

FY 2005-2006
Year End Service Request
Performance Update

Quality of Life Committee
February 26, 2007



[Purpose of this Briefing]

- To provide an overview of the Service Request performance for FY 2005-2006

[Background]

- Strategic Customer Services (SCS) is continually monitoring performance of the 311 SR system with an eye towards improving the customer experience
- SCS produces two types of Service Request (SR) Performance Reports*:
 - Monthly SR Performance Report distributed to Department Directors and the City Manager's Office to monitor trends and make adjustments
 - Year End SR Performance Report containing data for the entire fiscal year to assess service performance for budgeting purposes
- In addition to the SR performance reports, SCS produces a weekly Late SR report for the City Manager's Office and Department Directors

*** Both reports can be found on the SCS web page by accessing dallascityhall.com**

[Why?]

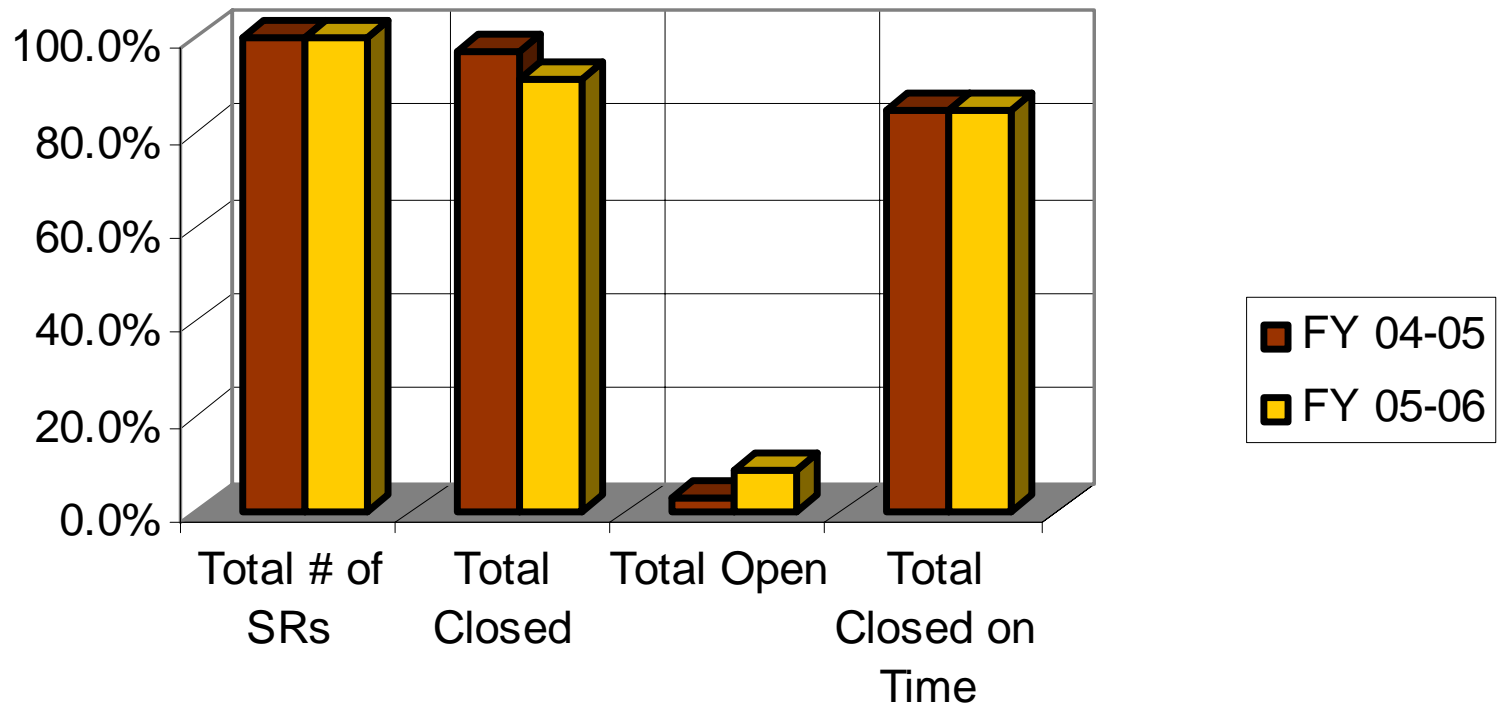
- We provide independent review from a citywide perspective
- SCS is dedicated to drawing out issues from large amount of data as potential candidates for process improvement

