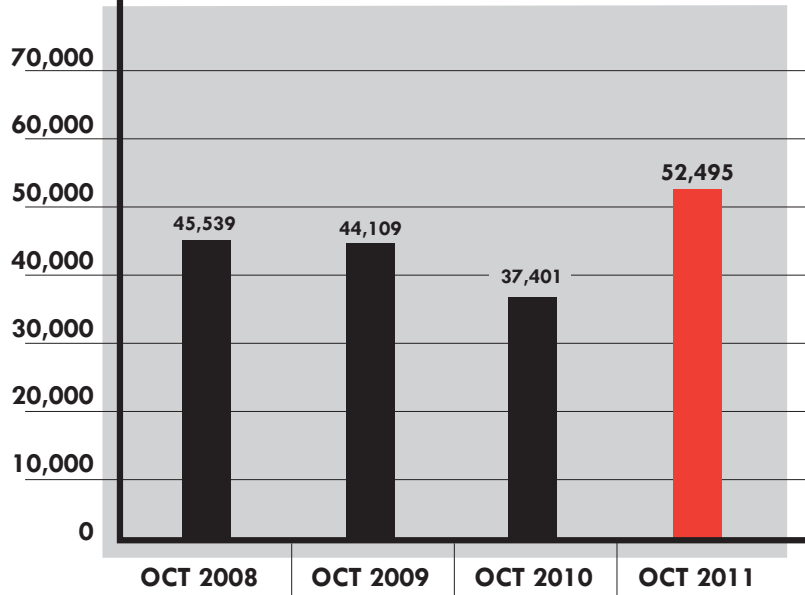


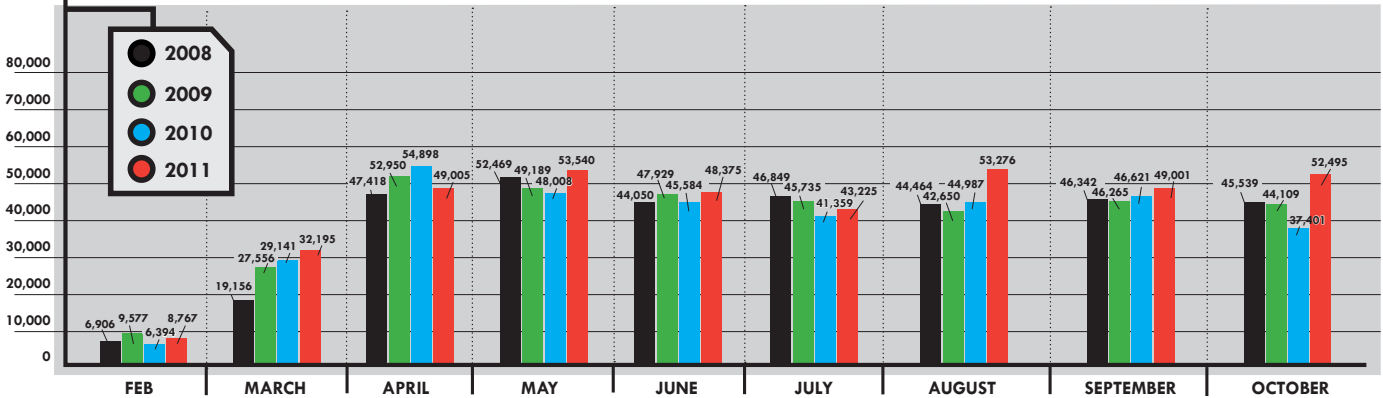
October's ticket volume far exceeded that experienced by the center last year. Overall, ticket volume continues to remain ahead of that experienced in previous years as well.

OCT

● Tickets IN (OCT 2008 - 2011)



● Tickets IN (FEB - OCT 2008 - 2011)





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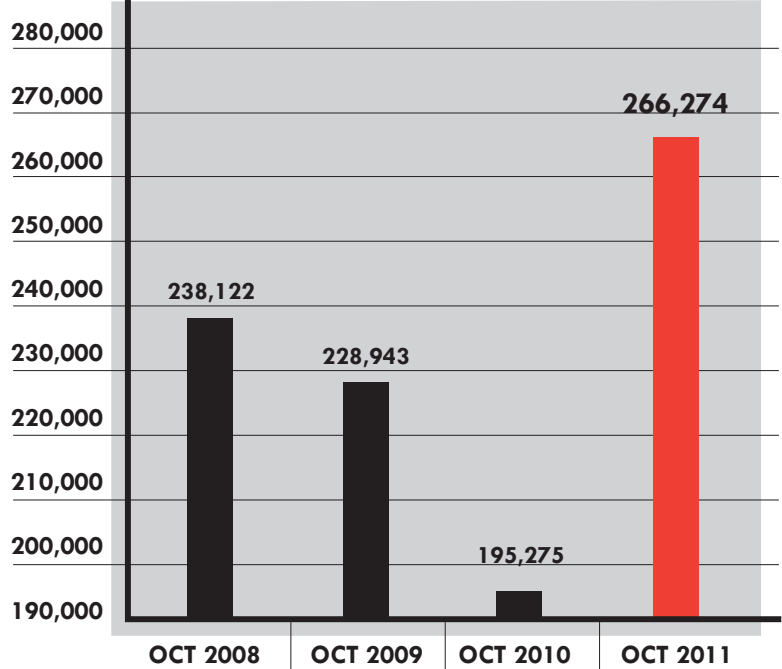
OCT

