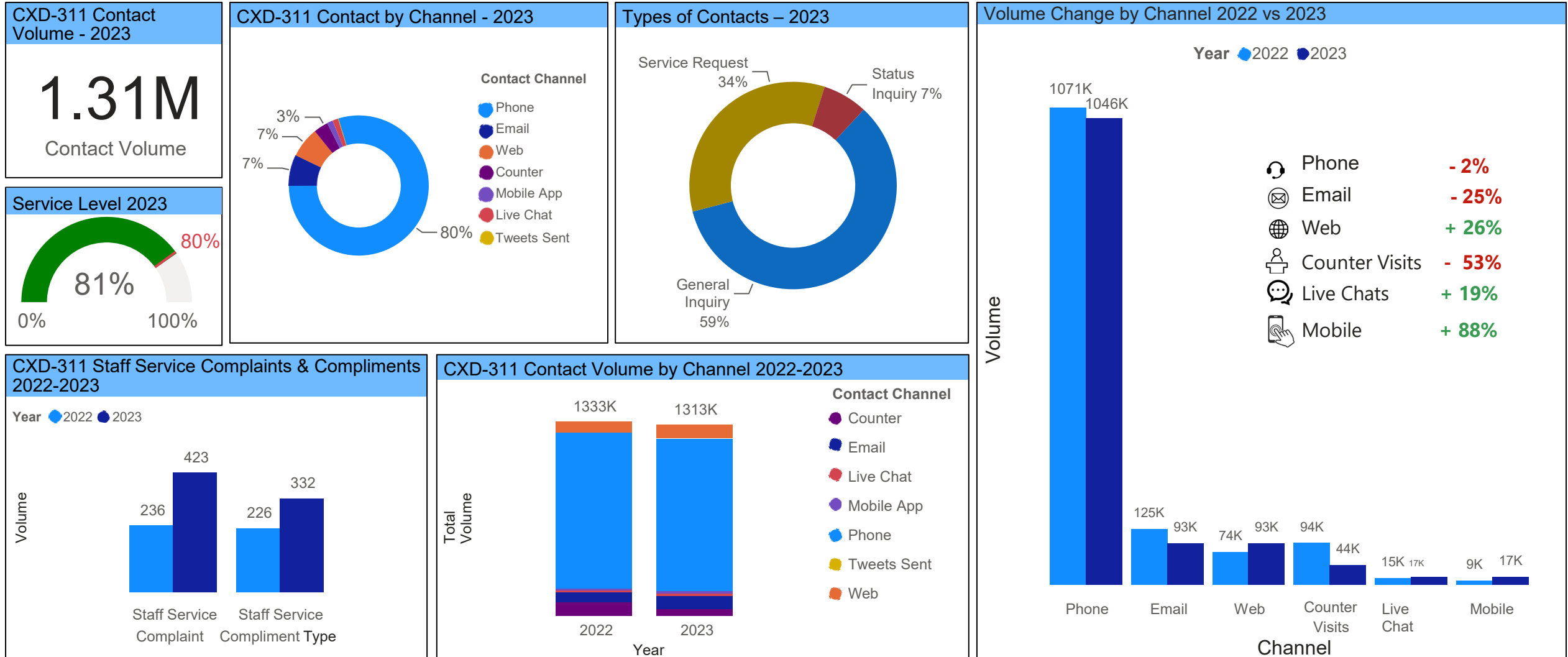


# Customer Experience Division – 311 Toronto (CXD-311) Key Metrics Report - 2023

CXD-311 provides residents, businesses and visitors with easy access to non-emergency City services, programs and information 24 hours a day, seven days a week. CXD-311 can offer assistance in more than 180 languages. The target Service Level (SL) for the phone channel is to answer 80% of the calls within 75 seconds. In 2023, CXD-311 responded to 1.31 million customer contacts at a Service Level of 81% for the phone channel.