[FY05-06 Basic Statistics]

- The city received a total of **335,677** SRs
 - **307,315 (91.6%)** of total SRs received were closed as of 10/1/06
 - **285,184 (92.8%)** of SRs closed by 10/1/06 were done so on time
 - **28,362** remained open as of 10/1/06
 - **27,817 (98.1%)** of SRs open on 10/1/06 were still on time
- **313,001 (93.2% of total SRs)** SRs were on time for FY 05-06

[FY 04-05 vs. FY 05-06]

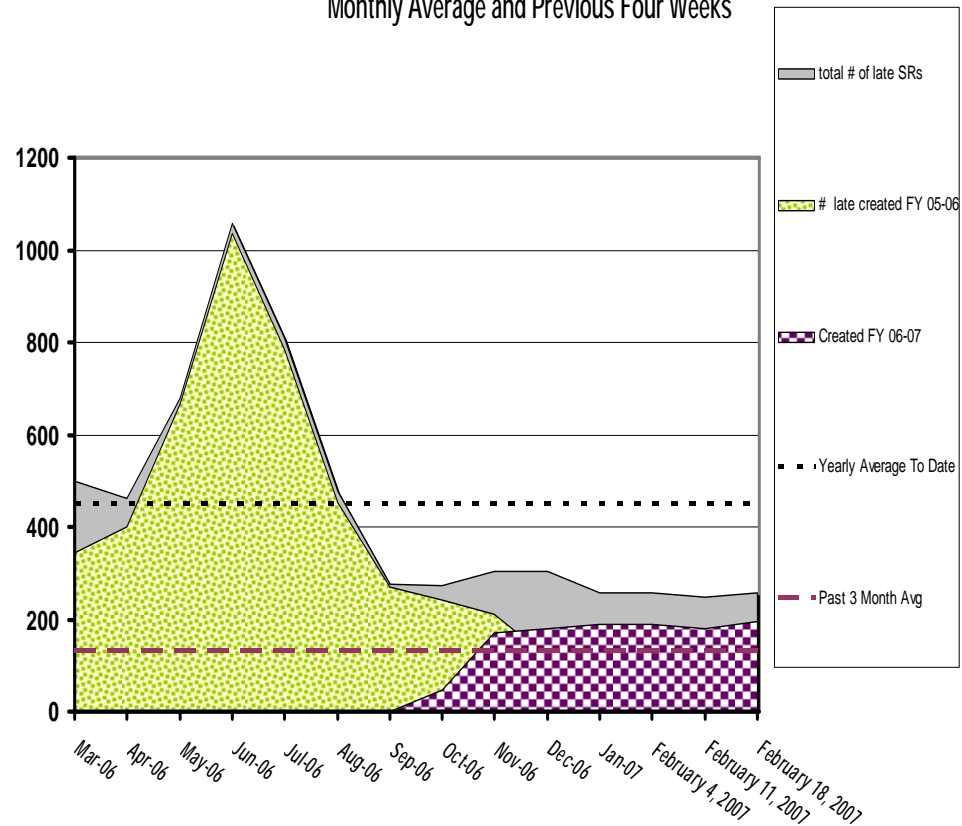
FY 04-05 Compared to FY 05-06



Late Service Request Progress

- In October of 2004, there were over 89,000 late SRs. Staff has made a priority of reducing late SRs. Since October 2006, the City is averaging 273 per month.

Total # of Late Service Requests
Monthly Average and Previous Four Weeks



Top Ten Service Requests (City-Wide) for FY 05-06

1. High Weeds
2. Dead Animal Pickup
3. Animal – Loose Aggressive
4. Litter
5. Recycling Roll Cart Registration
6. Animal – Confined
7. Roll Cart
8. Obstruction Alley/Sidewalk/Street
9. Junk Motor Vehicle
10. 24 hour parking/Parking Violations

[City Response]

- All response received by SCS is geared towards improving customer service
 - Customer Feedback
 - We use customer feedback to evaluate information for process improvement
 - Current feedback tools:
 - 5% Customer Survey Report
 - Mystery Shopper Program
 - Late SR Report
 - Comment Cards
 - Focus Groups
 - Closer Departmental collaboration
 - SCS is working closer with departments to provide customized reports and data analysis to fit the needs of their operations

[City Response]

- Strategic response to high volume SRs
 - We are taking a more detailed look at the highest volume SR types to spot trends and proactive means to lower that volume
- Geographic response to high volume SRs
 - Focusing efforts on the City's geographic areas with the highest concentration of SR types to see if the City resources need to be reallocated

