



# CITY OF HOUSTON

## Houston 311 Delivering Excellent Customer Service to our Community

February 26, 2025



# About Houston 311

- **HOUSTON 311 DOES NOT CLOSE SERVICE REQUESTS!**
- 2/3 of calls to 311 are for information and are handled by agents.
- 1/3 of all calls/contacts result in creation of a service request
- 311 receives requests for service from the public and routes them to departments for action
- Departments complete the repair/service and close the request.  
**311 DOES NOT CLOSE SERVICE REQUESTS! SERVICE REQUESTS ARE CLOSED BY THE DESIGNATED CITY DEPARTMENT!**





# About Houston 311

## **Just to reiterate...311 DOES NOT CLOSE SERVICE REQUESTS!**

- Houston 311 has 74 full-time employees (FTE)s assigned.
- 60 FTEs (59 FT, 3 PT) are call-takers
- Two call center locations – 2805 McKinney and City Hall Basement (walk-ins welcome at basement location).
- 311 creates about 400,000 service requests each year.
- Mobile force: Agents can work from anywhere they have access to electricity and an internet connection.





# HOW DO I REACH 311?

- Call 311 - 72%
- Web portal - 15%
- Mobile phone app - 6%
- Email - 5%
- Other (In-person, letter) – 2%
- Agents are available 24/7.





# Houston 311 Mobile App

- New and improved Houston 311 app went live in February 2023.
- App Downloads: 38,000 (Since Feb 2023).
- Service Requests Created on App: 57,690 (Since Feb 2023).
- New features include:
  - A COH service request number (no more confusion).
  - Track service requests and check status updates through the app (includes notes).
  - The “Other” service request type returned to the mobile app platform.
- Public Response? Positive; no complaints received!

