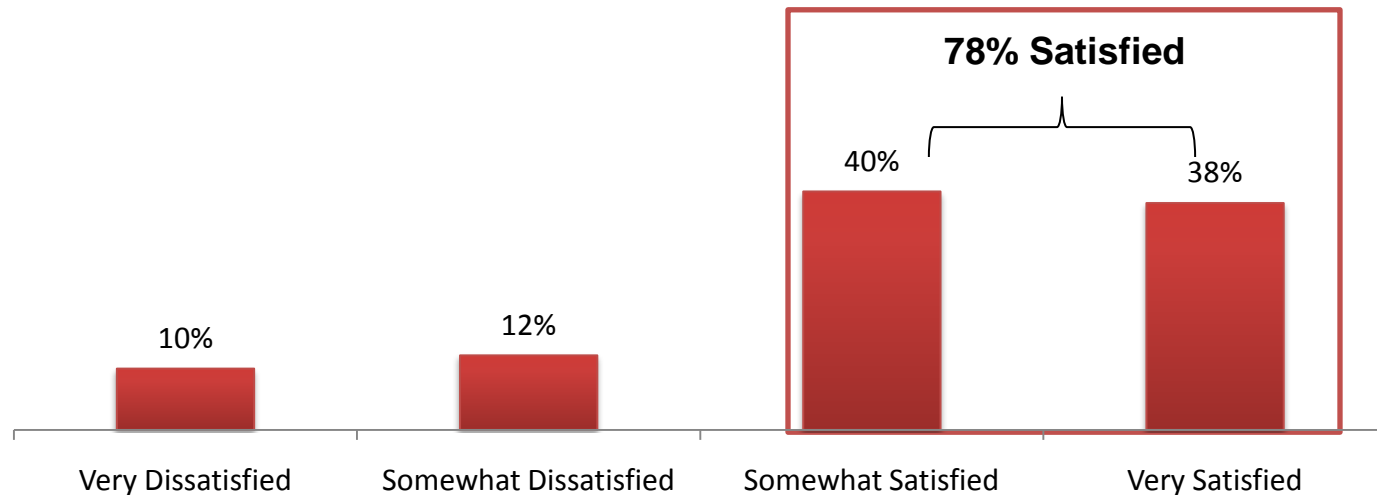
- *Their overall experience with the ECO (82% vs. 97%)*
- *Courteousness of the ECO (86% vs. 97%)*
- *Knowledge (87% vs. 97%)*
- *Respectfulness of the ECO (90% vs. 99%)*
- *The timeliness in answering their call (77% vs. 97%)*
- *The timeliness in resolving their issue (78% vs. 92%)*
- *The automated voice messaging system (60% vs. 80%)*

Expectations for wait times tend to be based on actual experiences: those who have had longer waits expect to wait longer.



IVR

OVERALL SATISFACTION WITH IVR SYSTEM



In 2012, almost 8 in 10 (78%) callers are satisfied with the automated voice messaging system.

Base: Respondents who navigated through the IVR, excluding those who hung up (n=363)

Q15.To what extent are you satisfied or dissatisfied with your overall experience with the automated voice messaging system when you called 266-1234? Would you say you are...

REASONS FOR SATISFACTION WITH IVR MESSAGING SYSTEM



Callers Who Are Very/Somewhat Satisfied	Total (n=281)
Reasons for being “very satisfied”	
It is easy to use	27%
It gave me a solution	20%
It is concise / quick	14%
It was good / No problems	8%
Reasons for being “somewhat satisfied”	
I prefer to deal with a real person	12%
It took too much time / It was slow	9%
It was not easy to use / It was not easy to understand	9%
I don't like automated systems	9%
Too many menu options	7%
Not enough options	2%
Other	3%
I don't know / No reason	5%

Satisfaction with the IVR system stems from ease of use, resolution to issues, timeliness of navigating the system and generally being helpful.

If callers are only “somewhat” satisfied, this stems from preferences to deal with people versus automated response systems, timeliness of getting through the system, and not understanding how to navigate the system.

Q16. Why do you say you are satisfied with your overall experience with the automated voice messaging system?

Note: Question wording changed in 2012. Scale changed in 2012, “Neither Satisfied or Dissatisfied” is no longer an option.