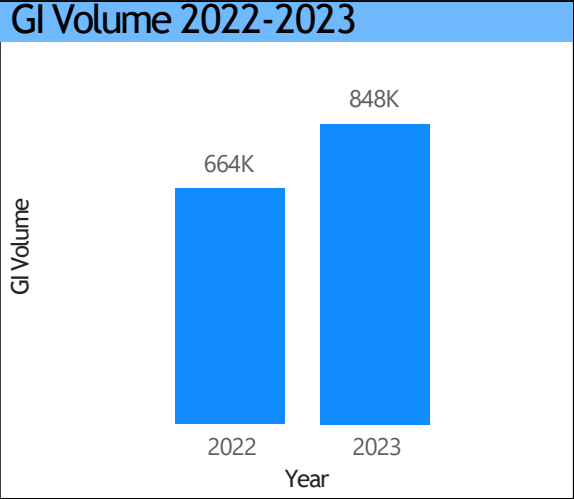
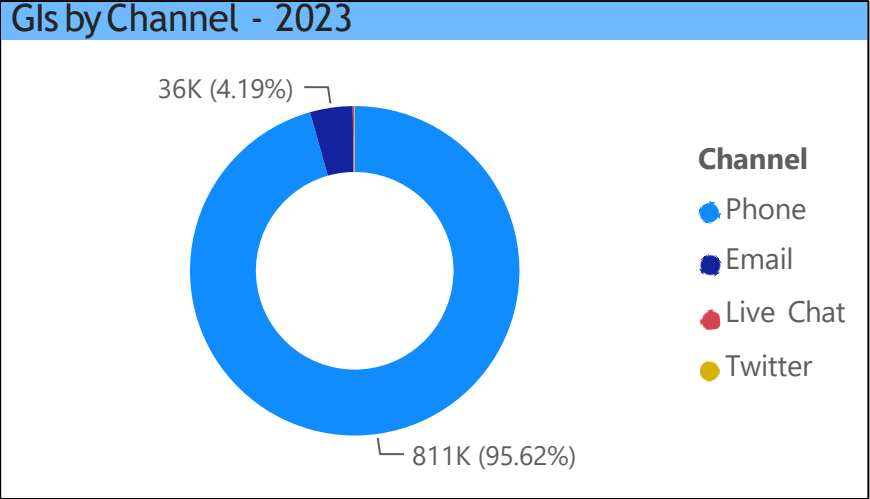
Data Source: Cisco Unified Intelligence Center (CUIC), CXD-311 BI portal and Salesforce, CheckMarket Surveys, Social Studio



# General Inquiries Received by CXD-311 - 2023

CXD-311 Toronto tracks inquiries from customers through Salesforce. General Inquiries (GIs) in this report refer to all customer inquiries about any City services through the phone, email, social media and live chat channels.

Data Source: Oracle Infinity web trends.



Top 10 General Inquiries created by Customer Service Representatives (CSRs) - 2023

GI Name	Volume
Property Tax Billing*	65274
Vacant Home Tax*	49903
Utility bill payments*	19748
Residential oversized items for collection	18455
Utility Billing - Water and Solid Waste*	17515
What to do with your waste materials	14738
Property tax & utility billing - change of ownership - address change*	11735
Solid Waste Drop-Off Depots - Transfer Stations - residential waste - fees	11128
Opening or closing a water account - preparing for final bill and water reading*	10025
Bylaw enforcement - parking*	9957