[City Response]

- Failure Mode Analysis
 - By examining various SR inputs, staff is determining at what point problems are occurring in the total process (from upstream to downstream to closure)

[Next Steps]

- Continue to refine our current reporting mechanisms (i.e. Mystery Shopper, 5% Customer Survey, and Late Service Request Report)
- Implement new reporting mechanisms and measures
- Implementing a city-wide Business Process Improvement Methodology
- Take Committee feedback
- Update Committee in future on Service Request Performance



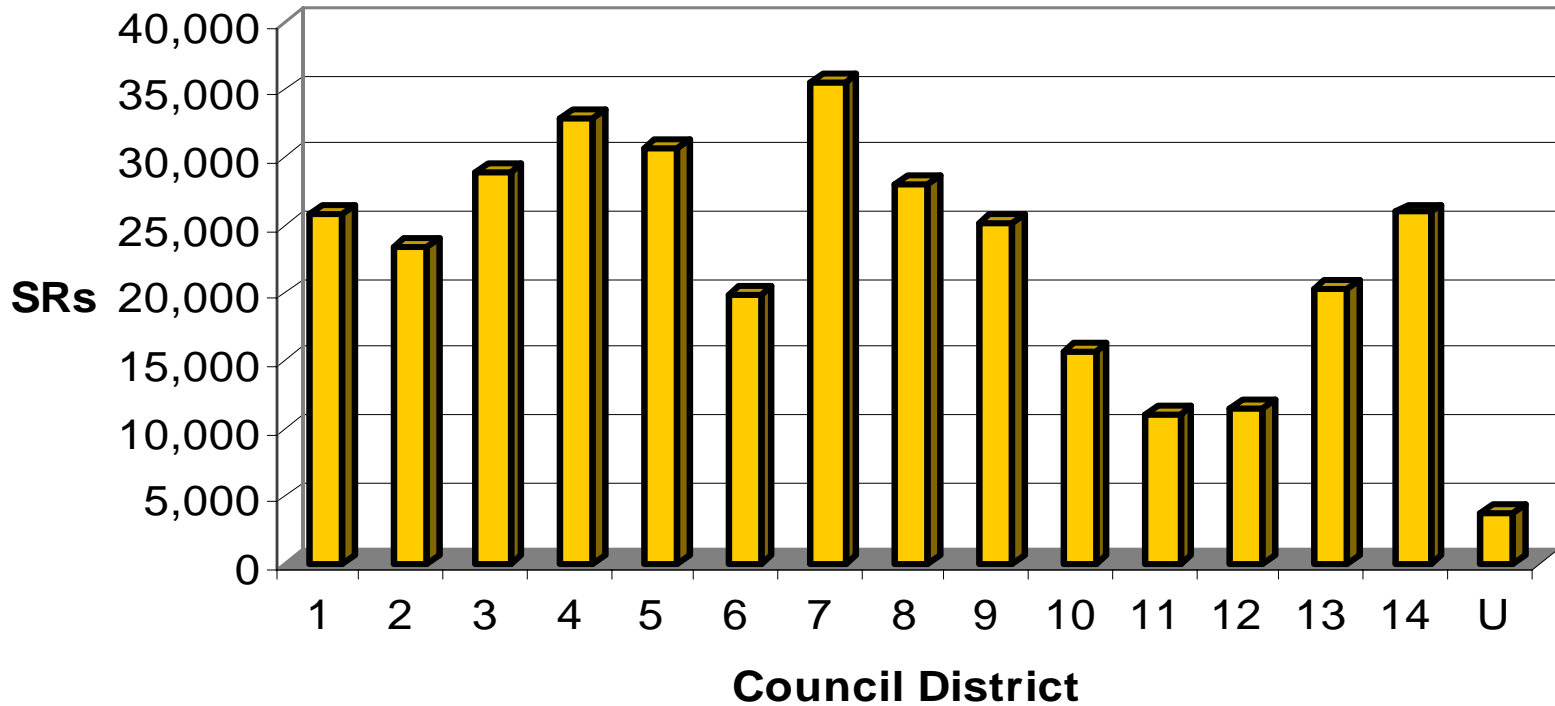
Appendix

FY 05-06 SRs By Council District

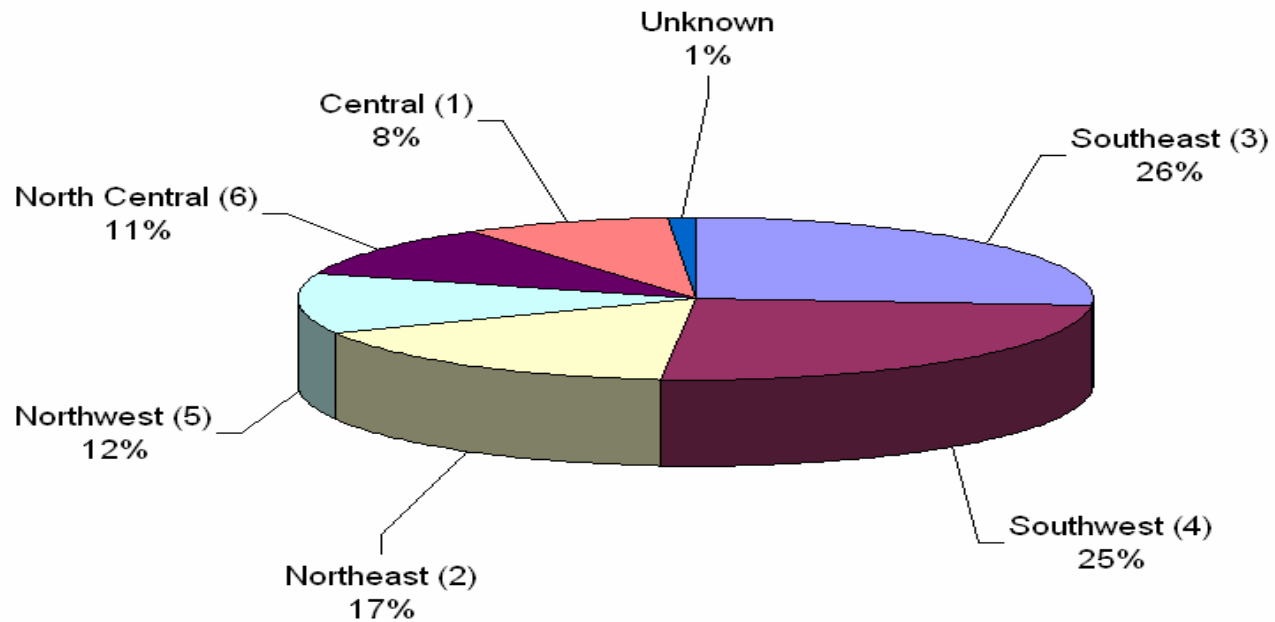
Council District	SRs Created	% of City Wide Total	% of All SRs On Time
01	25,841	7.7%	94.0%
02	23,449	7.0%	91.8%
03	28,966	8.6%	93.3%
04	32,944	9.8%	93.0%
05	30,629	9.1%	92.9%
06	19,837	5.9%	93.2%
07	35,513	9.7%	91.7%
08	27,981	8.3%	93.8%
09	25,215	7.5%	94.1%
10	15,739	4.7%	95.3%