REASONS FOR BEING SATISFIED WITH IVR: Verbatim Examples



It was easy to navigate and I got to speak with someone right away.

Because when you call, the menu has all of the options you need.

The prompts are clear and it tells you what you should do.

It was easy to understand and I found what I was looking for quickly.

*Because it was easy to understand
No too long... so a good thing. Or
else I would hang up. Keep it short
and sweet.. . not too many details.*

*It told me how long my wait was
going to be, sent me to the right
person to talk to.*



REASONS FOR DISSATISFACTION WITH IVR MESSAGING SYSTEM

Callers who are Dissatisfied	Total (n=82)
It took too much time	41%
I prefer to deal with a real person	32%
It was not easy to use	17%
I don't like automated systems	13%
Too many menu options	13%
Not enough menu options	9%
It didn't give me a solution	7%
Other	6%

Users who are dissatisfied with the IVR message system feel that the system was slow, prefer to deal with a live person, and had a hard time navigating the options.

NOTE: CAUTION: Small base sizes

Q16. And why do you say you are dissatisfied with your overall experience with the automated voice messaging system?

Note: Question wording changed in 2012. Scale changed in 2012, "Neither Satisfied or Dissatisfied" is no longer an option.

REASONS FOR BEING DISSATISFIED WITH IVR: Verbatim Examples



It was so long to go through the menu.

It can't handle all situations and it takes too long to talk to a real person.

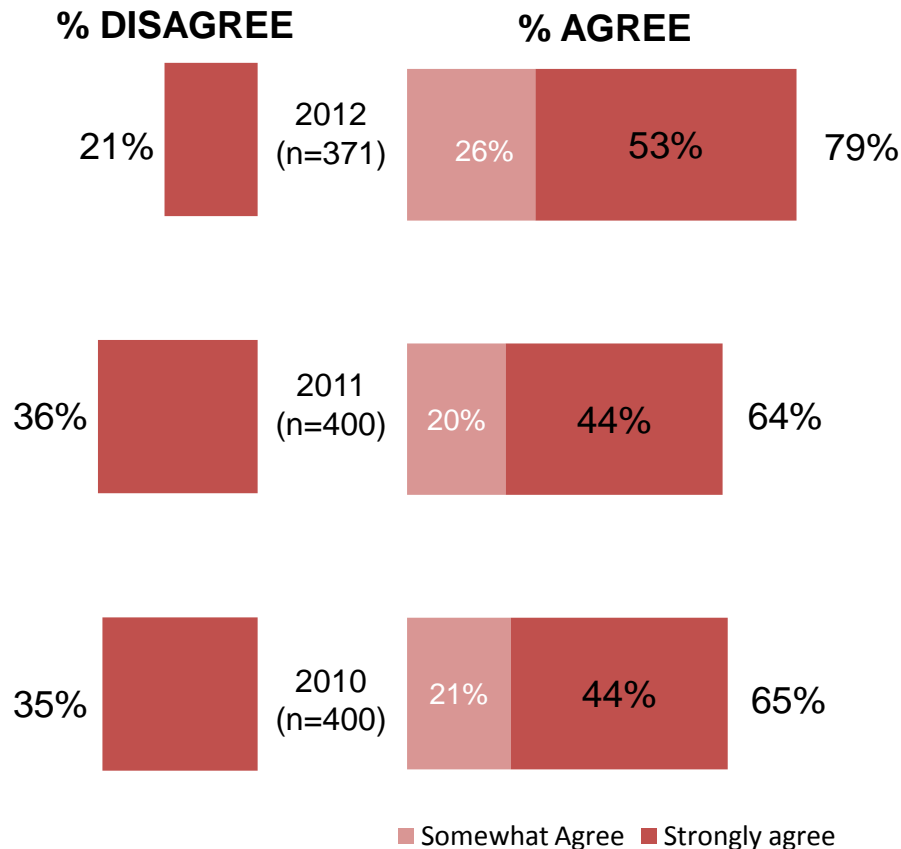
The automated voice messaging system is too long. Some people call that number when they should be calling 911. People have hung up on that number before just to head to the office and don't know that they can press 0 for a representative.