**Note:**

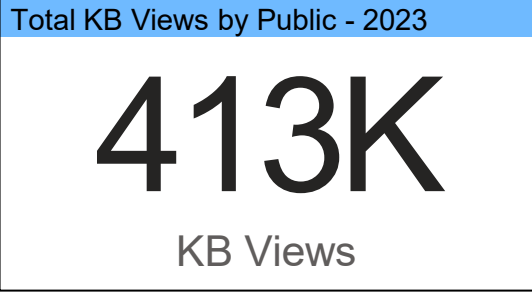
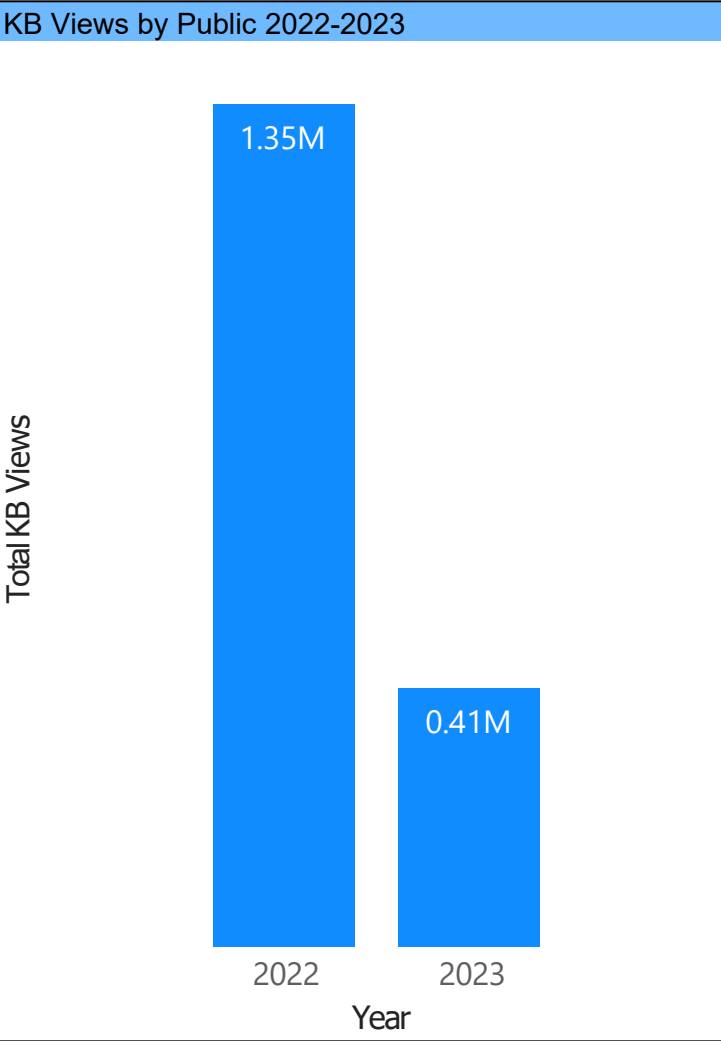
- CXD-311 Toronto provides information of all City Services and programs to customers. In the table of "Top 10 General Inquiries created by Customer Service Representatives(CSRs) ", the topics with an \* are for divisions and agencies whose technology is not integrated with CXD-311 Toronto.

# KB Views by Public - 2023



Note: KB Views by Public refers to the 311 Knowledge Base (KB) pages viewed online by the public through the 311 web and mobile app.

Data Source: Oracle Infinity web trends.

