



THE CITY OF  
**CALGARY**

# Public Safety Communications 911 Satisfaction Survey

Report  
July 2012

**Leger**  
MARKETING

## Canada

Toronto  
Edmonton  
Calgary  
Ottawa  
Montreal  
Quebec City

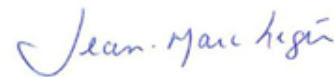
## USA

Philadelphia, PA  
Tampa, FL  
Denver, CO



# Public Safety Communications 911 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: 911 SATISFACTION SURVEY



4

The City of Calgary's Public Safety Communications (PSC) receives, evaluates and dispatches emergency and non-emergency calls for the Calgary Police Service (CPS), Calgary Fire Department (CFD) and for emergency medical services (EMS) on behalf of Alberta Health Services.

This centralized access to help processes almost one million calls each year, the majority of which result in immediate dispatch to fire, police and emergency medical services.

Services provided by PSC are an essential link for Calgarians to receive the help they need. PSC also undertakes educational programs related to topics such as accidental 911 calls and 911 for kids.

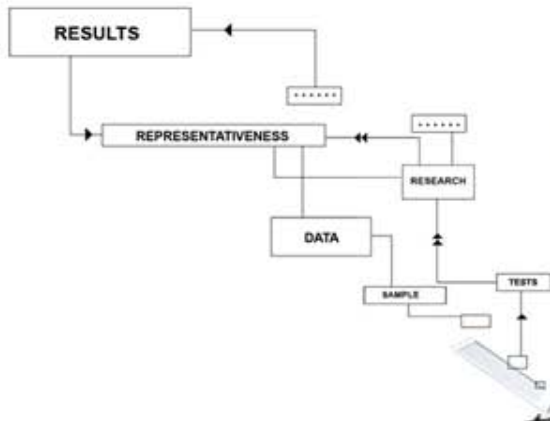
The PSC mandate involves enhancing public value and customer service by streamlining 911 calls and dispatching emergency personnel more efficiently and effectively.

# 2012 - 911 RESEARCH OBJECTIVES

Since consolidating the former three emergency dispatch and communications centres in 2006 (CPS, CFD and EMS), PSC has proactively evaluated its services via surveys with 911 callers to remain responsive to those served.

The core objectives of the 2012 - 911 satisfaction survey are to:

- Assess overall satisfaction with telephone call experiences with Emergency Communications Officers (ECOs);
- Identify reasons for satisfaction and/or dissatisfaction;
- Evaluate service attributes of the Emergency Communications Officers;
- Measure confidence levels in The City of Calgary's Public Safety Communications
- Profile any differences in responses by age and gender; and
- Track any notable differences from previous survey waves.



## RESEARCH METHODS

# 911 SURVEY RESEARCH METHODS

## WHO?



- 400 randomly selected respondents who recently made calls to 911:
  - 231 who received services from CPS
  - 142 who received services from EMS
  - 49 who received services from CFD

## HOW?



- Computer Assisted Telephone Interviewing (CATI)
- Some questions were modified in 2012

## WHEN?



- Formal pre-test: June 13, 2012
- Interviews conducted: June 14-23, 2012

## VALIDITY?



- Overall margin of error = +/-4.9%





## Overall Satisfaction with 911 Services

- Overall satisfaction with ECOs is tremendously high (97%).

*“I do not think they could have done more.”*

- Satisfaction with ECOs has remained solid since tracking began in 2008.
- There is so little variation in the data that a ‘key driver’ analysis of what impacts overall satisfaction is not feasible.

## First Call Resolution

- First call resolution is very high (97%) and has increased 10% since last year due to certain changes which have supported ECOs’ ability to respond to calls, especially to calls requiring police and medical assistance.
- Among the minority (3%) of callers who mention that their issue was not resolved on their first call, wait times or having to call back while waiting for first responders is noted as the primary reason for not resolving the issue on the first call.
- ECOs are not always responsible for all unresolved issues on the first call. Some of the calls are not emergencies and need to be referred elsewhere, or the caller admits that they failed to provide enough relevant information to resolve the issue.

## Satisfaction with Emergency Communications Officers

- Satisfaction with all elements of the ECOs' services is extremely strong. This shows that ECOs are providing a thorough, thoughtful and timely service to 911 callers.

*"It's about the ability to listen, comprehend and give appropriate direction."*

- When asked to describe in their own words what the most important attributes are for an ECO, the most common responses include listening, knowledge, timeliness and the 'calmness' factor.

## Confidence in 911 Services

- Caller confidence in Public Safety Communications' ability to deliver services needed to make Calgary a safe place to live is almost unanimously affirmative (97%) and has reached its highest point since first measured in 2010.

## Suggested Improvements

- Most 911 callers are so satisfied with their experience that they do not have any suggestions for improvement. Enhancing timeliness emerges as the most common piece of advice.

## Summary

- Emergency Communications Officers are meeting callers' expectations.
- Considering that caller expectations are demanding given the 'emergency' nature of the interaction with Public Safety Communications (PSC) can say, with evidence, that they have achieved success in helping many distressed citizens experiencing difficult issues.
- ECOs are successfully delivering the entire range of services. No one particular area surfaces as an area of potential improvement.
- Satisfaction with ECOs has truly peaked and instead of focusing on opportunities for improvement, PSC should concentrate on maintenance strategies.

*"I was impressed."*

*"When we call 911, they try their best to help everyone."*

*"I was very pleased with the service I received. They did everything I was expecting them to do."*



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

2012 2013 2015

+10%

+40%

## DETAILED ANALYSIS OF RESULTS



# OVERALL SATISFACTION WITH ECOs

## Methodology

Modifications were made to the 2012 survey to streamline satisfaction scales.

### 2011

The scale was:

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

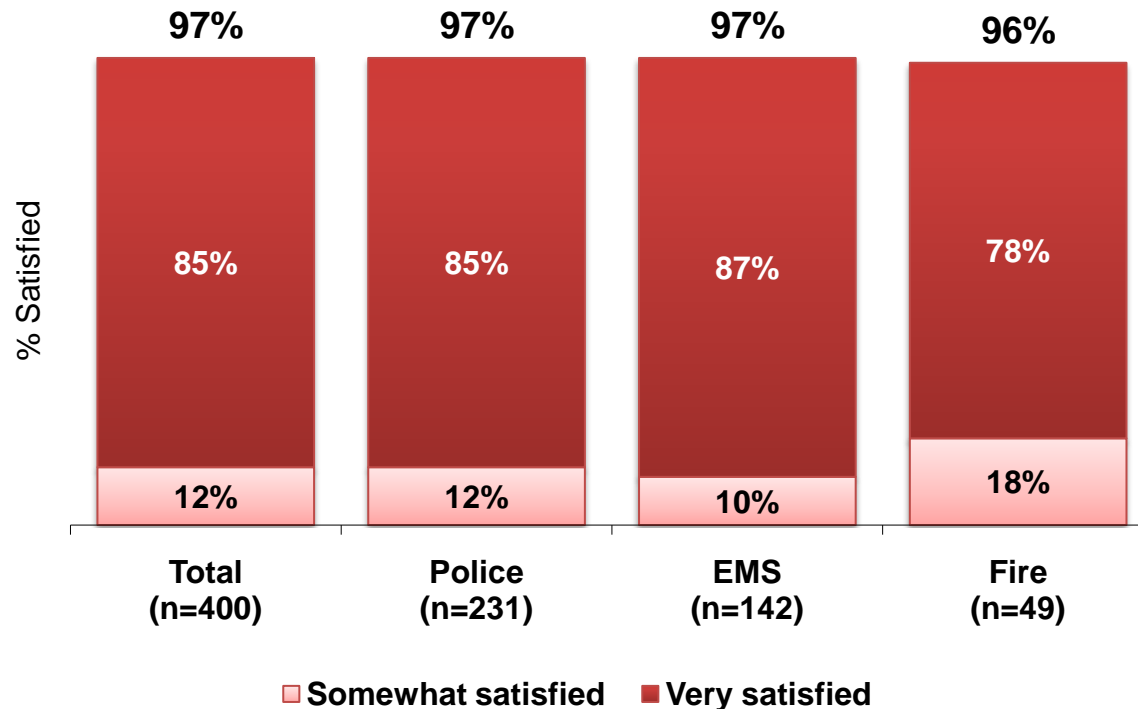
### 2012

The scale is:

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

Tracking data, therefore, should be interpreted with caution. However, given the high degree of satisfaction in previous waves and in this wave, the validity of strong satisfaction will be generally compared. Results from 2011 reflect 4/5 ratings on the 5-pt scale.

