

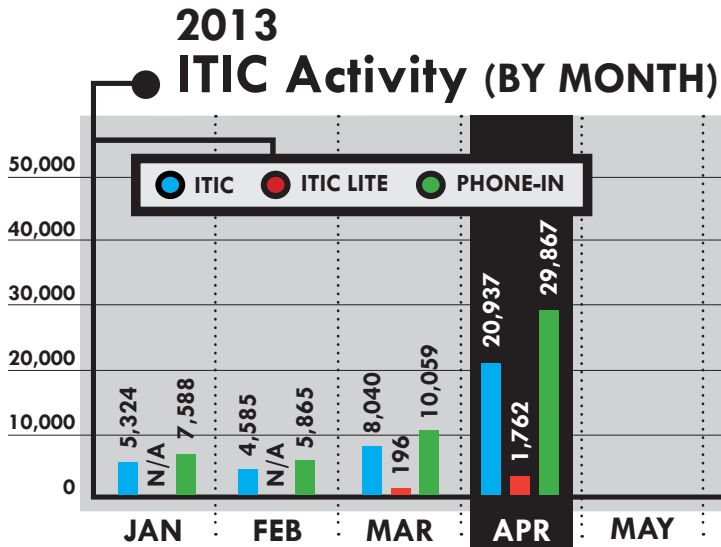
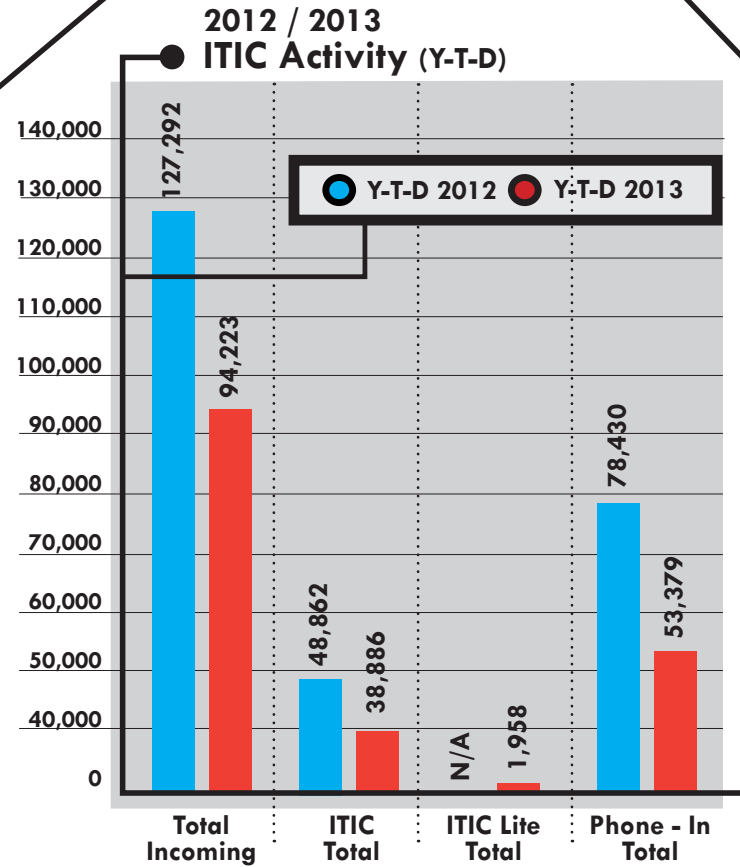
# IOWA ONE CALL DASHBOARD

**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

ITIC usage has started out strong in 2013. We hope it indicates what the rest of the year will hold. In this issue of the Dashboard, you will notice we've begun adding data about ITIC Lite usage.

**APR**



# IOWA ONE CALL DASHBOARD

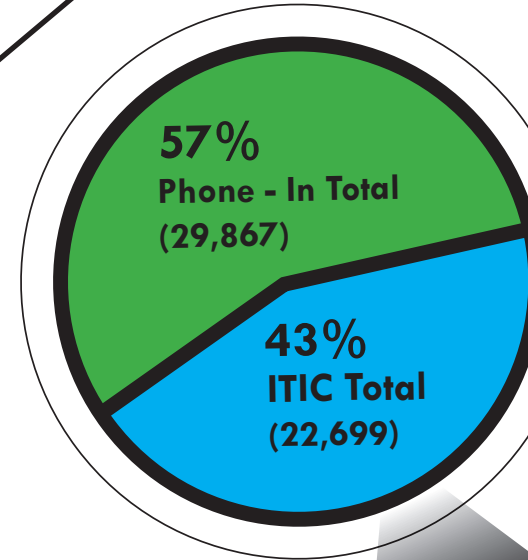
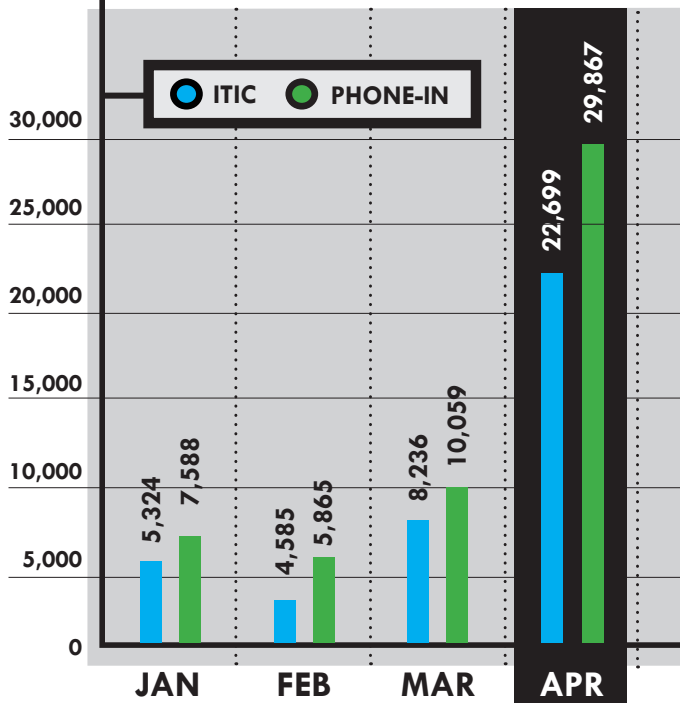
**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

2013 has started with a high ITIC percentage. It is averaging more than 40% of the total incoming ticket volume. We've also added data regarding ITIC Lite usage. Introduced in mid-March, it accounted for 8% of all ITIC volume just six short weeks later at the end of April.

