



# IOWA ONE CALL DASHBOARD

**DEC**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

**YEAR-AT-A-GLANCE**

12 months worth of data here for your review. It has been a busy year - call volume is up by 3% while ticket volume is up by 9%. This explains why the center was able to finish the year receiving 40% of its locate requests via ITIC. Also worth noting is that while there was a 9% increase in ticket volume, the share submitted by homeowners grew by 16%. This makes 2013 an ideal time to roll out ITIC Lite!

**DEC**

| 2012         | Total Calls   | Inbound Tickets | Outbound Tickets | Emers        | Homeowners   | Non-Compliant | Dig-ins     | DIRS        | DLRS        |
|--------------|---------------|-----------------|------------------|--------------|--------------|---------------|-------------|-------------|-------------|
| JANUARY      | 6719          | 15363           | 81907            | 1136         | 498          | 6             | 114         | 218         | 46          |
| FEBRUARY     | 7084          | 13597           | 73524            | 863          | 466          | 1             | 84          | 180         | 65          |
| MARCH        | 22811         | 41809           | 212894           | 949          | 5917         | 26            | 229         | 245         | 44          |
| APRIL        | 28836         | 56523           | 286407           | 1073         | 8634         | 30            | 376         | 201         | 76          |
| MAY          | 30465         | 58258           | 299446           | 1225         | 9470         | 43            | 453         | 177         | 80          |
| JUNE         | 25150         | 49035           | 254973           | 1174         | 6174         | 20            | 527         | 195         | 86          |
| JULY         | 22441         | 45576           | 241114           | 1630         | 4332         | 32            | 488         | 153         | 102         |
| AUGUST       | 25608         | 50890           | 266614           | 1636         | 5146         | 46            | 517         | 273         | 115         |
| SEPTEMBER    | 23028         | 44949           | 234513           | 1332         | 4882         | 32            | 423         | 227         | 61          |
| OCTOBER      | 25808         | 54456           | 277943           | 1518         | 4838         | 42            | 411         | 282         | 198         |
| NOVEMBER     | 19688         | 39969           | 201727           | 1221         | 2995         | 42            | 378         | 425         | 107         |
| DECEMBER     | 10546         | 20456           | 108230           | 1476         | 995          | 19            | 183         | 562         | 73          |
| <b>Total</b> | <b>248184</b> | <b>490881</b>   | <b>2539292</b>   | <b>15233</b> | <b>54347</b> | <b>339</b>    | <b>4183</b> | <b>3138</b> | <b>1053</b> |

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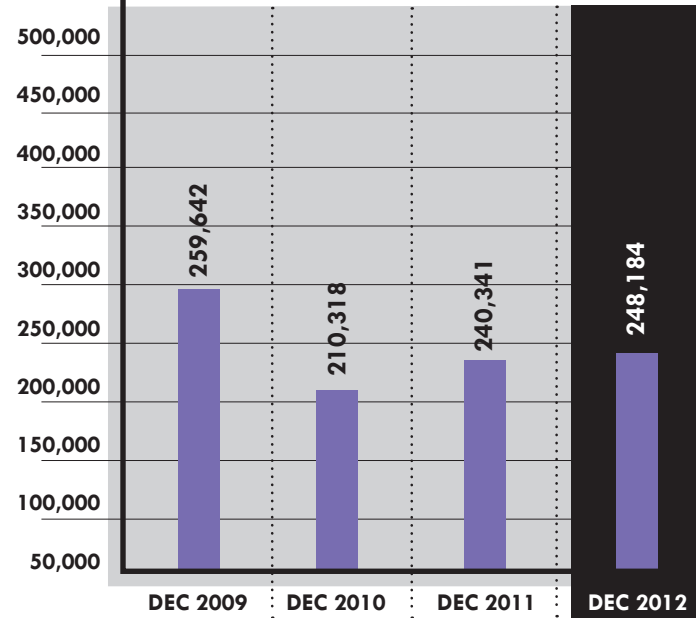
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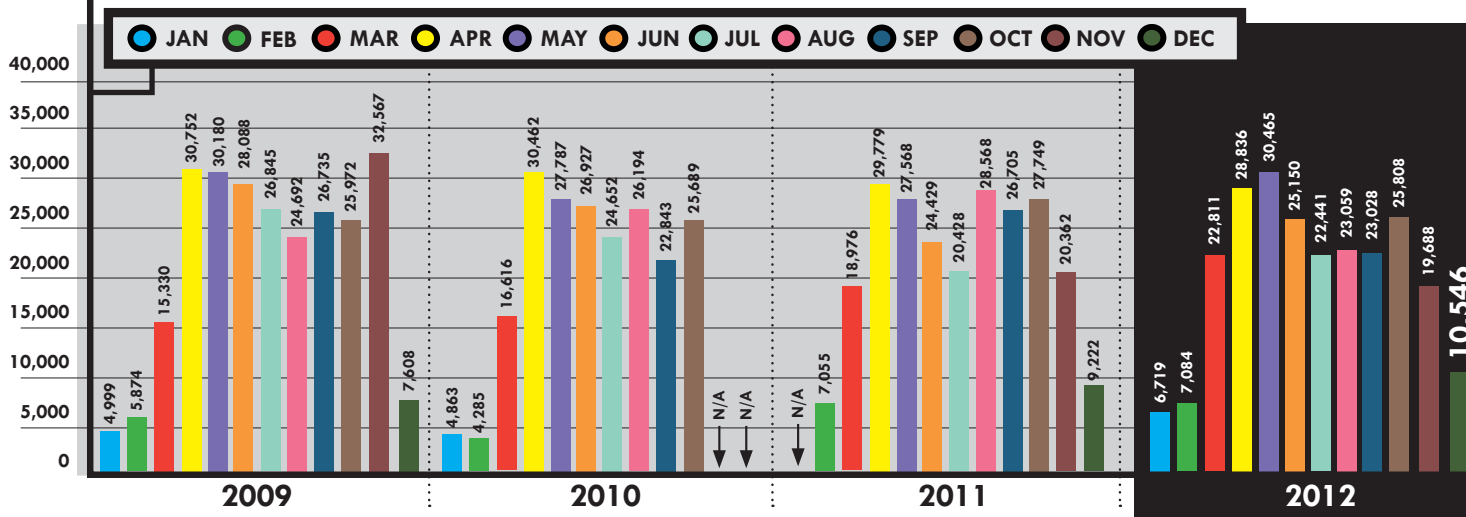
2012 call volume increased 3% over 2011 call volume. By contrast, ticket volume for the same period increased 9%. This demonstrates a continued shift in favor of on-line ticketing.

**DEC**

2009 - 2012  
Total Incoming Calls (Y-T-D)



2009 - 2012  
Total Incoming Calls (BY MONTH)

