



# DASHBOARD

## MAR

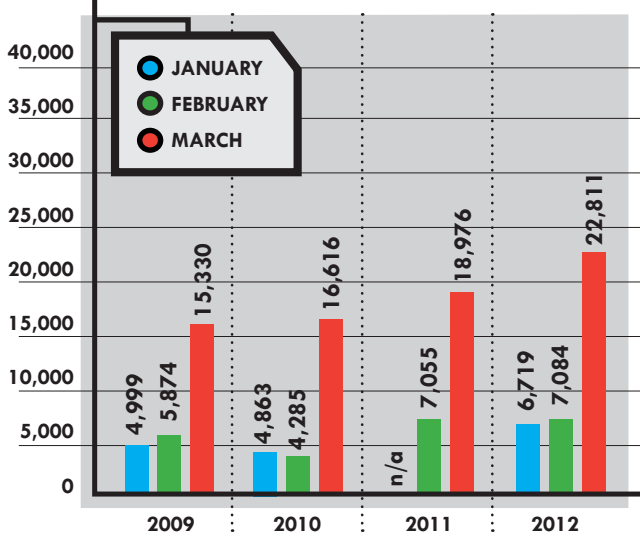
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

2012 incoming ticket volume continues to exceed 2011 levels. Normally, this increase in ticket volume would signal the start of the Spring digging season. Given the mild weather this winter, however, it may indicate some improvement in economic conditions as well. It's too soon to tell, but we're going to keep our fingers crossed just the same.

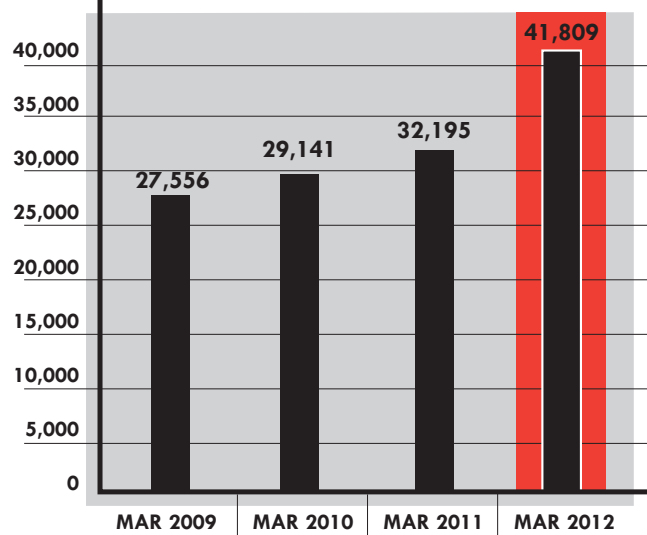
MAR

(YEAR - TO - DATE)