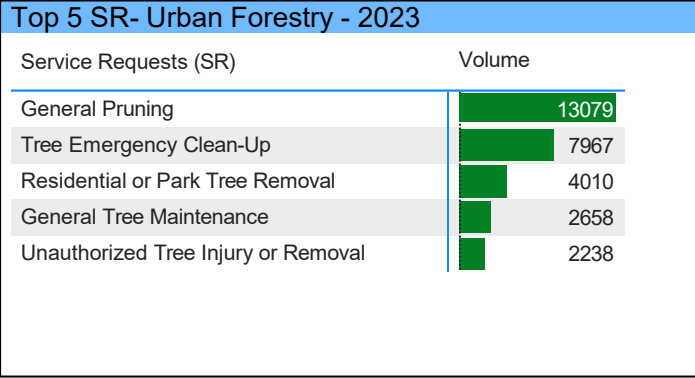
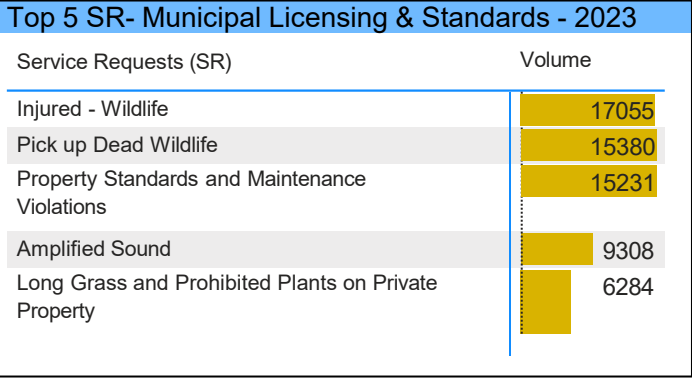
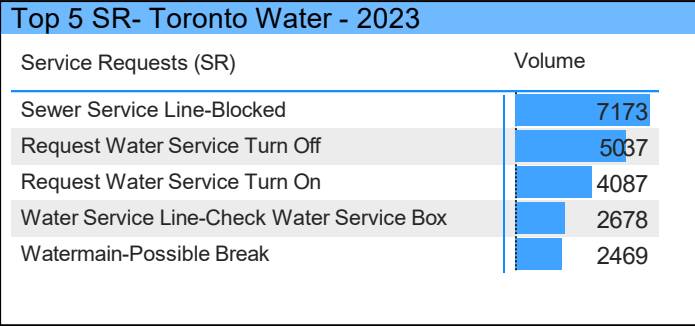
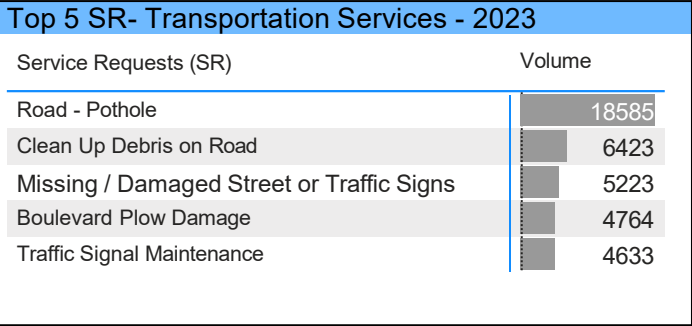
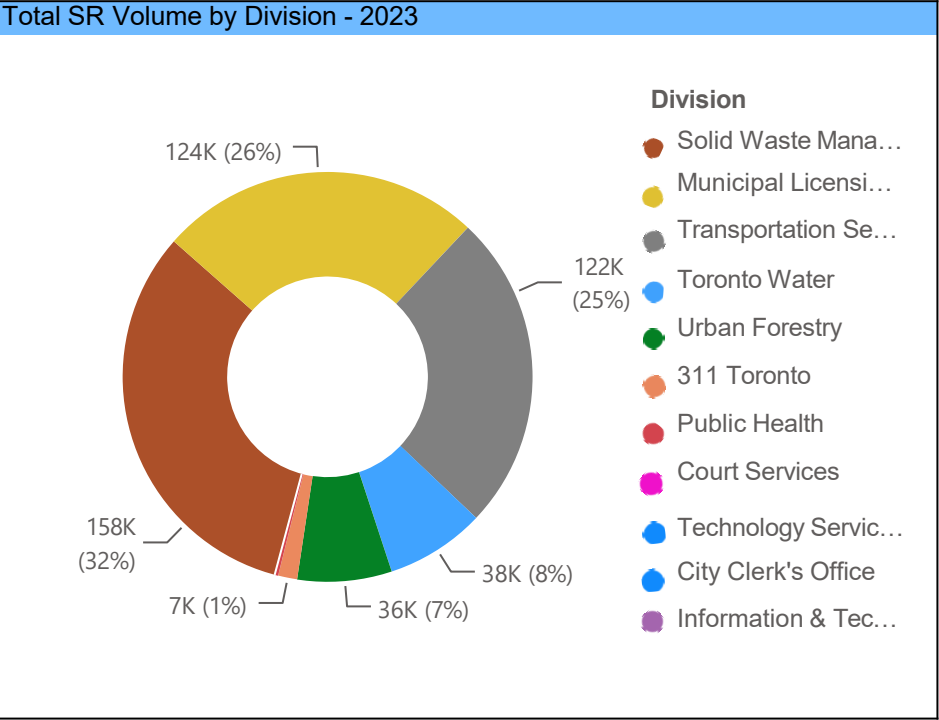
