Answering the Call of Duty

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What is 2-1-1?

211 is hotline similar to 911 and 411. People needing assistance with bills, clothing, housing, and more call and receive information on local organizations that can assist them with their need.

211 is branch under the United Way of Metro Atlanta. Started in 1997, Atlanta’s 211 was the first 211 service.

The graph below shows the resources callers seek using 211.

Improving the Call Menu

To connect callers to agents more quickly, the proposed call menu will present information more concisely.

The current call menu is long and repetitive, causing callers to hang up before reaching an agent. The graph displays when callers hang up. A shorter menu should result in fewer abandoned calls.

Deliverables

Report with suggested changes
Redesigned call menu
Predictive model for how many calls to expect each day and month

Predicting Future Calls

The following factors from past data were analyzed to predict future calls:
- Year
- Day
- Month
- Weather
- Week Number
- GDP

The call menu will also be redesigned to allow callers to enter demographic information. This will make data entry easier for agents, reducing the time it takes for agents to handle calls.