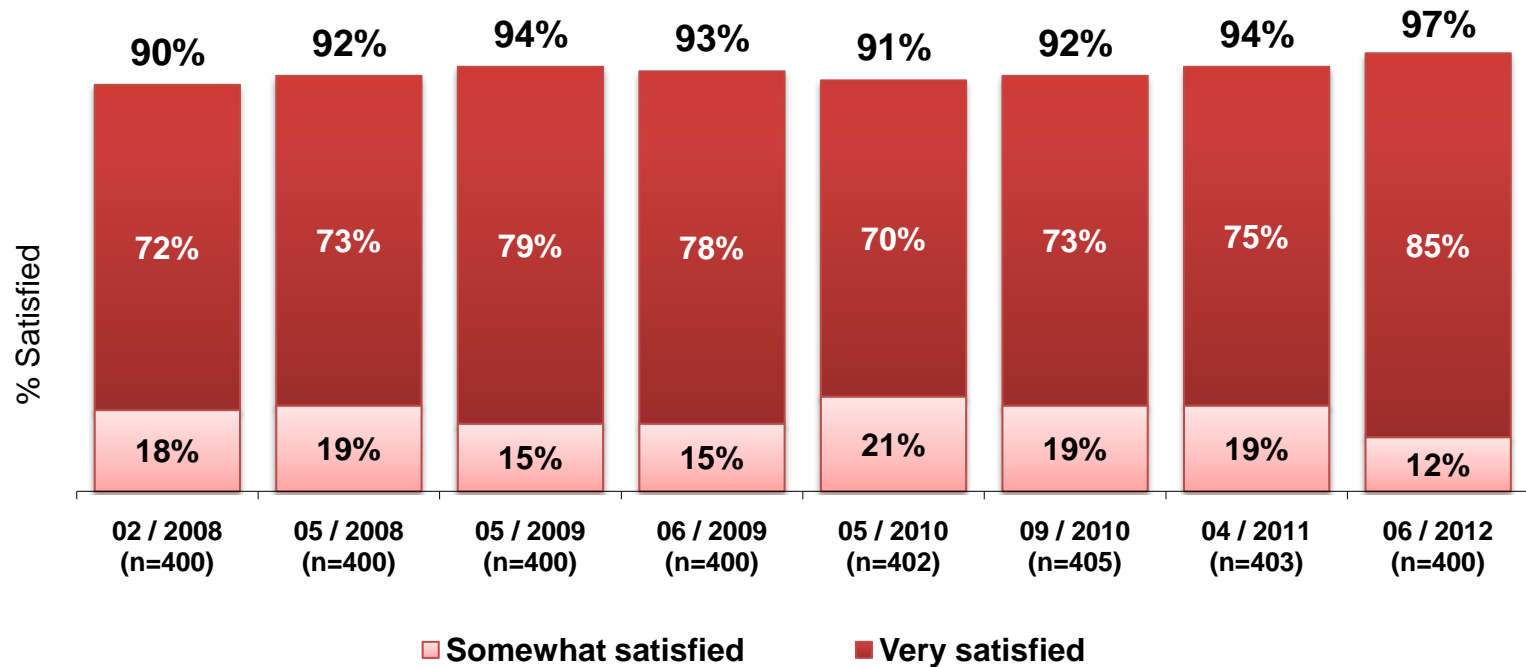
# OVERALL SATISFACTION WITH ECOs



Overall satisfaction with ECOs is tremendously high. The strength of satisfaction with ECOs is slightly lower when dealing with fire events.

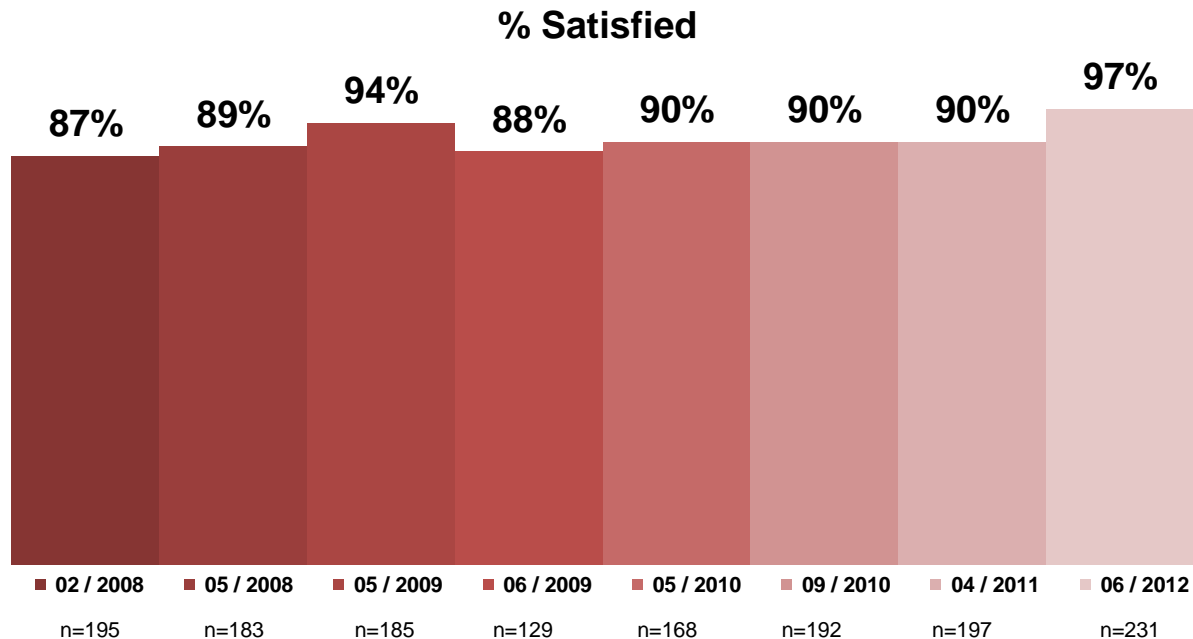
# OVERALL SATISFACTION WITH ECOs

## Tracking



Satisfaction with ECOs is at its highest point since 2008 and shows an increase in the intensity of satisfaction.

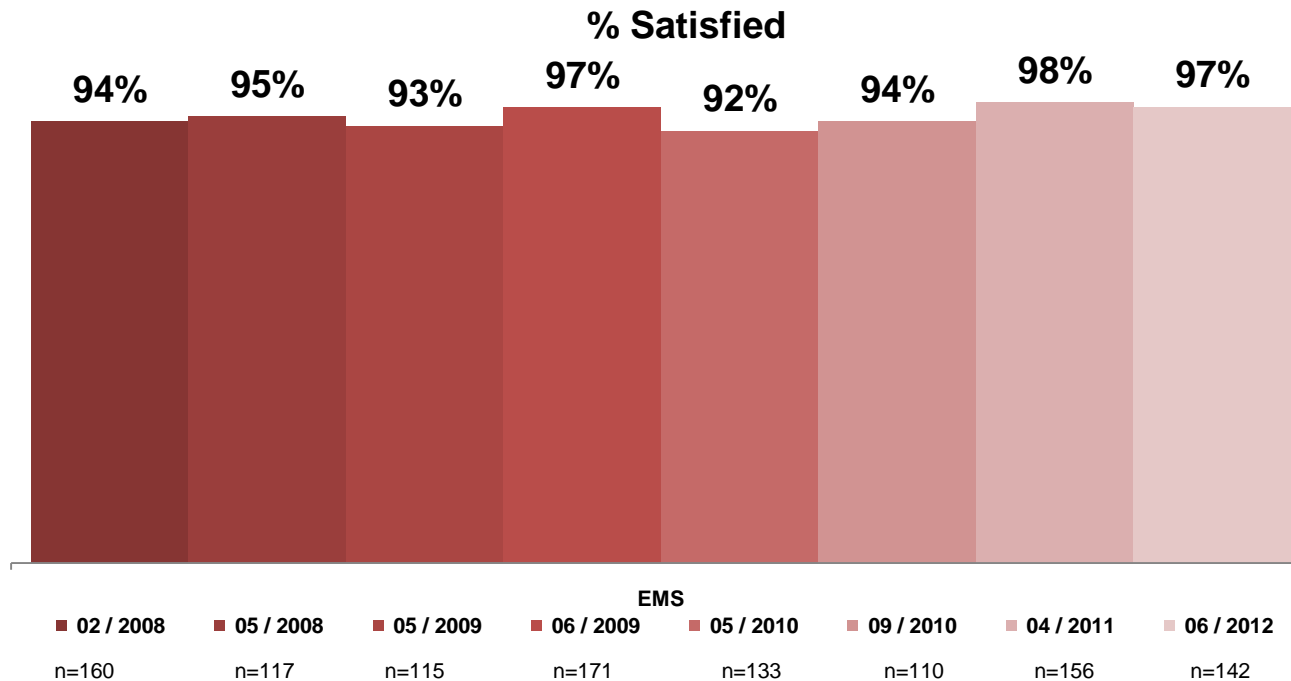
# OVERALL SATISFACTION: POLICE



Satisfaction with ECOs is extremely strong with callers who requested a police call and has improved over the past year.

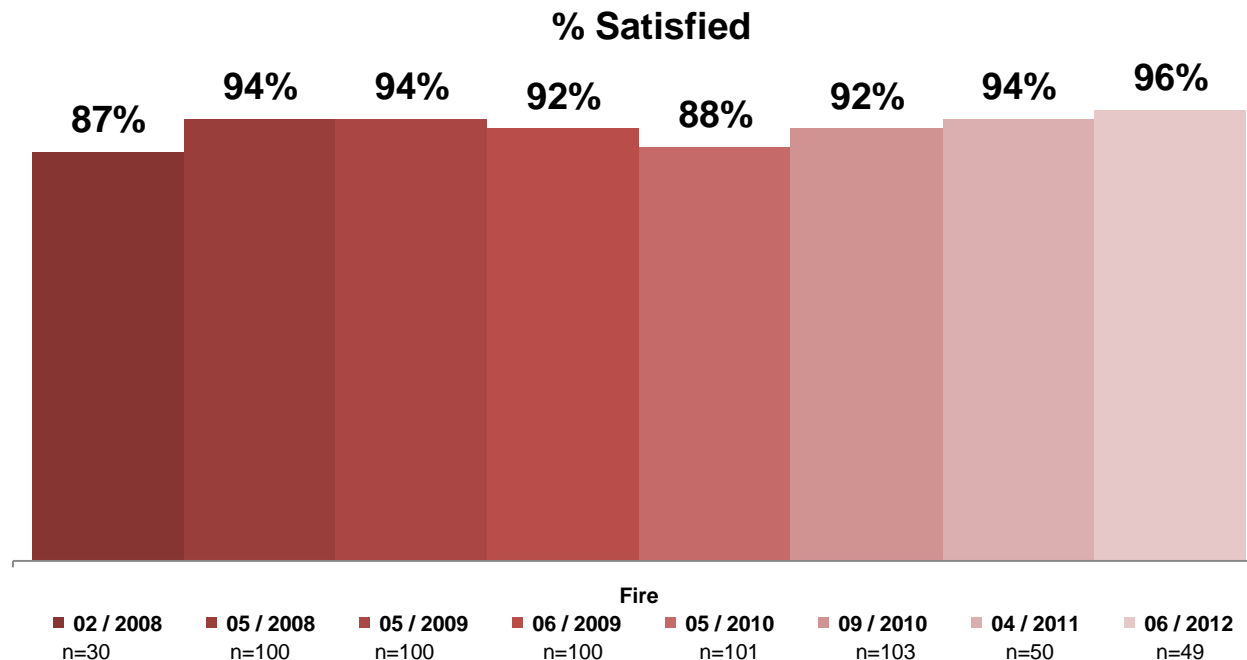


# OVERALL SATISFACTION: MEDICAL



Satisfaction with ECOs has remained exceptionally high among callers who received a medical response.

# OVERALL SATISFACTION: FIRE



911 caller satisfaction with ECOs is also exceptional among those who received a call for fire services and has continued to improve since 2010.