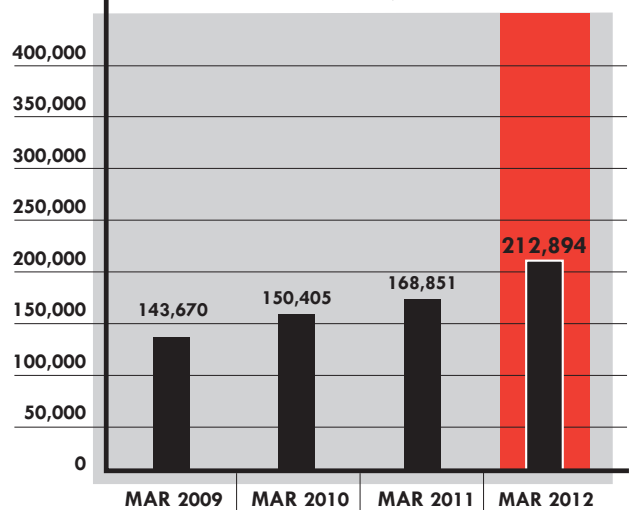
### TOTAL INCOMING CALLS



### Tickets IN (MAR 2009 - 2012)



### Tickets OUT (MAR 2009 - 2012)



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## MAR

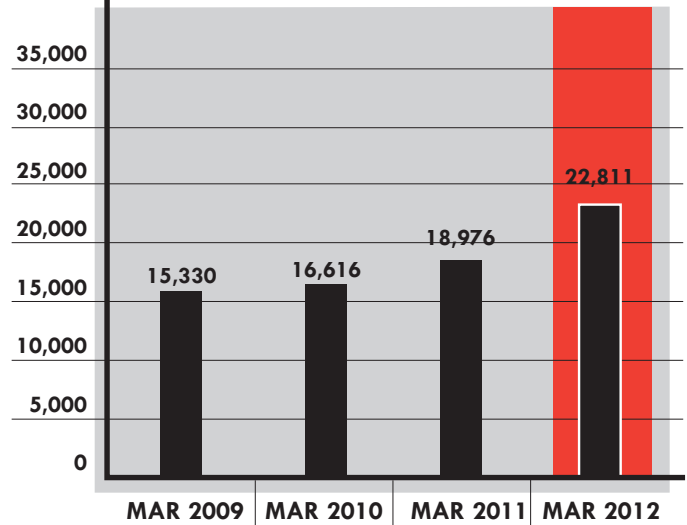
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

Once again, ticket volume out-paced call volume. This is indicative of a sustained increase in the the growth of ITIC use among excavators.

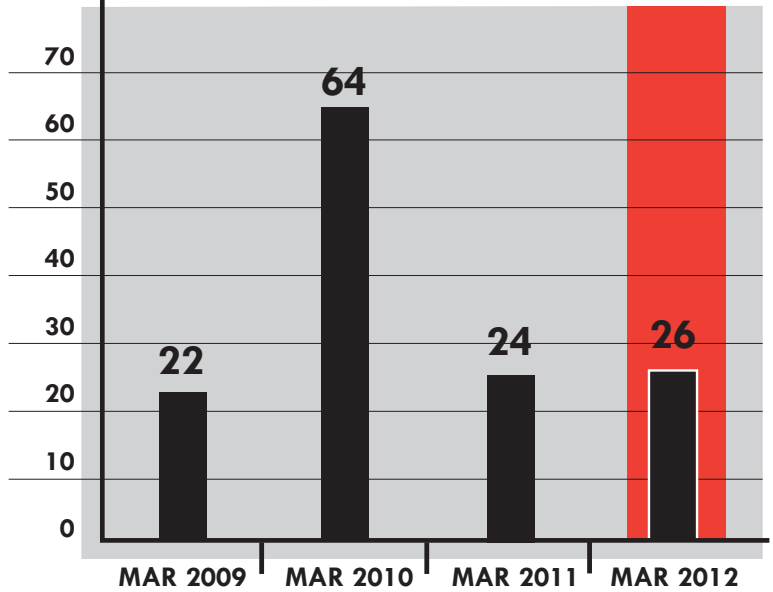
Hold time remains within the limits specified by contract.

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● **Calls In (MAR 2009 - 2012)**

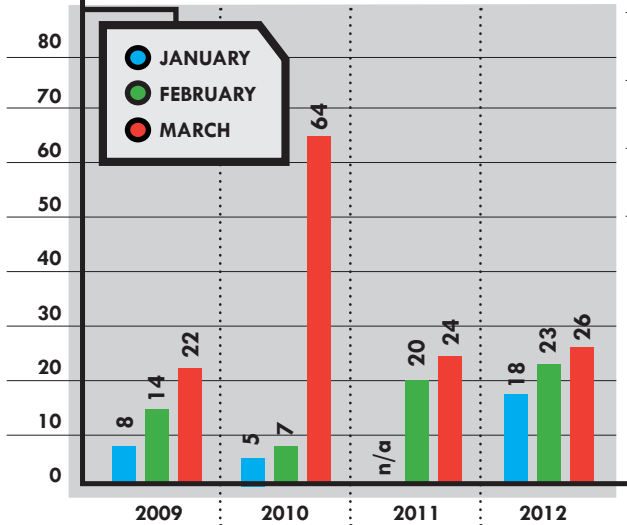


● **Average Seconds To Answer (ASA) (MAR 2009 - 2012)**



(YEAR - TO - DATE)

