

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

CXD-311 Contact Volume - 2023

In 2023, CXD-311 had a total of 1.31 million customer contacts.

Service Level - 2023

In 2023, the service level of CXD-311 phone channel was 81%. The target service level of CXD-311 is 80%.

CXD-311 Contact by Channel - 2023

The percentage of customer contact by phone channel was 80% of the total volume, web was 7%, email was 7%, counter was 3%, and 3% is the other channels including mobile app and social media.

Types of Interactions - 2023

- General Inquiries 59%,
- Service Requests 34%
- Status Inquiries 7%.

CXD-311 Staff Service Complaints & Compliments 2022 to 2023

The number of CXD-311 Staff Service Complaints was

- 236 in 2022 and
- 423 in 2023.

The number of CXD-311 Staff Service Compliments was

- 226 in 2022 and
- 332 in 2023.

CXD-311 Contact Volume by Channel from 2022 - 2023

The total contact volume per year was

- 1.33 million in 2022 and
- 1.31 million 2023.

Volume Change by Channel 2022 vs 2023

The volume per channel for the year 2022 was

- Phone 1.07 million,
- Email 125 thousand,
- Web 74 thousand,
- Counter Visits 94 thousand,
- Live Chat 15 thousand and
- Mobile 9 thousand

The volume per channel for the year 2023 was

- Phone 1.04 million,
- Email 93 thousand,
- Web 93 thousand,
- Counter Visits 44 thousand,
- Live Chat 17 thousand and
- Mobile 17 thousand

The volume change by channel for 2022 vs 2023 was

- Phone -2%,
- Email -25%,
- Web +26%,
- Counter Visits -53%,
- Live Chats +19% and
- Mobile +88%

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.

Total GI Volume

The total number of General Inquiries was 848 thousand in 2023.

GIs By Channel

The total number of General Inquiries by phone channel is 95.62% of the total volume, email 4.19%, Live Chat 0.14% and 0.05% is the other channels

GIs Views From 2022-2023

General inquiries views for 2022 were 664 thousand and 848 thousand for 2023

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

Note: CXD-311 Toronto provides information of all City Services to customers. In the table of "Top 10 General Inquiries Answered by CXD-311 CSRs", the topics with an * are for divisions and agencies whose technology is not integrated with CXD-311 Toronto.

The top 10 general inquiries received from phone channel by CSRs in 2023 were:

1. Property Tax Billing* was inquired 65274 times.
2. Vacant Home Tax* was inquired 49903 times.
3. Utility Bill Payments* was inquired 19748 times.
4. Residential Oversized Items For Collection* was inquired 18455 times.
5. Utility Billing – Water and Solid Waste was inquired* 17515 times.
6. What To Do With Your Waste Materials* was inquired 14738 times.
7. Property Tax & Utility Billing – Change of Ownership – Address Change* was inquired 11735 times.
8. Solid Waste Drop- Off Depots – Transfer Stations – Residential waste fees* was inquired 11128 times.
9. Opening or Closing Water Account – Preparing for Final Bill & Water Reading* was inquired 10025 times.
10. Bylaw Enforcement – Parking* was inquired 9957 times.

KB View CXD-311 – 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.

KB Views Public from 2022-2023

KB views in 2022 were 1.35 Million and 0.41 Million in 2023

Total KB Views - 2023

The total number of KB Views was 413 thousand in 2023.

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 the public.

The top 10 knowledge base articles viewed by the public in year 2023 were:

1. Residential Oversized items for Collection was viewed 31761 times.
2. Recreation Program Registration was viewed 16792 times.
3. City Halls – GTA Municipalities & Municipalities Outside Of The GTA was viewed 16570 times.
4. Bylaw Enforcement - Parking was viewed 10378 times.
5. Alcohol In Parks Pilot Program was viewed 9882 times.
6. Bylaw Enforcement Unreasonable and Persistent Noise was viewed 9427 times.
7. Dead Animal Removal – On City Or Private Property was viewed 9107 times.
8. Parking Bylaws was viewed 8874 times.
9. Permit For A Park Fire Or BBQ was viewed 8574 times.
10. Household Hazardous Waste (HHW) – Scheduling A Toxic Taxi Pick-Up was viewed 8140 times.

Service Requests (SRs) Created by CXD-311 – 2023

Data Source: CXD-311 Business Intelligence tool and Salesforce CRM. Data includes SRs of Integrated Divisions created by CXD-311 via phone, web and mobile channel with a valid Geo ID.

SR Volume in 2023

The total service request volume created by CXD-311 for integrated divisions was 487 thousand.