# REASONS FOR BEING SATISFIED

## Major Themes

Calgarians who are satisfied with their phone interaction with an 911 Emergency Communication officer	Total (n=389)
It was fast / efficient	24%
The operator was helpful / understood my needs	22%
The operator did a good job / was professional	20%
The operator was empathetic/friendly	16%
The operator was calm / helped to calm me down	15%
They gave me instructions to follow	12%
The operator remained on the line the entire time	11%
The operator asked straightforward questions	11%
My questions were answered to my satisfaction	9%
The operator listened to me	7%
They answered immediately	5%
The operator spoke clearly	4%
I was directed/transferred to the right place	3%
The operator made sure everyone involved was safe	3%
<b>Reasons for being just “somewhat satisfied”</b>	
The operator had difficulty understanding where I was calling from	3%
The operator asked too many questions / questions I could not answer	2%
The operator was not polite	2%
The operator followed protocol	2%
They could not help me	2%
It took too long	2%
I was on-hold / I could not immediately get through to an operator	1%
I did not agree with the instructions I was given	1%
Other	1%
I don't know / Refusal	5%

Timeliness, helpfulness and the professionalism of ECOs are the key reasons behind 911 caller satisfaction.

\*Multiple responses, will total > 100%.

# REASONS FOR BEING VERY SATISFIED

## Verbatim Examples

*"The police showed up within one to two minutes. It was quick."*

*"They came quickly and took control of the situation."*

*"He responded and took care of the situation immediately."*

**Fast/Efficient**

*"Very helpful. He understood the situation and asked the right questions."*

*He understood my needs at that particular moment."*

*"I felt that the person understood what was needed and responded appropriately."*

**Helpful/  
Understood my  
needs**

*"They did a very good job. They informed me about what was going on and handled it quickly."*

*"She was very professional and very calm, collected and cool."*

**Professional/ Good  
job**

# REASONS FOR BEING VERY SATISFIED

## Verbatim Examples

*"She was very professional, and covered a lot more than I expected. She showed a lot of concern."*

*"She made me feel comfortable and at ease."*

*"Very caring. They listened and kept you talking. You can tell that they have feelings and are not a machine."*

**Empathetic**

*"She was very helpful and patient with me. I was pretty angry and she was very patient with me, and calmed me right down."*

*"Because she kept me calm instead of me freaking out."*

*"She kept me completely calm. She knew what she was doing."*

**Calm**

*"We weren't sure who to call, and they instructed me on what to do until the EMS team arrived. They were very helpful."*

*"They were very good about telling us exactly what to do with our situation and how to deal with it."*

**Gave instructions**

# REASONS FOR BEING VERY SATISFIED

## Verbatim Examples

*"She stayed on the line with me and told me what I needed to do."*

*"She was really trying to take care of the situation and stayed on the phone with me."*

*"The lady stayed on the line with me, and made sure the fire department found where I was, because I was in a remote location."*

**Remained on the line**

*"She asked important questions to get the right information."*

*"She was very thorough and asked a lot of questions."*

*"If I wasn't sure, they would ask more questions until I was sure."*

**Asked questions**

*"He answered all of my questions and was informative."*

*"I got the information I was after and the advice I needed."*

*"They helped me out and gave me the answers I needed."*

**Questions answered**

# REASONS FOR BEING VERY SATISFIED

## Verbatim Examples

*"The operator listened and tried to get as much accurate information before calling the police."*

*"I felt that I was heard and listened to and that things would be taken care of."*

*"She listened to what I had to say and was very quick."*

**Listened**

*"It was promptly answered."*

*"They picked up the phone quickly."*

*"They responded right away and very politely."*

**Answered  
immediately**

*"They were very easy to understand."*

*"She was clear, precise, and made sure that I understood any directions that she gave me."*

**Spoke clearly**

# REASONS FOR BEING SOMEWHAT SATISFIED

## Overview and Verbatim Examples

A total of 12% of callers were “somewhat” satisfied rather than “very satisfied” due to issues related to timing, a lack of follow-up, location confusion, a perceived lack of understanding shown by communications officers, and the number/type of questions asked.

*“I noticed that it was slower than before.”*

*“Everything was good. They took care of my concern. I just think they could have made it a bit faster.”*

*“I would have liked it if they had gotten there a little earlier.”*

*“I felt that he kept me on the phone too long.”*

*“It took a long time for her to send people and know what was wrong.”*

*“Being on the phone that long while trying to deal with the situation.”*

**Timing**



# REASONS FOR BEING SOMEWHAT SATISFIED

## Verbatim Examples

*"The communications officer didn't show any emotion."*

*"She didn't think I should be calling personally. She took my information down, but didn't seem to understand my concern."*

*"I was trying to give her information before I forgot it and she told me to slow down."*

**Perceived lack of understanding**

*"She asked question that I thought were unnecessary and inappropriate, but she managed to send me the ambulance."*

*"She was doing her job, but I was panicking. She was asking a lot of questions. I wasn't ready to answer questions. I just wanted an ambulance for my daughter."*

*"While I was explaining, she was telling me 'no, just answer my questions'. She didn't want to listen."*

**Number/type of questions asked**

# REASONS FOR BEING SOMEWHAT SATISFIED

## Verbatim Examples

*"It was a fast call and reaction, but they said they'd call back in two weeks and they never did."*

*"I was calling about a drunk driver and I never got a call back to let me know whether my call was useful."*

*"I don't know if he did anything about it."*

**Lack of follow-up**

*"They didn't recognize the intersection I was on, so there was confusion over where the accident was."*

*"Because he wasn't quite understanding my location and the ambulance couldn't find me."*

*"I thought it was strange that they asked me what city I was in and I called 911 in Calgary. I had to give so much information about the location."*

**Location confusion**

# REASONS FOR BEING SOMEWHAT DISSATISFIED

*"Found a drunk and followed her and the person on the phone said to follow her so she doesn't get hurt. I followed her and once my job was done at the end she said the reason I had to follow the drunk was because she might have been on a warrant. It was more of a risk than I thought I would be in and I was ticked that she didn't mention it earlier."*

*"Because you were put on hold with music and you didn't feel safe."*

**Feeling  
unsafe**

*"Because when I told them the location, they couldn't find it and didn't know what I was talking about. It isn't hard to figure it out."*

*"They were harassing me for the address and they weren't friendly, very abrupt."*

*"Because he could not locate where I was pointing him to. I was at the scene and trying to tell him where I was, but he couldn't find it."*

**Inability to  
identify  
locations**

*"It took them a long time to get there."*

**Timeliness**

# REASONS FOR BEING DISSATISFIED

Calgarians who are dissatisfied with their phone interaction with a 911 Emergency Communication officer	Total (n=11)*
I was on-hold / I could not immediately get through to an operator	18%
The operator had difficulty understanding where I was calling from	18%
They could not help me	9%
Other	73%

Eleven (3%) respondents who contacted 911 claim to be dissatisfied with their experience with the ECO. Reasons for dissatisfaction stem from not having their call immediately answered, confusion as to the caller's location, and not having their issue resolved.

\*Multiple responses, will total > 100%.

\*\*Caution: very small sample size.

# REASONS FOR BEING VERY DISSATISFIED

*"All the lines were busy, so they put me on hold. I was being stalked by my ex-husband, but he told me to make a claim online, because my ex-husband had smashed my windshield. The officer said he could not do anything for me, because I did not see my husband do it."*

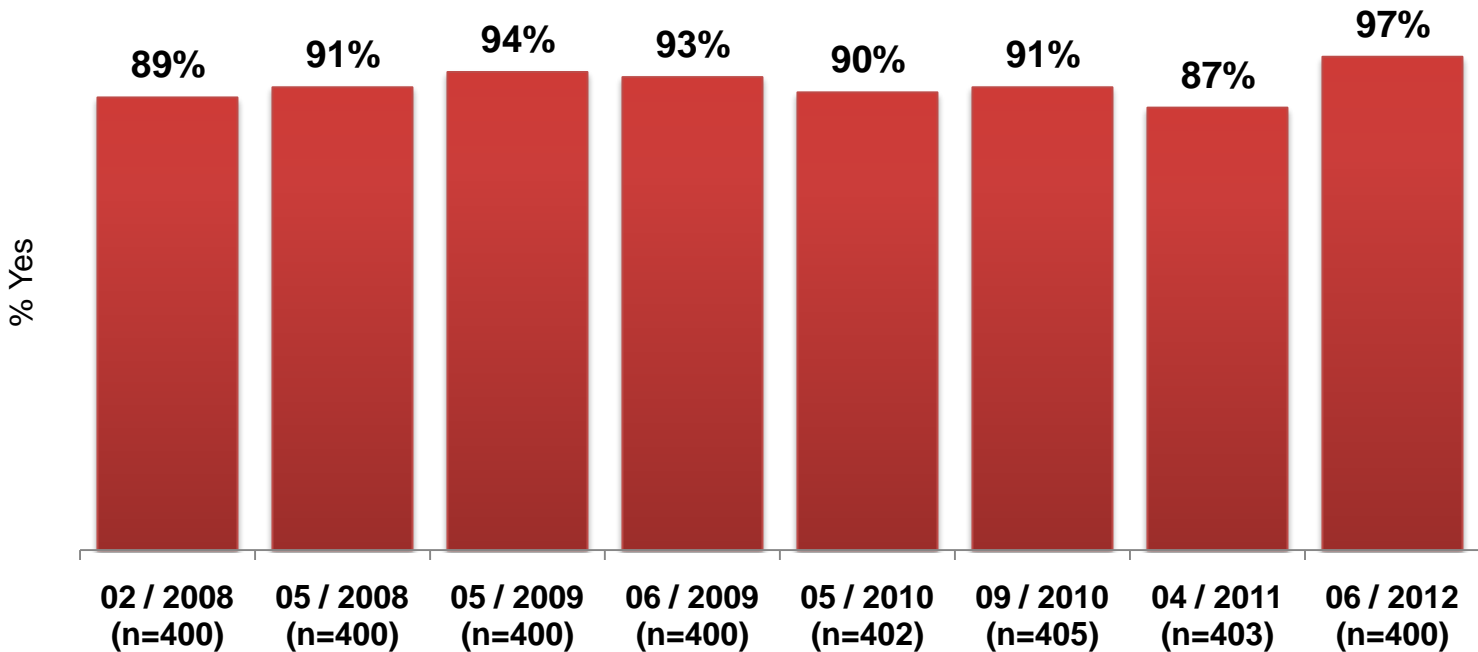
*"A truck driver was driving all around the road, and they asked me to call back when I got home. They should have done something right away."*