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

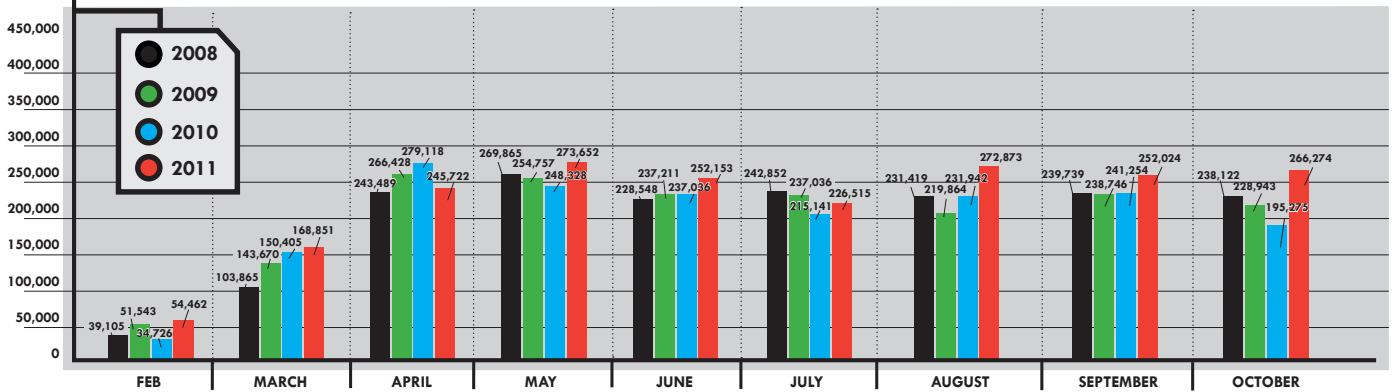
Outbound ticket volume follows the pattern of inbound ticket volume. Within the next couple months, calling will settle into a winter pattern as the weather continues sliding toward a colder turn.

OCT

Tickets OUT (OCT 2008 - 2011)



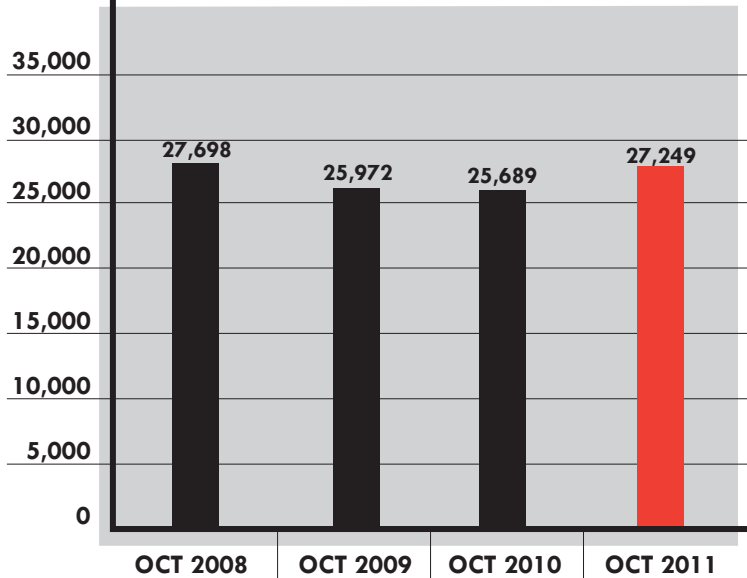
Calls OUT (FEB - OCT 2008 - 2011)



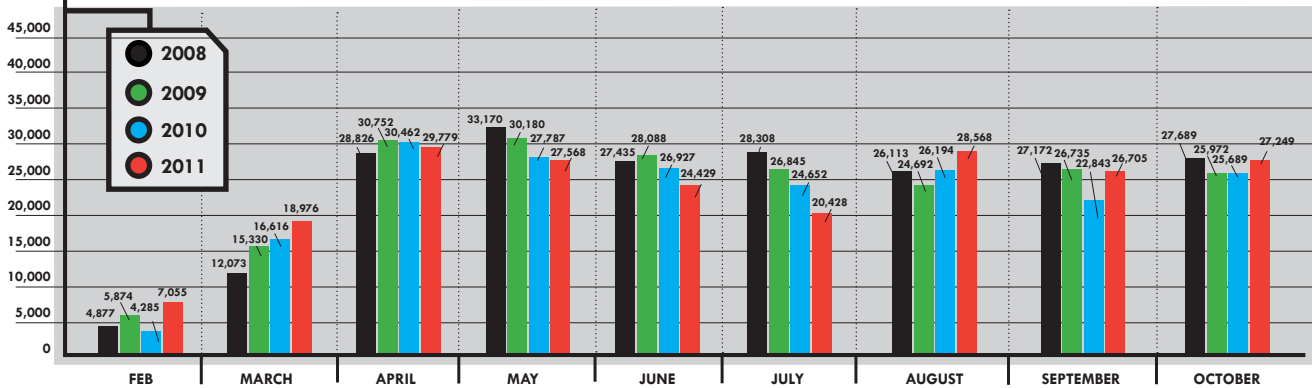
It's easy to see the increases in efficiency that ITIC use has on the call center by looking at the calling patterns. While ticket volumes have gradually increased over the last four years, call volume has decreased. In October of 2010, it took 25,689 phone calls to produce 37,401 tickets. By contrast, in 2011, 27,249 phone calls produced 52,495 tickets. That's about 1,600 more phone calls and 15,000 MORE tickets.

OCT

Calls In (OCT 2008 - 2011)



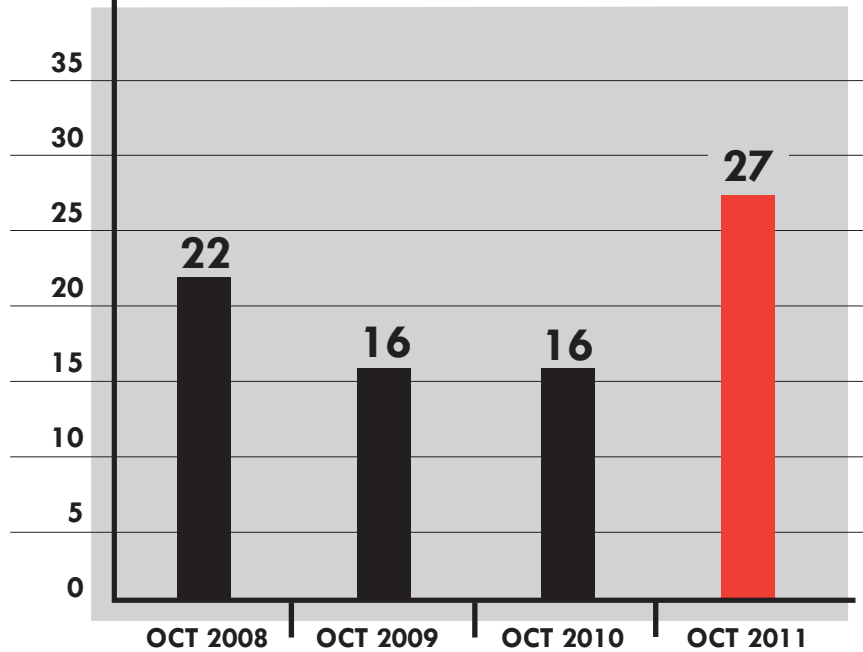
Calls In (FEB - OCT 2008 - 2011)