Total SR Volume for integrated divisions from 2022 - 2023

- 2022 479 thousand and
- 2023 487 thousand

Total SR Volume by Division for 2023

- Solid Waste Management 158 thousand, 32%
- Municipal Licensing and Standards 124 thousand, 26%
- Transportation 122 thousand, 25%
- Toronto Water 38 thousand, 8%
- Urban Forestry 36 thousand, 7%
- CXD-311 Toronto 7 thousand, 1%

Top 5 SR-311 & Other Divisions - 2023

The top 5 service requests for 311 & other divisions were

1. Publication Request – Solid Waste, 3749
2. Lead Water Testing Kit Registration, 1330
3. Staff Service Complaint, 1195
4. Comment/ Suggestion, 561
5. Rabies Vaccine Request, 400

Top 5 SR-Solid Waste Management - 2023

The top 5 service requests for Solid Waste Management division in 2023 were

1. Residential Bin Lid Damaged, 19781
2. Residential - Garbage Day Collection - Not Picked Up, 9159
3. Residential Oversized/Electronics Item Day, 8438
4. Residential Bin Body or Handle Damaged, 8437
5. Residential Organics - Not Picked Up, 7543

Top 5 SR-Transportation Services - 2023

The top 5 service requests for Transportation Services division in 2023 were:

1. Road - Pothole, 18585
2. Clean Up Debris on Road, 6423
3. Missing/Damaged Street or Traffic Signs, 5223
4. Boulevard Plow Damage, 4764
5. Traffic Signal Maintenance, 4633

Top 5 SR-Toronto Water - 2023

The top 5 service requests for Toronto Water division in 2023 were:

1. Sewer Service Line-Blocked, 7173
2. Request Water Turn Off, 5037
3. Request Water Turn On, 4087
4. Water Service Line-Check Water Service Box, 2678
5. Watermain-Possible Break, 2469

Top 5 SR-Municipal Licensing & Standards - 2023

The top 5 service requests for Municipal Licensing & Standards division, including Toronto Animal Services in 2023 were:

1. Injured Wildlife, 17055
2. Pick up Dead Wildlife, 15380
3. Property Standards and Maintenance Violations, 15231
4. Amplified Sound, 9308
5. Long Grass and Prohibited Plants on Private Property, 6284

Urban Forestry Top 5 SRs - 2023

The top 5 service requests for Urban Forestry division in 2023 were:

1. General Pruning, 13079
2. Tree Emergency Clean Up, 7967
3. Residential or Park Tree Removal, 4010
4. General Tree Maintenance, 2658
5. Unauthorized Tree Injury or Removal, 2238

Customer Service Requests (SRs) by City Wards - 2023

SR Volume by Ward

- 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.

Top 5 SRs for Beaches-East York

1. Pick Up Dead Animal, 1012
2. Property Standards and Maintenance Violations, 889
3. Residential Bin Lid Damaged, 768
4. General Pruning, 733
5. Residential - Garbage Day Collection - Not Picked Up, 630

Top 5 SRs for Davenport

1. Residential Bin Lid Damaged, 1579
2. Injured Wildlife, 1131
3. Property Standards and Maintenance Violations, 850
4. Pick Up Dead Wildlife, 828
5. Residential Bin Body or Handle Damaged, 775

Top 5 SRs for Don Valley East

1. Road - Pothole, 532
2. Property Standards and Maintenance Violation, 527
3. Residential Bin Lid Damaged, 386
4. Pick Up Dead Wildlife, 375
5. Residential Oversized/Electronics Item Day Collection Not Picked Up, 326

Top 5 SRs for Don Valley North

1. Road - Pothole, 869
2. Residential Bin Lid Damaged, 642
3. Pick Up Dead Wildlife, 464
4. Injured - Wildlife, 439
5. Long Grass and Prohibited Plants on Private Property, 404

Top 5 SRs for Don Valley West

1. Road - Pothole, 1356
2. Residential Bin Lid Damage, 611
3. General Pruning, 610
4. Pick up Dead Wildlife, 578
5. Injured – Wildlife, 531

Top 5 SRs for Eglinton-Lawrence

1. Residential Bin Lid Damaged, 1242
2. Road - Pothole, 1126
3. Pick up Dead Wildlife, 693
4. General Pruning, 660
5. Property Standards and Maintenance Violations, 593

Top 5 SRs for Etobicoke Centre

1. Injured – Wildlife, 977
2. Pick up Dead Wildlife, 929
3. General Pruning, 848
4. Residential Bin Lid Damaged, 783
5. Road – Pothole, 691