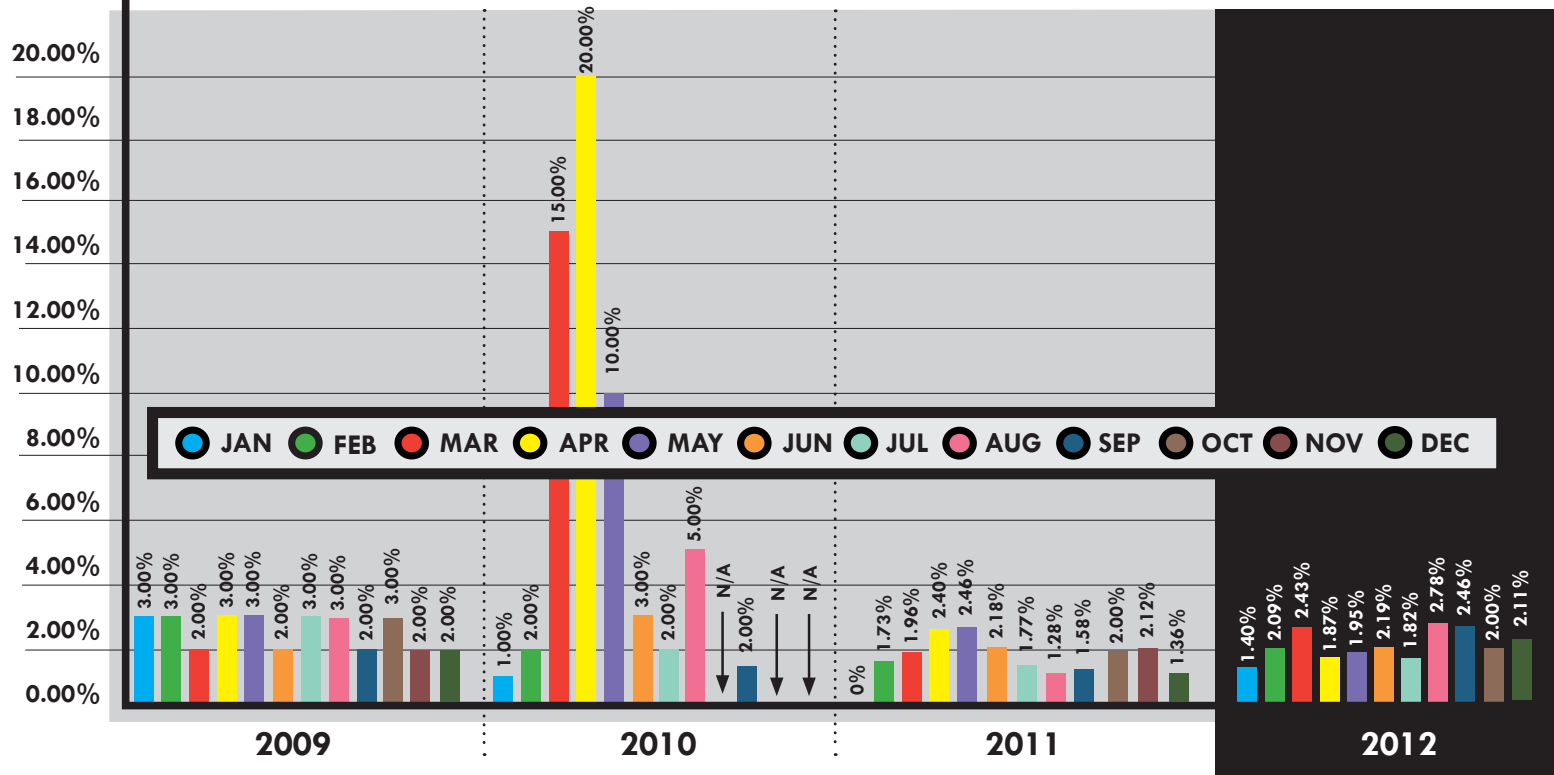


Abandonment rates continue to be low and the Average Speed to Answer remains within contract levels.

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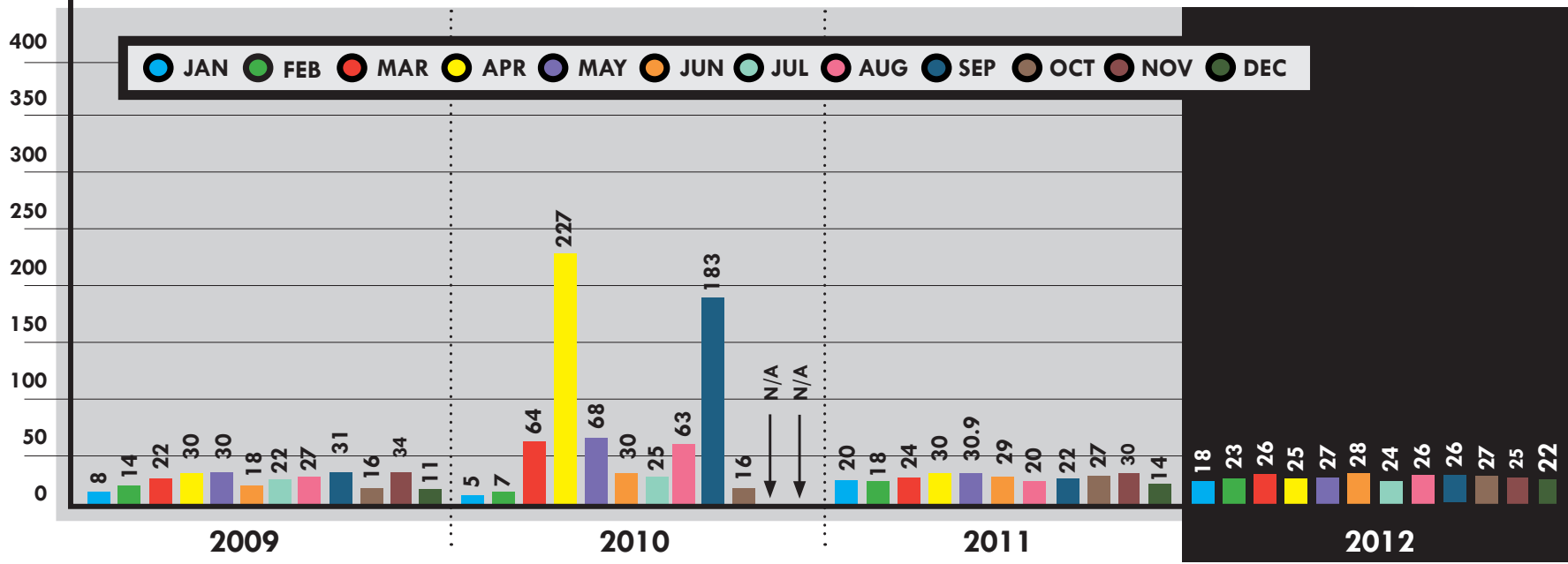
### 2009 - 2012

#### ● Calls Abandoned (BY MONTH)



2009 - 2012

**Average Speed to Answer (BY MONTH)**

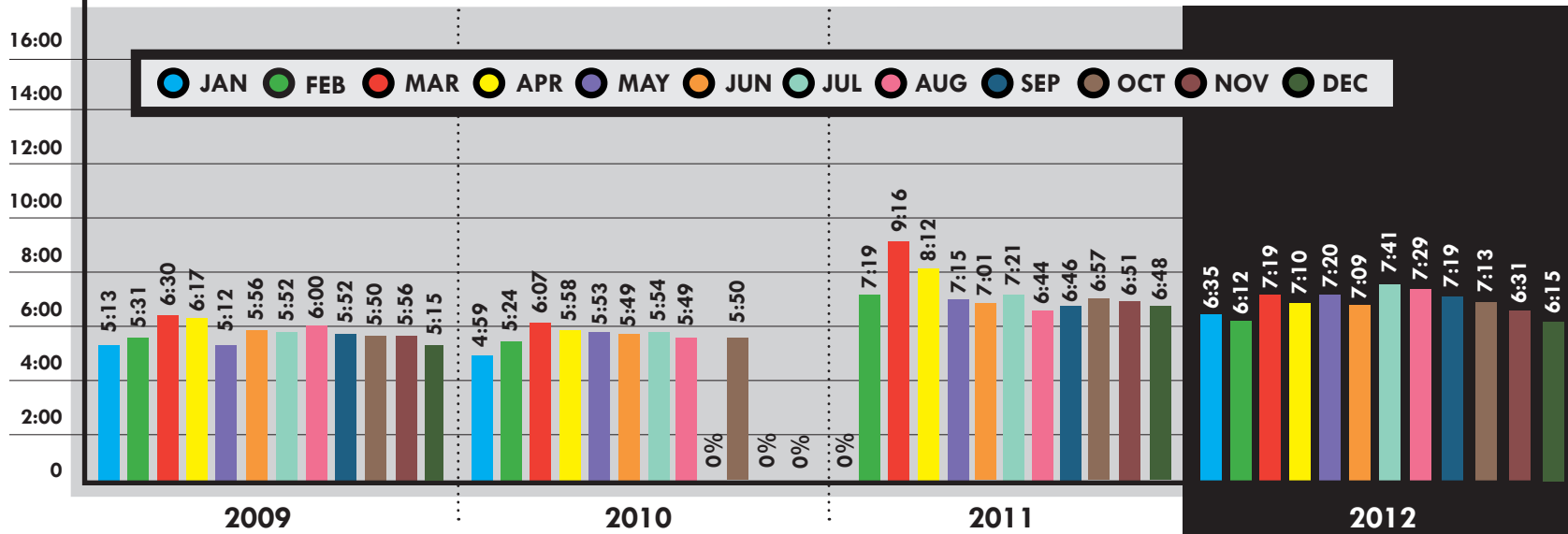


The average talk time has continued to decline since July. This may reflect the change in balance of callers who are professional excavators and homeowners or one-time callers.