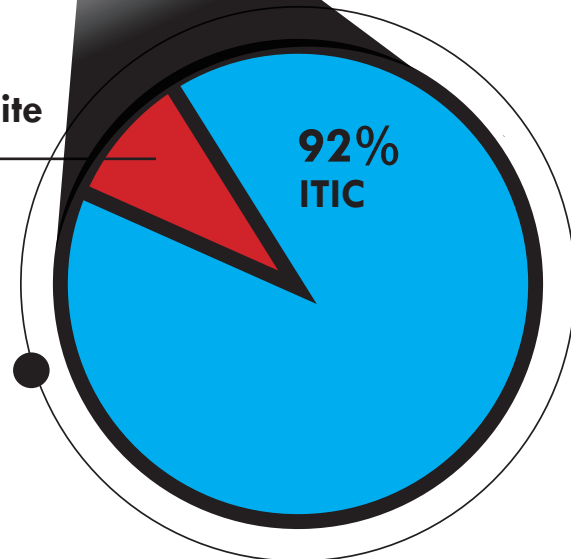
**APR**

**2013 ITIC vs. Phone-In**



**ITIC vs. Phone-In Percentage Y-T-D**

**8% ITIC Lite**



**Breakdown of Online Tickets in April 2013**

# IOWA ONE CALL DASHBOARD

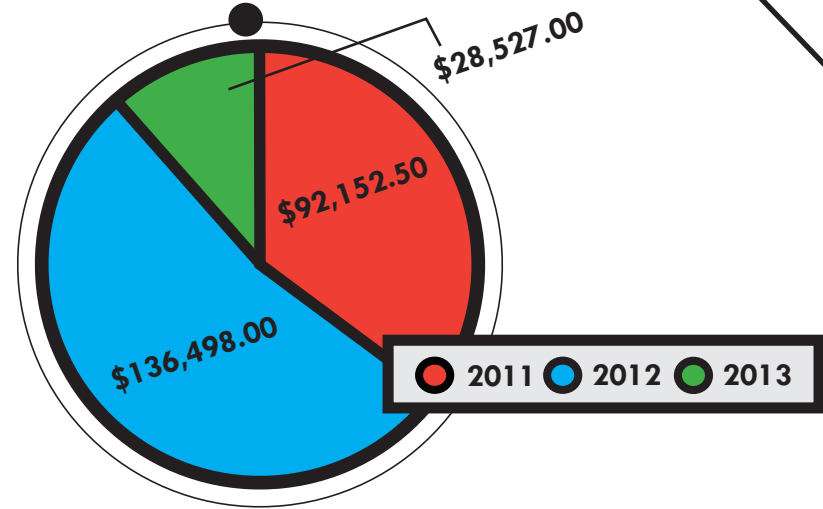
**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

In January, we introduced a new chart containing information on the value of the ITIC discount that is a part of the agreement between OCC and IOC. It's easy to see how each and every ITIC ticket entered helps reduce the overall cost of operation.

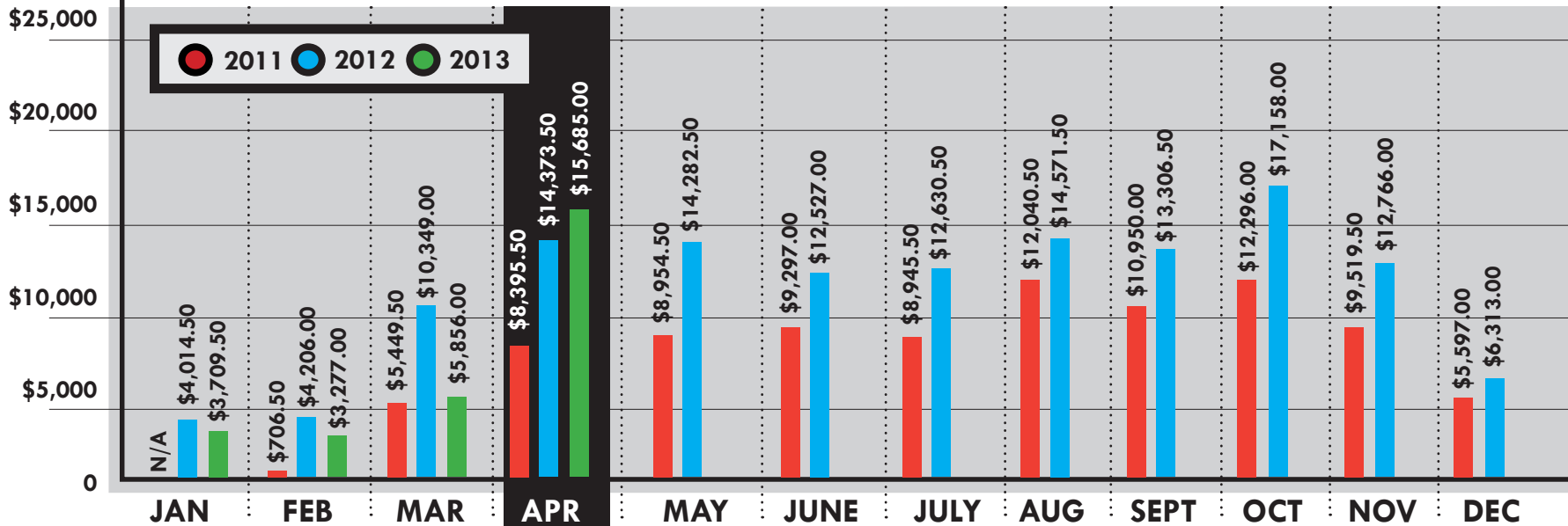
**APR**

## Iowa One Call Total ITIC Discount



## 2011 - 2013

### ITIC Discount Summary



# IOWA ONE CALL DASHBOARD

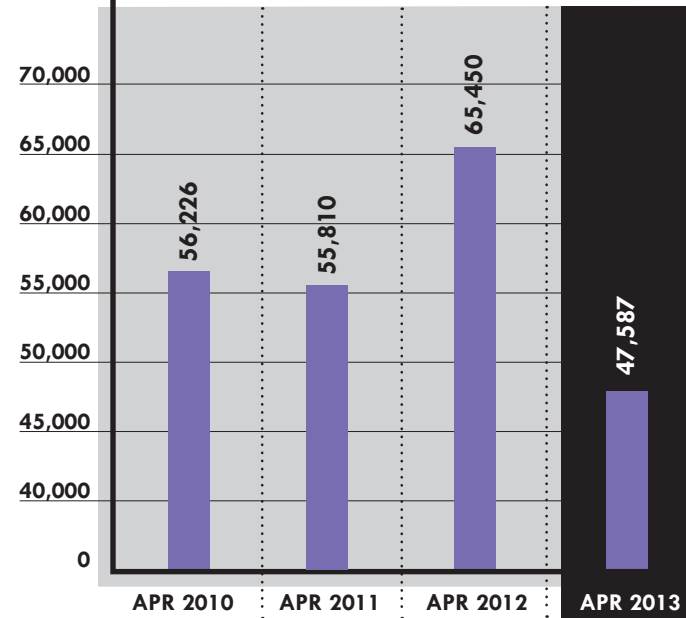
**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

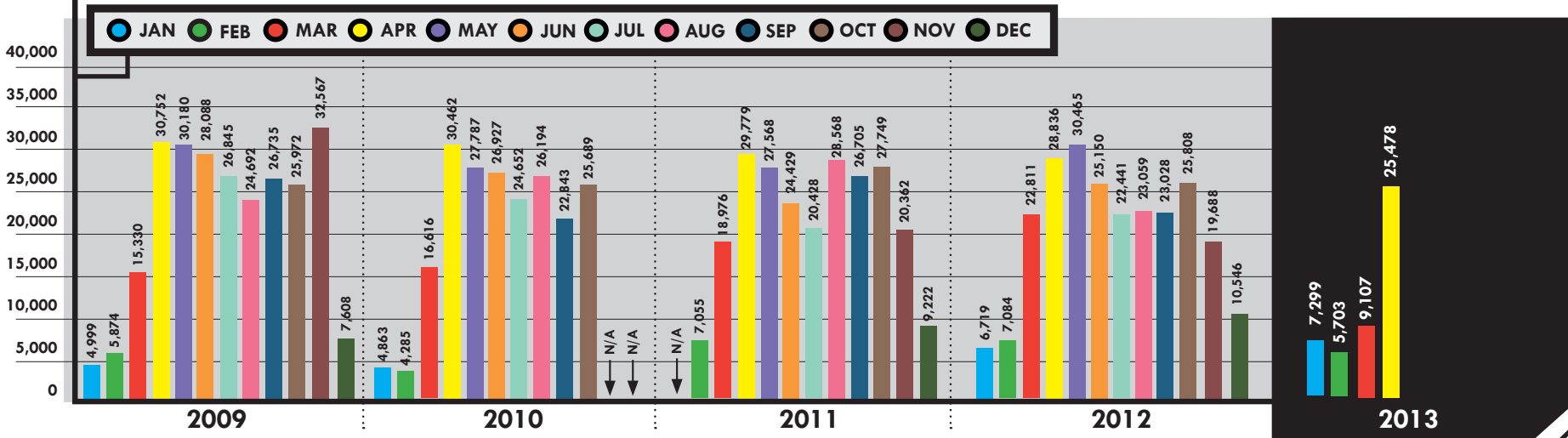
April 2013 call volume is again lower than it was in April 2012. This is most likely attributable to a) comparatively harsher wintry conditions experienced in 2013; and, b) increased use of ITIC.