Top 5 SRs for Etobicoke North

1. Residential Bin Lid Damaged, 751
2. Injured – Wildlife, 596
3. Pick up Dead Wildlife, 567
4. Property Standards and Maintenance Violations, 562
5. Road – Pothole, 548

Top 5 SRs for Etobicoke-Lakeshore

1. Injured - Wildlife, 1803
2. General Pruning, 1054
3. Road - Pothole, 953
4. Pick up Dead Wildlife, 946
5. Residential Bin Lid Damaged, 920

Top 5 SRs Humber River-Black Creek

1. Road - Pothole, 699
2. Property Standards and Maintenance Violations, 557
3. Residential Bin Lid Damaged, 516
4. Injured - Wildlife, 417
5. Pick up Dead Wildlife, 377

Top 5 SRs Parkdale-High Park

1. Injured - Wildlife, 1645
2. Residential Bin Lid Damaged, 1299
3. Property Standards and Maintenance Violations, 992
4. Pick up Dead Wildlife, 977
5. Road - Pothole, 711

Top 5 SRs Scarborough Centre

1. Residential Bin Lid Damaged, 963
2. Road - Pothole, 926
3. Property Standards and Maintenance Violations, 579
4. Residential Organics Not Picked Up, 564
5. Pick up Dead Wildlife, 557

Top 5 SRs Scarborough North

1. Road - Pothole, 1215
2. Residential Bin Lid Damaged, 726
3. Residential Organics Not Picked Up, 411
4. General Pruning, 406
5. Pick up Dead Wildlife, 378

Top 5 SRs Scarborough Southwest

1. Residential - Garbage Day Collection - Not Picked Up, 805
2. Residential Bin Lid Damaged, 796
3. Property Standards and Maintenance Violations, 749
4. Pick up Dead Wildlife, 657
5. Residential Oversized/Electronics Item Day Collection Not Picked Up, 613

Top 5 SRs Scarborough - Agincourt

1. Road – Pothole, 604
2. Residential Bin Lid Damaged, 595
3. Road Plowing Request, 390
4. Zoning Regulations Violations, 367
5. General Pruning, 362

Top 5 SRs Scarborough-Guildwood

1. Residential Bin Lid Damaged, 701
2. Boulevard Plow Damage, 678
3. Property Standards and Maintenance Violations, 649
4. Pick up Dead Wildlife, 547
5. Injured - Wildlife, 517

Top 5 SRs Scarborough-Rouge Park

1. Residential Bin Lid Damaged, 926
2. Residential - Garbage Day Collection - Not Picked Up, 766
3. Residential Organics Not Picked Up, 763
4. General Pruning, 714
5. Residential Oversized/Electronics Item Day Not Picked Up, 620

Top 5 SRs Spadina-Fort York

1. Amplified Sound, 1205
2. Sidewalk - Clearing, 910
3. Road - Pothole, 786
4. Postering City Property / Structures, 773
5. Injured - Wildlife, 746

Top 5 SRs Toronto Centre

1. Property Standards and Maintenance Violations, 936
2. Sidewalk – Cleaning, 608
3. Amplified Sound, 580
4. Injured - Wildlife, 573
5. Construction Noise, 534

Top 5 SRs Toronto-Danforth

1. Pick up Dead Wildlife, 953
2. Residential Bin Lid Damaged, 893
3. General Pruning, 872
4. Property Standards and Maintenance Violations, 782
5. Injured – Wildlife, 759

Top 5 SRs Toronto-St. Paul's

1. Residential Bin Lid Damaged, 1176
2. Road - Pothole, 881
3. Pick up Dead Wildlife, 705
4. Property Standards and Maintenance Violations, 692
5. Injured – Wildlife, 686

Top 5 SRs University-Rosedale

1. Residential Bin Lid Damaged, 1076
2. Injured – Wildlife, 1022
3. Pick up Dead Wildlife, 793
4. Amplified Sound, 762
5. Property Standards and Maintenance Violations, 759

Top 5 SRs Willowdale

1. Road - Pothole , 798
2. Residential Bin Lid Damaged, 599
3. Pick up Dead Wildlife, 473
4. Long Grass and Prohibited Plants on Private Property, 460
5. General Pruning, 407

Top 5 SRs York Centre

1. Moving Motor Vehicle Noise, 900
2. Road - Pothole , 683
3. Residential Bin Lid Damaged, 668
4. Property Standards and Maintenance Violations, 517
5. Pick up Dead Wildlife, 503

Top 5 SRs York South-Weston

1. Property Standards and Maintenance Violations, 954
2. Residential Bin Lid Damaged, 901
3. Injured – Wildlife, 834
4. General Pruning, 533
5. Road - Pothole , 531