● **ASA**



## MAR

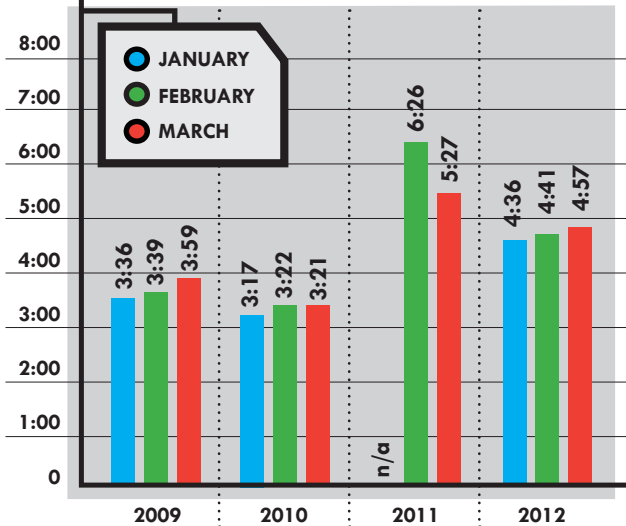
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The Average Time for Ticket is a full half-minute lower than it was for the same period last year.

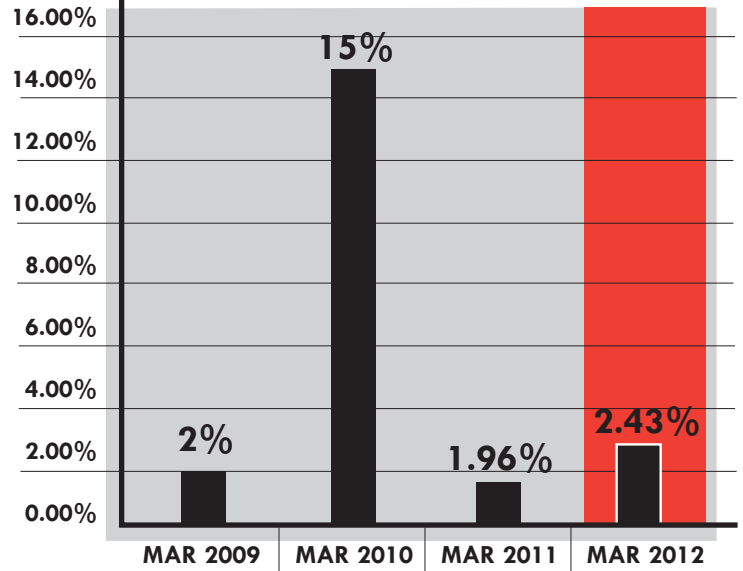
MAR

(YEAR - TO - DATE)

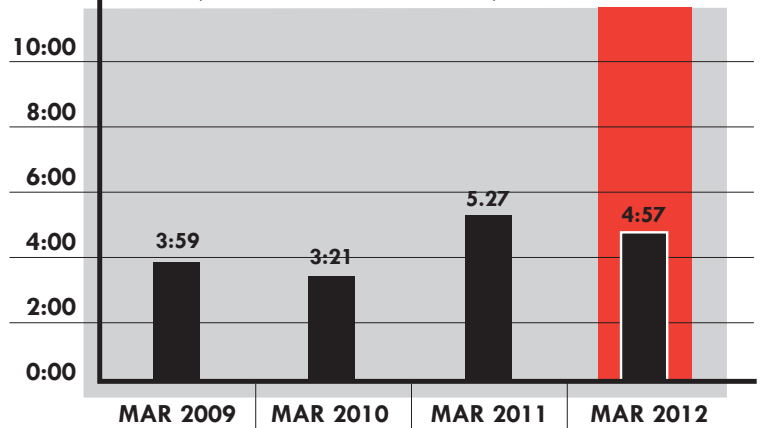
### ● AVG TIME per TICKET



### ● Percent Abandoned (MAR 2009 - 2012)



### ● Average Time per Ticket (MAR 2009 - 2012)





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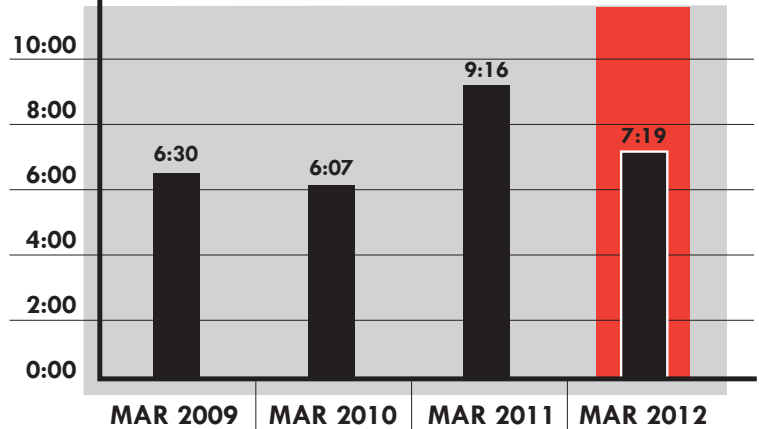
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YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The Average Talk Time is the measurement of the average call duration, excluding any hold time. This measure should continue to decline as we introduce additional efficiencies into the call taking process.