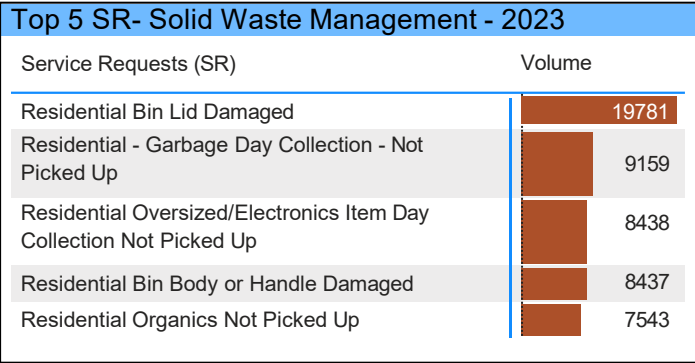
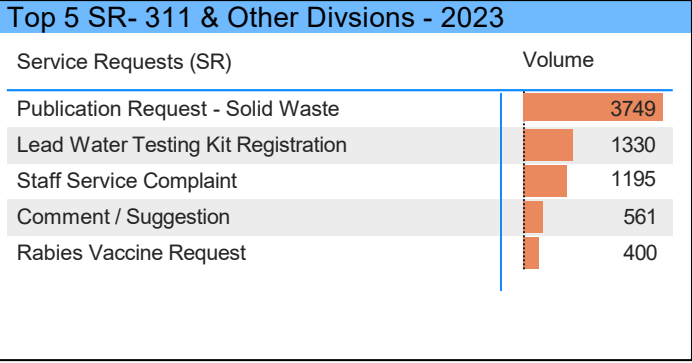
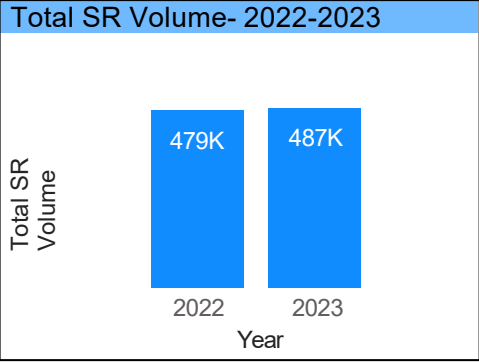
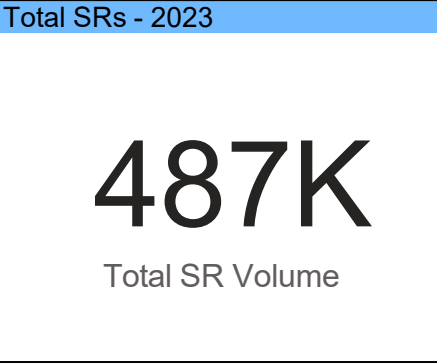