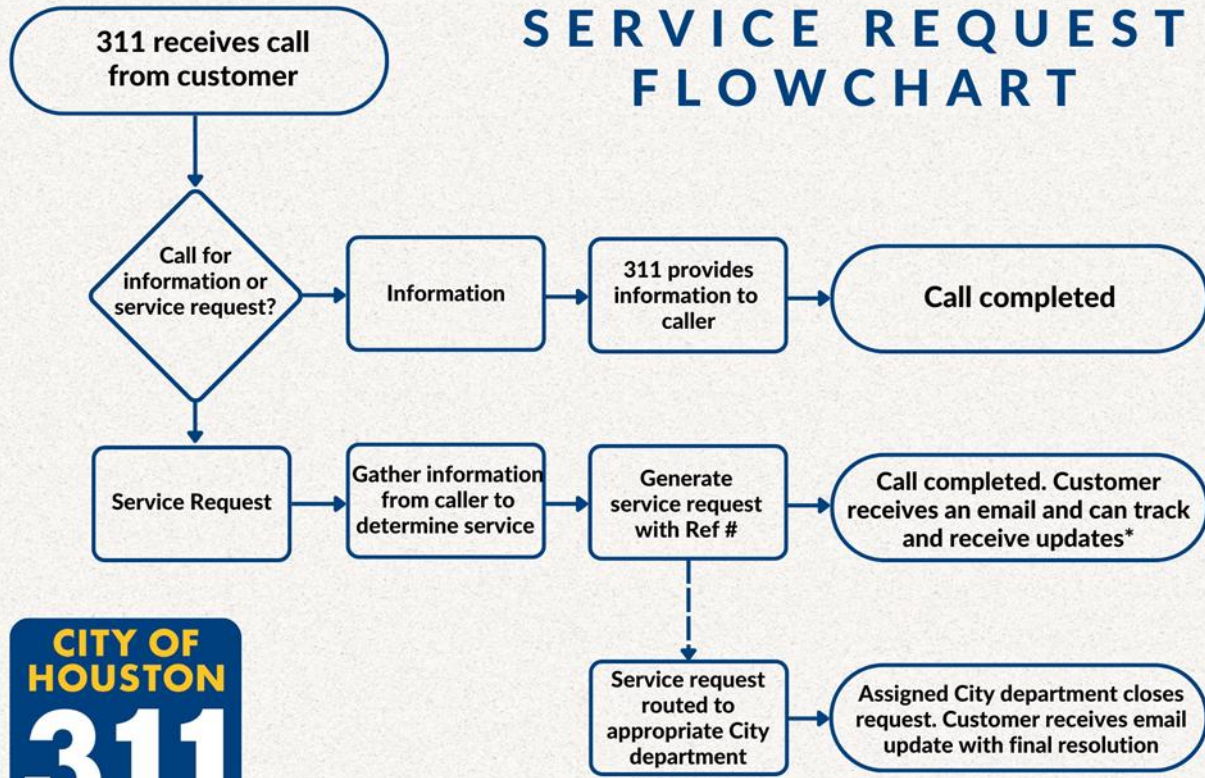
SeeClickFix

311 CRM

POWERED BY CIVICPLUS



# Top 10 FY24 Service Requests



\*Customer can track service requests and receive updates 24/7 via the online portal

## Top 10 FY24 Service Requests:

- 1) Water Leak
- 2) Missed Garbage Pickup
- 3) Water Service
- 4) Nuisance On Property
- 5) Traffic Signal Maintenance
- 6) Sewer Wastewater
- 7) Missed Recycling Pickup
- 8) Parking Violation
- 9) Street Hazard
- 10) Missed Heavy Trash Pickup

# FY24 Top 10 Service Requests



Council District	Missed Garbage Pickup	Missed Heavy Trash Pickup	Missed Recycling Pickup	Nuisance On Property	Parking Violation	Sewer Wastewater	Street Hazard	Traffic Signal Maintenance	Water Leak	Water Service	Grand Total
A	1,448	1,132	785	1,579	993	1,453	1,073	1,994	3,052	1,548	15,057
B	5,074	1,581	1,999	3,634	888	2,841	1,616	1,512	3,522	2,198	24,865
C	3,830	1,738	4,822	2,799	3,916	2,089	2,562	2,672	6,820	3,040	34,288
D	4,842	1,614	2,840	4,114	1,900	3,284	1,729	2,408	7,001	3,818	33,550
E	2,218	1,021	1,488	1,009	788	1,476	767	1,328	3,850	2,121	16,066
F	1,601	649	958	681	1,173	1,054	509	1,399	3,566	1,905	13,495
G	470	254	380	497	1,062	1,441	1,063	2,930	5,700	2,285	16,082
H	4,937	1,553	2,368	3,343	1,625	2,028	1,655	1,797	3,129	1,180	23,615
I	4,115	1,267	2,042	1,876	1,464	2,153	1,418	2,263	5,102	2,960	24,660
J	875	422	624	638	949	790	464	1,257	2,080	1,111	9,210
K	3,170	2,045	1,271	1,916	1,710	1,806	1,059	1,691	5,132	2,629	22,429
<b>Grand Total</b>	<b>32,580</b>	<b>13,276</b>	<b>19,577</b>	<b>22,086</b>	<b>16,468</b>	<b>20,415</b>	<b>13,915</b>	<b>21,251</b>	<b>48,954</b>	<b>24,795</b>	<b>233,317</b>

# FY24 and FY25 Key Stats



## **FY24:**

- Total Calls Handled: **1,078,392**
- Average Calls Handled Per Day: **2,954**
- Average Speed of Answer: **145 seconds**
- Average Handling Time: **201 seconds**
- Percent of Calls Answered: **85%**

## **FY25 (Through December 2024):**

- Total Calls Handled: **543,117**
- Average Calls Handled Per Day: **3,017**
- Average Speed of Answer: **198 seconds**
- Average Handling Time: **199 seconds**
- Percent of Calls Answered: **83%**



# FY24 and FY25 Significant Events



## 2024 Freeze: Jan 15-18

- Total Calls Handled: 17,873
- Avg Calls Handled Per Day: 4,468
- Service Requests Created: 3,743

## Hurricane Beryl: July 8-18

- Total Calls Handled: 48,408
- Avg Calls Handled Per Day: 4,401
- Service Requests Created: 26,079

## Derecho: May 17-22

- Total Calls Handled: 23,336
- Avg Calls Handled Per Day: 3,889
- Service Requests Created: 10,374

## 2025 Freeze: Jan 20-28

- Total Calls Handled: 30,736
- Avg Calls Handled Per Day: 3,415
- Service Requests Created: 10,061