Unfortunately sometimes the voice message would fade out, and fade back in again. It wasn't very clear. I dislike most automated voice messaging, I have to deal with that a lot at my work.

When a crime is being committed, the last thing you want to do is go through 50 options to report it.

I prefer talking to an actual person.

SATISFACTION WITH IVR: PROVIDED THE INFORMATION I NEEDED



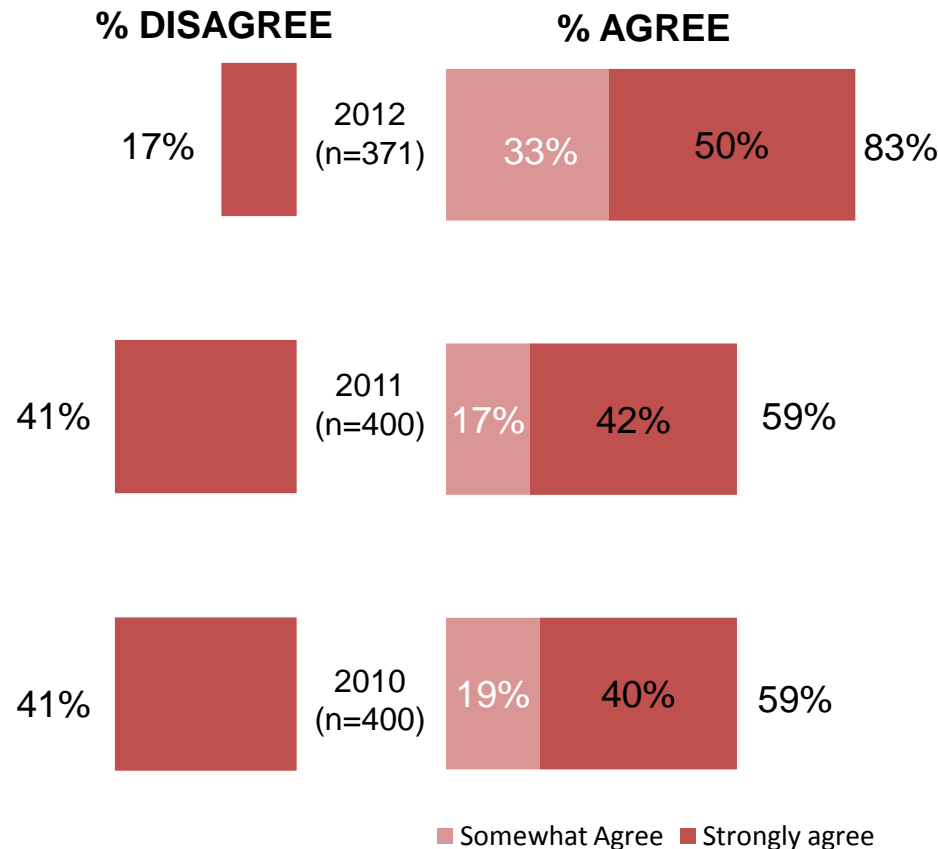
Satisfaction with the IVR providing the information needed has significantly increased by 15 percentage points since last year.

Q17. And to what extent do you agree or disagree with each of the following statements?

Note: Question wording and scale changed in 2012

Base: Respondents who navigated through the IVR system

SATISFACTION WITH IVR: MENU OPTIONS APPLIED TO MY SAFETY NEEDS



In a similar vein, satisfaction with the menu options being applicable to callers' safety needs has also significantly increased by 24 percentage points this past year.

Q17. And to what extent do you agree or disagree with each of the following statements?