*"I did not receive appropriate feedback."*

*"She kept asking questions that didn't matter."*

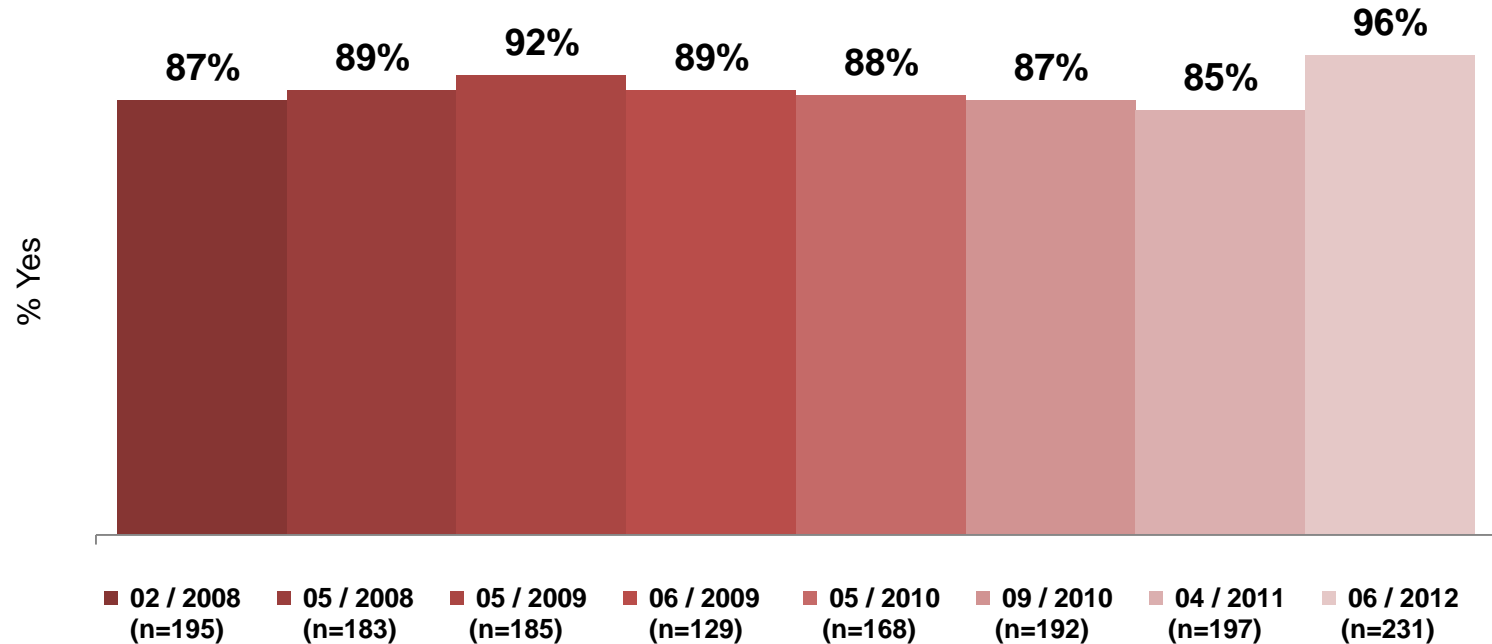
Strong dissatisfaction is rare and tends to stem from situations in which callers did not feel understood or in which callers may not fully understand 911 protocol.

# FIRST CALL RESOLUTION Total



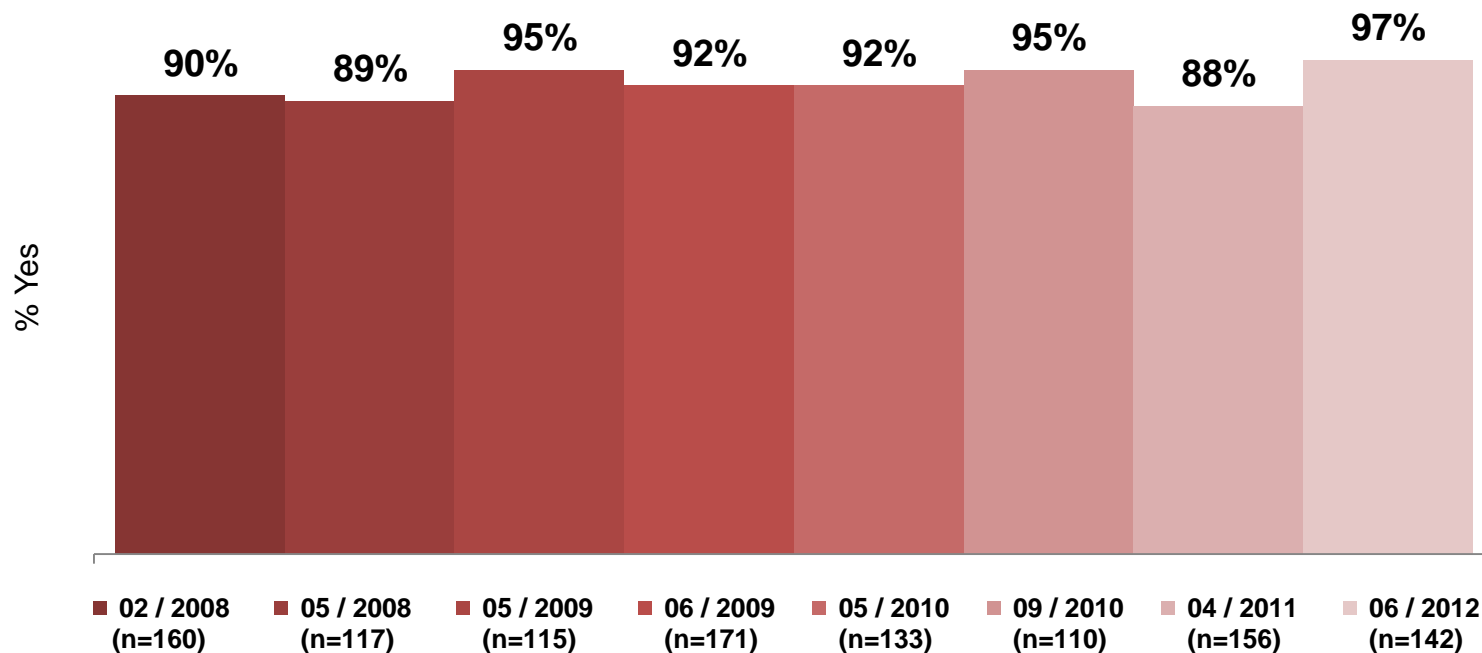
First call resolution is very high and has improved 10% since last year due to certain changes which have supported ECOs' ability to respond to calls, especially to calls requiring police and medical assistance.

# FIRST CALL RESOLUTION - POLICE



First call resolution related to ECOs' police dispatches has improved 9% since last year due to certain changes which have supported ECOs' ability to respond to calls.

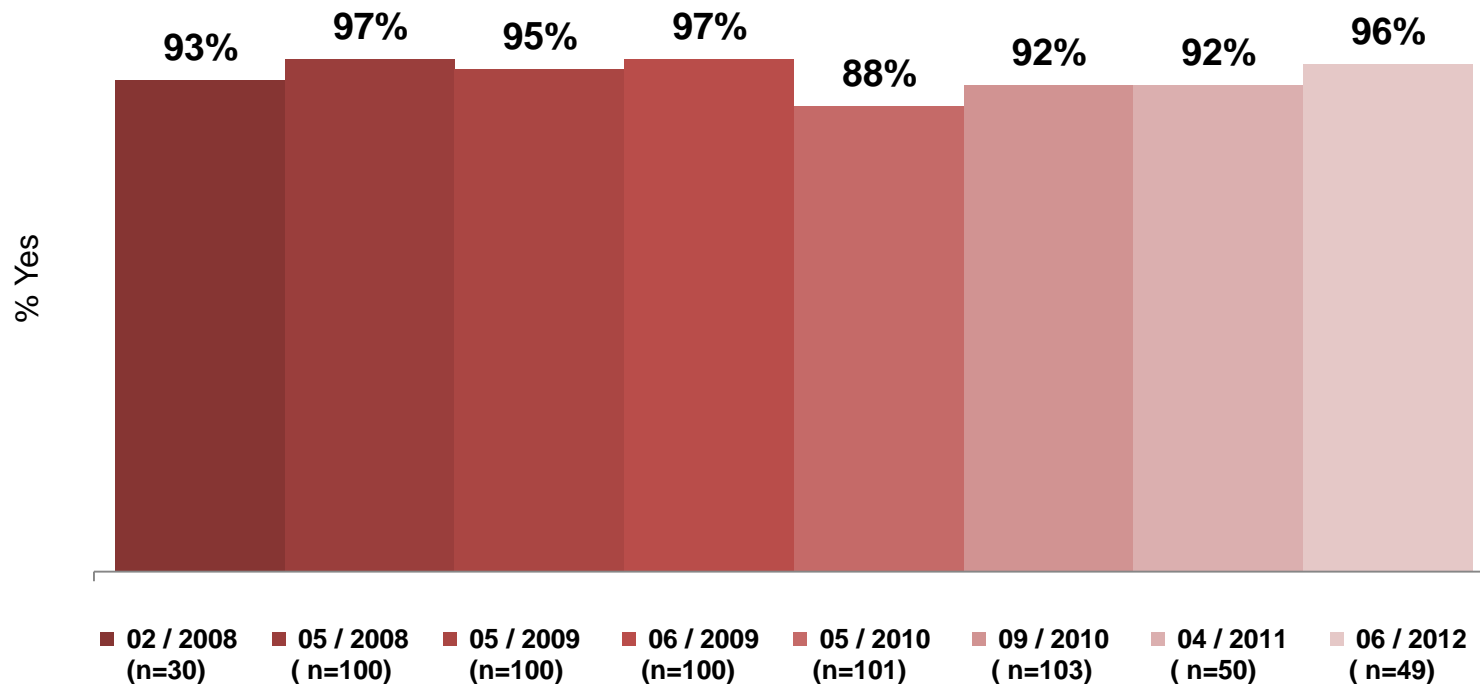
# FIRST CALL RESOLUTION - MEDICAL



First call resolution related to medical dispatches has improved 9% since last year due to certain changes which have supported ECOs' ability to respond to calls.