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### 2009 - 2012

#### ● Average Talk Time (BY MONTH)





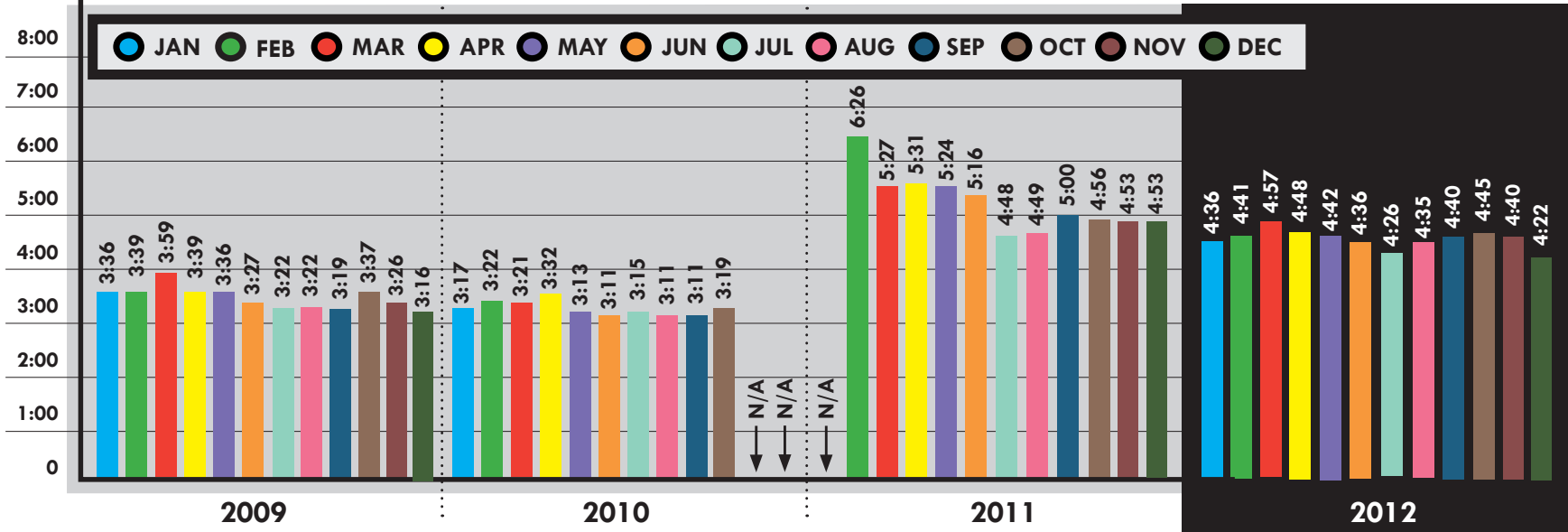
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2009 - 2012

**Average Time per Ticket (BY MONTH)**



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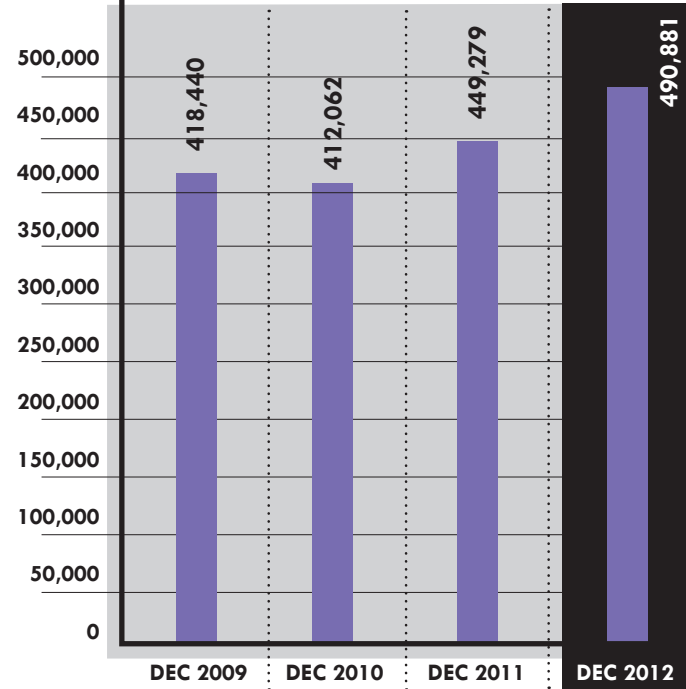
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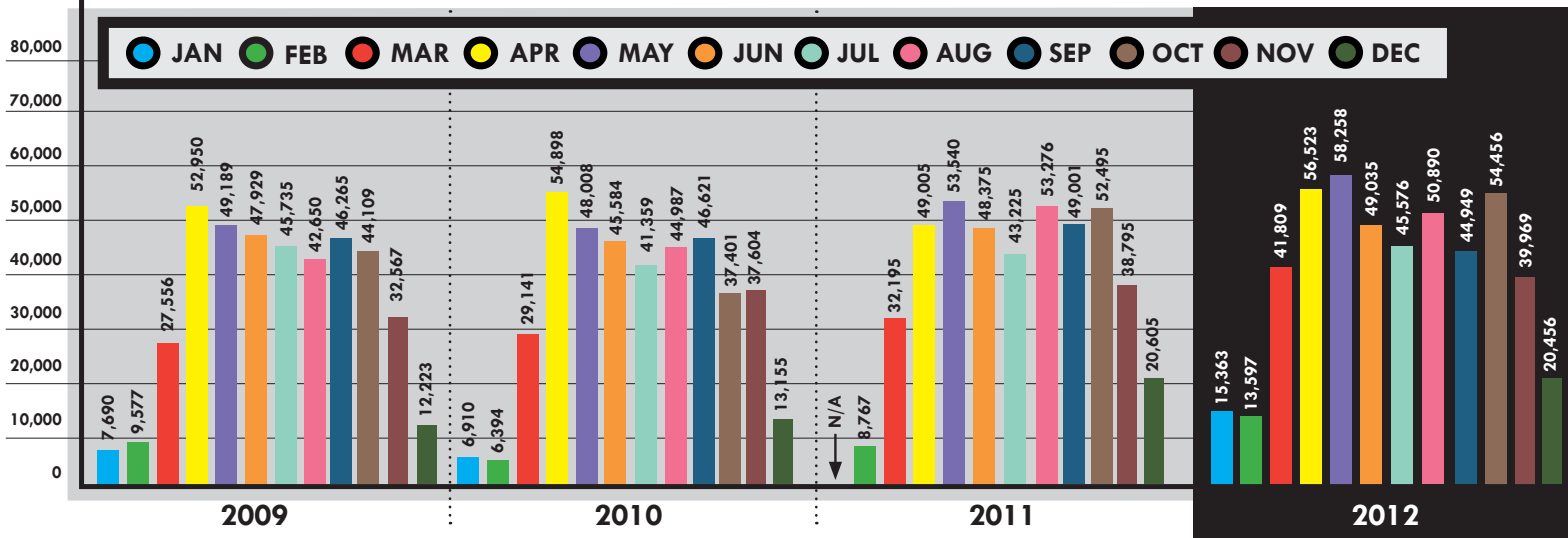
As previously noted, comparing year-end call and ticket volumes shows sustained growth in the use of ITIC during 2012.