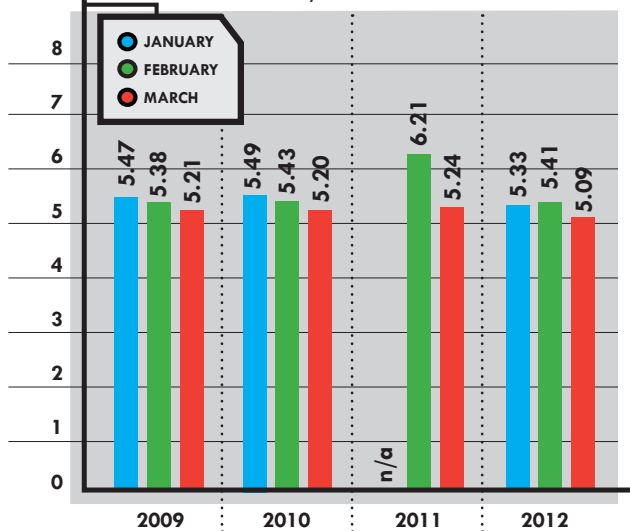
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**Average Talk Time**  
(MAR 2009 - 2012)

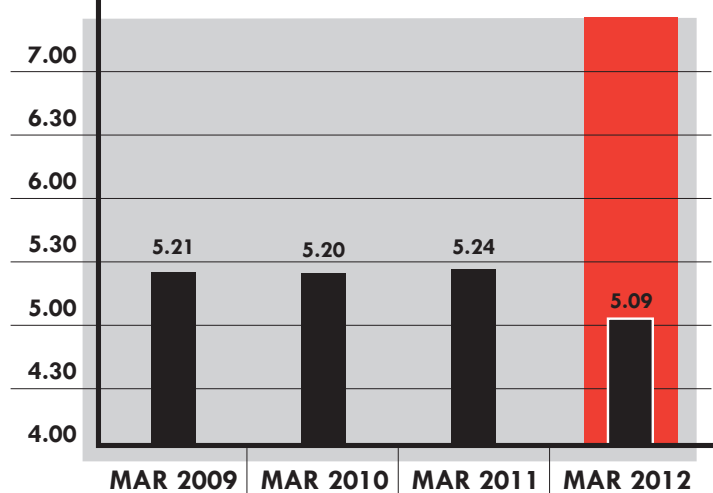


(YEAR - TO - DATE)

