

A black and white photograph of the New York City skyline, featuring the Empire State Building on the left and a modern building with a glass facade on the right. The sky is overcast.

NYC311

Customer Satisfaction Surveys in Designated Citywide Languages

Status Update as of July 1, 2021



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 first 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 10 designated citywide language to customers who called 311.

In 2021, two survey campaigns were conducted between April and June for customers who contacted the 311 customer service center in the previous six months. The remaining 3 survey campaigns required by Local Law 26 will be administered by December 31, 2021. The following provides additional information on the CSAT survey construct, 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.

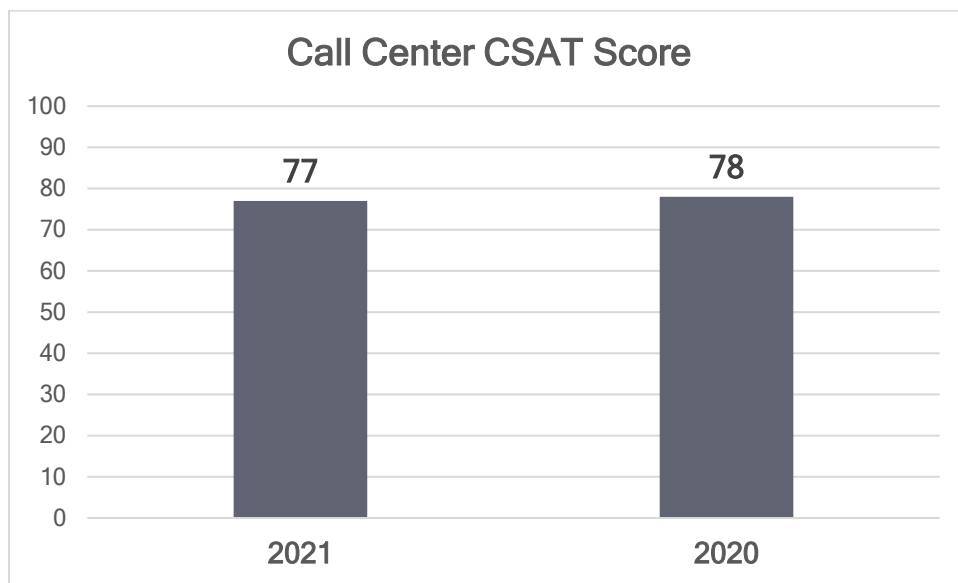
Survey Campaign Summary

Two in-language call center survey campaigns were conducted from April through June 2021. Customers who called 311 were offered the opportunity to participate in a satisfaction survey after their call. Offers were made randomly, by language, utilizing email addresses provided by customers.

Language translation for the survey questions was performed by the City's contracted translation vendor, Language Line Solutions. Additionally, 311 solicited input from the Mayor's Office of Immigrant Affairs (MOIA).

The aggregate results for all survey responses in 2021 compare with the English language-only results in 2020.

Overall Score for the Call Center Survey – Status Update as of July 1, 2021

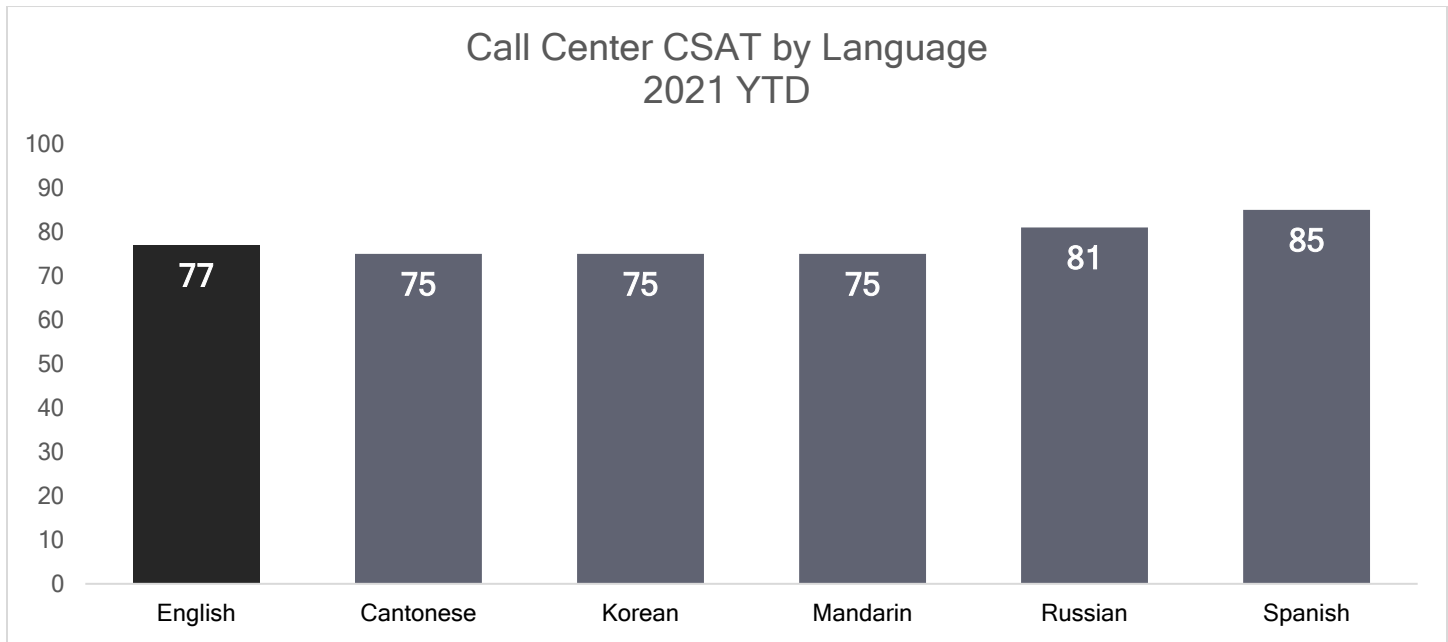


Note: CSAT survey was not conducted in 2019 due to the transition to a new CRM system.

Call Center CSAT by Language

The opportunity to participate in the surveys was available for all Designated Citywide Languages. Surveys offered were contingent on the number of customers who called 311, submitted Service Requests, and provided an email address.

Customers opted-in for eight of the Designated Languages during the survey period. From those eight languages, at least one response was received in five of the languages. For some languages, given the small sample size, statistical confidence levels are low and margin of error levels are high.



Results Breakdown for 311 CSAT Surveys – Status Update as of July 1, 2021

Language	Offers Sent	Surveys Completed	CSAT Score	Overall Satisfaction - # of Responses				
				Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Arabic	1	0	-	-	-	-	-	-
Bengali	1	0	-	-	-	-	-	-
English	29,186	1,147	77	610	295	76	45	121
Cantonese	16	1	75	0	1	0	0	0
French	1	0	-	-	-	-	-	-
Haitian Creole	4	0	-	-	-	-	-	-
Korean	4	2	75	1	0	1	0	0
Mandarin	55	11	75	3	7	0	0	1
Polish	0	0	-	-	-	-	-	-
Russian	37	9	81	6	1	0	2	0
Spanish	526	42	85	25	12	3	1	1
Urdu	0	0	-	-	-	-	-	-

Next Steps

The experience from the 2 call center survey campaigns since Local Law 26 took effect highlight the need to expand outreach and awareness of 311 in-language customer satisfaction surveys available to the public. DoITT will collaborate with our partners in city government on outreach and awareness to increase survey response rates.