**DEC**

2009 - 2012  
Incoming Ticket Totals (Y-T-D)



2009 - 2012  
Incoming Ticket Totals (BY MONTH)



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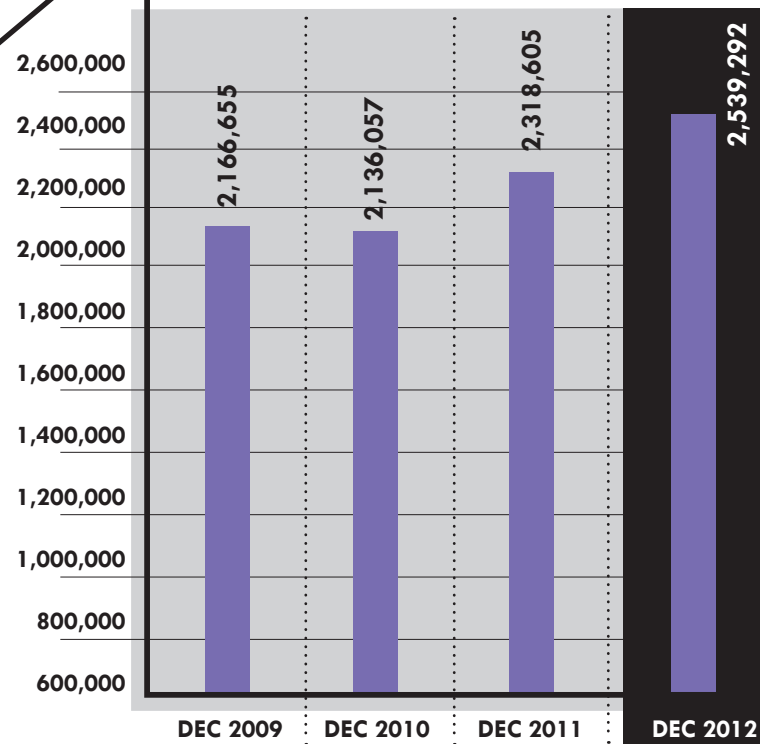
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

2012 was a record year for ticket volume.

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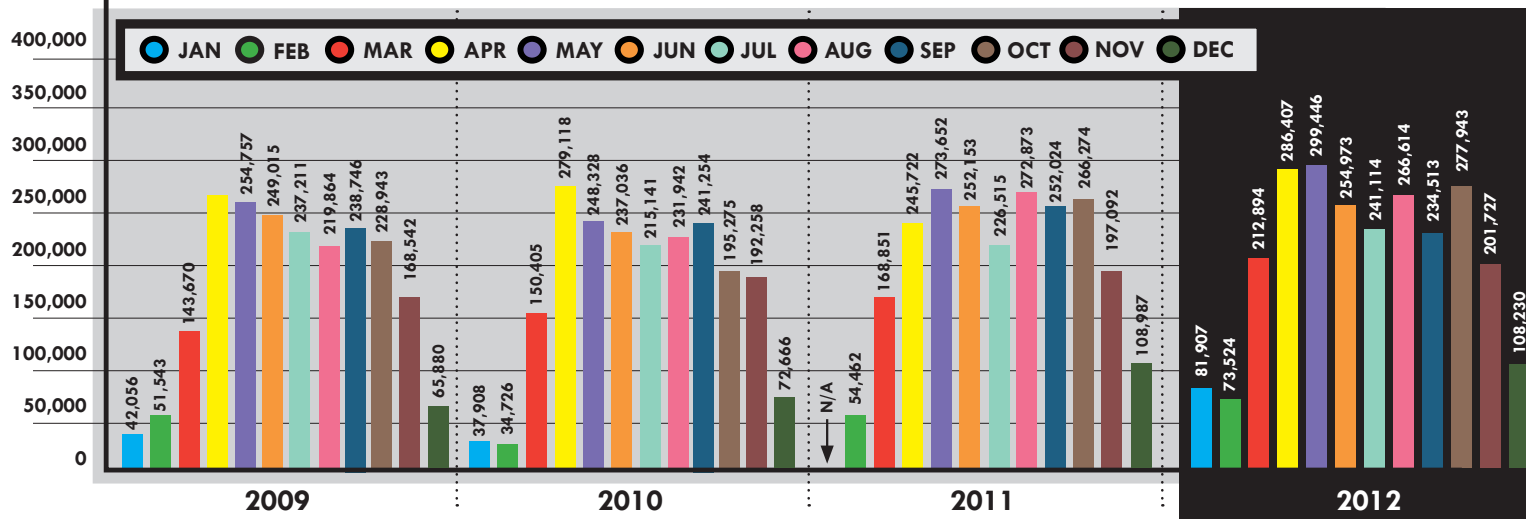
2009 - 2012

● Outbound Ticket Totals (Y-T-D)



2009 - 2012

● Outbound Ticket Totals (BY MONTH)





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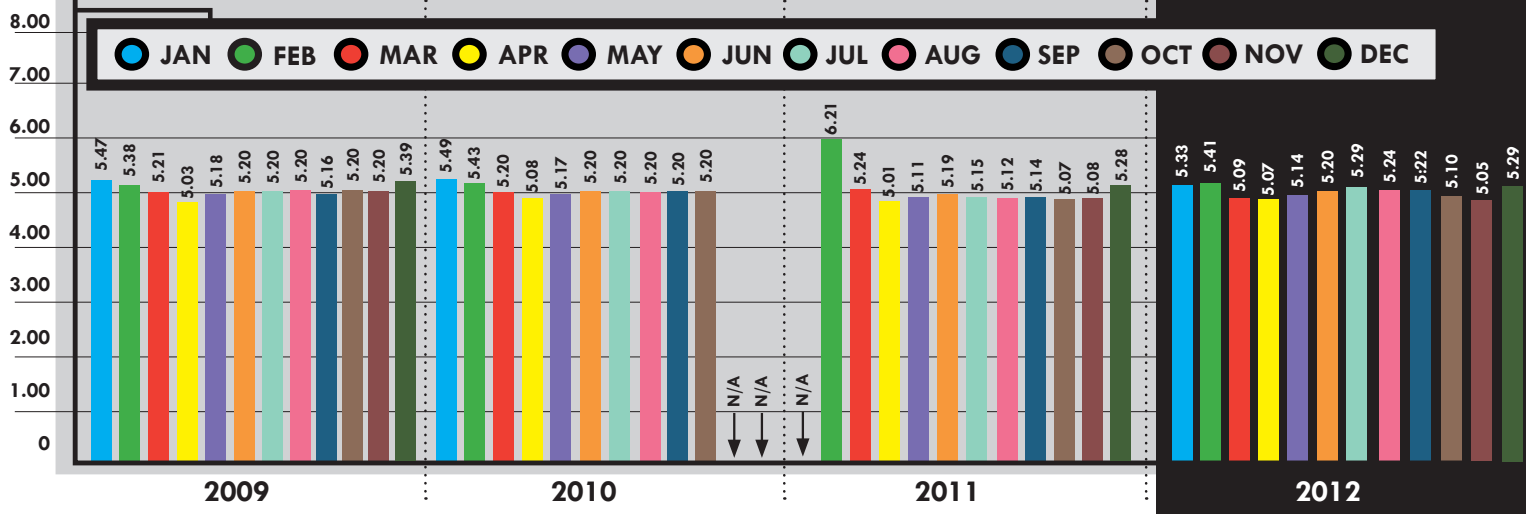
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The in/out ratio remains well within the levels it has been since cutting over in February 2011.