In Q2 2022, CXD-311 retired its old knowledge base (KB) system. Consequently, KB views in 2022 dropped significantly compared to 2021, as Google ceased indexing these pages. While we reintroduced new KB pages to Google Indexing Services in July 2023, the challenges lie in the technical intricacies of Google's indexing process, which currently prevent customers from effectively searching for them.

Top 10 KBs Viewed by Public - 2023	
KB Name	Views
Residential oversized items for collection	31761
Recreation program registration	16972
City Halls - GTA municipalities & municipalities outside of the GTA	16570
Bylaw enforcement - parking	10378
Alcohol in parks pilot program	9882
Bylaw enforcement - unreasonable and persistent noise	9427
Dead Animal Removal - on city or private property	9107
Parking bylaws	8874
Permit for a park fire or BBQ	8574
Household Hazardous Waste (HHW) - scheduling a toxic taxi pick-up	8140

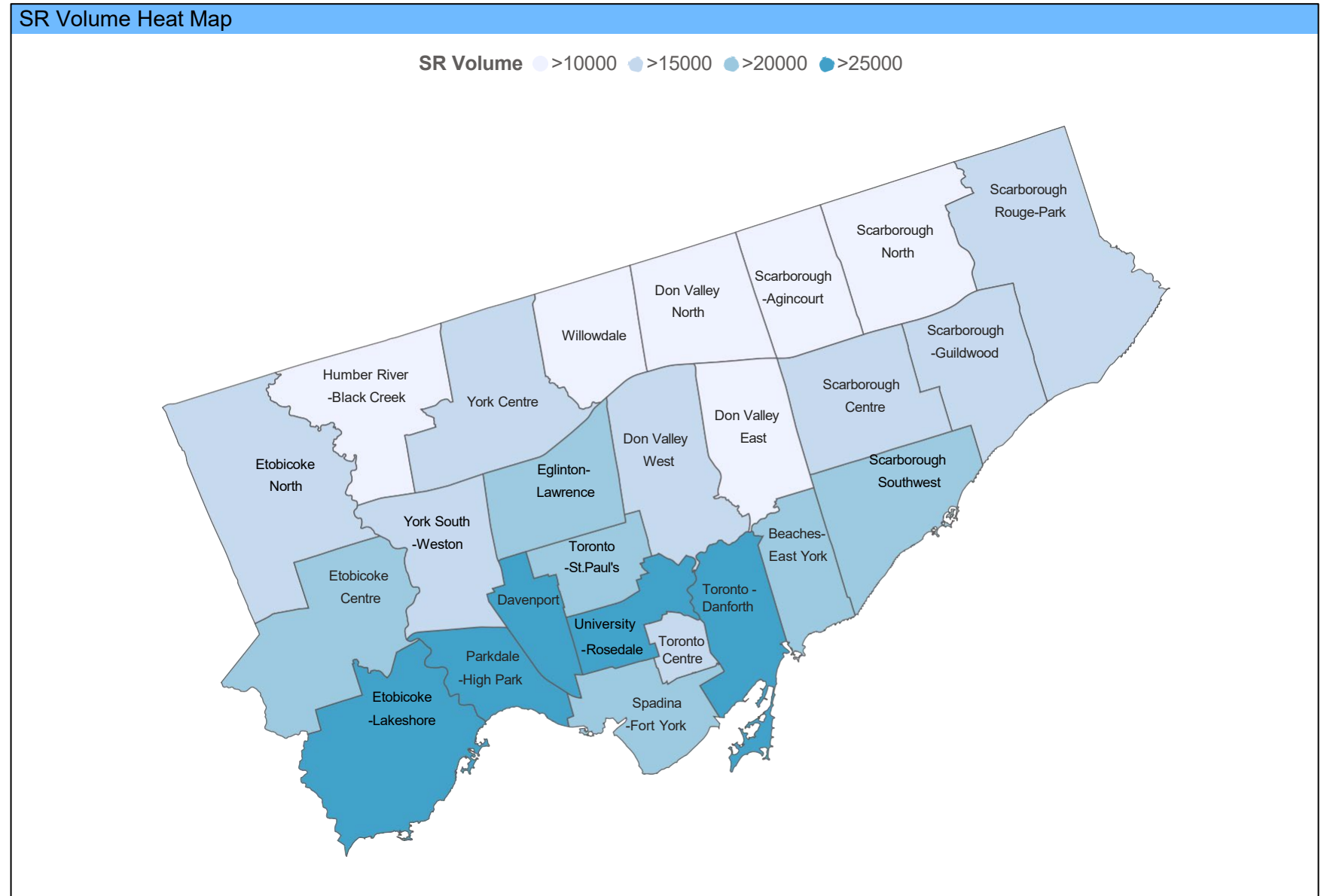
# Customer Service Requests (SRs) Created by CXD-311 - 2023

Data Source: CXD-311 Business Intelligence tool and Salesforce CRM. Data includes all of the customer initiated SRs for all the City Divisions created by CXD-311 via phone, web and mobile channels.



