311 Edmonton

- Opened December 2008
- 311 is contact for all city services
- 7x24
- Serves 870,000 plus residents (1.3M metro area)
- Received 2.2 million calls last year
  - Answered 80% of calls in 25 seconds
  - 87% of calls completed by 311 without referral
  - 206 Average Handle Time
- 150.1 FTE (132.1 Agents) - 11.4 M Budget
  - $23.32 - $30.96
Lessons Learned - Change is hard!

- All in - Implementation Model
- Transfer of staff
- Documentation and processes
- Easiest part to implement was the number

Early days - making headlines for the wrong reasons!

Credibility of 311 was at an all time low
Easy Part - Call Centre Best Practices

Technology
- Scheduling / Forecasting
- Call Recording
- Modern ACD

Process
- Call Scripts
- Training

People
- Support positions
  - Trainer
  - Scheduling
  - Reporting
- Agents
Building Credibility
Building Credibility

External
- Audit
- Benchmark
- Council Updates
Building Credibility

Client
- Regular meetings
- Reporting / dashboards
- Call Listening sessions
- Refresher training
- Script reviews
- Field visits
Building Credibility

Tours
- Presentation
- Walk about
- Sit in with an agent
Because I’m Happy

Pharell Williams