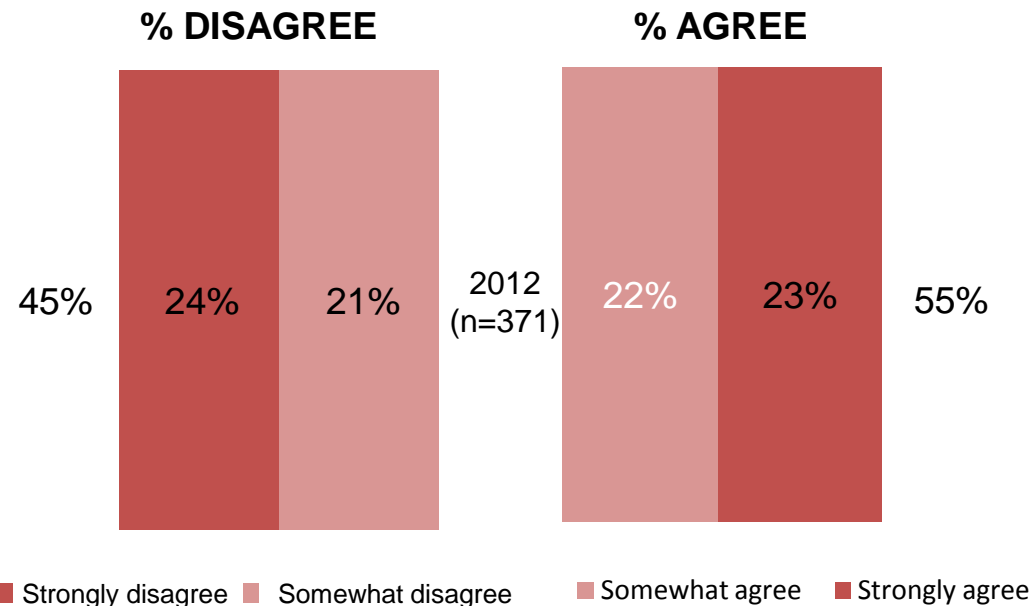
Note: Question wording and scale changed in 2012

Base: Respondents who navigated through the IVR system

EMAILING OR TEXTING OPTION



I would like to have the option of emailing or texting an Emergency Communications Officer.



Asked for the first time in 2012, slightly more than one-half (55%) of callers would like to have the option of emailing or texting an ECO.

Q17. And to what extent do you agree or disagree with each of the following statements?

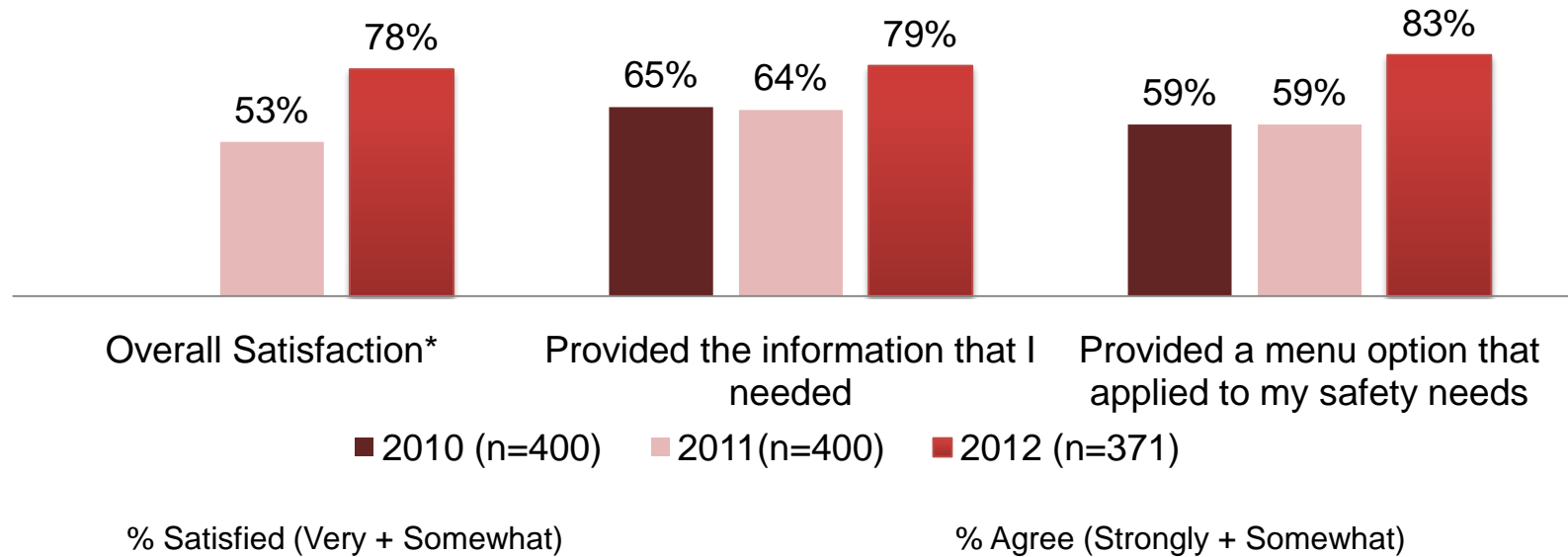
Note: Question is new in 2012

Base: Respondents who navigated through the IVR system



SUMMARY OF IVR MESSAGE RATINGS

55



Satisfaction with the IVR system in general has notably improved over the past year.