# Customer Service Requests (SRs) by City Wards - 2023

SR Volume by Ward	
Ward	Volume
Etobicoke-Lakeshore	29536
University-Rosedale	25596
Toronto-Danforth	25428
Davenport	25231
Parkdale-High Park	25028
Beaches-East York	24219
Eglinton-Lawrence	22909
Etobicoke Centre	22735
Spadina-Fort York	22175
Scarborough Southwest	21786
Toronto-St. Paul's	20369
Scarborough Centre	19230
York South-Weston	19200
Scarborough-Rouge Park	19071
Don Valley West	18299
Toronto Centre	16831
York Centre	16293
Etobicoke North	15333
Scarborough-Guildwood	15048
Willowdale	14494
Don Valley North	14081
Humber River-Black Creek	13413
Scarborough North	12974
Scarborough-Agincourt	12002
Don Valley East	11232



## Top 5 SRs in Each Ward - 2023

Data Source: CXD-311 Business Intelligence tool and Salesforce CRM. Data includes SRs created by CXD-311 via phone, web and mobile channel with a valid Geo ID, as well as all the SRs in Salesforce.

Beaches-East York	
Service Request	Volume
Pick up Dead Wildlife	1012
Property Standards and Maintenance Violations	889
Residential Bin Lid	768
General Pruning	733
Residential - Garbage Day Collection - Not Picked Up	630

Davenport	
Service Request	Volume
Residential Bin Lid Damaged	1579
Injured - Wildlife	1131
Property Standards and Maintenance Violations	850
Pick up Dead Wildlife	828
Residential Bin Body or Handle Damaged	775

Don Valley East	
Service Request	Volume
Road - Pothole	532
Property Standards and Maintenance Violations	527
Residential Bin Lid	386
Pick up Dead Wildlife	375
Residential Oversized/Electronics Item Day Collection Not Picked Up	326

Don Valley North	
Service Request	Volume
Road - Pothole	869
Residential Bin Lid Damaged	642
Pick up Dead Wildlife	464
Injured - Wildlife	439
Long Grass and Prohibited Plants on Private Property	404

Don Valley West	
Service Request	Volume
Road - Pothole	1356
Residential Bin Lid Damaged	611
General Pruning	610
Pick up Dead Wildlife	578
Injured - Wildlife	531

Eglinton-Lawrence	
Service Request	Volume
Residential Bin Lid Damaged	1242
Road - Pothole	1126
Pick up Dead Wildlife	693
General Pruning	660
Property Standards and Maintenance Violations	593

Etobicoke Centre	
Service Request	Volume
Injured - Wildlife	977
Pick up Dead Wildlife	929
General Pruning	848
Residential Bin Lid Damaged	783
Road - Pothole	691

Etobicoke North	
Service Request	Volume
Residential Bin Lid Damaged	751
Injured - Wildlife	596
Pick up Dead Wildlife	567
Property Standards and Maintenance Violations	562
Road - Pothole	548

Etobicoke-Lakeshore	
Service Request	Volume
Injured - Wildlife	1803
General Pruning	1054
Road - Pothole	953
Pick up Dead Wildlife	946
Residential Bin Lid Damaged	920

## Top 5 SRs in Each Ward - 2023

Data Source: CXD-311 Business Intelligence tool and Salesforce CRM. Data includes SRs created by CXD-311 via phone, web and mobile channel with a valid Geo ID, as well as all the SRs in Salesforce.

