311 Contact Center

What it looks like in Minneapolis when we're ready to go?

- **Center Opening Date: January 1, 2006**

  A January 1, 2006 opening date will require the reallocation of human and financial resources by the start of the fourth quarter 2005. If this is not achievable, the start date will be pushed back at least six weeks into 2006. Note: Integration to the City's new telephony system may also delay the desired start date.

- **Call Intake Hours: 24/7**

  Either staffed with City employees in three shifts, 24/7, with limited FTEs in low-call-volume hours (middle of the night and weekends) – or – using a combination of City employees from 7 a.m. to 11 p.m. and "natural language" IVR for nighttime/weekend intake.

- **Intake Options**

  It is predicted that ninety-percent of intake will be via telephone to start. The Center, however, will also provide the intake options of: 311 website,

facsimile number, e-mail to a 311 address, postal mail to 311 Center, kiosk computer intake from around the City. In addition, radio and other mobile intake will be developed for use by City employees in the field.

- **Interactive Voice Response (IVR) will be used based on a set of "high-standard, professional business rules" adopted by the Call Center.**

  IVR will be engaged to allow citizens a choice to self-serve, to peel off the huge quantity of City calls seeking a specific City employee, and in times of high call volume events (e.g., snow emergencies, celebration information).

  Back-end IVR will also be used to efficiently handle customer concerns and questions.

- **Limited English Proficiency (LEP) issues will be addressed; access for non-English-speaking residents will be assured by Call Center "go-live."**

- **Knowledge Base Ready**

  Recognizing that *more than half* of current calls to the City are for information only, the goal will be that Customer Service Agents have the knowledge base they need to answer 80% of incoming calls or questions without transfer. Approximately 5-10% of calls may require a "subject matter expert" for proper response.

- **100% of City Services Configured by Opening Day**

  If the universe of citizen-facing non-emergency services offered by the City of Minneapolis is estimated at around 300, the goal will be to have as close to 100% of the services configured for intake by Customer Service Agents the day the Call Center opens. The Center can open with a percentage of configured services at 80-90%.

- **We're All In**

  To achieve the value on investment of a consolidated call center, the 311 Center will be prepared to do the intake for <u>all</u> non-emergency City services and information. Telephone numbers in the blue pages of the City's phone book will be vastly reduced. Technological interfaces will be necessary for work order management after the intake, and some existing call centers may be phased in beyond the opening day.