*Question not asked in 2010..

SUGGESTED IMPROVEMENTS TO THE NON-EMERGENCY LINE



Non-Emergency line callers	Total (n=400)
Be more helpful	8%
Provide follow-up information	7%
Provide better advice on what to do	7%
Have someone respond/come to the location immediately	4%
Provide reassurance / be comforting	4%
Follow through and make sure the issue was addressed	4%
Have the situation handled more quickly	4%
Be more courteous, friendly, polite, empathetic	3%
Better communication with police, ambulance, fire fighters	3%
Faster service over the phone (phone menu too long)	3%
Be aware of all the pertinent information / be prepared	3%
Nothing, everything was good / couldn't have done more	38%
No comment/Don't know	13%

Approximately one-half of respondents cannot identify any areas for improvement to the Non-Emergency line.

Suggested improvements offered include having ECOs being more helpful, providing follow-up information, offering better advice, quicker dispatches, being more reassuring, following-through to ensure the issue was addressed, and handling the issue more quickly.

18. What, if anything, could the Calgary Police Service 266-1234 Non-Emergency line do to improve your overall satisfaction with the service that you received? Multiple responses allowed, so totals will = more than 100%.

SUGGESTED IMPROVEMENTS:

Verbatim Comments



It would have been nice to provide the accident report over the phone.

Put 'report a disturbance' in the automated voice list.

It would have been nice to know if there was a follow-up done, because the hotel was supposed to provide video-surveillance but I don't know if anything happened.

Have a faster automated system. There's too many choices and selections and time gets wasted.

If we could provide the case number if the officer is not available. I would at least like to be able to speak with someone who could tell me the status of what is on the file or in the computer and what is going on.

Have a human answer the phone.

Every time I've had to call it I've had success. So I don't have any complaints.

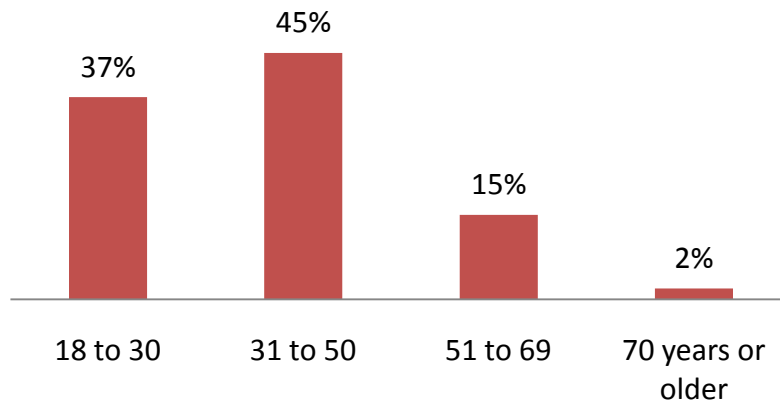
The texting option would be cool.



DEMOGRAPHICS



AGE



Base: All respondents (n=400)