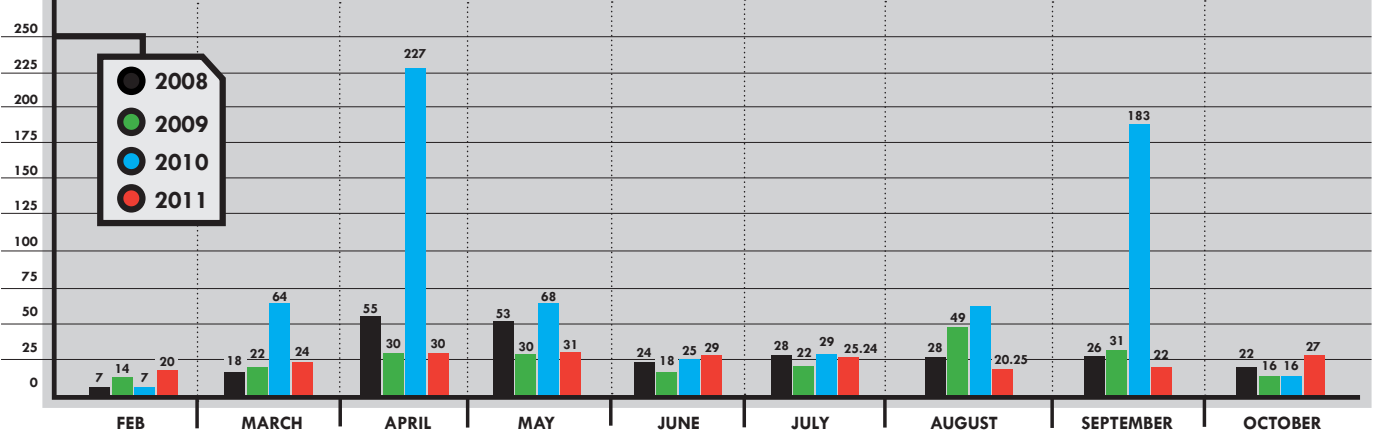
The Average Seconds to Answer is measured from the moment a caller completes any recorded announcements and enters the "queue" to the moment they are actually answered in the call center.

OCT

Average Seconds To Answer
ASA (OCT 2008 - 2011)



Average Seconds To Answer
ASA (FEB - OCT 2008 - 2011)



OCT

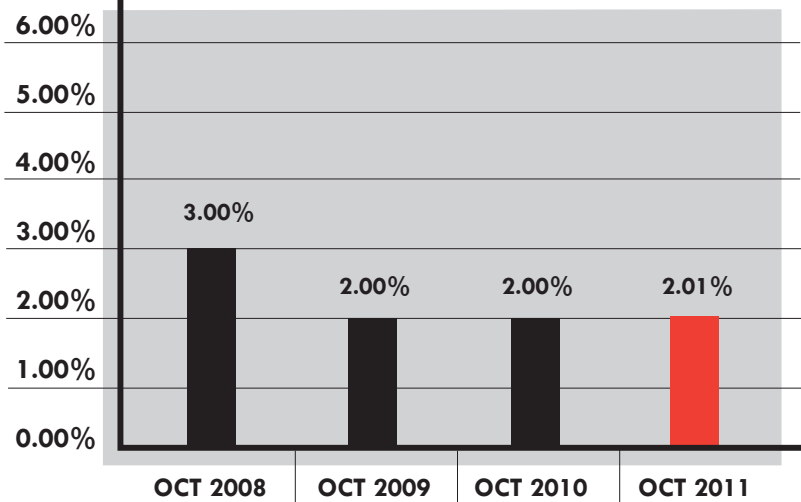
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The Percent Abandoned is a measure of the percentage of all calls that are terminated before they reach a live answer.

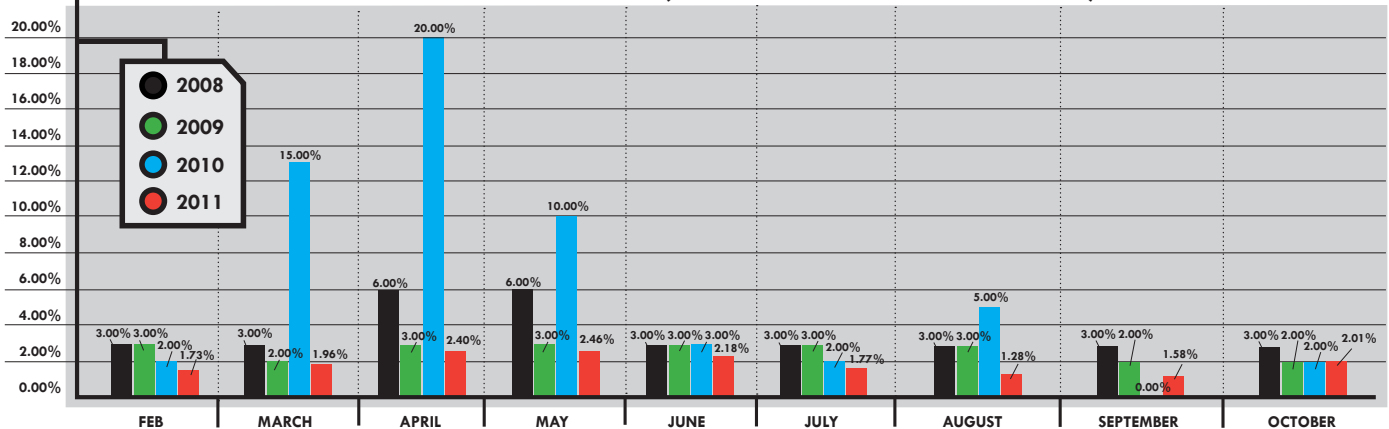
The results experienced in October are consistent with that achieved in previous years, in spite of the increased call and ticket volume.