11	11,116	3.3%	94.9%
12	11,463	3.4%	94.8%
13	20,286	6.0%	93.3%
14	25,982	7.7%	92.8%
U	3,716	1.1%	89.2%
Totals	335,677	100.0%	93.2%

FY 05-06 SRs By Council District

FY 05-06 SR Data by Council District



FY 05-06 SRs By Service Area



FY 05-06 SRs By Service Area

Service Area	SRs Created	% of City Wide Total	% of All SRs On Time
Southeast (3)	88,754	26.4%	92.6%
Southwest (4)	83,443	24.9%	93.8%
Northeast (2)	55,989	16.7%	94.4%
Northwest (5)	40,104	11.9%	91.8%
North Central (6)	35,906	10.7%	94.1%
Central (1)	27,839	8.3%	92.7%
Unknown	3,642	1.1%	89.2%
Total	335,677	100.0%	93.2%

FY 04-05 vs. FY 05-06

Service Area	FY 05-06 Totals	FY 04-05 Totals	% Difference
Southeast (3)	88,754	79,978	11%
Southwest (4)	83,443	74,306	12%
Northeast (2)	55,989	44,714	25%
Northwest (5)	40,104	35,473	13%
North Central (6)	35,906	27,817	29%
Central (1)	27,839	23,932	16%
Unknown	3,642	37,414	-90%
Total	335,677	323,634	4%

FY 05-06 SRs By Month

Service Request Volume by Month