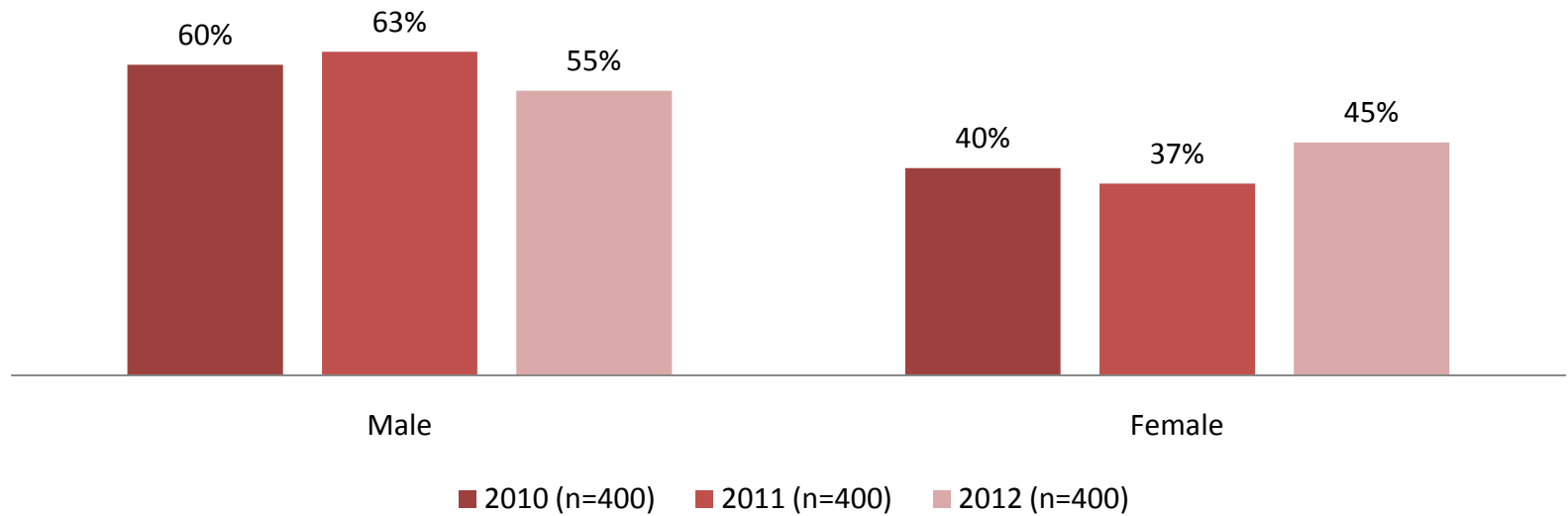
19. Which one of the following age groups best applies to you personally?

Generation Gap:

Those aged over 50 years are less satisfied with:

- *The ECO's ability to provide them with clear instructions on what to do*
- *The ECO asking them appropriate questions to help resolve their issue*
- *The automated voice messaging system, including the system providing them with the information they needed and the menu options that applied to their safety needs*

GENDER

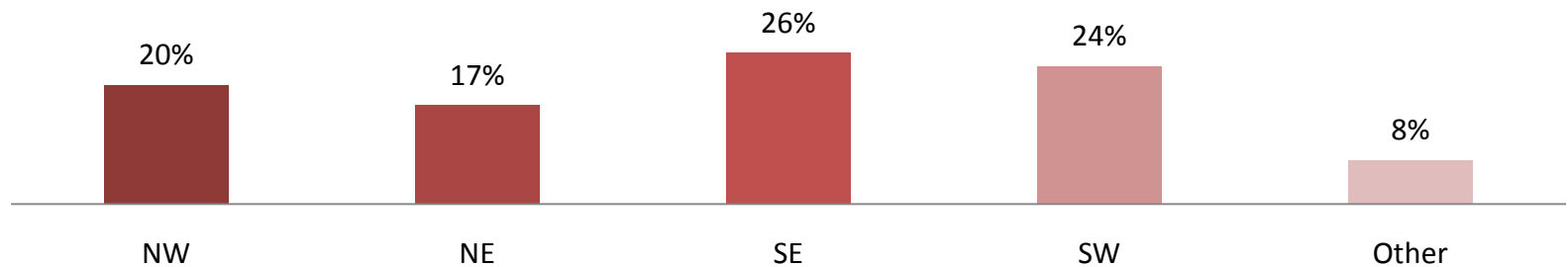


CITY QUADRANTS



THE CITY OF
CALGARY
PUBLIC SAFETY COMMUNICATIONS

61



Base: All respondents (n=400)

Q20. Could you please tell me the first 3 digits of your postal code? RECODED TO CITY QUADRANTS.



Public Safety Communications
Non-Emergency Client Satisfaction Survey
September 2012

Detached Appendices:
Cross-tabulation data tables
Data file

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