**APR**

2010 - 2013  
Total Incoming Calls (Y-T-D)



2009 - 2013  
Total Incoming Calls (BY MONTH)



## APR

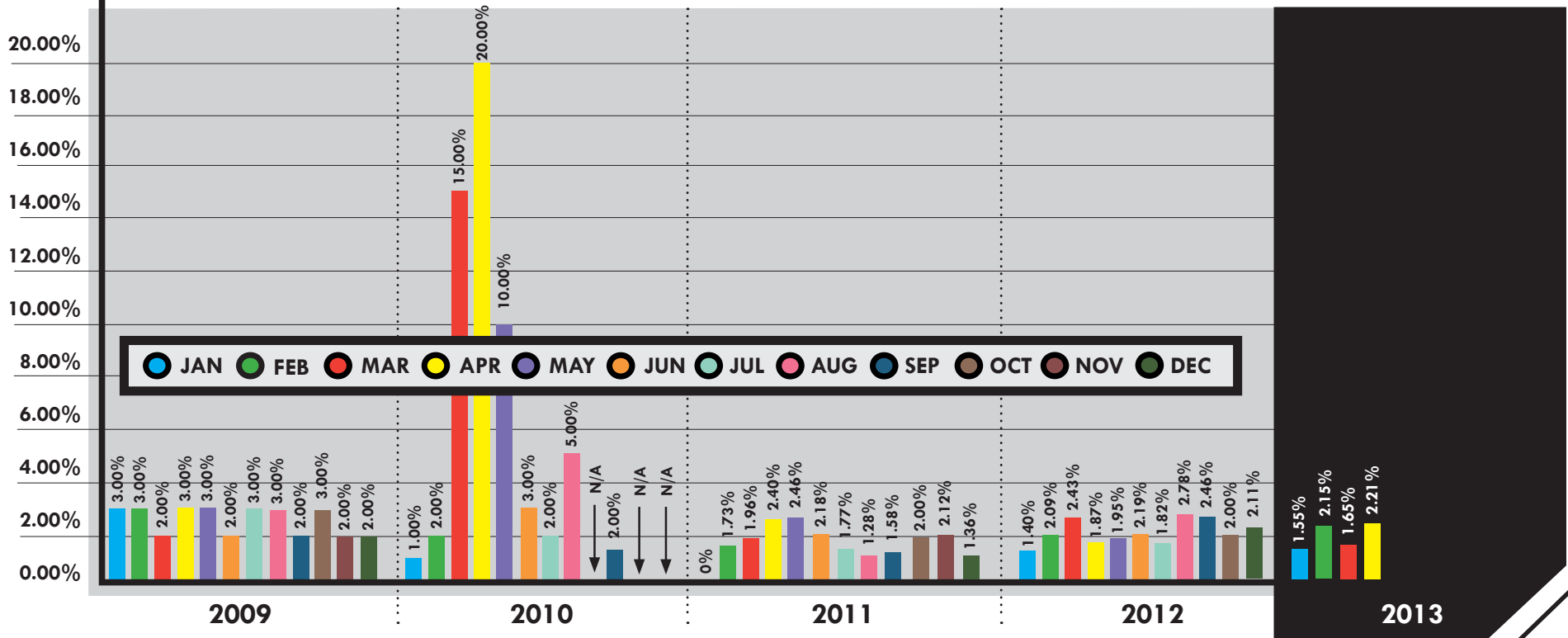
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

Abandonment rates continue to be low, consistent with historical experience and, along with the Average Speed to answer, within contract levels.

APR

2009 - 2013

### ● Calls Abandoned (BY MONTH)

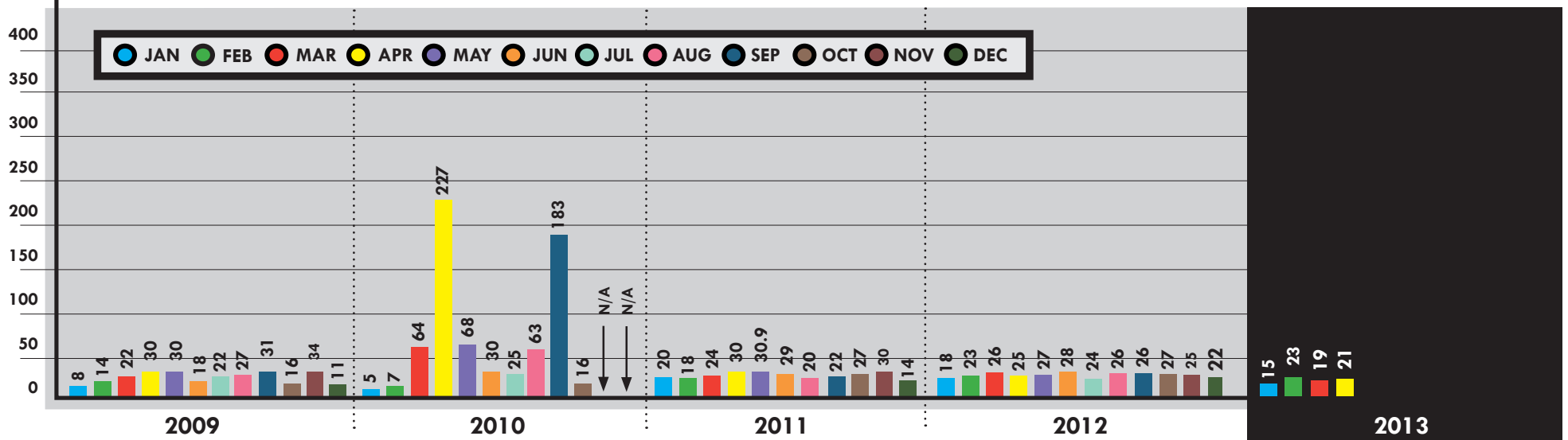


## APR

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

2009 - 2013

### Average Speed to Answer (BY MONTH)



# IOWA ONE CALL DASHBOARD

**APR**

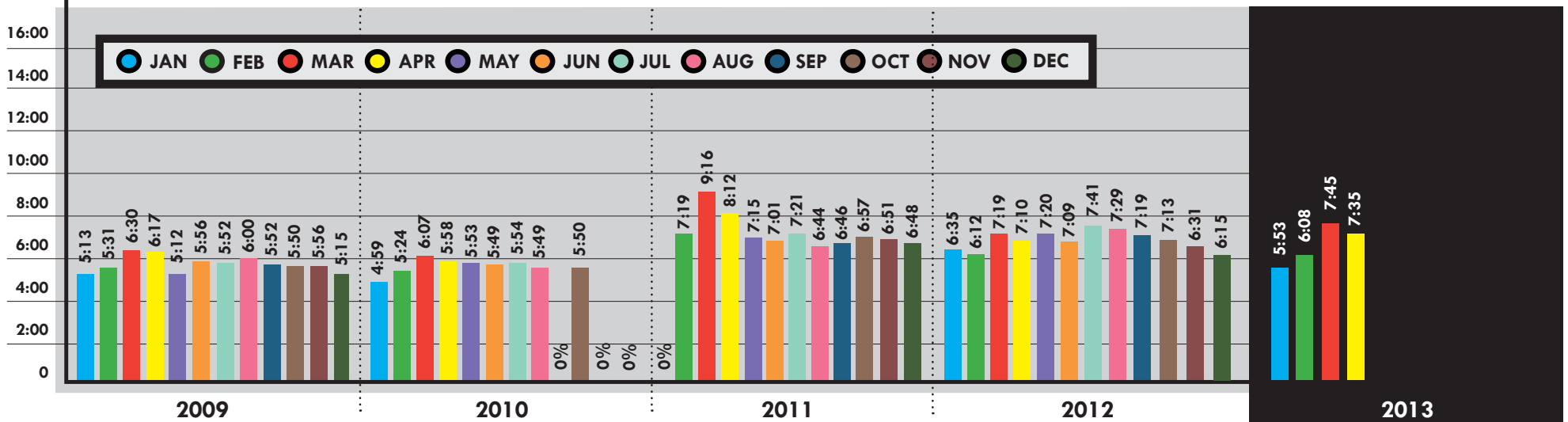
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

As we predicted, the average talk time is lower in April than March. New team members are becoming more familiar with call center routines. It remains higher than in 2012 because we are still obtaining additional information from callers who have yet to start using ITIC.