# Language Support

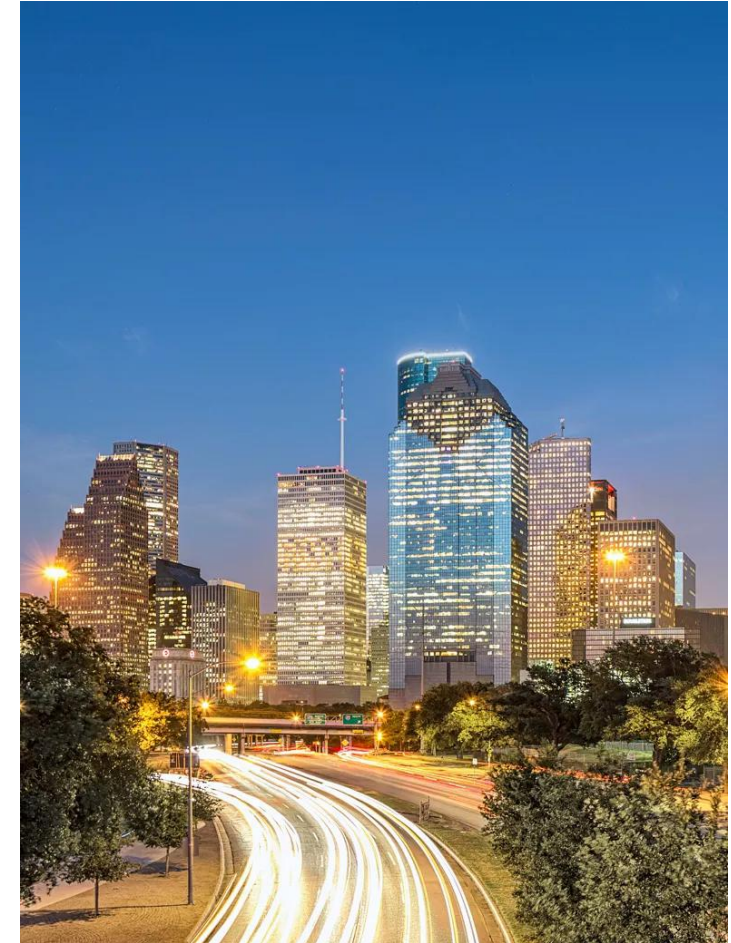


- Bilingual agents for English and Spanish are available at Houston 311. We currently have 18 bilingual agents.
- Houston 311 utilizes LanguageLine Solutions for phone interpreting needs.
- LanguageLine offers interpreters for 240 languages and employs more than 35,000 linguists.

# Is the Process Working?



- Customer Satisfaction:
  - An escalated service request is created when a customer calls and says their service request was unsatisfactorily closed (i.e. the case was closed but the work was not completed).
  - Less than 1% of all calls result in an escalated service request.





