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# Customer Satisfaction Surveys in Designated Citywide Languages

2024 Final Results

# Introduction

In accordance with Local Law 26 of 2021 in relation to 311 conducting customer satisfaction surveys in designated citywide languages, this report is the second annual summary required by subdivision b: *The 311 customer service center shall annually conduct at least five campaigns in which customer satisfaction surveys are sent to individuals who have contacted the 311 customer service center in the previous six months.*

In 2020, NYC311 expanded Customer Satisfaction (CSAT) survey offerings beyond the English-language option and offered a pilot survey in the designated citywide languages to customers who called 311.

In 2021, NYC311 began conducting five survey campaigns annually, for customers who contacted the NYC311 customer service center in the previous six months. In the years that have followed, we continued this approach.

The following provides additional information on the CSAT survey construct, the overall level of satisfaction with 311 call intake, and disaggregated results by language.

## CSAT Scoring

NYC311 CSAT surveys offer customers the opportunity to respond to eight questions on critical experience drivers, improvement opportunities, and overall satisfaction.

The overall level of satisfaction with 311 call intake is calculated by using customer responses to the Overall Satisfaction question for each campaign administered:

*“Overall, I am satisfied with the service provided by the 311 Call Center.”*

Converting customer responses to these questions to a CSAT score is a two-step process:

1. Convert survey responses for the Overall Satisfaction question to numerical values:

Customer Response		Converted Numerical Value
Strongly Agree	=	100
Agree	=	75
Neutral	=	50
Disagree	=	25
Strongly Disagree	=	0

2. Perform a straight average of the numerical values for all responses. The result of this average is the CSAT Score.

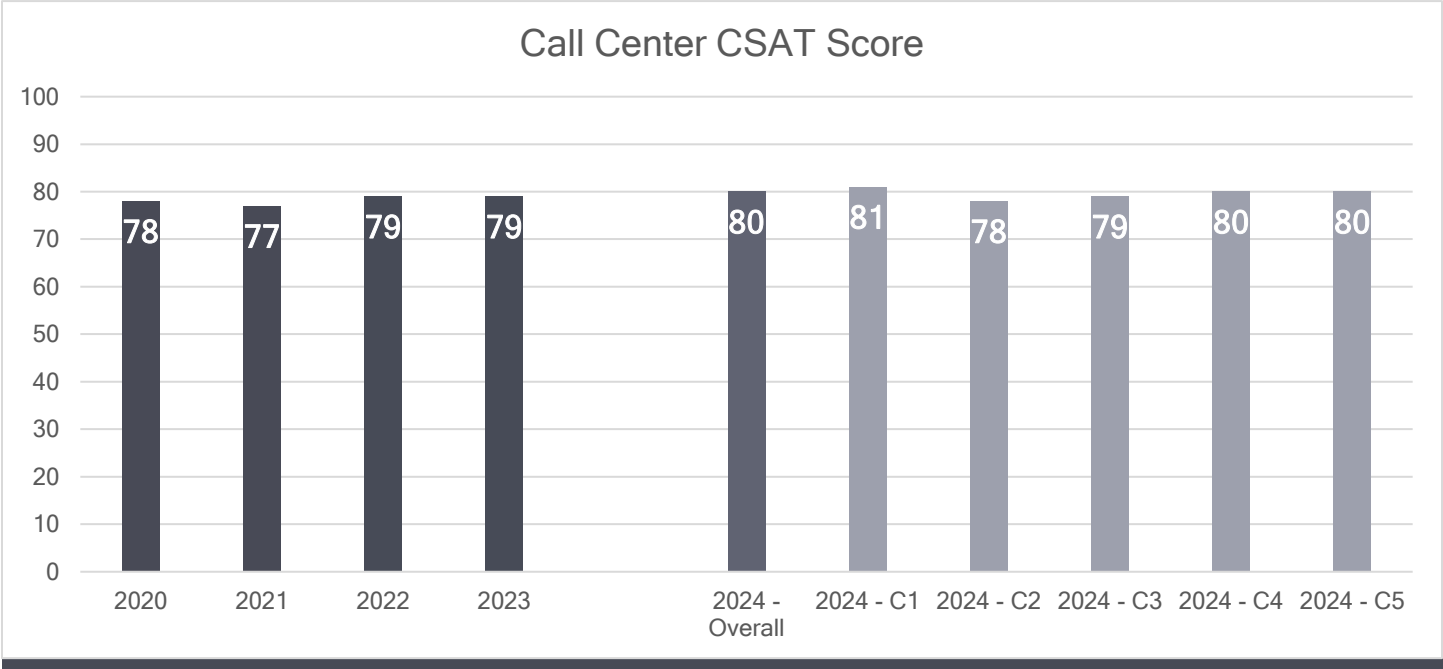
# Survey Campaign Summary

Five in-language call center survey campaigns were conducted from January through December 2024. Customers who called 311 were offered the opportunity to participate in a satisfaction survey after their call. Offers were made randomly, by language, via email or text messages, based on information provided by customers.