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2009 - 2012

● IN/OUT Ratio (BY MONTH)



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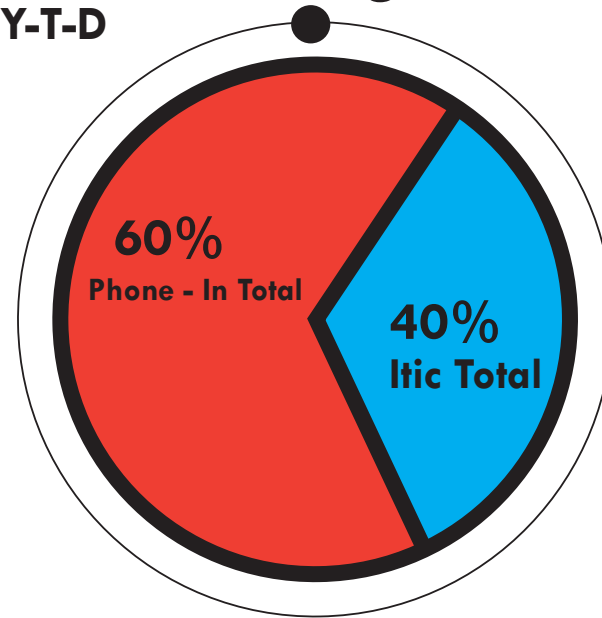
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YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The overall usage of ITIC continues to remain strong and exceeds 2011 levels. The center has had sustained usage in excess of 40% from July to date.

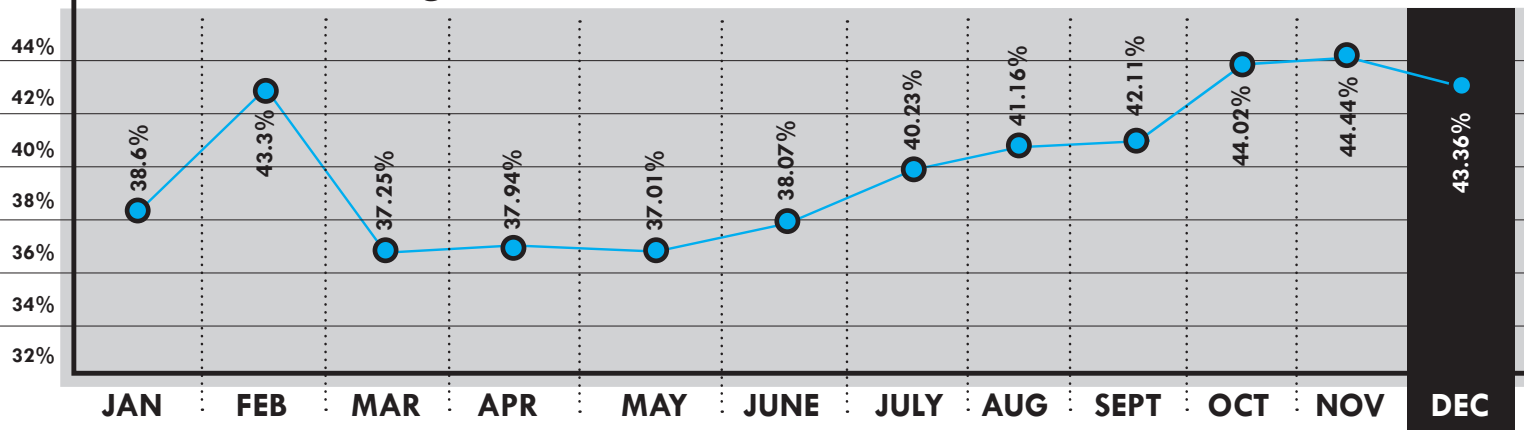
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## ITIC Percentage Y-T-D



2012

### ITIC Percentage (BY MONTH)



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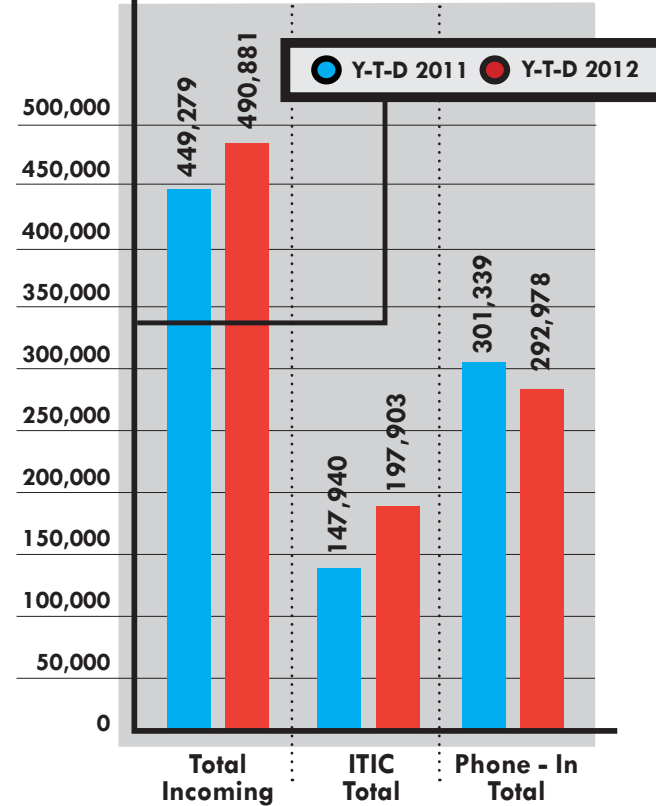
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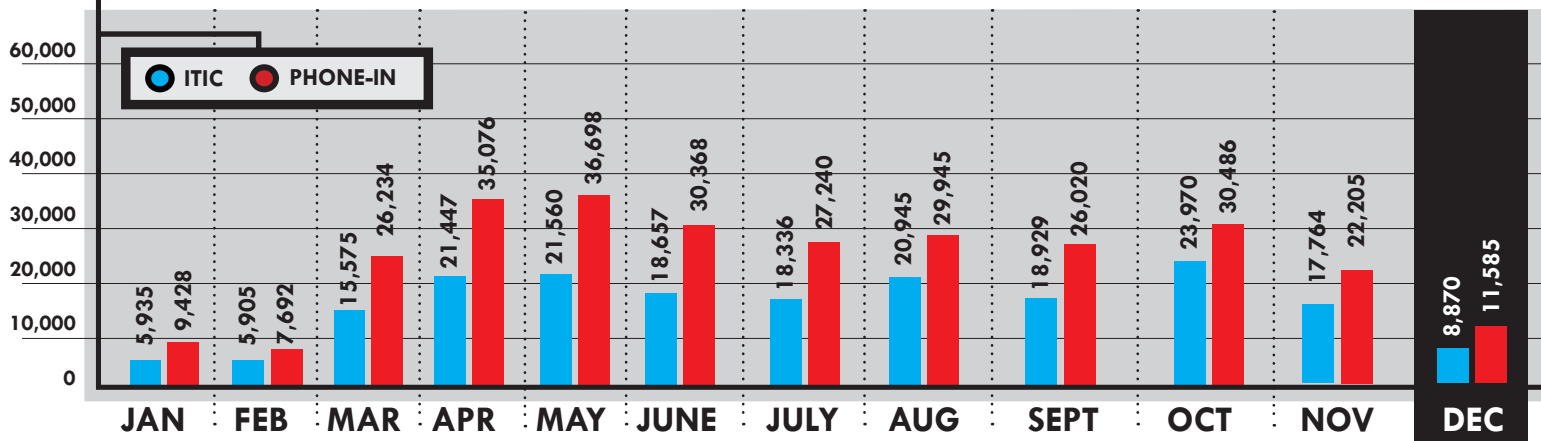
ITIC usage continues to remain strong in 2012. It has increased as a percentage of the total for every month since May.