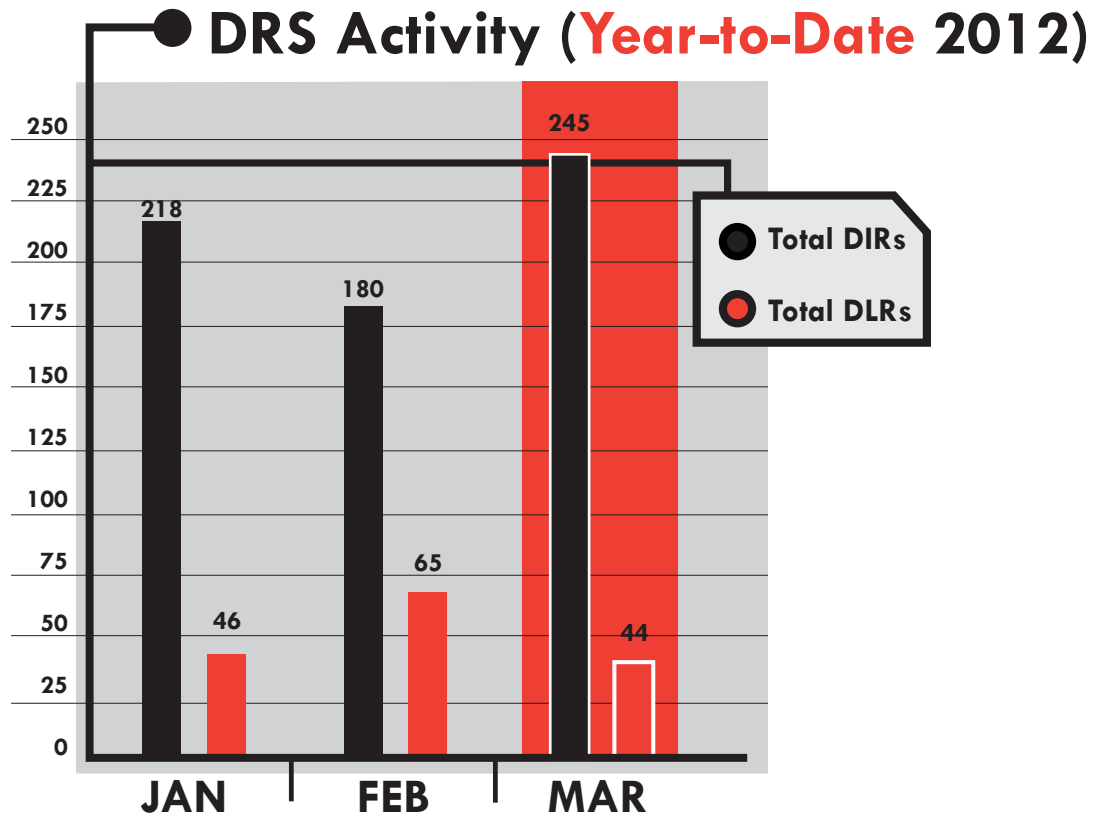
**Ratio IN/OUT**



**Ratio IN/OUT** (MAR 2009 - 2012)



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.



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YOUR MONTHLY UPDATE FOR IOWA ONE CALL

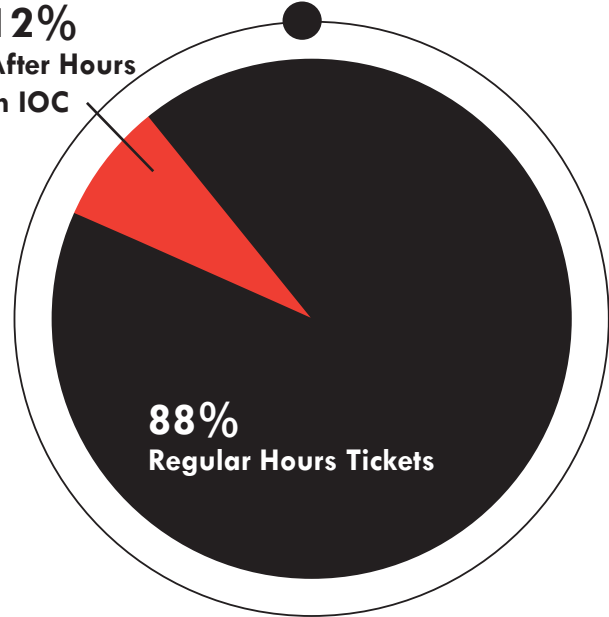
**After Hours Analysis - March**

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

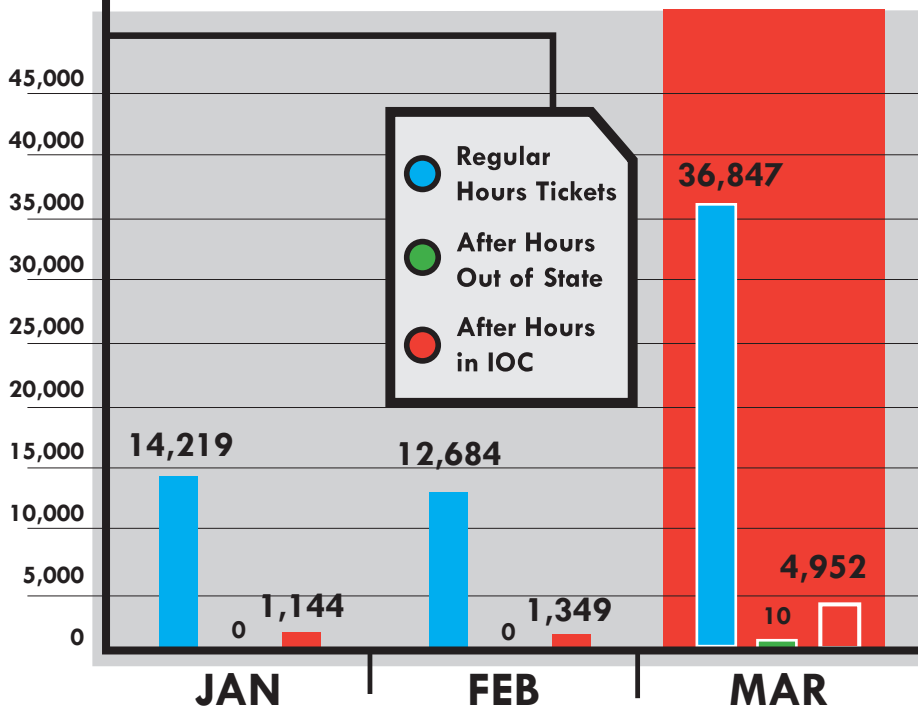
The pie chart breaks the number of after-hours tickets received into the percentage of those received by phone and ITIC.