# FIRST CALL RESOLUTION – FIRE



First call resolution related to dispatches for fire services has improved 4% since last year, which shows a consistent pattern since 2010.

# REASONS FOR NOT RESOLVING ISSUES ON FIRST CALL

Calgarians whose issue was not resolved on their first call to a 911 Emergency Communication officer	(n=14)*
I was put on hold / I had to call back	36%
They took too long to show up	29%
The operator did not speak clearly	7%
There was no follow-up	7%
The call centre employee did not ask for my address	7%
I don't know / Refusal	21%

A minority (3%) of callers mention their issue was not resolved on their first call. Wait times are noted as the primary reason for not resolving the issue on the first call.

\*Multiple responses, will total > 100%.

\*\*Caution: very small sample size.

# REASONS FOR NOT RESOLVING ISSUE ON FIRST CALL

ECOs are not always responsible for all unresolved issues on the first call. Some of the calls are not emergencies and need to be referred elsewhere, or the caller admits that they failed to provide enough relevant information to resolve the issue.

*“He missed my address on the first call, but I may have hung up too fast because I was under a lot of stress.”*

*“My phone died in the middle so I doubt I got to that stage, but I think she put me through to the ambulance department. I just told them where the accident was.”*

*“I was driving and they told me to call back when I got home.”*

*“Because it was a lost wallet.”*

*“Because I had to call again. They told me to call Health Services and then I got told to call 911 again.”*

*“There wasn’t sufficient evidence.”*

# REASONS FOR NOT RESOLVING ISSUE ON FIRST CALL

Some comments related to the lack of resolution on the first call point to wait times for the first responder to arrive.

*"They said they were on their way, and it took the police 2.5 hours to get there. They said they had another call that came in just as I was calling 911."*

*"The squad car she sent took too long."*

*"Because the conversation was not quick enough. I was able to resolve it before they did."*

*"The situation changed and became more urgent, and I wasn't still on the phone with them, because I had to go actually deal with the crisis. So I wasn't on the line with them anymore, and we were still waiting for the police to come. The operator I spoke with was great, but it was a long wait for the police to get there; it took 45 minutes."*

*"Because they were sending a crew to come to get the homeless guy that was going to break into a yard. I had to keep calling back with more information. They wouldn't send anyone fast enough. I had to call a lot of times."*

# SATISFACTION WITH SERVICE ELEMENTS PROVIDED BY ECOs: Methodology

Modifications were made to the 2012 survey to streamline service attributes across questionnaires for the 911, non-emergency and first responders surveys.

## 2011

911 callers were asked to agree or disagree on a 5-pt scale whether the ECO was:

- Respectful
- Courteous
- Professional
- Knowledgeable
- Provided clear instructions

## 2012

The scale changed from a 5-pt agreement scale to a 4-pt satisfaction scale, and added several service attributes:

- Listening to you
- Timeliness of answering your call
- Timeliness of resolving your issue
- Asking appropriate questions to help resolve your issue
- Sympathy for your situation

Tracking data, therefore, cannot be included given the modifications to the question and response categories. In 2011, at least 90% of respondents agreed (4/5 on a 5-pt scale) that ECOs were respectful (98%), courteous (96%), professional (98%), knowledgeable (93%), and provided clear instructions (90%).

# SATISFACTION WITH ECOs

## Service Elements



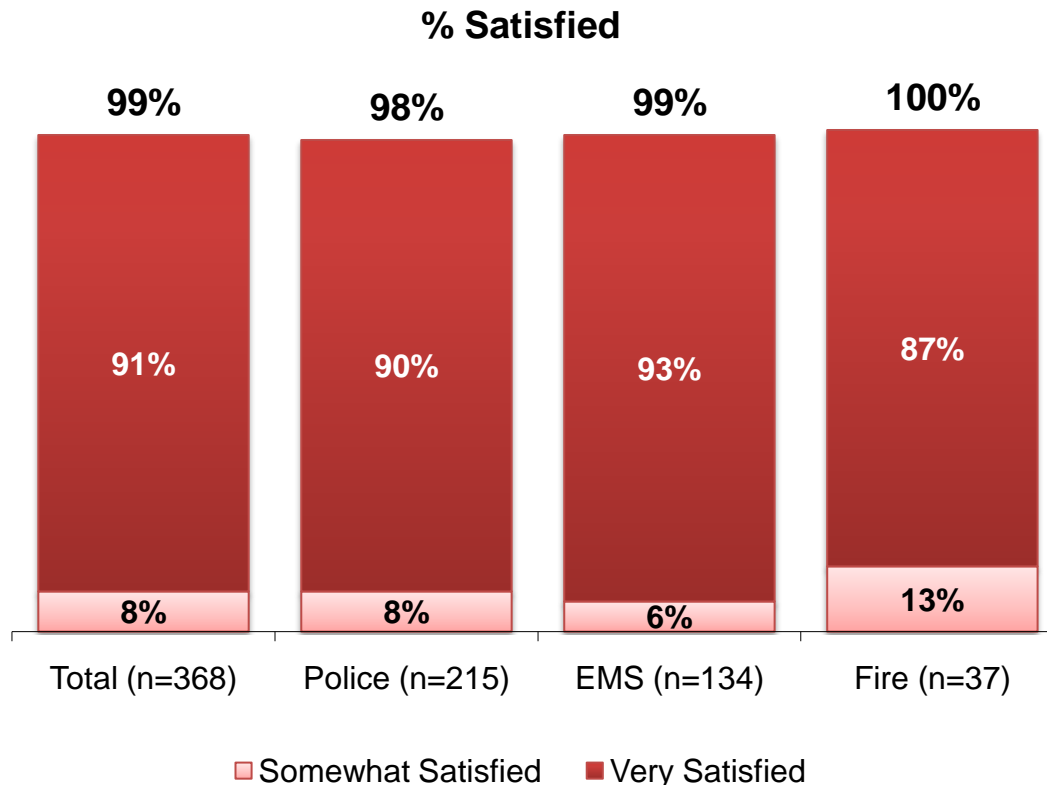
Satisfaction with all elements of ECO's services is extremely high. This shows that ECOs are providing a thorough, thoughtful and timely service to 911 callers.

\*Each evaluation was re-based to exclude 'don't know' responses.

Scale changed for Wave 8

# SATISFACTION WITH ECOs

## Ability to Provide Clear Instructions

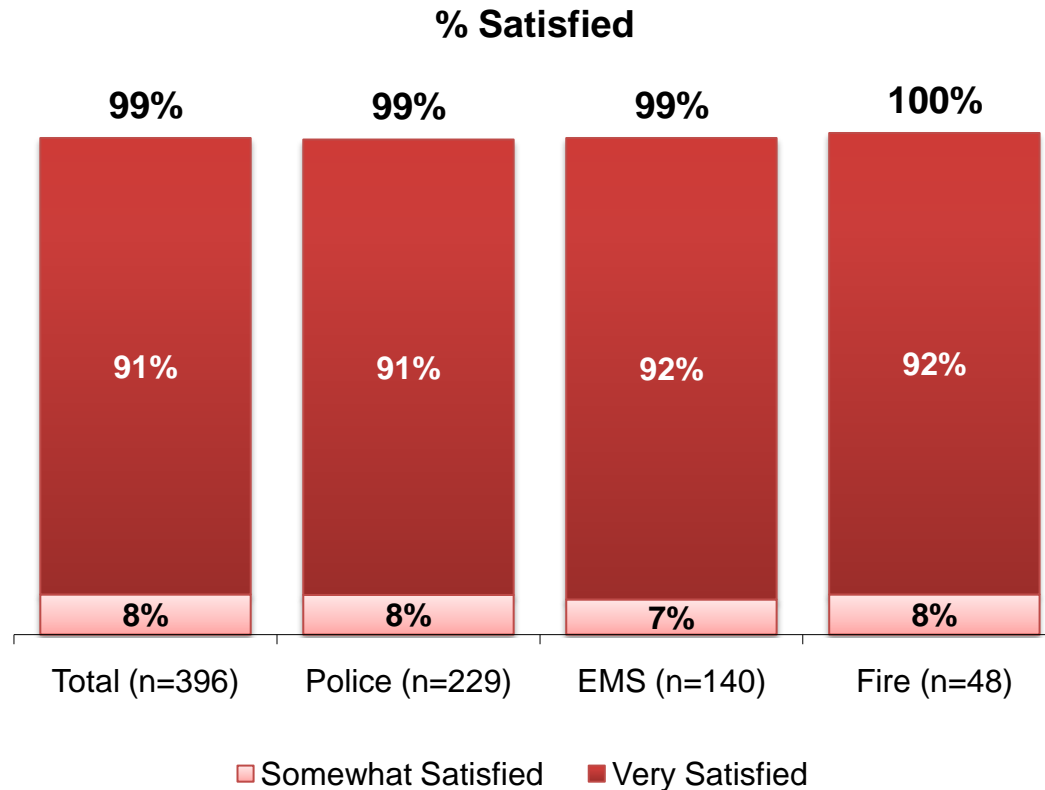


A key element impacting overall satisfaction with ECOs, their ability to provide clear instructions is clearly impressive.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs

## Courteousness



ECOs show  
exemplary  
courteousness to  
911 callers.