Humber River-Black Creek	
Service Request	Volume
Road - Pothole	699
Property Standards and Maintenance Violations	557
Residential Bin Lid Damaged	516
Injured - Wildlife	417
Pick up Dead Wildlife	377

Parkdale-High Park	
Service Request	Volume
Injured - Wildlife	1645
Residential Bin Lid Damaged	1299
Property Standards and Maintenance Violations	992
Pick up Dead Wildlife	977
Road - Pothole	711

Scarborough Centre	
Service Request	Volume
Residential Bin Lid Damaged	963
Road - Pothole	926
Property Standards and Maintenance Violations	579
Residential Organics Not Picked Up	564
Pick up Dead Wildlife	557

Scarborough North	
Service Request	Volume
Road - Pothole	1215
Residential Bin Lid Damaged	726
Residential Organics Not Picked Up	411
General Pruning	406
Pick up Dead Wildlife	378

Scarborough Southwest	
Service Request	Volume
Residential - Garbage Day Collection - Not Picked Up	805
Residential Bin Lid Damaged	796
Property Standards and Maintenance Violations	749
Pick up Dead Wildlife	657
Residential Oversized/Electronics Item Day Collection Not Picked Up	613

Scarborough-Agincourt	
Service Request	Volume
Road - Pothole	604
Residential Bin Lid Damaged	595
Road Plowing Request	390
Zoning Regulations Violations	367
General Pruning	362

Scarborough-Guildwood	
Service Request	Volume
Residential Bin Lid Damaged	701
Boulevard Plow Damage	678
Property Standards and Maintenance Violations	649
Pick up Dead Wildlife	547
Injured - Wildlife	517

Scarborough-Rouge Park	
Service Request	Volume
Residential Bin Lid Damaged	926
Residential - Garbage Day Collection - Not Picked Up	766
Residential Organics Not Picked Up	763
General Pruning	714
Residential Oversized/Electronics Item Day Collection Not Picked Up	620

Spadina-Fort York	
Service Request	Volume
Amplified Sound	1205
Sidewalk - Cleaning	910
Road - Pothole	786
Postering City Property / Structures	773
Injured - Wildlife	746



## Top 5 SRs in Each Ward - 2023

Data Source: CXD-311 Business Intelligence tool and Salesforce CRM. Data includes SRs created by CXD-311 via phone, web and mobile channel with a valid Geo ID, as well as all the SRs in Salesforce.

Toronto Centre	
Service Request	Volume
Property Standards and Maintenance Violations	936
Sidewalk - Cleaning	608
Amplified Sound	580
Injured - Wildlife	573
Construction Noise	534

Toronto-Danforth	
Service Request	Volume
Pick up Dead Wildlife	953
Residential Bin Lid Damaged	893
General Pruning	872
Property Standards and Maintenance Violations	782
Injured - Wildlife	759

Toronto-St. Paul's	
Service Request	Volume
Residential Bin Lid Damaged	1176
Road - Pothole	881
Pick up Dead Wildlife	705
Property Standards and Maintenance Violations	692
Injured - Wildlife	686

University-Rosedale	
Service Request	Volume
Residential Bin Lid Damaged	1076
Injured - Wildlife	1022
Pick up Dead Wildlife	793
Amplified Sound	762
Property Standards and Maintenance Violations	759

Willowdale	
Service Request	Volume
Road - Pothole	798
Residential Bin Lid Damaged	599
Pick up Dead Wildlife	473
Long Grass and Prohibited Plants on Private Property	460
General Pruning	407

York Centre	
Service Request	Volume
Moving Motor Vehicle Noise	900
Road - Pothole	683
Residential Bin Lid Damaged	668
Property Standards and Maintenance Violations	517
Pick up Dead Wildlife	503

York South-Weston	
Service Request	Volume
Property Standards and Maintenance Violations	954
Residential Bin Lid Damaged	901
Injured - Wildlife	834
General Pruning	533
Road - Pothole	531