OCT

Percent Abandoned (OCT 2008 - 2011)



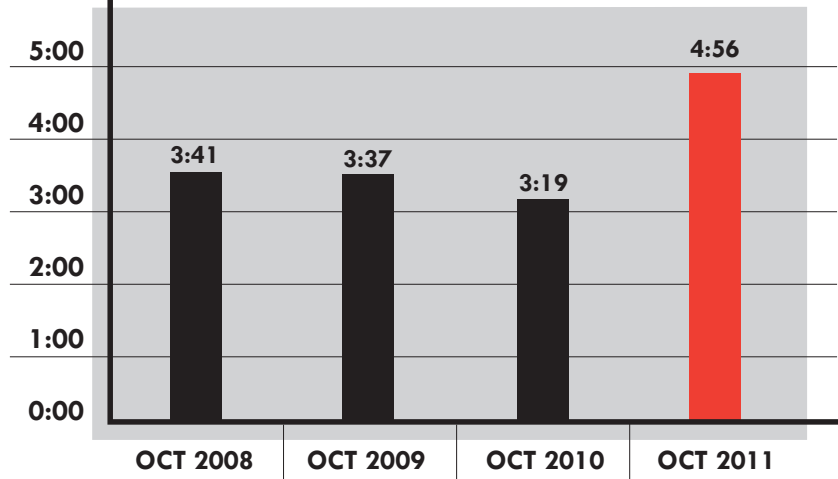
Percent All Call Abandoned (FEB - OCT 2008 - 2011)



The Average Time per Ticket is the amount of time required to complete an average ticket. We have improved on the time per ticket since cutover and expect to keep doing so. The time per ticket in October dropped slightly from that experienced in September.

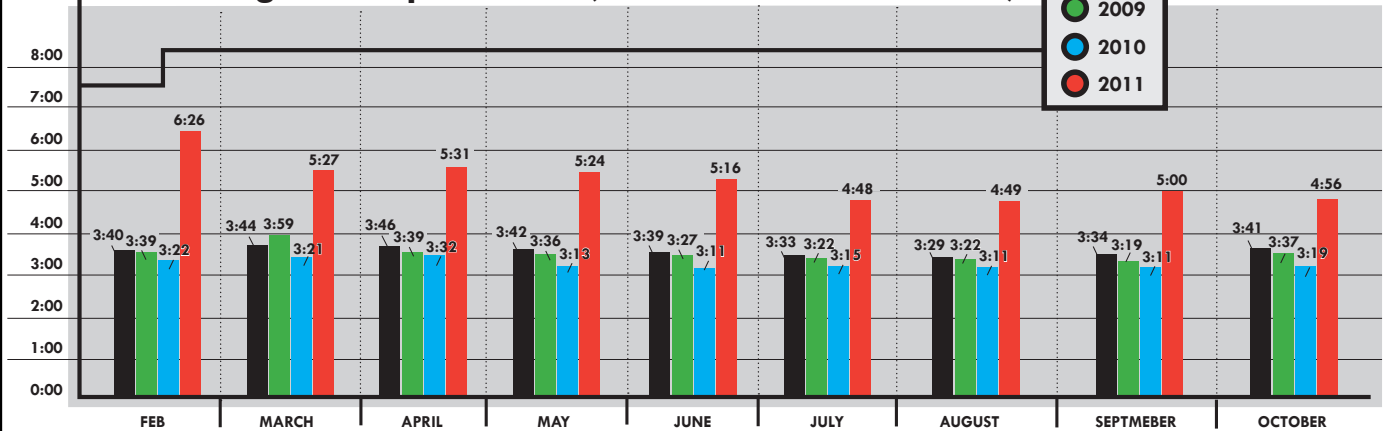
OCT

Average Time per Ticket (OCT 2008 - 2011)



Average Time per Ticket (FEB - OCT 2008 - 2011)