**APR**

2009 - 2013

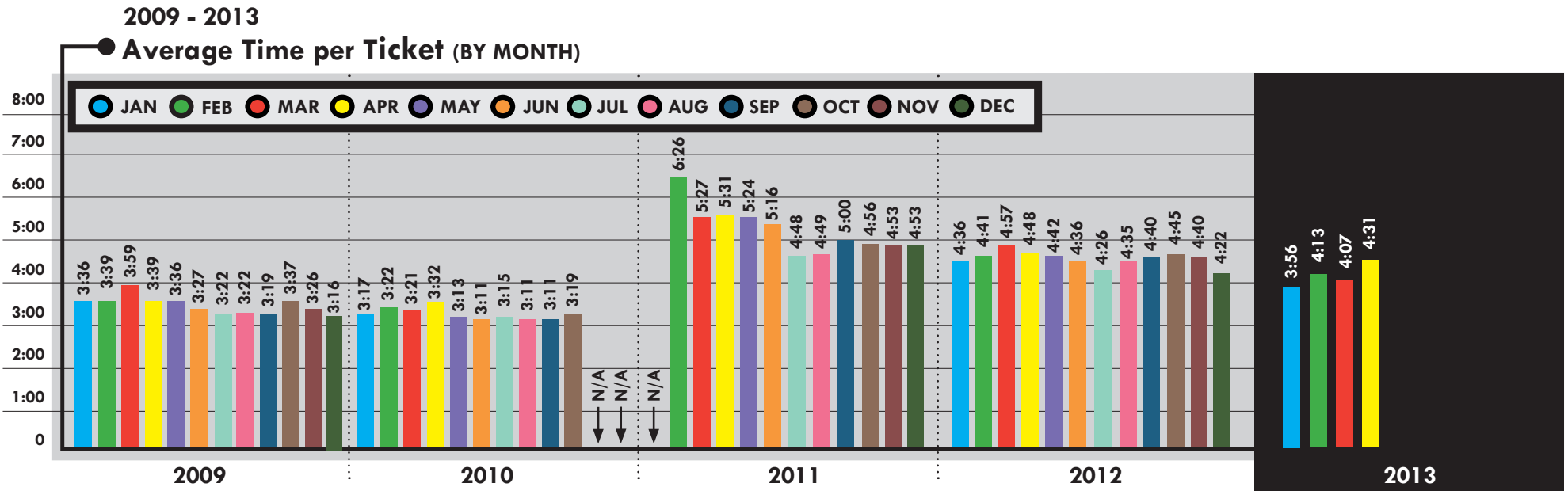
## Average Talk Time (BY MONTH)



# IOWA ONE CALL DASHBOARD

## APR

YOUR MONTHLY UPDATE FOR IOWA ONE CALL



Time per ticket remains lower than it was in 2012.

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# IOWA ONE CALL DASHBOARD

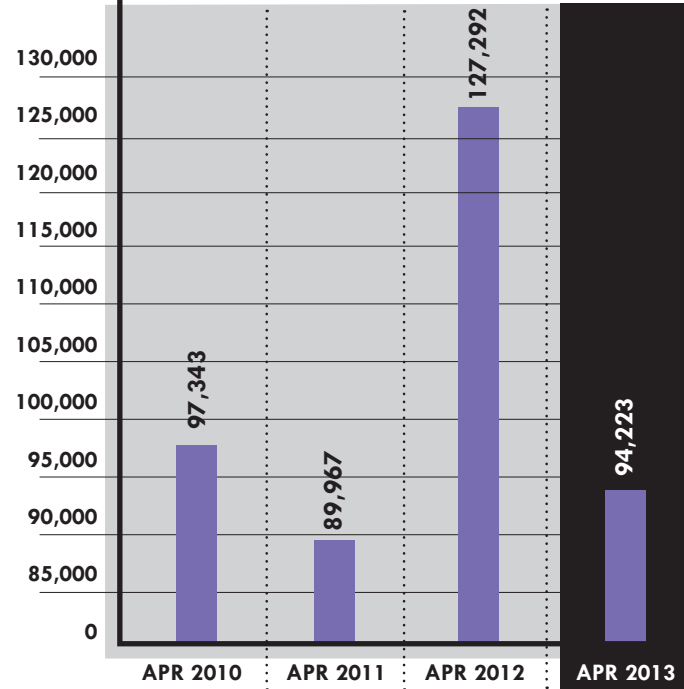
**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

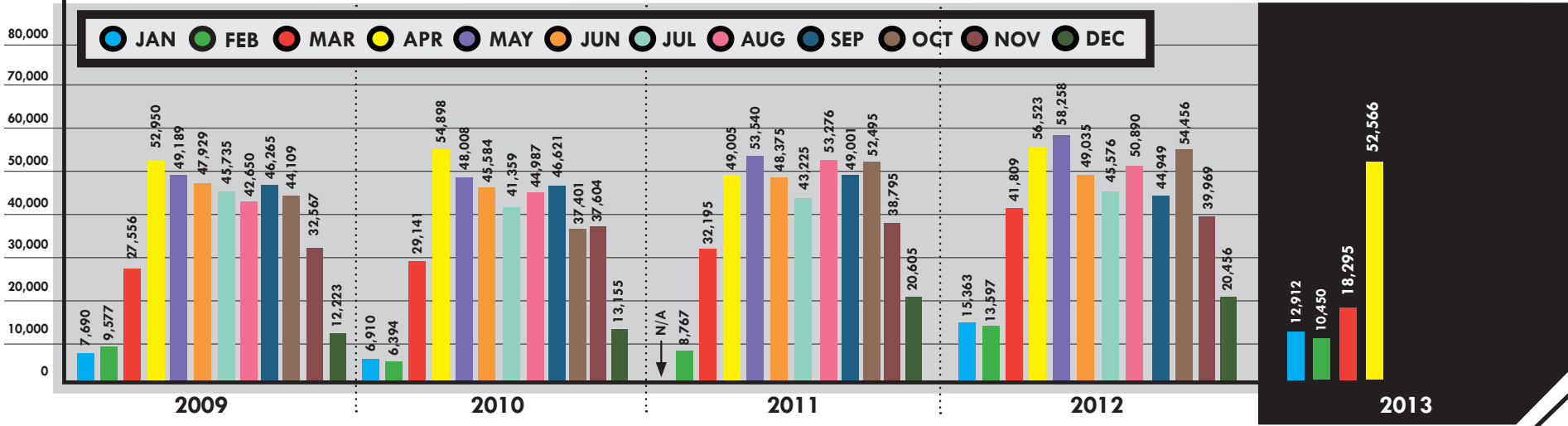
Ticket volume continues to be lower in 2013 than it was in 2012. We believe this decline is most likely due to weather in 2013.