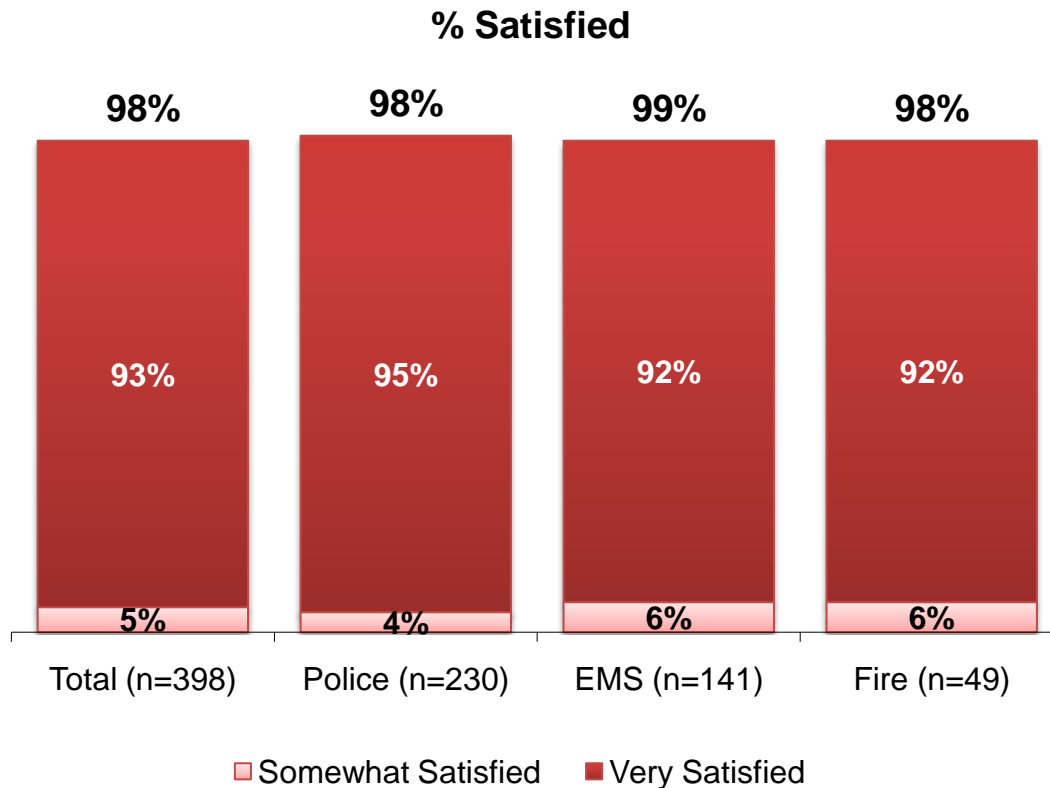
\*Each evaluation was re-based to exclude 'don't know' responses.

Scale changed for Wave 8



# SATISFACTION WITH ECOs

## Professionalism

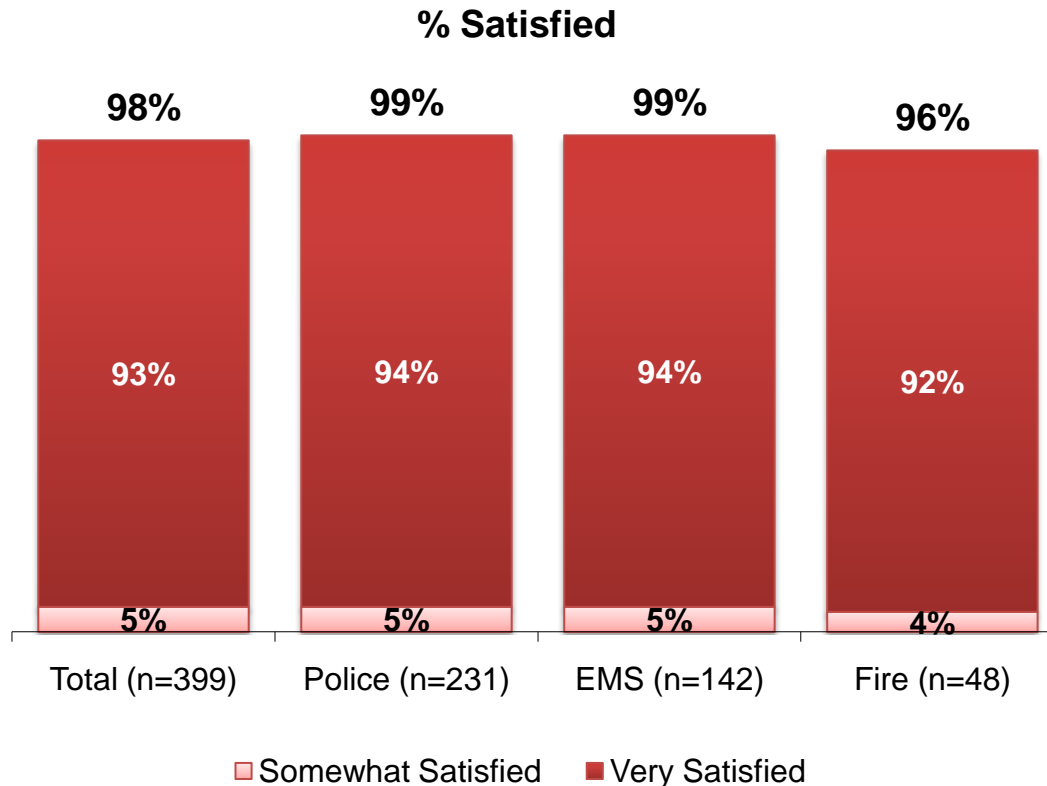


911 callers soundly acknowledge the professionalism with which they are treated by ECOs.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs

## Respectfulness

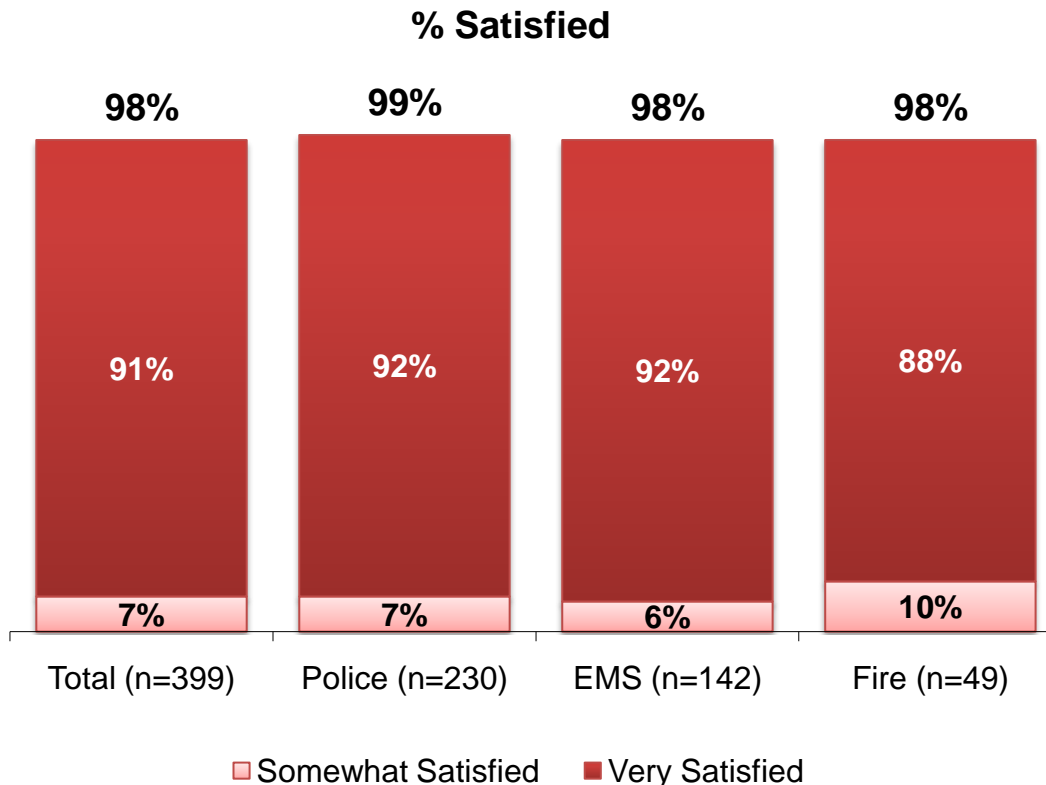


Almost all 911 callers are satisfied with respectful manner in which they were treated by ECOs.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs

## Listening to You

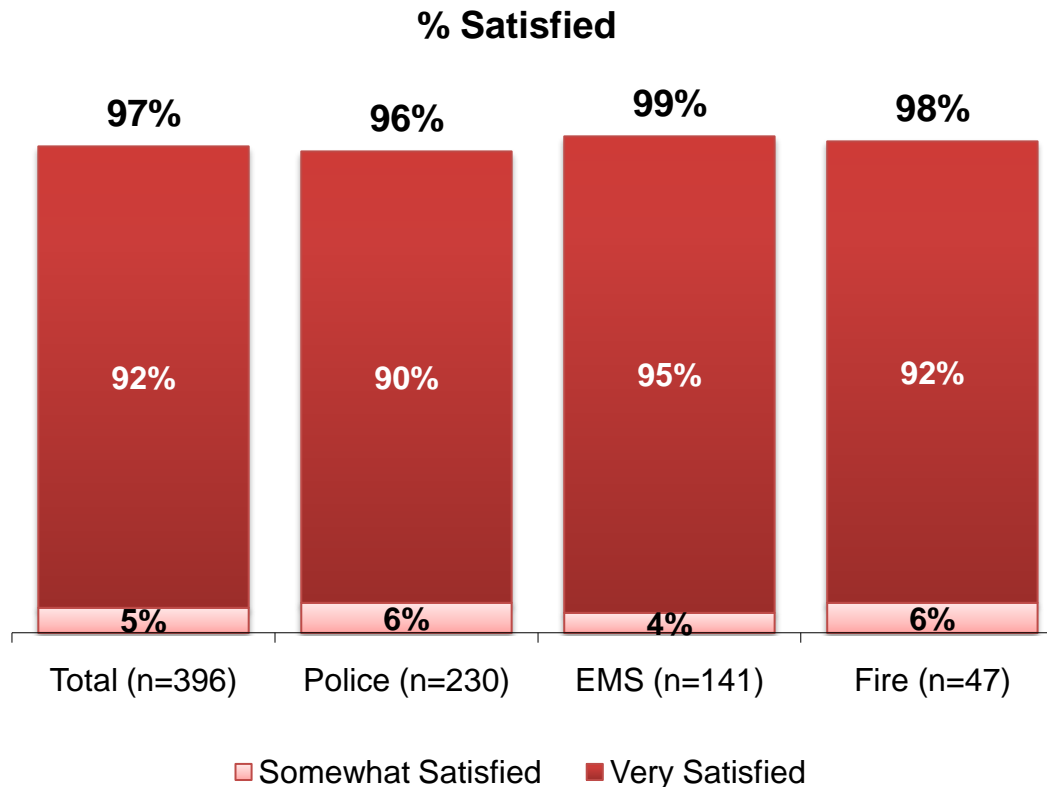


911 callers consistently believe that ECOs listen to them during their discussion.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs

## Timeliness in Answering Your Call

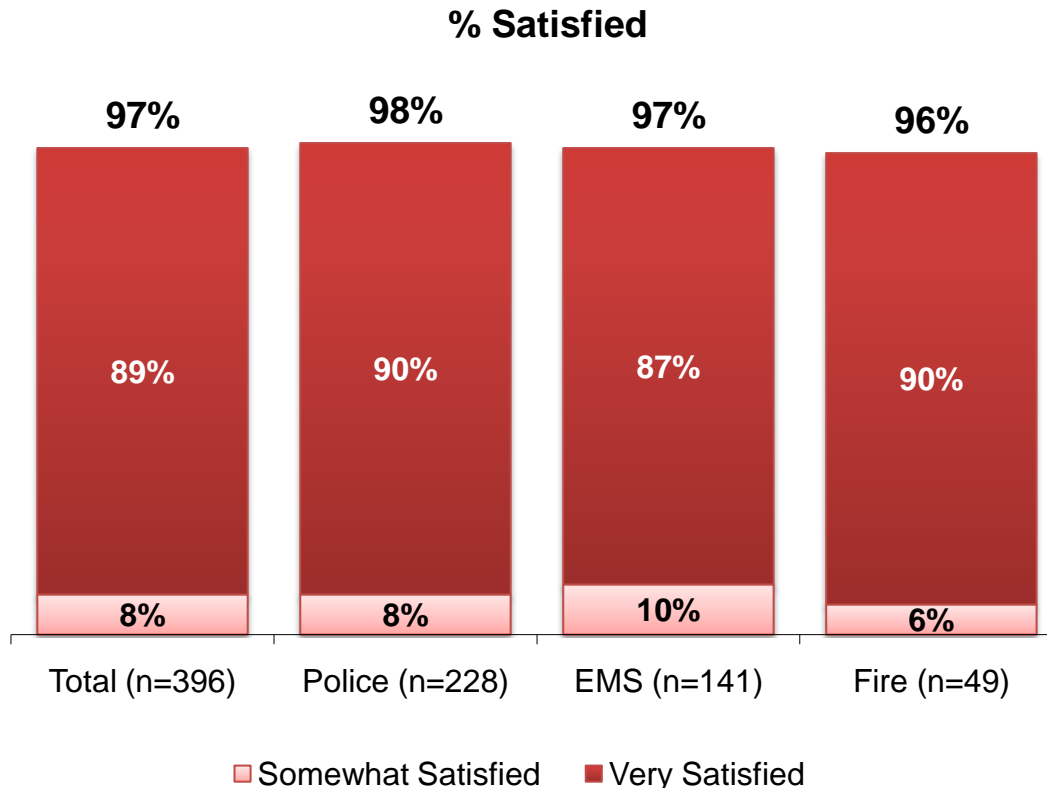


Satisfaction with the timeliness of answering calls is widespread.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs

## Asking Appropriate Questions

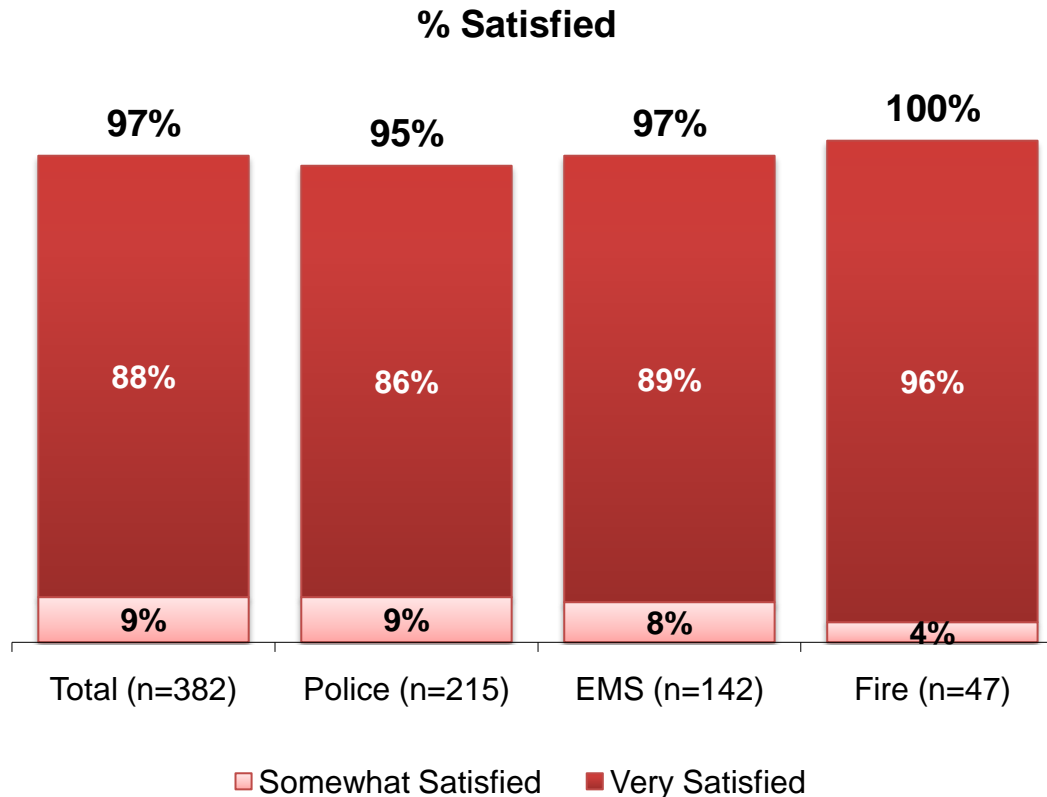


911 callers positively recognize that ECOs are asking appropriate questions.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs

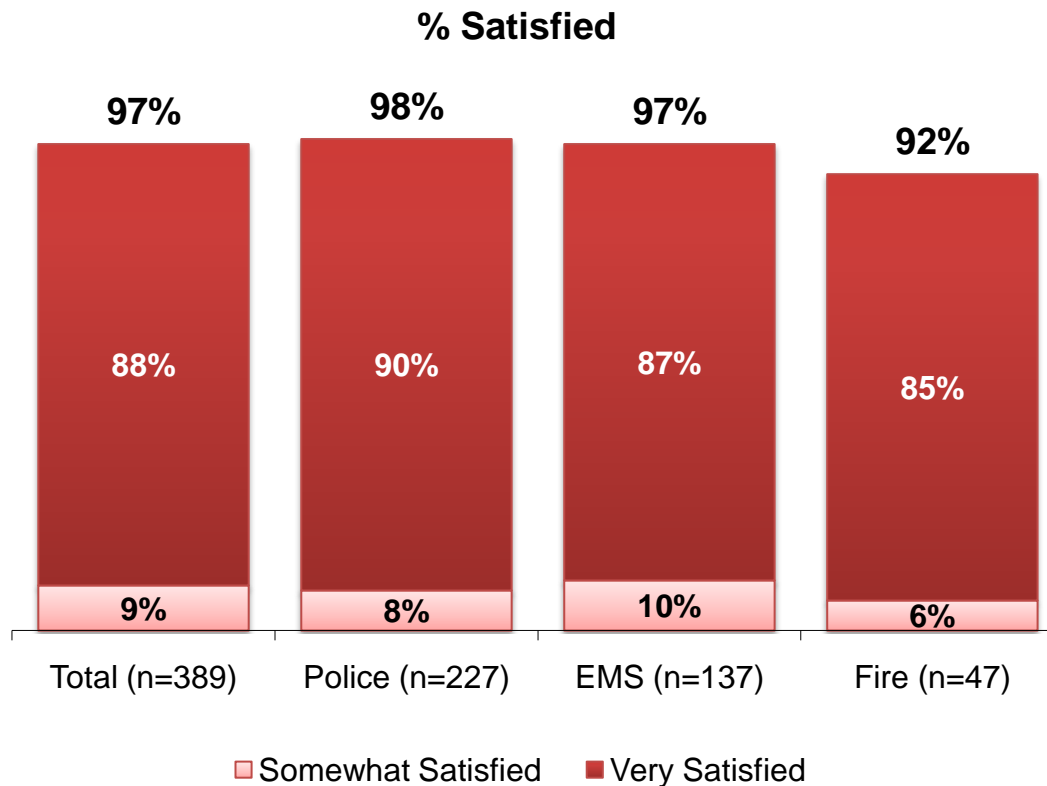
## Timeliness in Resolving Your Issue



Satisfaction is also extremely high with the ECOs' ability to resolve callers' issues in a timely manner.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# SATISFACTION WITH ECOs Knowledge



Strong satisfaction exists for the knowledge of ECOs to handle calls, and appears slightly lower when CFD is required to be dispatched – although satisfaction is still very high.

\*Each evaluation was re-based to exclude 'don't know' responses.  
Scale changed for Wave 8

# MOST IMPORTANT ATTRIBUTES OF ECOs

## Calgarians who have interacted with a 911 Emergency Communication officer

n=400\*

Good listener / Pays attention to details	27%
Knowledgeable / Informative	26%
Be fast / Efficient	25%
Being calm / Keeping the caller calm / Reassuring	24%
Give concise/direct instructions/answers	18%
Clear communication / Speak properly	16%
Be respectful / Be polite	11%
Be friendly / Compassionate	11%
Patience	9%
Ask the right questions	9%
Professionalism / Remain composed	8%
Quick thinking / Make quick decisions	7%
Control the situation/conversation	4%
Have a good understanding of the city streets/intersections/landmarks	3%
Other	1%
I don't know / Refusal	6%

When asked to describe in their own words what the most important attributes are for an ECO, the most common responses include listening, knowledge, timeliness and the 'calmness' factor.

\*Multiple responses, will total > 100%.