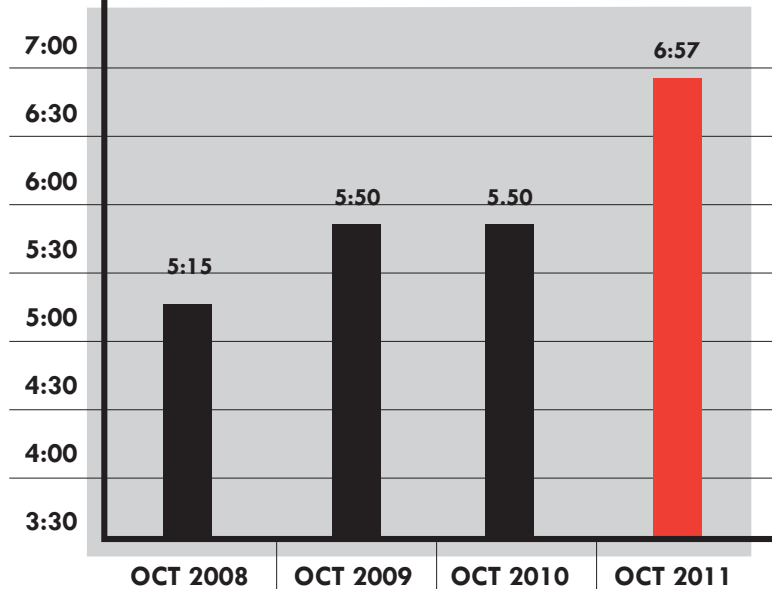
- 2008
- 2009
- 2010
- 2011



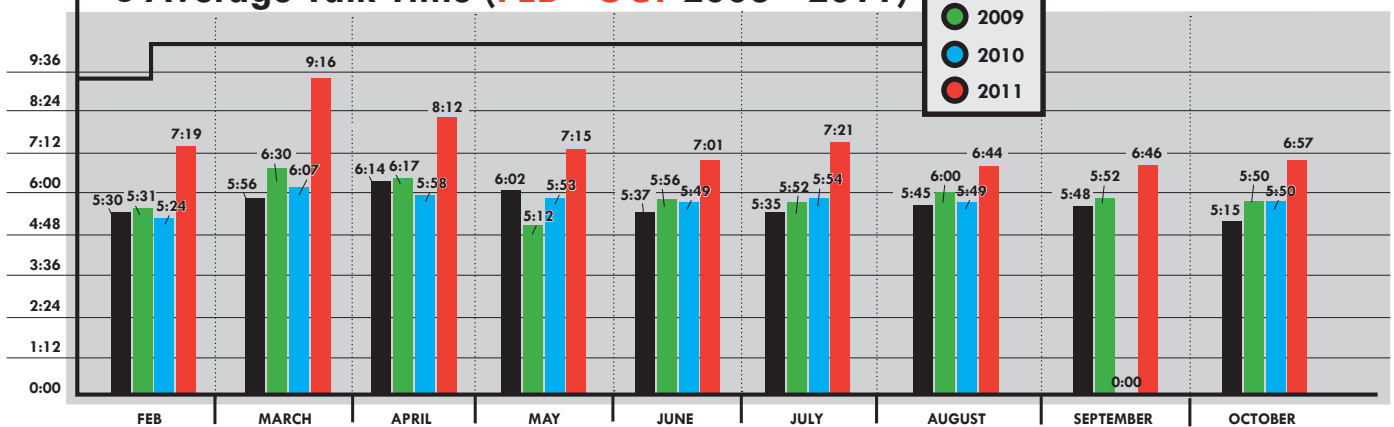
The Average Talk Time is the measurement of the average call duration, excluding any hold time.

OCT

Average Talk Time (OCT 2008 - 2011)



Average Talk Time (FEB - OCT 2008 - 2011)

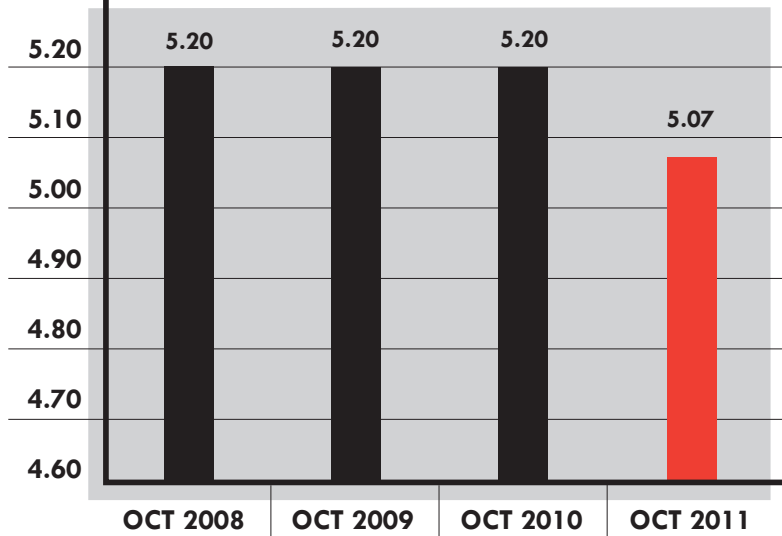


The Ratio of Inbound to Outbound tickets indicates the average number of outbound tickets generated for each inbound ticket.

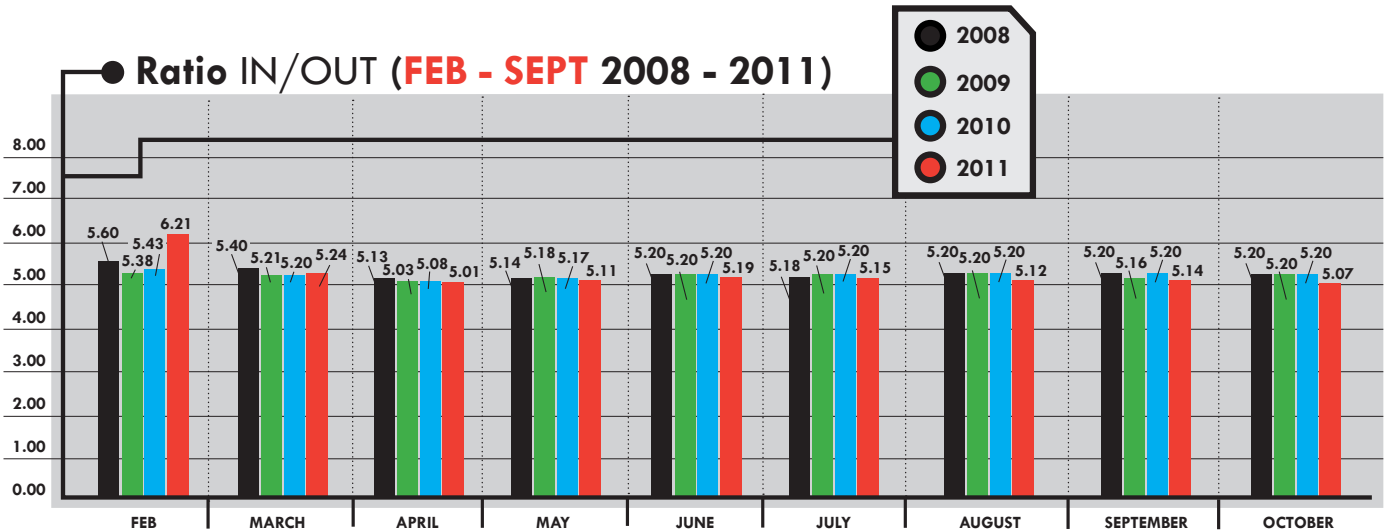
It is worth noting that since April, the delivered ratio has been less than that experienced in the preceding year.