**APR**

2010 - 2013  
Incoming Ticket Totals (Y-T-D)



2009 - 2013  
Incoming Ticket Totals (BY MONTH)



# IOWA ONE CALL DASHBOARD

**APR**

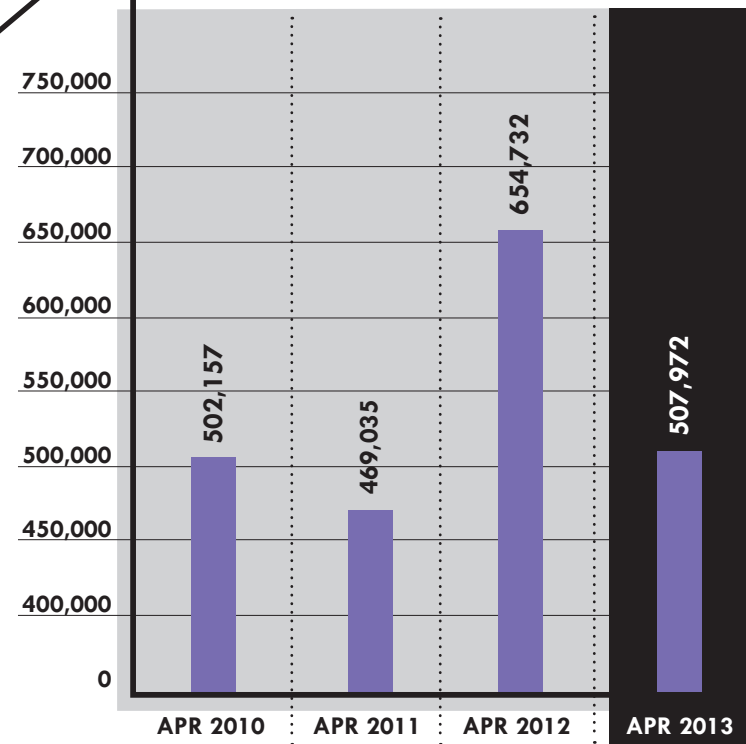
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

As noted in the comments on Incoming Tickets, 2013 is off to a slightly slower start than 2012.

**APR**

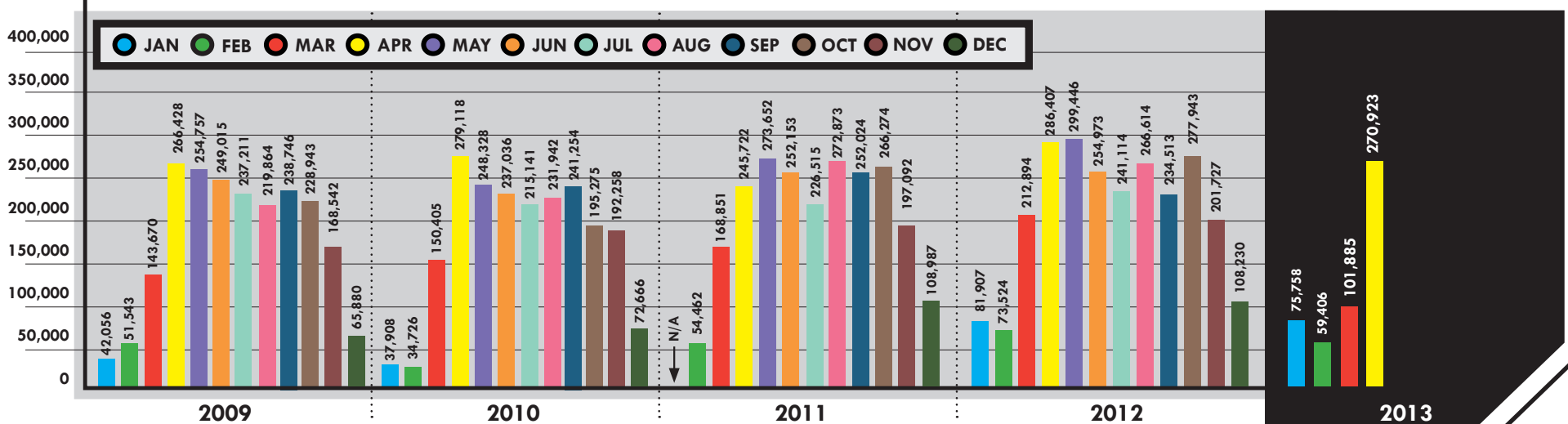
2010 - 2013

● Outbound Ticket Totals (Y-T-D)



2009 - 2013

● Outbound Ticket Totals (BY MONTH)



# IOWA ONE CALL DASHBOARD

**APR**

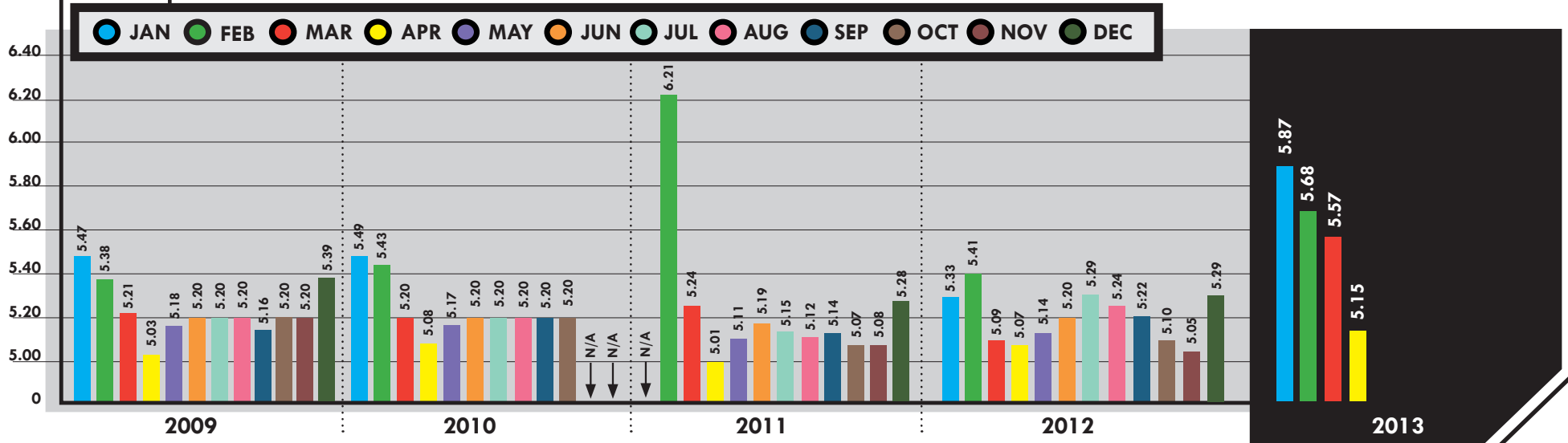
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The in/out ratio has declined significantly since the beginning of the year.