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12%  
After Hours  
in IOC



**Time of Receipt Analysis (Year-to-Date 2012)**

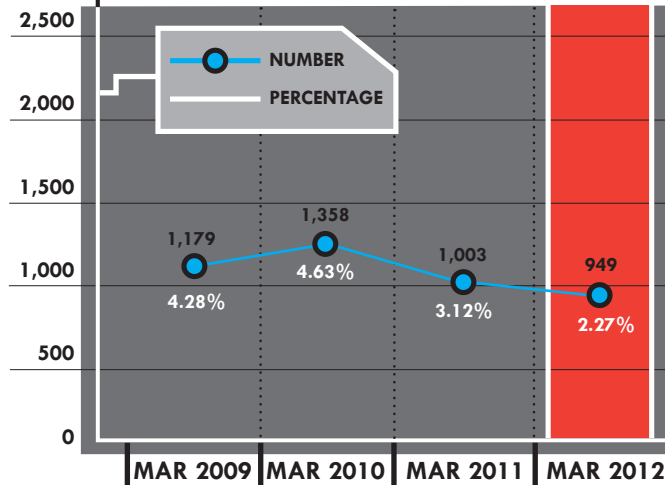


Comparatively fewer emergency tickets were received again in March 2012 than in March 2011.

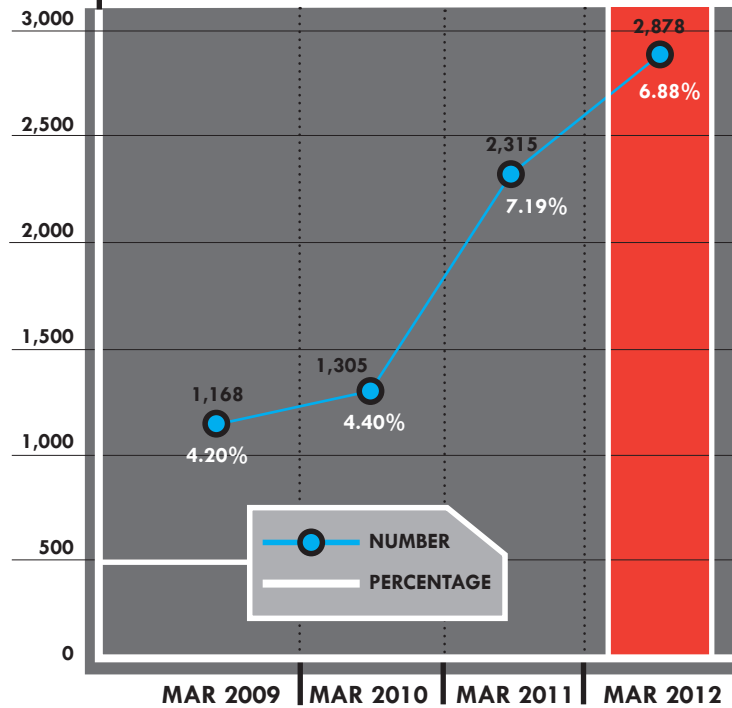
The bottom chart depicts the number and percentage of tickets the center has received which include GPS coordinates. The number of tickets received with GPS coordinates continues to increase.