OCT

● Ratio IN/OUT (OCT 2008 - 2011)

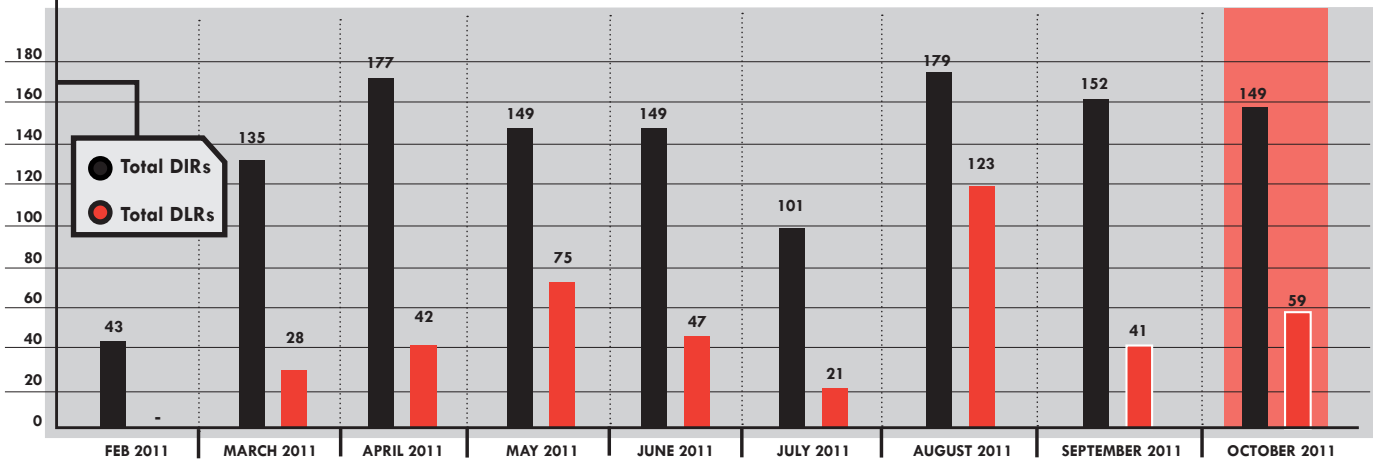


● Ratio IN/OUT (FEB - SEPT 2008 - 2011)



Design Request System (DRS) Activity shows the total number of Design Information Requests (DIRs) and Design Locate Requests (DLRs) placed in a given month. Activity in both areas has grown since the system was activated.

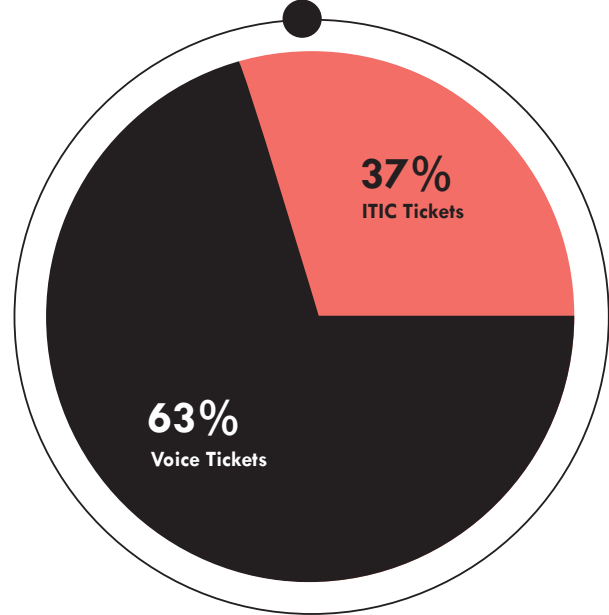
● DRS Activity (FEB - SEPT 2011)



After Hours Analysis - October

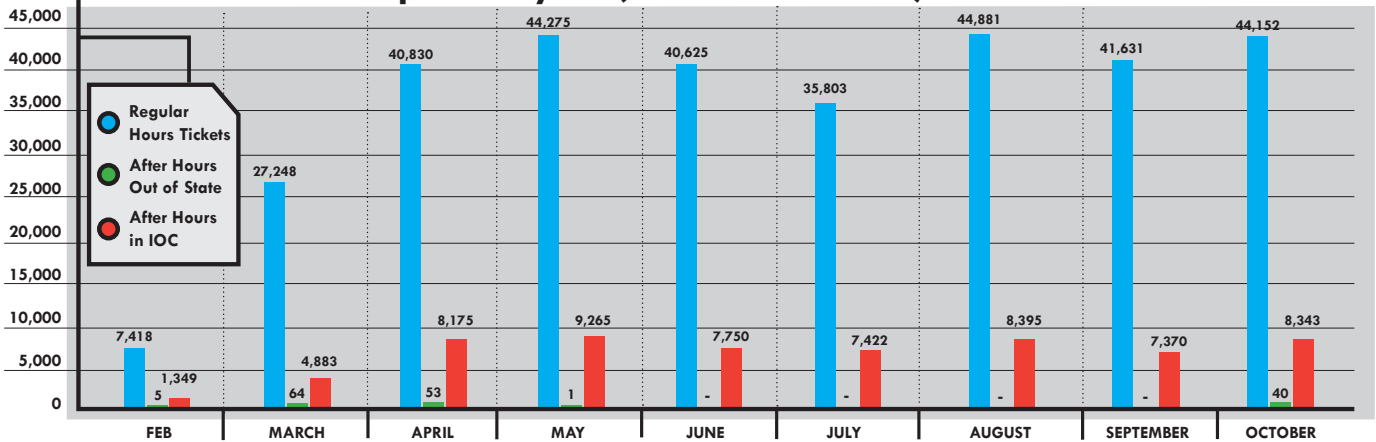
In the charts on this page, we have provided a breakdown showing the time of day and location where incoming tickets were received.

The pie chart breaks the number of after-hours tickets received into the percentage of those received by phone and ITIC.