**APR**

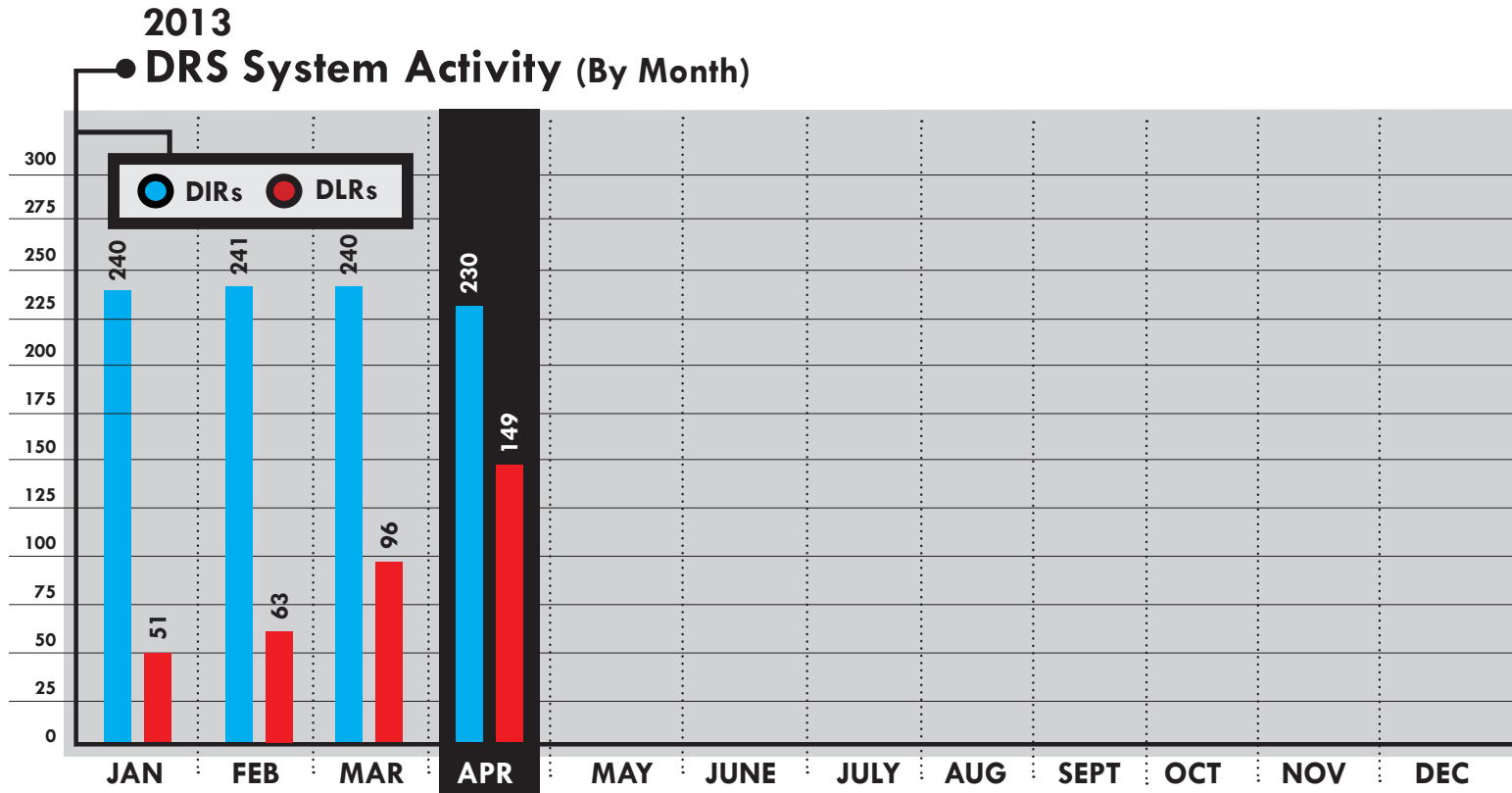
2009 - 2013

● IN/OUT Ratio (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.

APR



**APR**

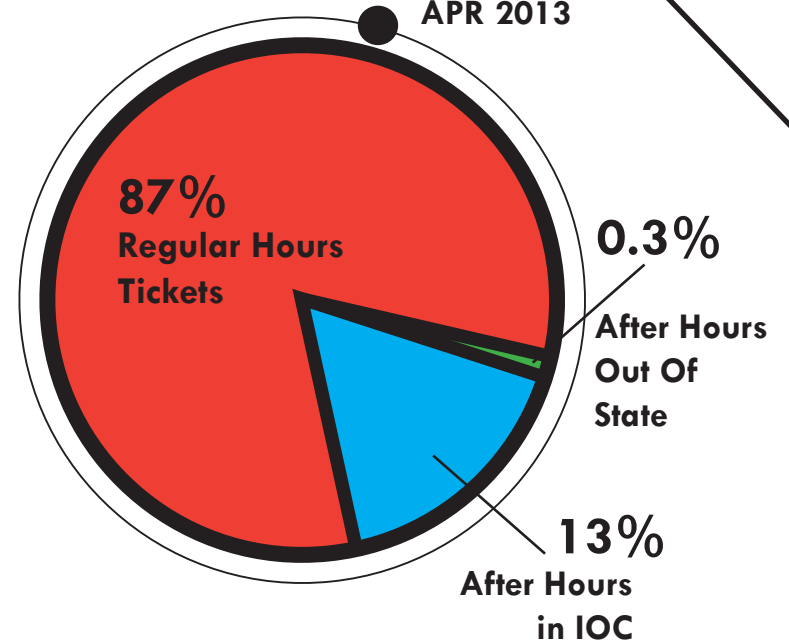
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

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.