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2011 / 2012  
ITIC Activity (Y-T-D)

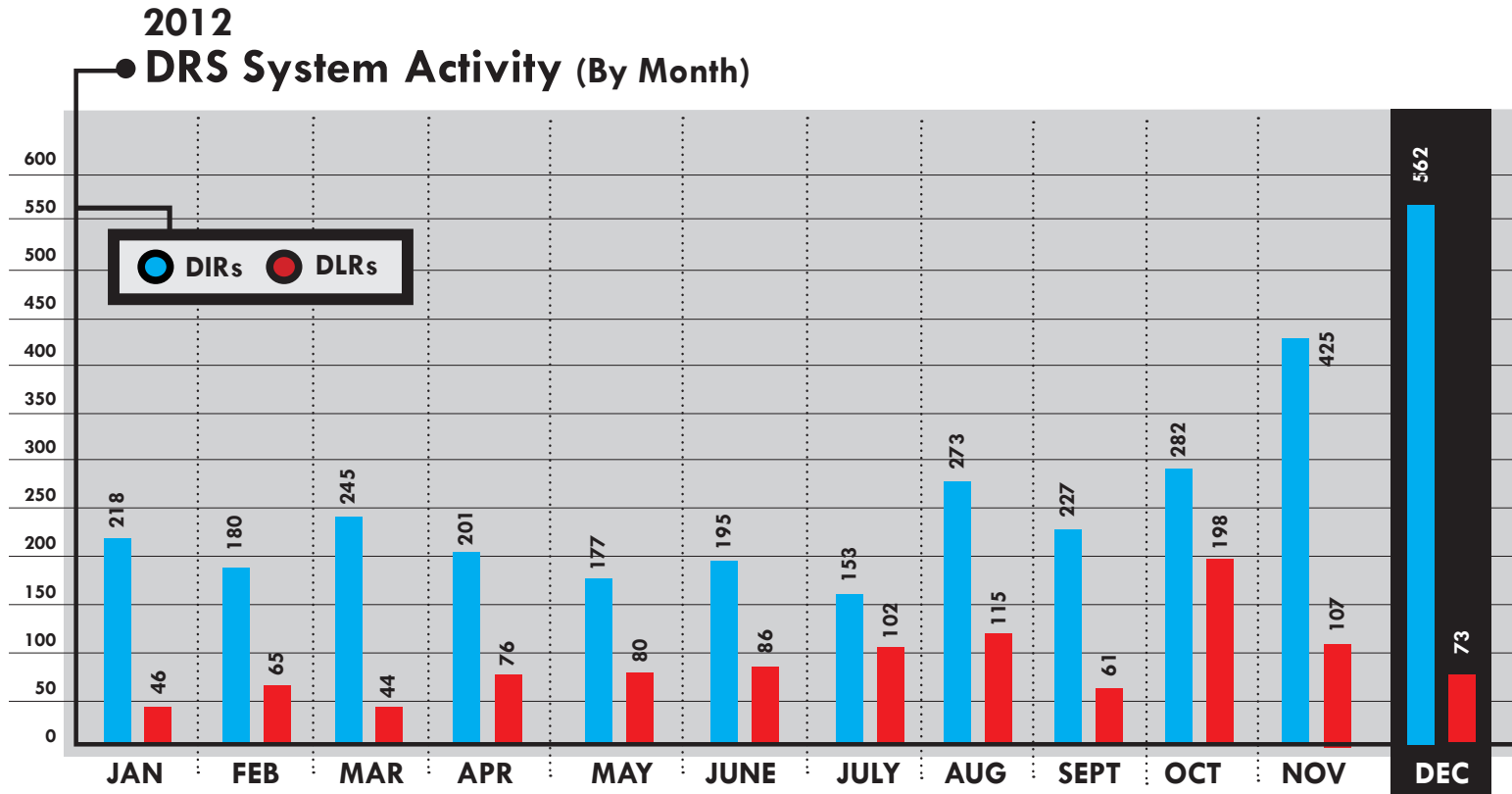


2012  
ITIC Activity (BY MONTH)



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.

DEC



**DEC**

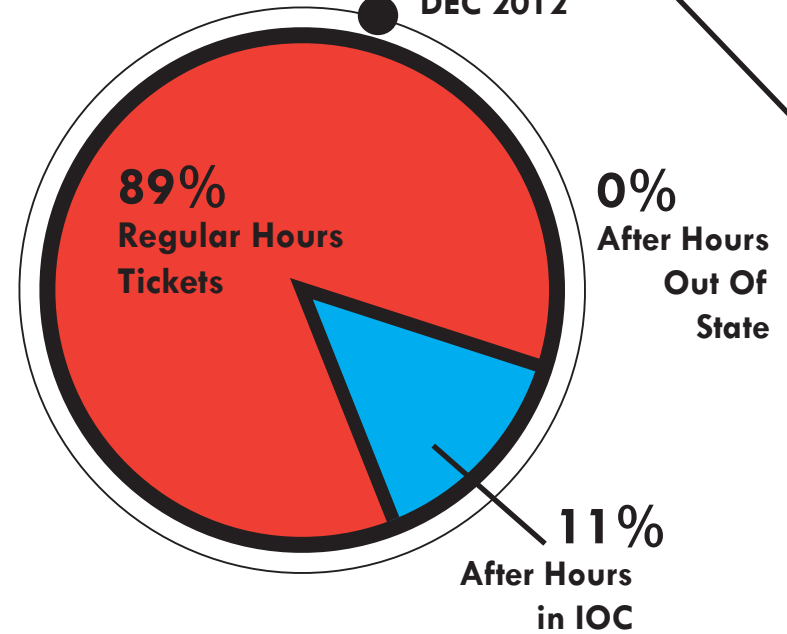
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

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.