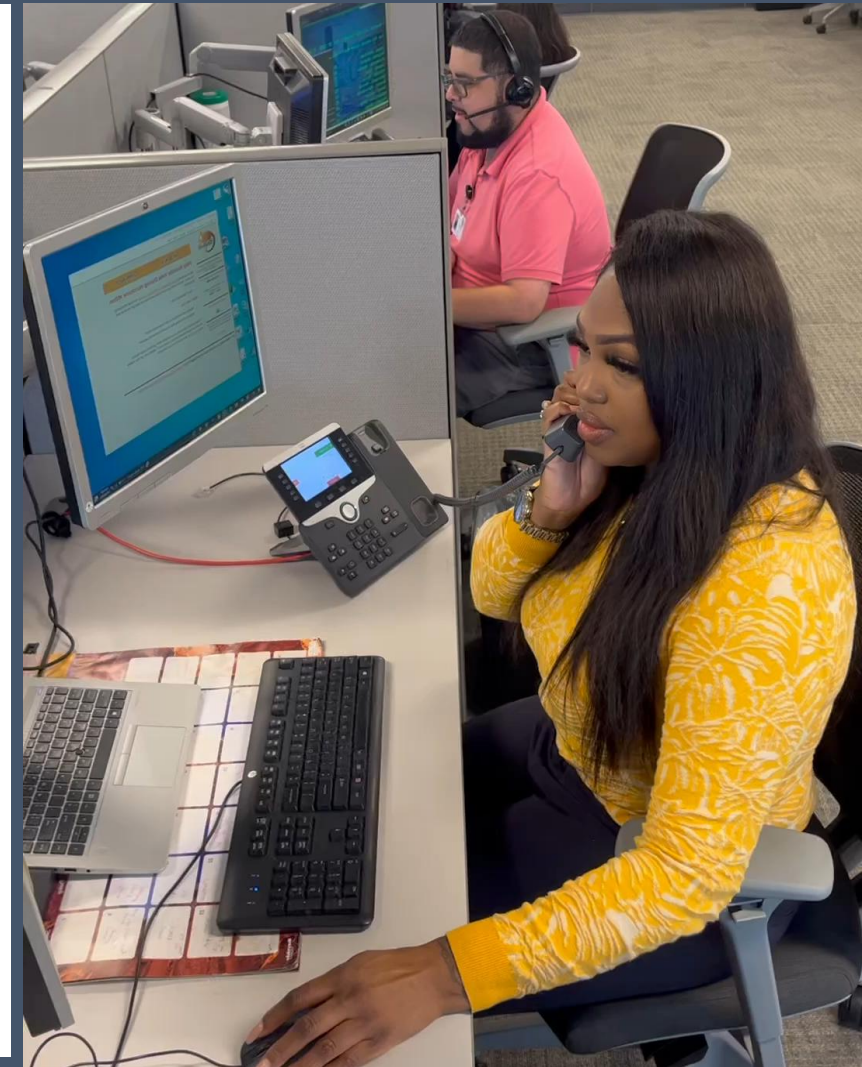
# Recent Enhancements

- **Case Creation Email Update - Completed**

The specific department responsible for addressing an SR is now mentioned within the email body back to the customer. This is another reminder to the public that **311 does not close service requests**, the responsible department does.

- **Parent/Child Project – In Progress**

Create a one-to-many case relationship so that a customer will only need to track one service request, regardless of the number of times their case is reclassified. Ultimately, we want this to lead to the customer closing their service requests once they are satisfied with the result.



# Why Consolidate 311 and CAS?



## ➤ Challenges

- **High Turnover:** Both 311 and Customer Account Services (CAS) call centers experience high turnover, affecting customer service during periods of high call volume.
- **Funding Limitations:** 311 is funded through the General Fund and has limited resources for staffing and technology.
- **Customer Confusion:** Houstonians have been given multiple City of Houston contact numbers for service, creating confusion and frustration.
- **Staffing Shortages During Emergencies:** 311 is responsible for dispatching emergency transportation services during extreme weather events and other emergencies. Yet 311 may have an insufficient number of agents to handle the higher volume of customers needing assistance or information during these critical periods.



# Benefits for Customers



- **Single Point of Contact** – Enhances the customer experience by providing a single City of Houston point of contact for the most common types of calls for service, lessening customer frustration and confusion and ultimately improving response time to customers.
- **Increase Efficiency** – Unified operations and shared knowledge bases boost performance for both 311 and CAS by allowing better coverage for two high-turnover areas.
- **Better Service During Emergencies:** 311's 24/7 operations expand CAS service delivery hours, while ensuring more live responses for customers and better coverage for 311 during emergencies.

# Benefits for the City of Houston



- **Funding:** The \$14.6 million combined enterprise fund budget provides better training and technology upgrades for the 311 call center.
- **Employee Retention** – Both call centers experience high turnover negatively affecting service. A unified structure and the opportunity to expand skills and knowledge will help stabilize staffing by creating career growth opportunities.



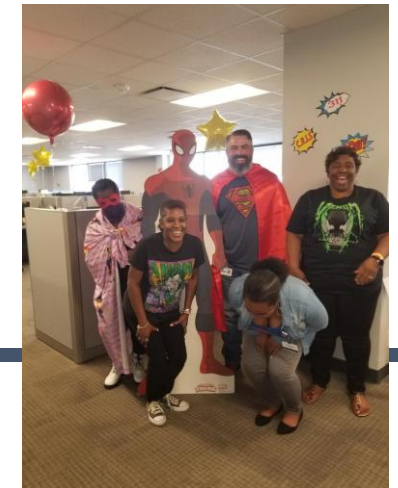
# New Technology on the Horizon

- AI Chatbot that utilizes more than 70 languages.
- Robust AI driven IVR system that can answer questions, provide information, and create service requests via the phone.
- Improved Customer Portal and reporting agent makes the process more customer-friendly.
- Currently working on improving the way CRIS creates and reclassifies cases. Trying to reduce instances of premature case closures.
- Innovation through technology. Always looking towards the future!





# The Heroes of Houston... 311 Agents!





Questions?