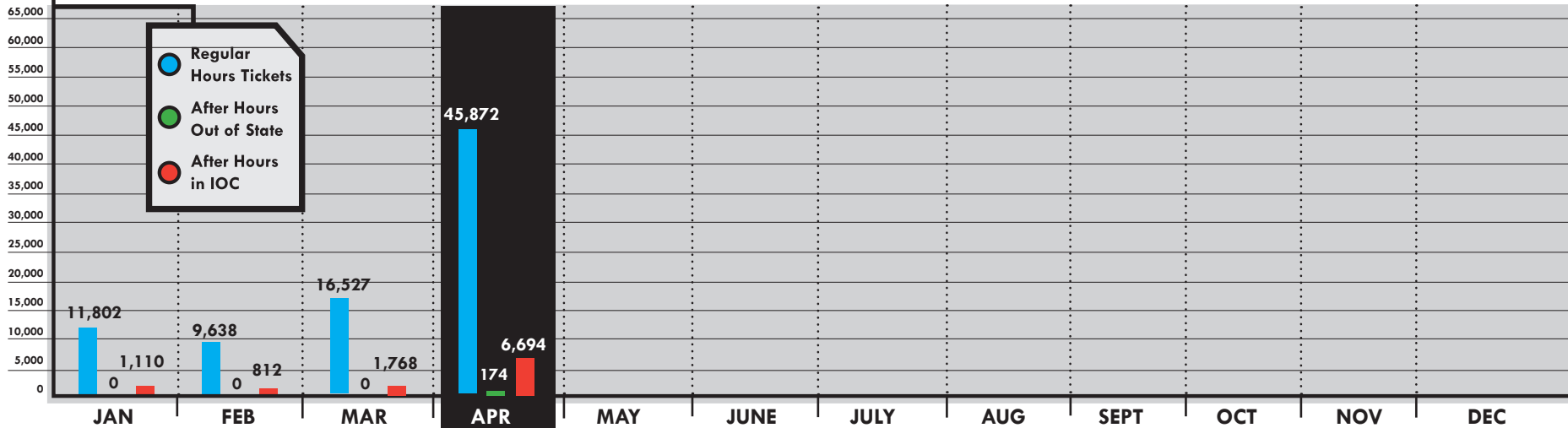
APR

**After Hours Analysis  
APR 2013**



**2013**

**Time of Receipt Analysis (Year To Date)**

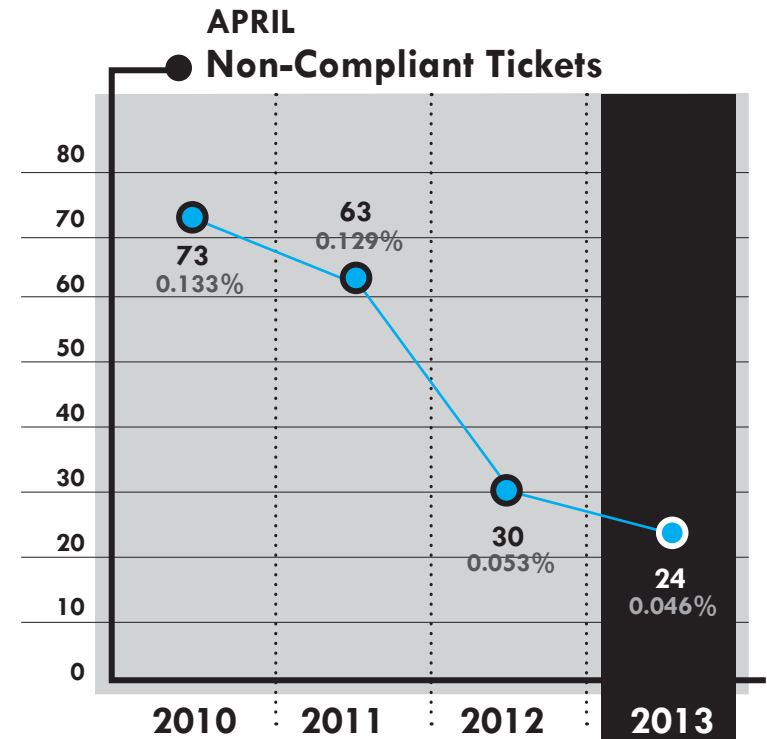
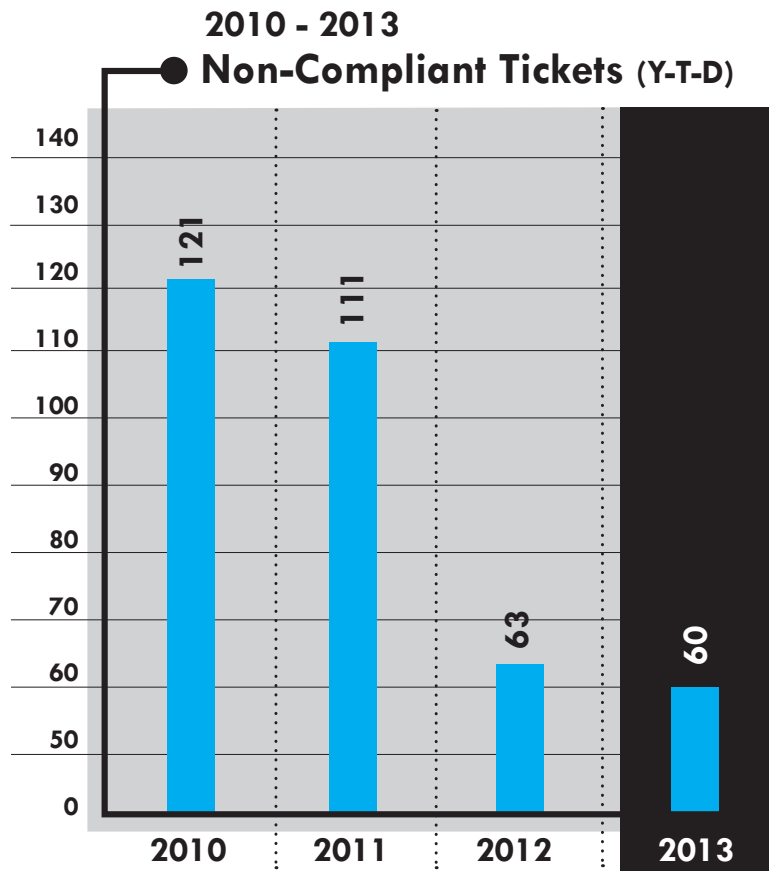


**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

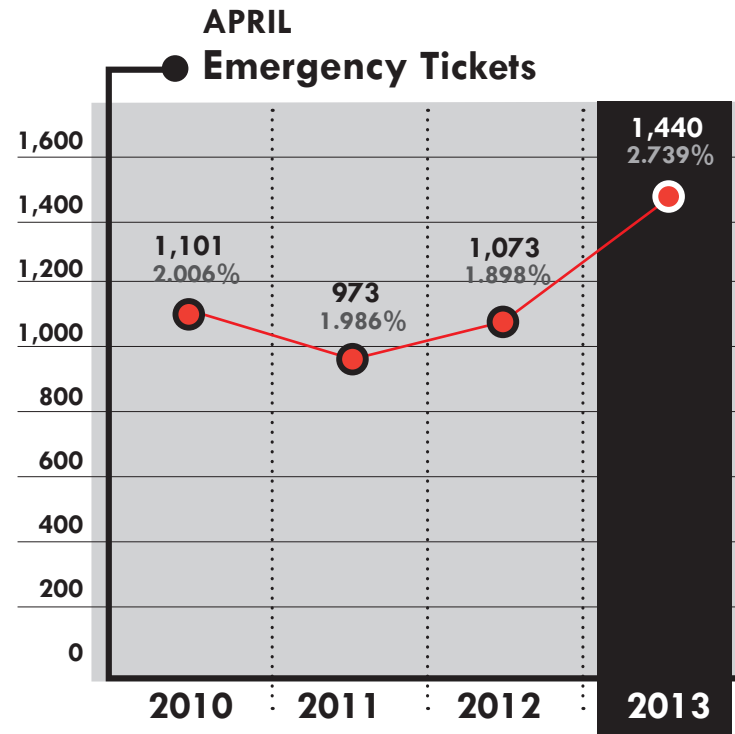
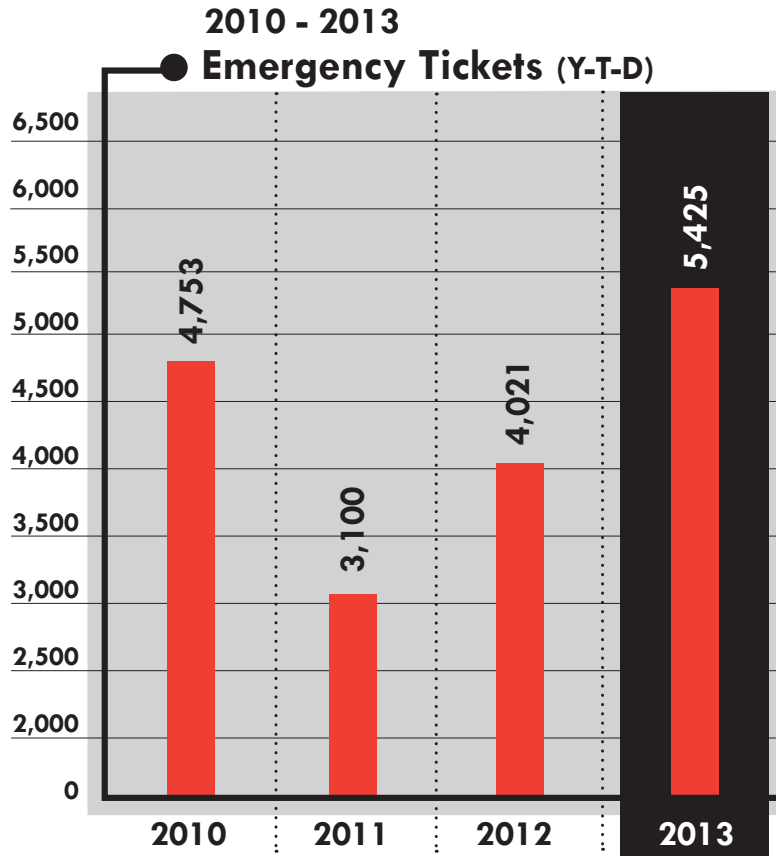
The number of non-compliant tickets has dropped significantly below historical levels. The reasons for this decrease are unclear, but we suspect most find it a welcome change.