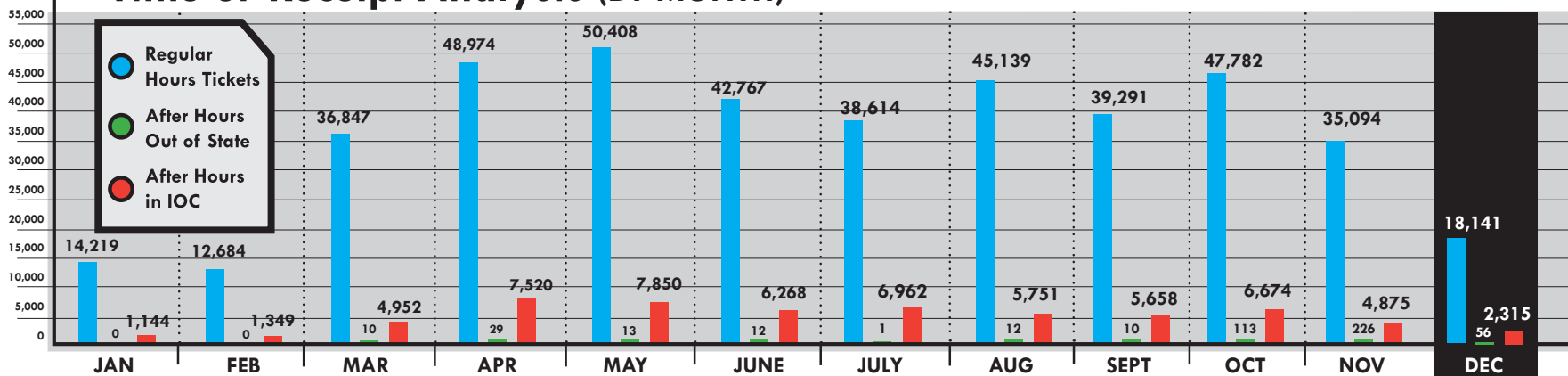
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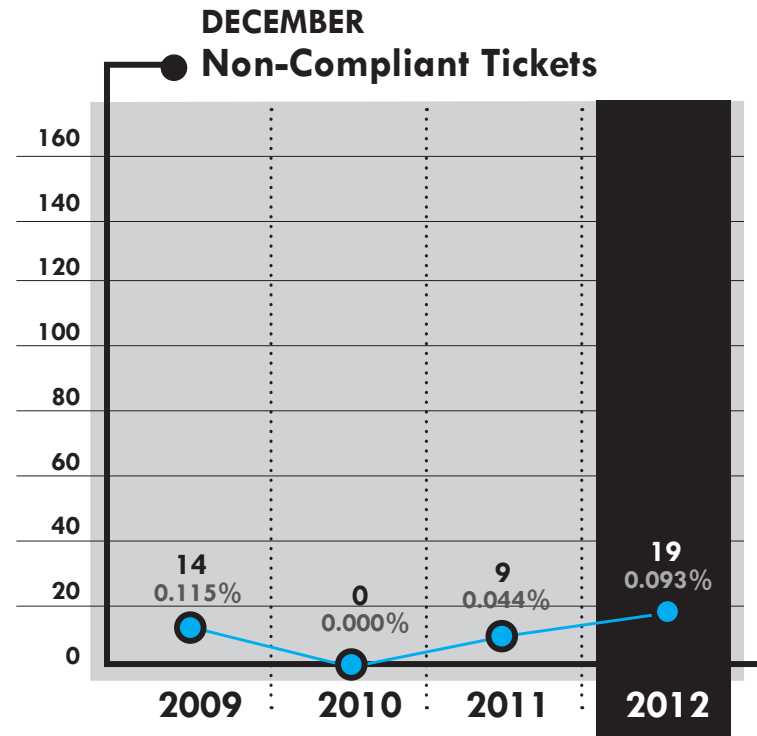
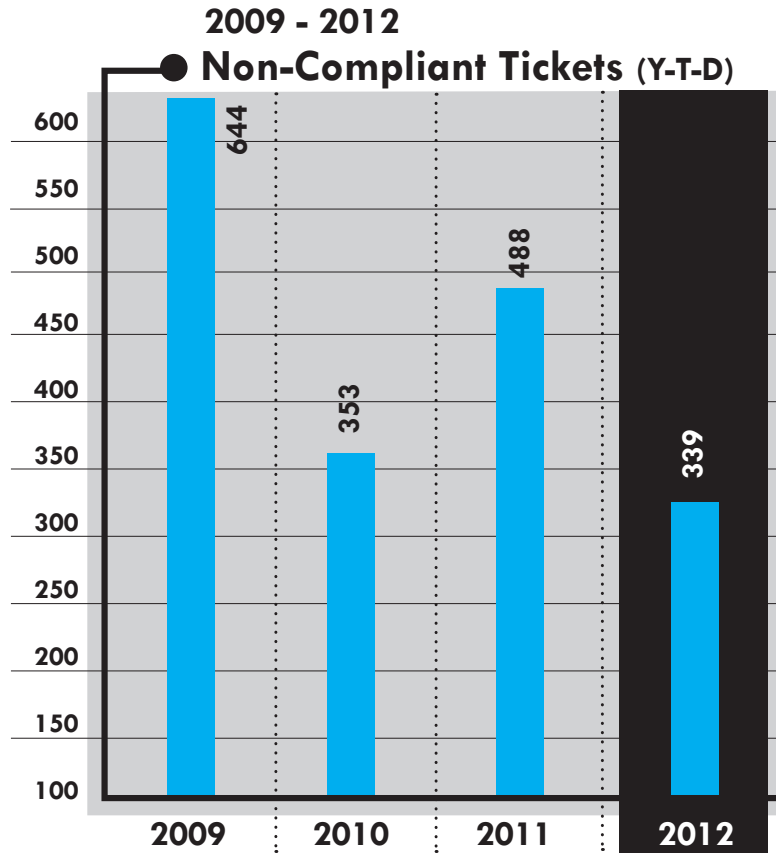
**After Hours Analysis  
DEC 2012**



**2012**

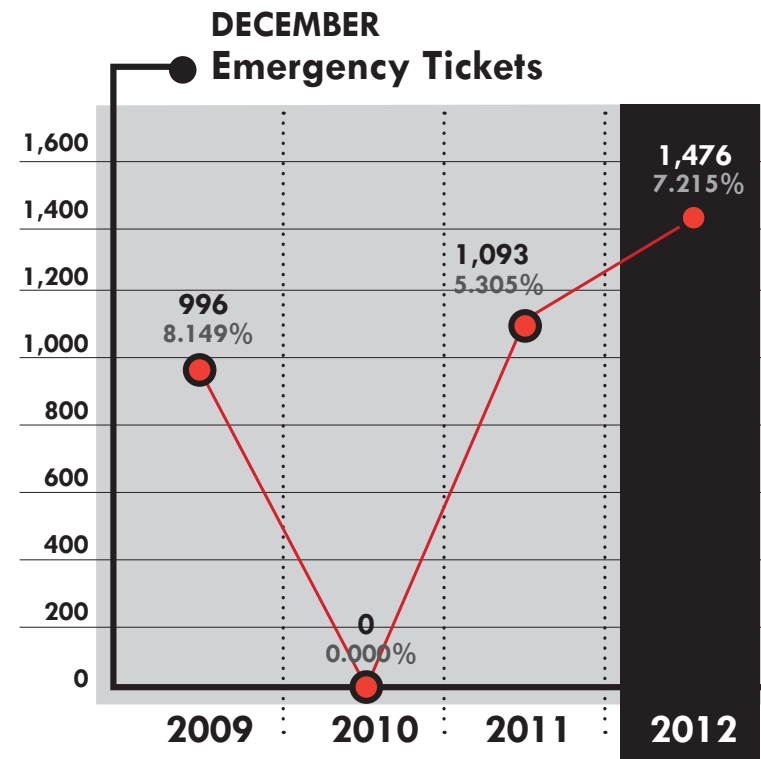
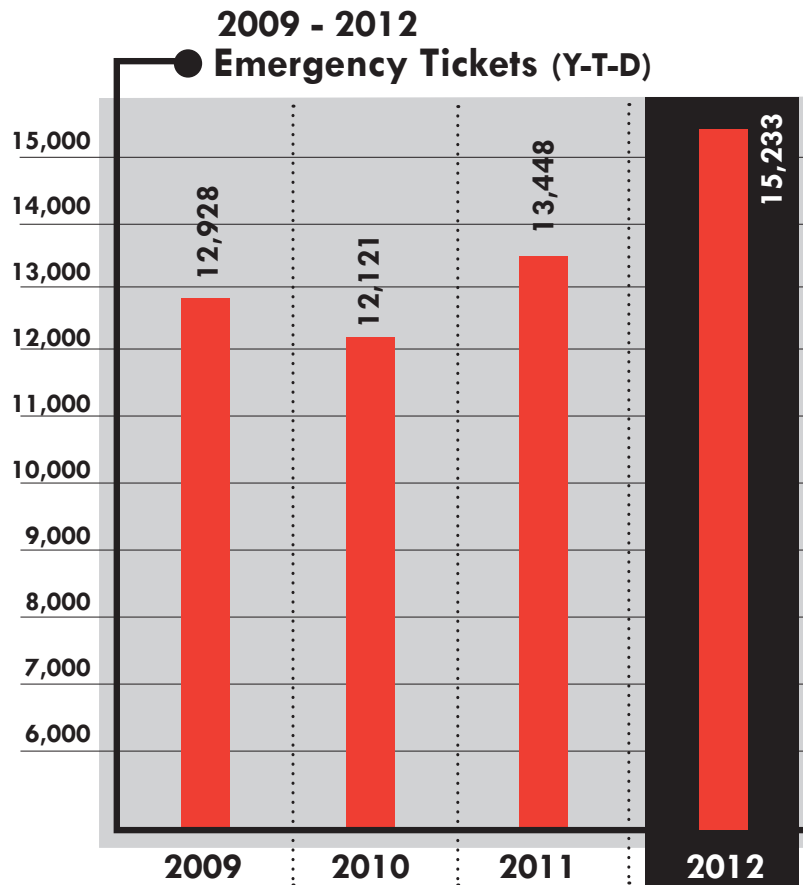
**Time of Receipt Analysis (BY MONTH)**