OCT

Time of Receipt Analysis (FEB - OCT 2011)

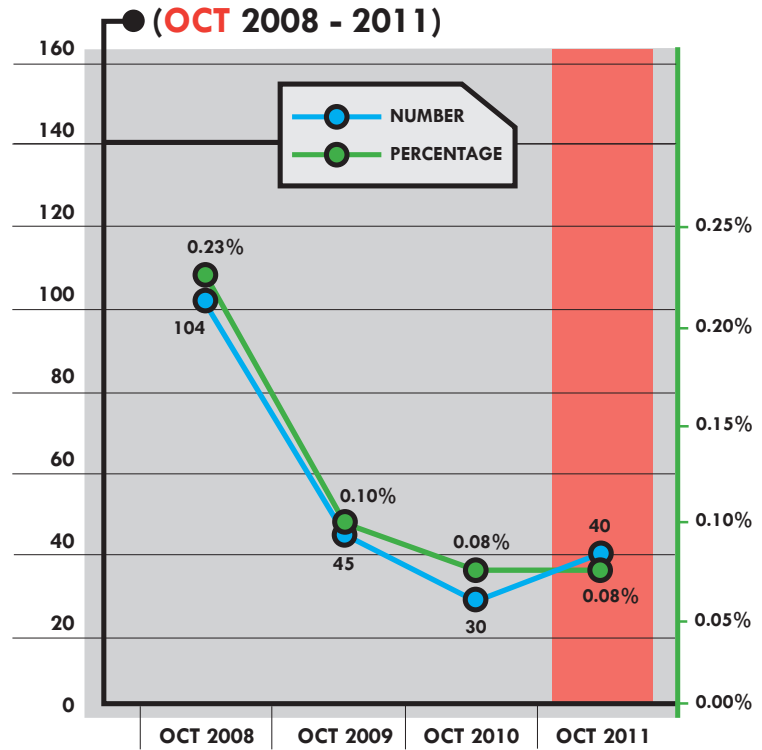


Non-compliant tickets are non-emergency tickets for which the center receives less than the required amount of notice.

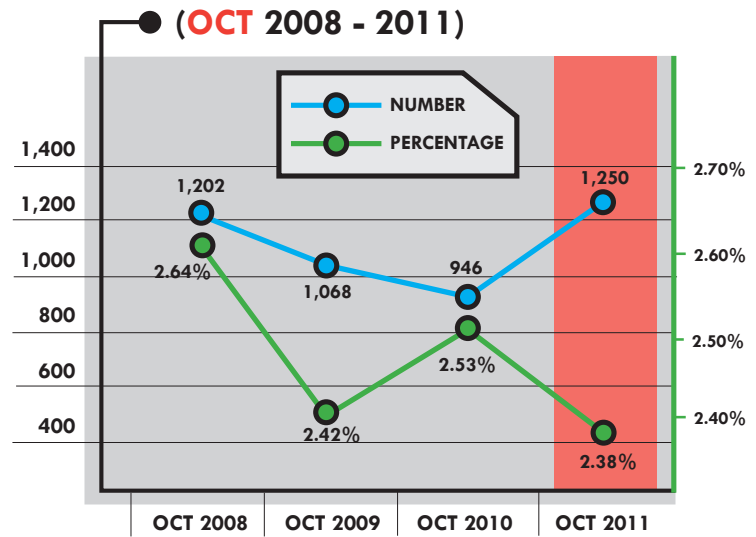
Emergency tickets are processed by the center when an excavator indicates their work conforms with the legal definition of an emergency.

OCT

Non-Compliant Tickets



Emergency Tickets

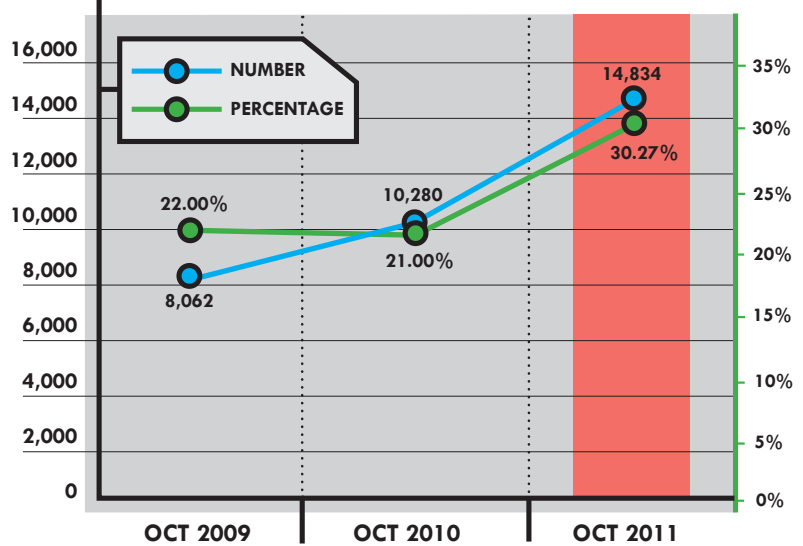


When a caller indicates that the excavation area has been marked with white stakes or paint, the ticket is said to be "white lined".

The bottom chart depicts the number and percentage of tickets the center has received which include GPS coordinates.

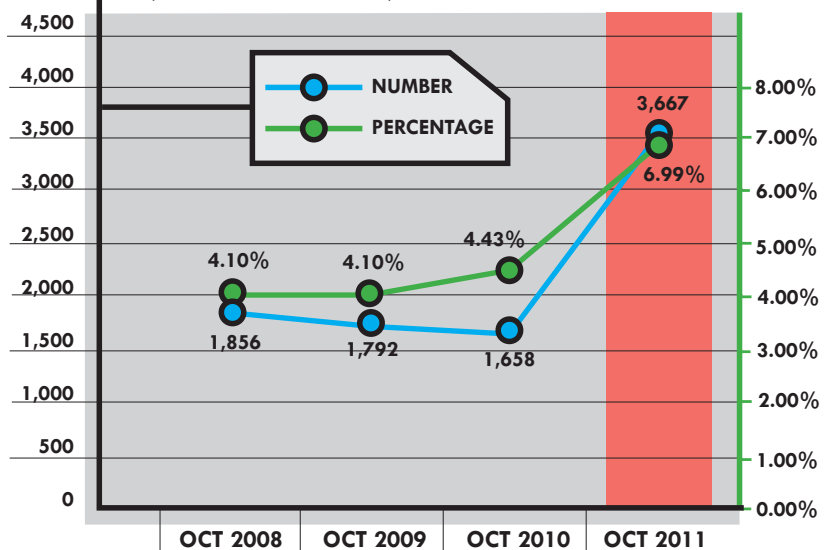
OCT

● **White-lined Tickets (OCT 2008 - 2011)**



Tickets with GPS Coordinates

● (OCT 2008 - 2011)

