

Draft 3-1-1 Models Technical Matrix

Agenda Item #5

| | Option 1 | | | Option 2 | Option 3 | | Option 4 | Option 5 | |
|------------------------------|---|---|--|--|--|--|---|--|--|
| | A | B | C | A | A | B | A | A | B |
| Description | IVR Only | Outsourced Human Switchboard | Insource Human Switchboard | Regional Call Center | Transfers Calls to 211 and Visa Versa | Physical Colocation or Transfer of Responsibility | No Action | Calls Routed by Central Office or Cell Tower | Calls Fully Routed by Physical Location |
| Startup Cost | \$ | \$ | \$\$\$\$\$\$ | \$\$\$\$\$\$\$\$ | \$\$\$\$\$\$\$\$ | \$\$\$\$\$\$\$\$ | - | \$ | \$\$\$\$\$\$\$\$ |
| Ongoing Cost | \$ | \$\$ | \$\$\$\$ | \$\$\$\$\$\$\$\$ | \$\$\$\$\$\$\$\$ | \$\$\$\$\$\$\$\$ | - | \$ | \$\$\$\$\$\$\$\$ |
| Difficulty of Implementation | Low | Low | Moderate | High | High | High | N/A | Moderate | High |
| Feasibility | High | High | Moderate | Moderate | Moderate | Moderate | N/A | Moderate | Low |
| Assumptions | <ul style="list-style-type: none"> 30 simultaneous calls handled would be close to the 33 calls per minute assumed. | <ul style="list-style-type: none"> Calls limited to one minute. If agencies desire the call takers to further refine routing, for example sending calls to specific departments, call time will increase. | <ul style="list-style-type: none"> Calls limited to one minute. If agencies desire the call takers to further refine routing, for example sending calls to specific departments, call time will increase. | <ul style="list-style-type: none"> 80% of calls answered in 20 seconds and about 4 minutes total per call | <ul style="list-style-type: none"> This is essentially the same as setting up the Regional Call Center in Option 2 with the addition of some procedures, so the cost is analagous. Incremental cost for the transfer should be small. | <ul style="list-style-type: none"> Would either need to build a call center or pay for 211 to build a larger call center and operate it so cost analagous to building a Regional Call Center as in Option 2 Actual transfer of the call center to 211 would require negotiation and is therefore left out of this analysis | N/A | <ul style="list-style-type: none"> Providers would need to be willing to make the required changes. Most cell and landline providers do not appear to charge for the initial programming. CenturyLink charges per tariff. | <ul style="list-style-type: none"> The providers would be willing and able to provide the same level of detail that they provide for the 911 system |
| Pros | <ul style="list-style-type: none"> Simple administration Low intitial cost Low ongoing cost Does not preclude using other options at a future date Uniform user experience | <ul style="list-style-type: none"> Flexibility to have some human intelligence built into the call transfer (e.g., if the caller wants animal control, they could be transferred to the County.) Easily able to determine cost of actual calls delivered by agency Uniform user experience | <ul style="list-style-type: none"> Flexibility to have some human intelligence built into the call transfer (e.g., if the caller wants animal control, they could be transferred to the County.) Uniform user experience | <ul style="list-style-type: none"> Centralized administration All calls answered by an operator during operating hours | <ul style="list-style-type: none"> Same as Regional Call Center in Option2 Established routing relationship | <ul style="list-style-type: none"> Same as Regional Call Center in Option2 Clients would be seamlessly transitioned to the correct resource 211 operators could be cross trained to handle large call events | <ul style="list-style-type: none"> No additional cost associated with this option. | <ul style="list-style-type: none"> Routing is automatic based on physical location | <ul style="list-style-type: none"> Accurate routing is automatic based on physical location |
| Cons | <ul style="list-style-type: none"> No automatic routing of calls without user interaction | <ul style="list-style-type: none"> Incremental cost for minute overages is \$0.80 which could result in substantial charges if the volume estimate is low or there is an event that affects call volume Extra step in the call delivery process No automatic routing of calls without user interaction | <ul style="list-style-type: none"> Extra step in the call delivery process No automatic routing of calls without user interaction | <ul style="list-style-type: none"> Complexities related to integrating different agency work order systems Member agencies must update a common knowledge base | <ul style="list-style-type: none"> Same as Regional Call Center in Option 2 | <ul style="list-style-type: none"> Same as Regional Call Center in Option 2 | | <ul style="list-style-type: none"> Areas near agency borders and around County islands may not be routed correctly ANI/Zip Code plus 4/Area Code are of limited use in our area because of number portability, adjacent geographies, and limited number of area codes there would be significant additional charges incurred to implement any of these solutions | <ul style="list-style-type: none"> High maintenance cost Legal questions to be resolved |
| Additional Considerations | <ul style="list-style-type: none"> Where do operator calls go? Need agreement to reroute misrouted calls | <ul style="list-style-type: none"> Getting a solid initial estimate of call volume would be critical IVR for after hours | <ul style="list-style-type: none"> Tracking of transferred calls would be required to allocate costs Would need the flexibility to upsize if need increased Need IVR for after hours | <ul style="list-style-type: none"> Phased approach starting as a switchboard may be viable IVR required for after hours | <ul style="list-style-type: none"> Same as Regional Call Center in Option 2 Some form of agreement may be required Coordinated marketing could eliminate confusion | <ul style="list-style-type: none"> Same as Regional Call Center in Option 2 Extensive negotiation and a willingness on the part of 211 would be required The goals of 211 and 311 are somewhat different | | <ul style="list-style-type: none"> Providers may not have to participate, but no indication that some level will not be available Technical staff required to keep current with new COs and cell towers | <ul style="list-style-type: none"> There are serious questions about the willingness of providers and legality of leveraging this solution |

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