

# Stat of the Month

## Mayor's Action Center: Speed to Answer

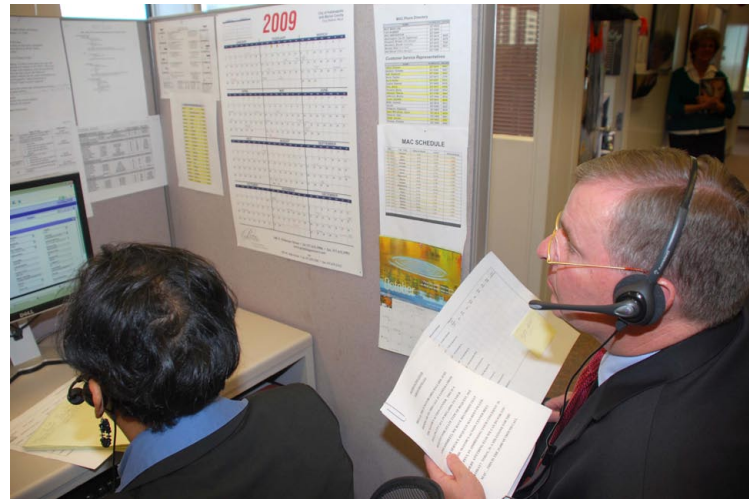
Established in the early 1990's, the [Mayor's Action Center](#) (MAC) provides the citizens of Indianapolis and Marion County with one central organization to contact for requesting service, obtaining information or registering complaints.

The MAC's primary services provided are:

- Request for service or record complaint
- Provide information or record comments

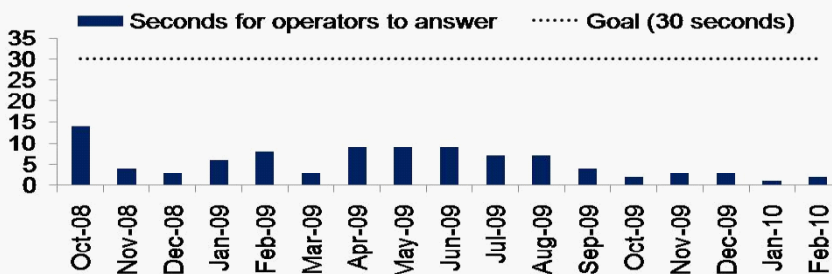
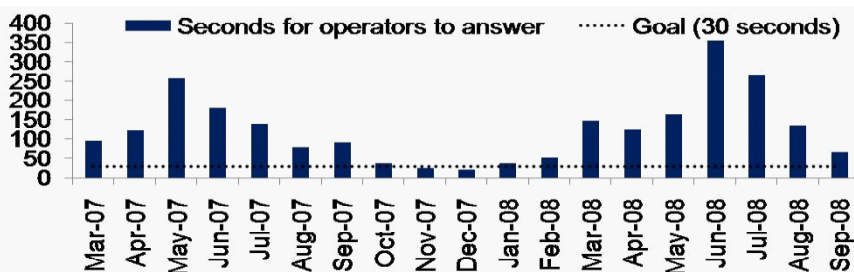
## The Challenge:

- The Mayor's Action Center (MAC) handles an average of 910 calls daily (Monday - Friday) from citizens requesting services or reporting problems
- This is a 10.8% increase of calls handled from 2008 to 2009
- Additionally, since November 2008, MAC Customer Service Representatives (CSRs) have made an average of 115 daily outbound calls to citizens in an effort to give closure to a service request and evaluate customer satisfaction
- MAC CSRs are faced with the need to answer more calls and answer them faster to meet expectations and citizen demand



On October 26, 2009 Mayor Ballard visited the Mayor's Action Center to make the 25,000th outbound call since the program started in Nov. 2008. The Mayor's Action Center has now logged more than 35,400 outbound calls to date.

### Speed to Answer Reduced to 5 Seconds Down 95% from 105 Seconds in 2007



## The Solution:

- Established goals for CSRs and the team as a whole through the IndyStat performance measure evaluation program
- Increased the CSR team, including the addition of Spanish speaking representatives
- Provided training for CSRs to increase their understanding of computer software used to input data
- Improved communication to keep CSRs up to date with current issues and initiatives allowing them to handle calls more efficiently
- Set accurate expectations for service delivery to citizens, decreasing the number of follow-up calls
- Created the pothole portal ([www.indy.gov/pothole](http://www.indy.gov/pothole)) for quicker pothole reporting
- Process improvements on the service delivery end maximized efficiency which also decreased the number of follow-up calls as well as duplicate calls

## Next Steps:

- **Citizen Web portal coming soon**  
Emails to the MAC for service requests will feed directly into the software used to process requests which will eliminate manual re-entry and related re-entry errors  
Questions will be consistent with the questions asked when a citizen calls in to the MAC  
The portal will also allow citizens to check the status of their service request
- **Mystery shopping program**  
Program to further evaluate and improve customer service satisfaction  
A selection of citizens that utilize the MAC will be asked to anonymously evaluate their experience

**About IndyStat:** The IndyStat program was established to improve operational management of City-County departments and agencies. For more information, visit [www.indy.gov/Mayor/IndyStat](http://www.indy.gov/Mayor/IndyStat). For more information about the Mayor's Action Center visit [www.indy.gov/mac](http://www.indy.gov/mac)