Language translation for the survey questions was performed by the City’s contracted translation vendor, Language Line Solutions.

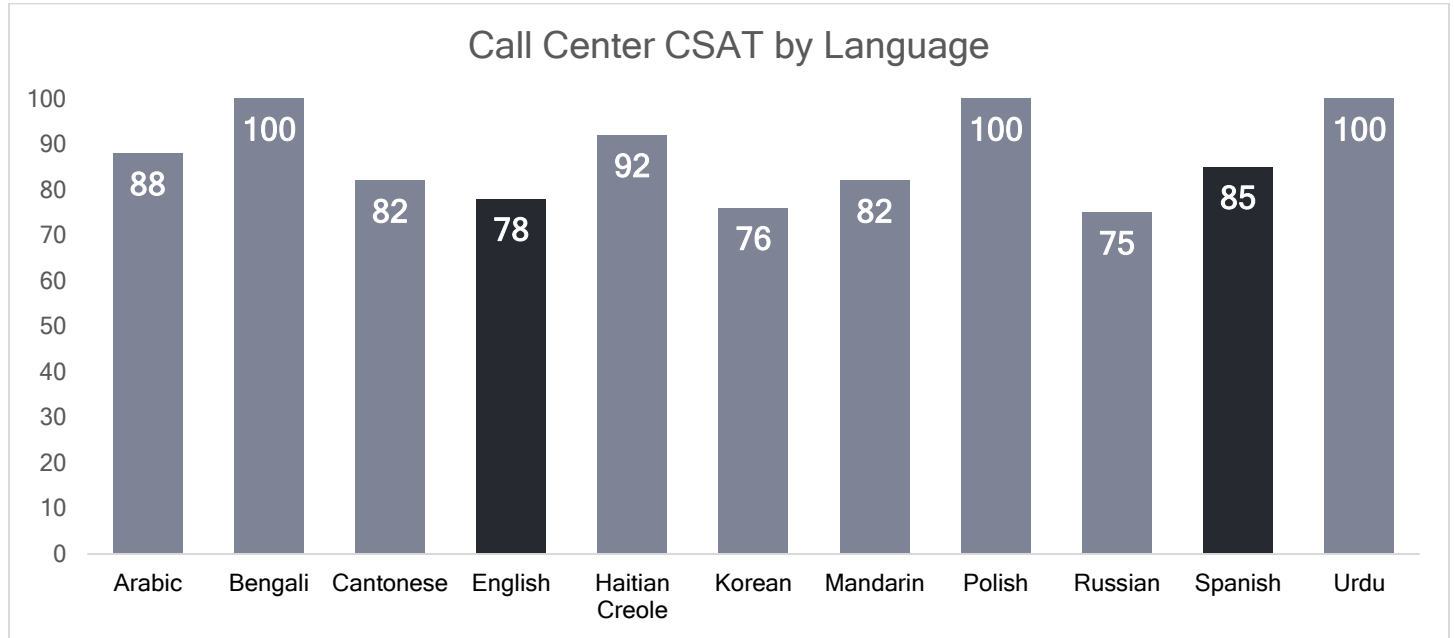
The aggregate results for all survey responses in 2024 compare with the multi-lingual results from years prior.

## Overall Score for the Call Center Survey – 2024



## Call Center CSAT by Language - 2024

The opportunity to participate in the surveys was available for all Designated Citywide Languages. For some languages, given the small sample size, statistical confidence levels are low, and margins of error levels are high.



## Results Breakdown for 311 CSAT Surveys – 2024

Language	Offers Sent	Surveys Completed	CSAT Score	Overall Satisfaction - # of Responses				
				Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Arabic	76	6	88	3	3	0	0	0
Bengali	73	3	100	3	0	0	0	0
Cantonese	759	84	82	42	30	9	0	3
English	67,873	4,786	78	2,630	1,217	319	171	449
French	24	1	100	1	0	0	0	0
Haitian Creole	238	12	92	8	4	0	0	0
Korean	198	29	76	11	11	4	3	0
Mandarin	2,175	222	82	117	69	25	0	11
Polish	50	5	100	5	0	0	0	0
Russian	1,594	173	75	68	73	12	5	15
Spanish	16,965	1,155	85	794	227	32	26	76
Urdu	15	2	100	2	0	0	0	0

## Next Steps

NYC311 will continue to conduct at least five call center survey campaigns per year. OTI will collaborate with our partners in city government on outreach and awareness to increase survey response rates.