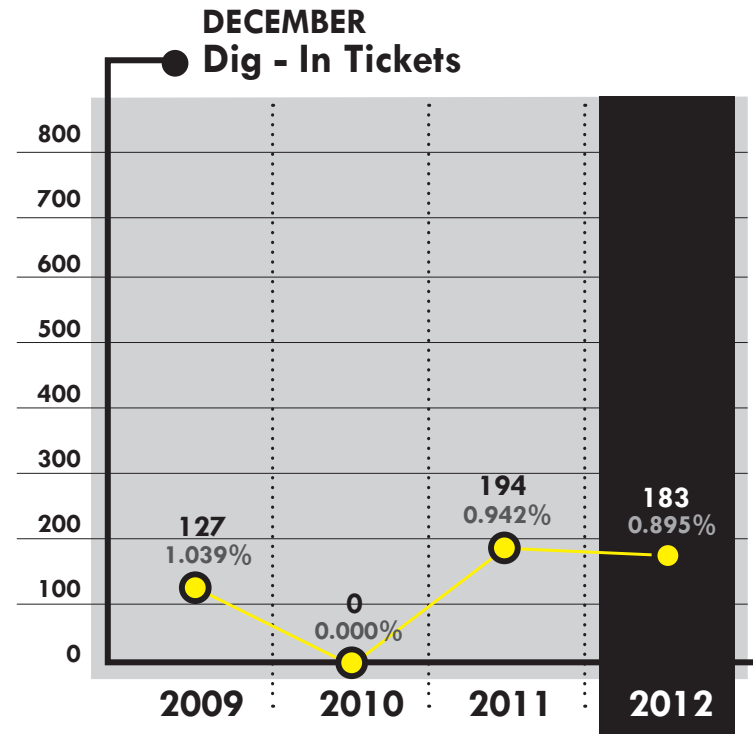
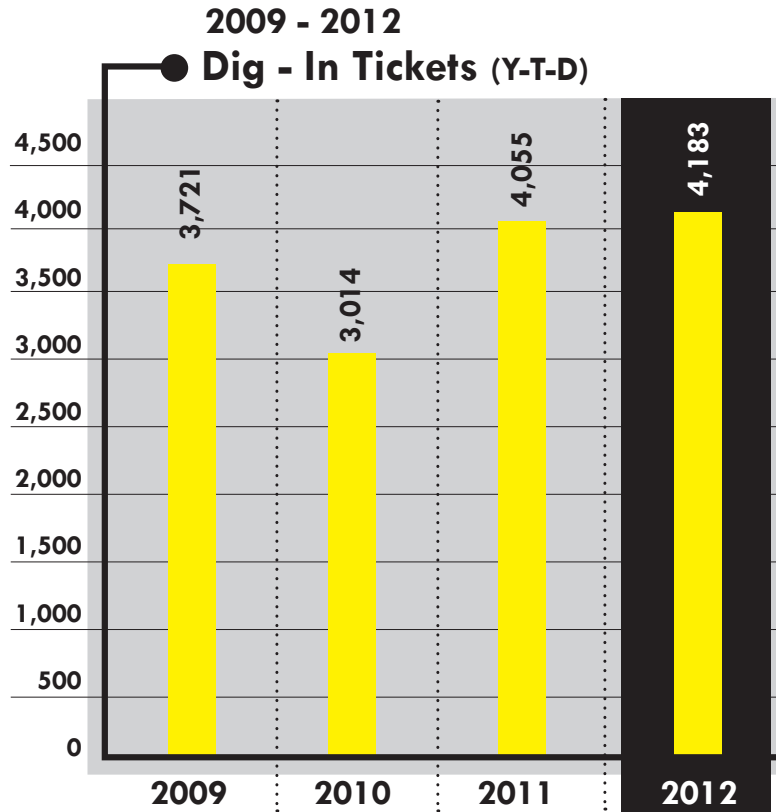
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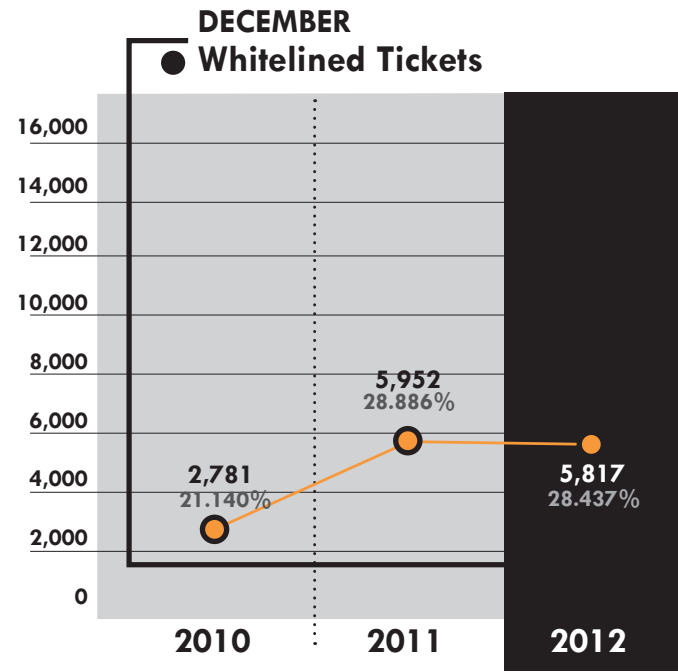
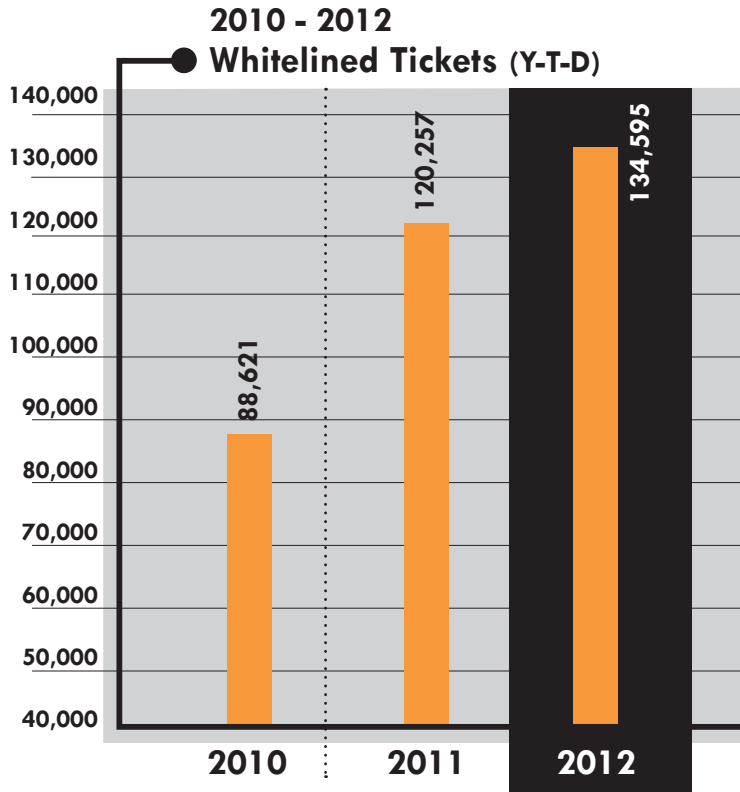




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