

CityLink 311

“Your Link to Winston-Salem City Services”



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The logo for CityLink 311, featuring the text "CityLink 311" in a bold, blue, sans-serif font. The text is centered within a white horizontal bar that has a slight gradient and is flanked by two sets of three curved lines, resembling signal waves or a stylized 'C' and 'L' on either side. The entire logo is set against a blue circular background.

CityLink 311

**Business Workflow &
Performance Review**

One View System Implementation

- One View – New Customer Relationship Management (CRM) system was successfully implemented May 14, 2021
- Effectively tested and trained 25 City Link Staff, 125 City Super Users and 10 Call Experts Staff during the pandemic
- System highlights: account based, improved GIS mapping, customer access, notifications and updates

Operations and Staffing

*Operating hours

- 7:00 a.m. – 7:00 p.m. weekdays
- 9:00 a.m. – 5:30 p.m. weekends
- Closed all holidays except Good Friday and the Day after Thanksgiving

*Full Time Positions

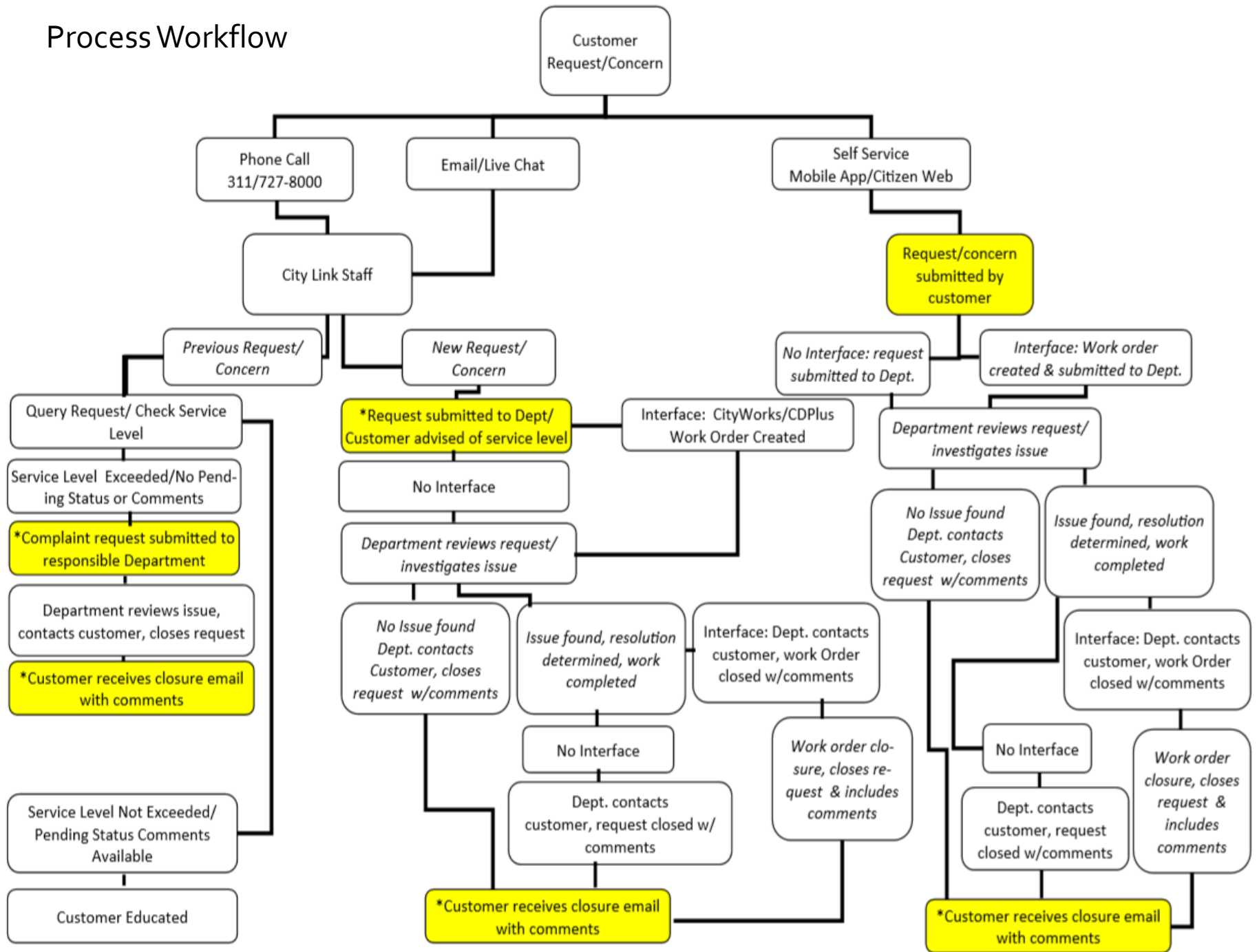
- 16 Contact Center Representatives
- 3 Senior Contact Center Representatives
- 6 Support Staff members

Multiple contact methods:

- Call 311 or 727-8000
- Live Chat
- Direct e-mail @ citylink@cityofws.org
- Citizen Self-service Web Application
- CityLink 311 Mobile App – Apple & Android Smart Phones

