

Potential for Online Conversion of 311 Calls

311 Call Topics: Information 73%, Complaints 11%, Other 16%



Denver's 311 hotline would like to reduce call traffic by encouraging more citizens to submit queries online. This bubble chart illustrates the composition of the most popular 311 submissions by topic and by case source.

As demonstrated by the bubbles (blue is phone and red is Online), the bulk of 311 submissions are online. Where is the potential for conversion? We decided to look into the two most popular types of submissions (information and complaints) to find more specified areas for web conversion.

Potential Area 1: Create better online services for "Information" topics that the 311 call service does not have a lot of success in resolving.

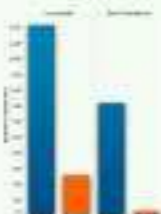
The 311 website often contains the bulk of 311 submissions, but as a result of the sheer size of the platform, the bulk of information submissions are handled by phone. There is no website or web conversion to help anyone who did not know how to use the 311 website.

How about with the more specific topics where most of the call are made?

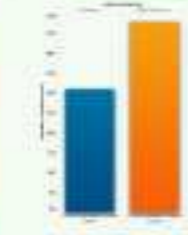
How about the data for the 311 call "Information" topics. Is the subject matter not clear? Are the website links not being used? Are the call center staff not being trained well? Is there a better way to present the information? Are the call center staff not being trained well? Are the call center staff not being trained well?



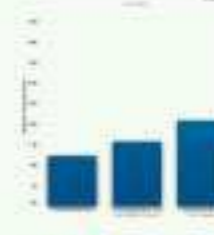
Over the majority of subjects, there is a high number of phone calls. This indicates that the 311 website is not being used as much as it could be. The 311 website is not being used as much as it could be.



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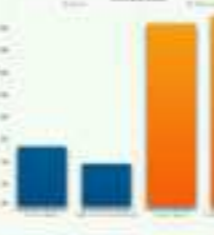
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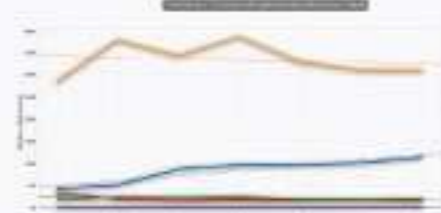
The suggestion then is to facilitate better online procedures for the information topics that are rarely resolved on the first call, improve web services for asking about property reclassification, administrative information, vehicle registration, and animal requests. Advise these areas and make them prominent areas on your website. Areas that can be resolved by the hotline immediately, such as general inquiries, do not need such prominent online information request forms.

Potential Area 2: Create and advertise better online services for addressing common complaints that cannot be immediately resolved by the phone.

Complaints are the second most common topic of submissions, but they comprise less than 10% of the total 311 submissions. This means that many people are submitting complaints but not resolving them. This is a potential area for conversion.



Insight 1: The amount of complaints has been trending up by:



The chart that depicts the number of information submissions for various subjects. This is a potential area for conversion.

Insight 2: Online has significant presence as a mode of submission in complaints.



If we look at the most popular complaint topics, we can see that the online submission rate is high. This is a potential area for conversion.



The chart that depicts the number of information submissions for various subjects. This is a potential area for conversion.



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When a person cannot resolve a complaint on the phone, they may be more likely to submit it online. This is a potential area for conversion.



The suggestion then is to facilitate better online procedures for the complaints that commonly have long resolution times, improve web services for reporting vegetation problems, proactive inspection requests, graffiti complaints, and recycling/trash problems. Advise these areas and make them prominent areas on your website. Areas that can be resolved by the hotline immediately, such as problems with barking dogs, do not need such prominent online complaint submission forms.

Take Action: What do we mean by "improve" and "advertise" the website or app to have more web conversion? For the specific areas we highlighted at the bottom of the Potential Areas 1 and 2 sections, you should implement a choice of the following actions:

Action 1: Make these issues accessible

While the current Denver 311 website has a means to file complaints through Denver Connect, they are not easily accessible. These methods need to be more readily accessible, especially for the specific topics we highlighted above.

- To do this, create a page on the 311 website called "Common Questions and Complaints" where people can search for and submit queries in compliance by Denver. Further, make it as important to provide easily available forms for all of the most popular issues on this page.
- Make the Ask Denver app accessible on more platforms such as Android.
- Be sure that the Ask Denver app has a shortcut to filing and abbreviated forms on these specific topics.

Action 2: Advertise online services

Make sure people are aware of their online options.

- Implement better advertising for the Ask Denver app and highlight the app's quick submission process for many popular issues.
- When the call center cannot resolve common complaints, have the call center encourage the caller to try the available online service in the future for these types of calls. However, the caller should still be able to resolve the call so that the Denver 311 does not decrease customer satisfaction.

Action 3: Carefully tailor forms to corresponding issues

Make sure that the forms are tailored to the most common issues people have in their local city/town. This action will require additional research because the original data are not specific enough.

For popular complaints, yet to 2 that the form is intuitive and easy to fill out. Carefully study the complaints to create the most convenient form for each section. For popular queries about information, again make sure that the form is easy and quick to fill out and also specifically address other queries. We divided the information queries down to the lowest level of detail, the case summary, but there are not very specific. There may be sub-types of these case summaries that are better suited to phone calls and some are better answered on the web. Lastly, customize the forms to the problems that cannot be answered immediately by phone calls if there is a difference.

Action 4: Create Spanish forms

In most neighborhoods, graffiti is most commonly submitted online. However, in some neighborhoods, graffiti is still often submitted by phone (see the example of Westwinds pictured below). There is a correlation between most of these neighborhoods. They have large Hispanic populations. While there are submission forms on the website, these are all in English. This may be diverting Hispanic from reporting online for graffiti and other issues. A Spanish option may direct more complaints online.