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● **Emergency Tickets (MAR 2009 - 2012)**



● **Tickets with GPS Coordinates (MAR 2009 - 2012)**

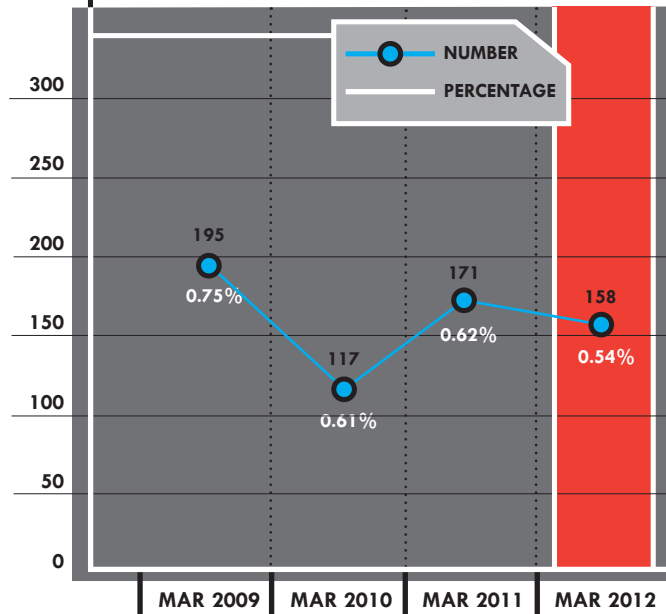


The top chart shows the number and percentage of tickets the center receives in which the excavator indicates a buried line has been struck.

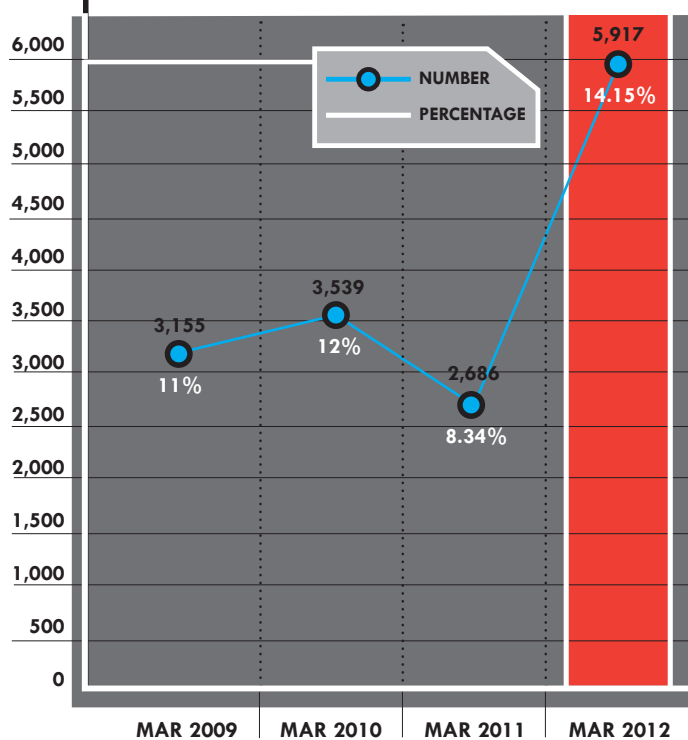
The bottom chart details the number and overall percentage of tickets that originate with homeowners.

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### Dig-In Tickets (MAR 2009 - 2012)



### Homeowner Tickets (MAR 2009 - 2012)







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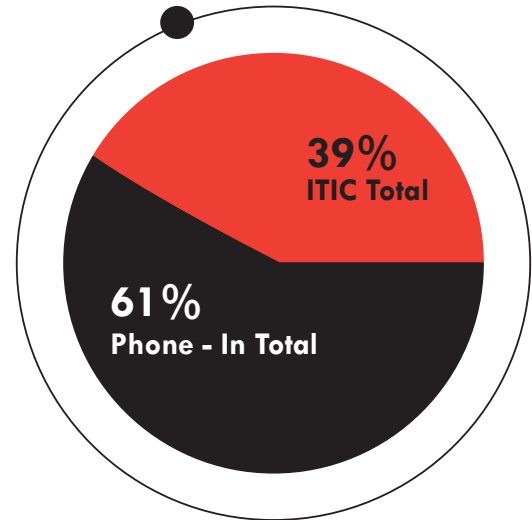
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YOUR MONTHLY UPDATE FOR IOWA ONE CALL

ITIC usage continues to remain strong in 2012. We look forward to introducing the new and improved version of ITIC which we believe will help attract new users and bring some older ones back into the fold.

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### Year To Date Iitic Usage %



### Iitic Activity By Month

(Year-to-Date 2012)