**Prior to performance improvement plan implementation*

Process Workflow



Performance Metrics

	FY 17-18	FY 18-19	FY 19-20	FY 20-21	Projected FY 21-22
Number of calls offered	351,947	414,406	426,742	422,780	425,000
Number of calls handled	323,892	310,379	290,394	252,496	382,000
Number of emails processed	6,728	7,130	5,680	6,253	8,500
Number of chats handled	1,021	1,165	1,563	3,185	16,200
Number of service request created	386,019	354,976	329,602	286,100	275,000
Number of agents <i>(*avg active)</i>	22	18	17	16	23
Service level percentage <i>(goal 95%)</i>	92%	75%	68%	60%	90%
*Avg # agents available to accept contacts, includes periods of vacation, long-term leave and vacancies					

Performance Improvement Plan

- Operational Hours

- Monday- Friday 7:00am-7:00pm

After-hours non-911 Emergency calls will be handled by the 3rd party vendor and dispatched accordingly

- Reverting to 24 hours during inclement weather

- Open Good Friday and the Friday after Thanksgiving

- Staffing

- Added 3 Temporary Staff

- Opportunities for light duty available

- Reorganization of Duties

- Reorganize staff schedule and duties to ensure all contact points (chat, email, phone) are properly covered

**City Link
Call Center Performance
CSQ: ALL**



**IPCC Calls and Total CSR Service Requests
10/01/21 12:00:00AM to 11/29/21 12:00:00AM**

*This report reflects a record of all calls which have been automatically routed to City Link.
Records are sorted by date. Note: The following phone extensions used for testing purposes have been excluded from this report
(1690, 1692, 1693, 1694, 1695, 1696, 1697, 1698, 1699). Note: This report has been modified to include data from Oct. 26 - Nov. 7,
2009 during the IPT upgrade. This report was modified in May of 2021 to pull SR information from the RockSolid product.*

Date	Day	NCO	NCH	NCH%	Avg Time To Abandon (in sec.)	ASA (in sec.)	AHT (in sec.)	Avg Queue Time (in sec.)	Calls Hand <SL	SL%	Total SRs	SR Variance	QA Avg.
November 2021													
11/01/21	Monday	1,732	976	56.4%	270	418	341	354	144	15%	504	52%	0%
11/02/21	Tuesday	1,515	1,037	68.4%	236	264	353	255	212	20%	578	56%	0%
11/03/21	Wednesday	1,293	1,017	78.7%	134	154	339	149	308	30%	616	61%	0%
11/04/21	Thursday	1,038	967	93.2%	135	52	310	57	708	73%	588	61%	0%
11/05/21	Friday	1,223	1,001	81.8%	187	170	343	173	359	36%	656	66%	0%
11/06/21	Saturday	165	127	77.0%	162	98	300	113	76	60%	115	91%	0%
11/07/21	Sunday	89	84	94.4%	18	12	209	12	76	90%	41	49%	0%
WEEKLY	TOTAL	7,055	5,209	73.8%	223	206	334	210	1,883	36%	3,098	59%	0%
11/08/21	Monday	1,389	1,294	93.2%	64	43	308	45	788	61%	760	59%	0%
11/09/21	Tuesday	1,097	1,050	95.7%	69	29	328	30	801	76%	681	65%	0%
11/10/21	Wednesday	1,008	957	94.9%	96	36	319	39	736	77%	679	71%	0%
11/12/21	Friday	1,494	1,219	81.6%	155	157	325	157	454	37%	740	61%	0%
WEEKLY	TOTAL	4,988	4,520	90.6%	122	69	320	74	2,779	61%	2,860	63%	0%
11/15/21	Monday	1,599	1,380	86.3%	138	115	325	119	604	44%	874	63%	0%
11/16/21	Tuesday	1,180	1,090	92.4%	127	55	331	61	728	67%	671	62%	0%
11/17/21	Wednesday	1,046	1,004	96.0%	94	17	317	20	852	85%	621	62%	0%
11/18/21	Thursday	943	923	97.9%	19	5	296	5	892	97%	577	63%	0%
11/19/21	Friday	999	959	96.0%	59	23	326	24	799	83%	613	64%	95%
WEEKLY	TOTAL	5,767	5,356	92.9%	118	49	320	54	3,875	72%	3,356	63%	95%
11/22/21	Monday	1,275	1,180	92.5%	93	54	318	57	736	62%	752	64%	0%
11/23/21	Tuesday	1,185	1,129	95.3%	62	29	318	31	867	77%	721	64%	96%
11/24/21	Wednesday	950	913	96.1%	42	20	302	21	752	82%	565	62%	0%
11/26/21	Friday	401	372	92.8%	36	7	233	11	352	95%	213	57%	94%
WEEKLY	TOTAL	3,811	3,594	94.3%	70	33	305	35	2,707	75%	2,251	63%	96%
MONTHLY	TOTAL	21,621	18,679	86.4%	182	95	321	106	11,244	60%	11,565	62%	96%
GRAND	TOTAL	49,216	41,250	83.8%	200	119	324	132	23,789	58%	25,249	61%	96%

Making a Difference in Our Community



International Festival



One Team



Network & Innovate



Recognition



Giving Back



Community