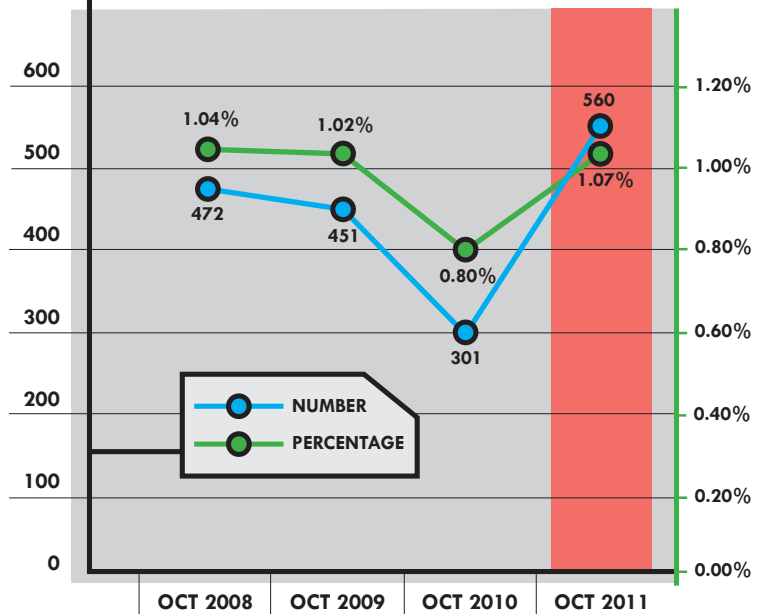


The top chart shows the number and percentage of tickets the center receives in which the excavator indicates a buried line has been struck.

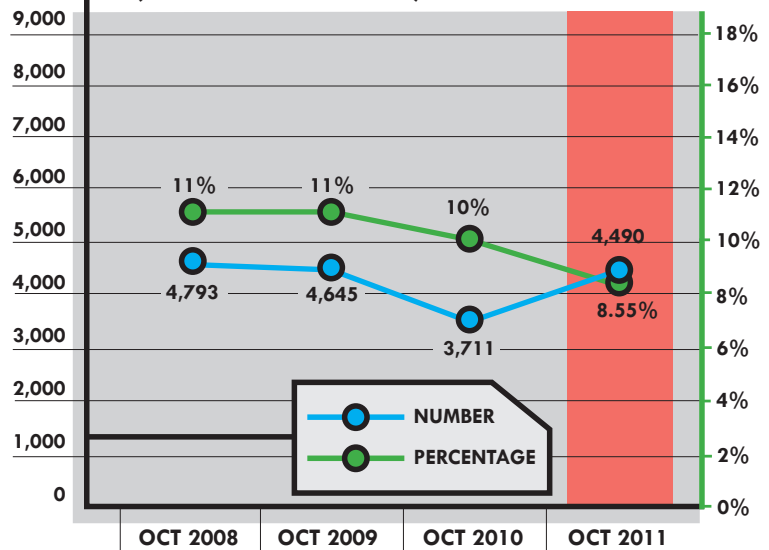
The bottom chart details the number and overall percentage of tickets that originate with homeowners.

OCT

Dig-In Tickets (OCT 2008 - 2011)



Homeowner Tickets (OCT 2008 - 2011)



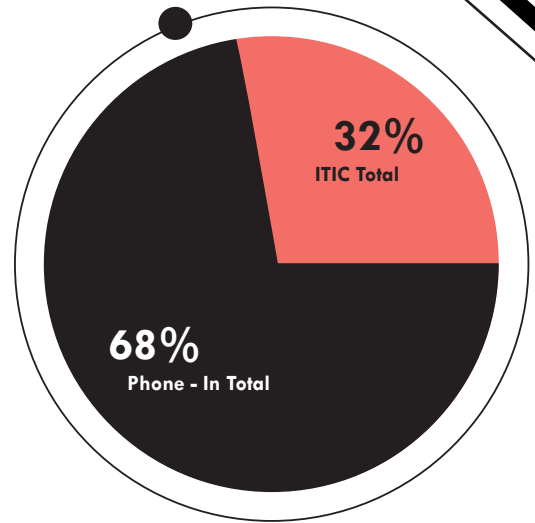


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OCT

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

Year To Date Itic Usage



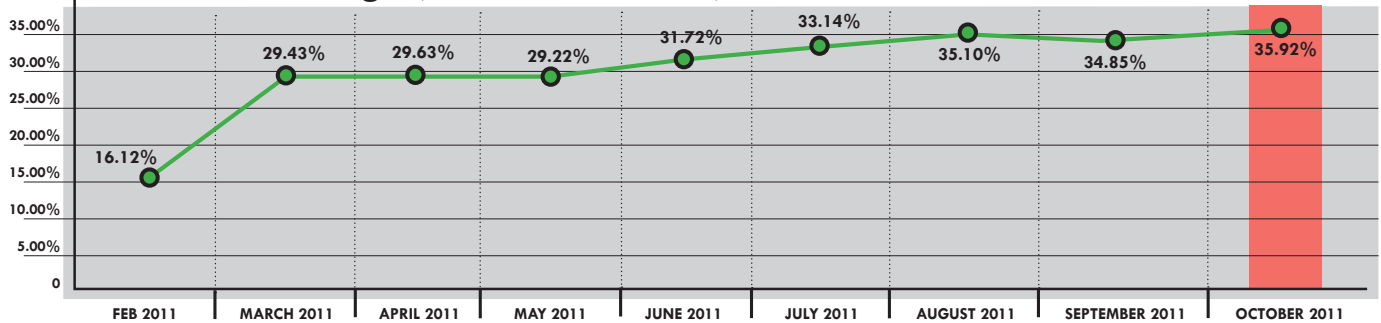
These three charts provide insight into Itic usage. The pie chart at the top shows the year-to-date percentage of Itic usage.

The second chart shows the Itic percentage by month.

The third chart (below) details the activity by showing the number of Itic tickets compared to the number of phoned-in tickets.

OCT

Itic Percentage (FEB - SEPT 2011)



Itic Activity (FEB - OCT 2011)