# MOST IMPORTANT ATTRIBUTES OF ECOs

## Selected Verbatim Comments

*"Listen to me and give me the right information clearly and adequately."*

*"That they listen and try to help you to the best of their ability."*

*"The ability to listen, comprehend and give appropriate direction."*

*"To have an ear to listen so they can understand if it is a real emergency."*

**Good listener**

*"Know the locations well enough. I was at a station."*

*"Knowing who I need to speak to and getting me in contact with the right people."*

*"That he is knowledgeable and asks the right questions."*

**Know-  
ledgeable**

*"Timeliness in assessing the situation."*

*"To make sure the call is answered in a timely fashion, and getting a response team out there right away."*

*"To be able to quickly respond to the situation."*

*"The ability to think under the gun."*

**Fast/ efficient**

# MOST IMPORTANT ATTRIBUTES OF ECOs

## Selected Verbatim Comments

*"Tone of voice, staying calm and knowledgeable."*

*"Keeping a person calm and focused."*

*"Being able to calm me down and help me answer questions appropriately. I want to feel safe and protected, and taken care of."*

*"Calm down the person on the phone and support them."*

**Calm &  
reassuring**

*"Precise direction and calmness."*

*"That they can keep me informed and tell me what to do."*

*"Giving the right instructions and be helpful, thoughtful."*

*"To listen and coach the person on what to do."*

**Giving  
instructions**

*"Being clear, easy to understand."*

*"To be clear and plain in giving instructions; to be easy to understand."*

*"Be a good listener and a precise communicator."*

*"Completely fluent and clear in English."*

**Speak clearly**

# MOST IMPORTANT ATTRIBUTES OF ECOs

## Selected Verbatim Comments

*"Respect for whatever is happening at that moment."*

*"Asking the right questions and not pushing people. Being sensitive and respectful."*

*"Be respectful and understanding and pick up the phones quickly."*

**Respectful**

*"Someone that is supportive and happy doing their job."*

*"Being a genuine person and a caring person. Not rigid."*

*"Understanding, sympathy for your situation."*

*"Compassion, just making me comfortable, personable, very kind, making me laugh. I appreciate that."*

**Empathetic**

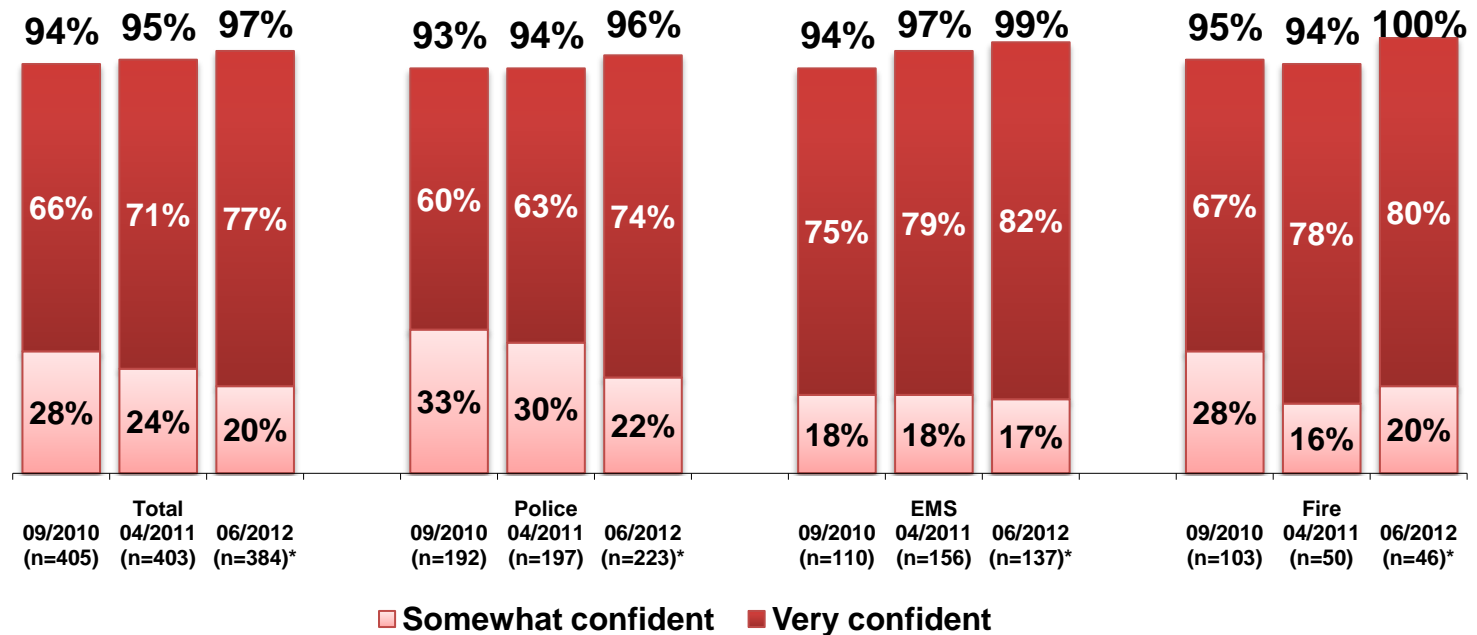
*"Understanding that it is an emergency and that people will be anxious, and might not be clear; have patience with that."*

*"Patience and courteousness."*

*"Having patience and providing direction."*

**Patient**

# CONFIDENCE IN 911 SERVICES



Caller confidence in Public Safety Communications being able to deliver services needed to make Calgary a safe place to live is almost unanimously affirmative and has reached its highest point since first measured in 2010.

\*Results have been re-based to exclude don't know responses.

# SUGGESTED IMPROVEMENTS TO 911 SERVICES

Calgarians who have interacted with a 911 Emergency Communication officer	n=400*
The requested services should arrive faster	7%
Do not put emergency calls on hold / Pick up instantly / Transfer instantly	6%
More sympathetic/understanding employees	2%
Provide follow-ups for calls made to the Calgary 911 Emergency Centre	2%
Ask fewer questions / Let the person calling speak/listen	2%
Better training regarding the city / Know city locations better	2%
Better training for Alberta 911 Emergency Call Centre employees	1%
Hire more employees for the Calgary 911 Emergency Centre	1%
Speak more clearly / Should speak my language clearly	1%
Provide a non-emergency option	1%
Provide more relevant information to the police/EMS/fire personnel	1%
EMS should always bring you to the hospital of your choice	1%
Provide more detailed instructions	1%
Ask for more information about the situation	1%
The call centre should be located within Calgary city limits	1%
Other	2%
Nothing / The service does not need to be improved	72%

Most 911 callers are so satisfied with their experience that they do not have any suggestions for improvement. Enhancing timeliness emerges as the most common piece of advice.

\*Multiple responses, will total > 100%. Verbatim examples to follow in the full report.

# SUGGESTED IMPROVEMENTS

## Verbatim Examples

### Timeliness

*“On a police call about a domestic dispute, they should show up as fast as they would for other reasons. They seem to show up 20 minutes later for domestic disputes, or for domestic violence.”*

*“Get there on time. Timing - Getting the officer actually there on time. I waited probably 40 minutes before the officer came. Even if somebody's not dying, getting there on time should improve.”*

*“Timeliness has been a bit of a concern in another situation.”*

*“They could come a little bit faster.”*

*“Less wait time in taking the call.”*

*“More prompt service, get through quicker.”*

*“More employees for a smaller wait time on hold.”*

# SUGGESTED IMPROVEMENTS

## Verbatim Examples

*"Be a bit more sympathetic and understanding."*

*"Actually care."*

*"The operator should be a little more sympathetic."*

**Empathy**

*"They could have followed up with the call."*

*"I don't see transparency in the service, I don't know what actually happened and if my call was useful. I'm not expecting police to call me to say it was useful, but when they ask on the radio to report a drunk driver, they should say what happens."*

**Follow-Ups**

*"They could have more qualified operators who took the time to listen to me, and check up on my file so they would have more understanding about what the call is about."*

*"They could have just listened to my complaint and the problems I was having and not reacting so badly. I don't know why they had to send 2 police cars."*

**Listen**



# SUGGESTED IMPROVEMENTS

## Verbatim Examples

### Other Advice

*"They should know if an ambulance is required or not."*

*"Instead of hanging up, they could hang on the line until the fire department arrives."*

*"They probably need a budget for more staff, and more cops."*

*"To familiarize themselves with the location, it took long for them to figure where it was."*

*"Less waiting, and less questions in the beginning and just get down to the problem. Just ask what the problem is instead of your name, address etc."*

*"They need to better understand where landmarks are. They tend to ask for crossroads, and sometimes I cannot give them an exact crossroad (like if I am driving up a hill)."*

*"Continue training."*

*"All officers should be more aware of the content of the call and not ask unnecessary questions."*



# DEMOGRAPHICS

Calgarians who have interacted with a 911 Emergency Communication officer		n=400*
AGE		
18-30 years		29%
31-50 years		43%
51-69 years		19%
70 years or older		7%
Preferred not to answer		2%
REGION		
NW		21%
NE		15%
SE		26%
SW		21%
Other (Outside City limits)		10%
Prefer not to answer		7%
GENDER		
Male		49%
Female		51%

# TRACKING 911 RESEARCH RESULTS

## Historical Methodological Profile

SURVEYING DATES	TOTAL INTERVIEWS		CPS		EMS		CFD	
	n=	m/e	n=	m/e	n=	m/e	n=	m/e
<b>2012:</b> June 14-23	400	4.9%	231	6.4%	142	8.2%	49	13.9%
<b>2011:</b> April 18-27	403	4.9%	197	7.0%	156	7.9%	50	13.9%
<b>2010:</b> Sept. 29-Oct. 7	405	4.9%	192	7.1%	110	9.3%	103	9.7%
<b>2010:</b> May 3-7	402	4.9%	168	7.5%	133	8.5%	101	9.7%
<b>2009:</b> June 23-26	400	4.9%	129	8.6%	171	7.5%	100	9.8%
<b>2009:</b> May 6-8	400	4.9%	185	7.2%	115	9.1%	100	9.8%
<b>2008:</b> May 20-30	400	4.9%	183	7.2%	117	9.1%	100	9.8%
<b>2008:</b> Feb 19-25	400	4.9%	195	7.0%	160	7.8%	30	17.9%



**911 Satisfaction Survey**  
Report  
July 2012

**Detached Appendices:**  
Cross-tabulation data tables  
Data file

**Erin Roulston**  
Associate Vice President, Leger  
[eroulston@legermarketing.com](mailto:eroulston@legermarketing.com)

