



## MEMORANDUM

To: Community Relations Committee

From: Scott Gargano, Customer Service Systems Manager

Date: January 30, 2020

Subject: Results of Automated Attendant Test with Main Telephone Number

### **Automated Attendant**

With the approval of the Community Relations Committee, the Village tested a new Automated Attendant on the main telephone number for the Village of Lombard. The test was conducted from November 4, 2019 to December 31, 2019. During that time, 2,139 calls were received (see summary below), and no complaints about the Auto Attendant were reported. A complete breakdown of the calls are attached.

Phase one (November 4 - 30) of the test provided an option for the caller to reach an operator (“press 0 to reach an operator”) as the last provided option for callers. Out of 1,103, only 142 calls, or 13% choose that option. The Village noted that a majority of the calls that reached an operator were unsure of where to have their calls routed.

Phase two (December 1 - 31) of the test provided an option for the caller to reach operator as the first option for callers. Out of 1,036 calls, 414 callers, or 40% choose that option. The Village noted that a majority of the calls that reach an operator simply chose the first option that they heard, despite knowing the department they wanted to reach. During this time, front desk staff was not able to complete as many additional tasks, such as assisting with water billing.

Throughout Phases 1 & 2, it was noted that there were 288 hang-ups. That is, a caller hung up the call without making a selection. We are attributing the majority of those hang ups to automated callers or robo sales calls that had negatively impacted the front desk staff prior to the implementation of the Automated Attendant.

Based on the results, Village staff recommends that the Auto Attendant stay in place permanently with the option to reach an operator at the end of the front end message.