**APR**



## APR

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

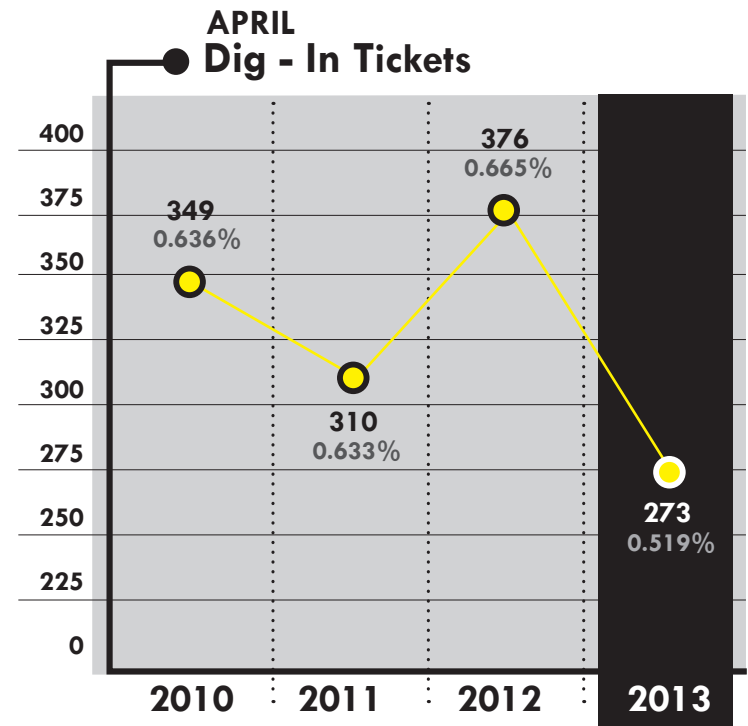
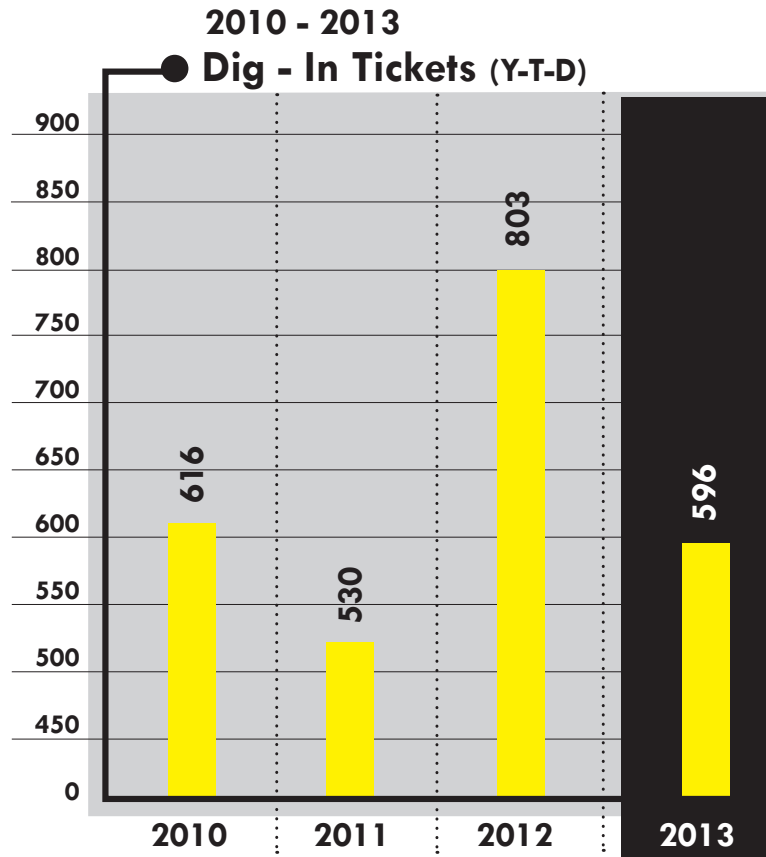


## APR

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The number of dig-in tickets has decreased in April to levels closer to those experienced in the past.

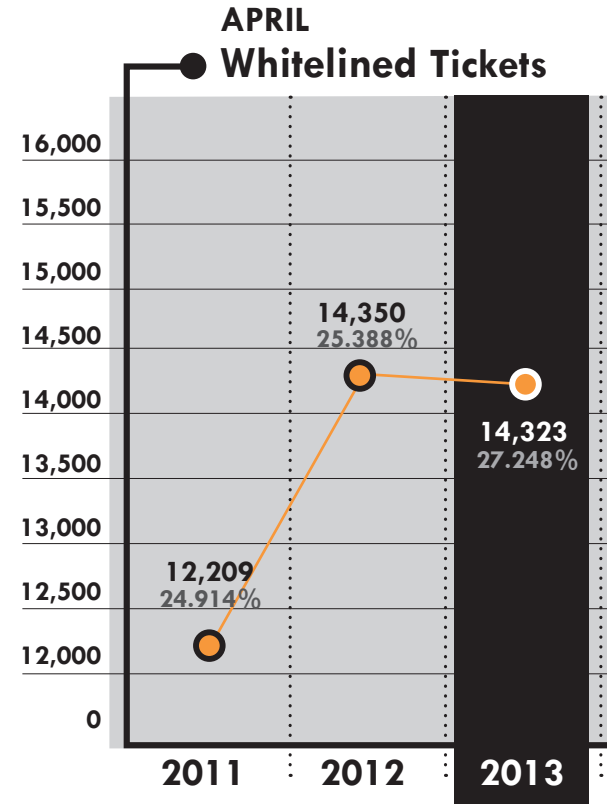
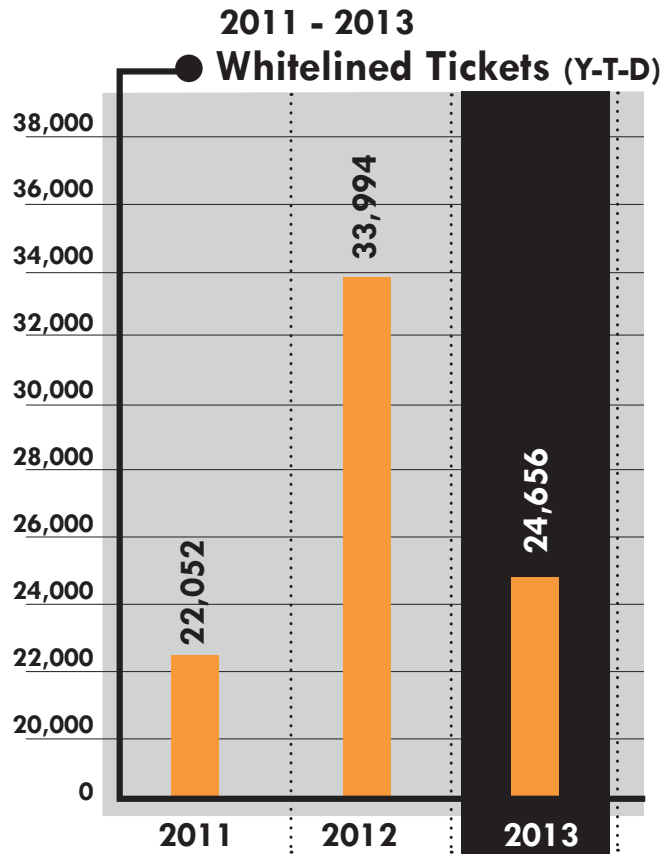
APR





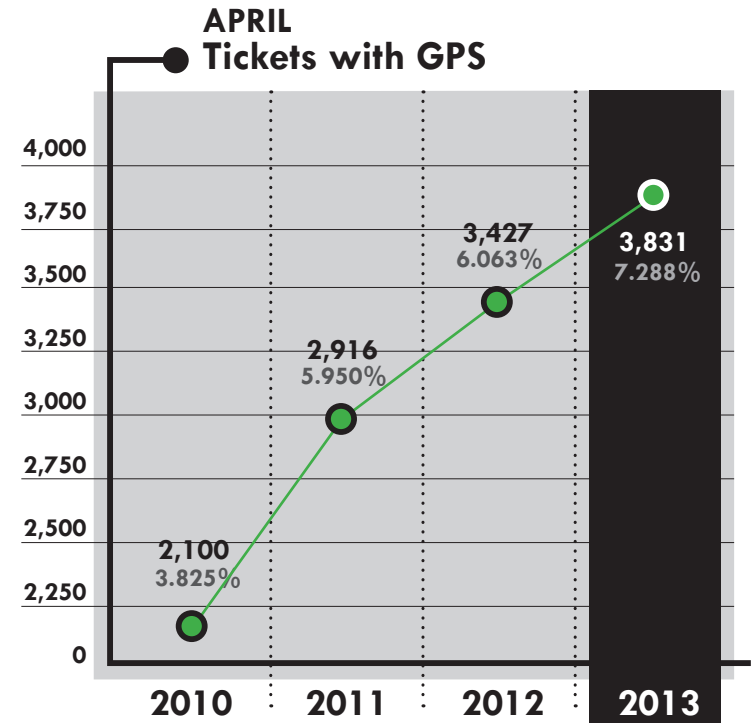
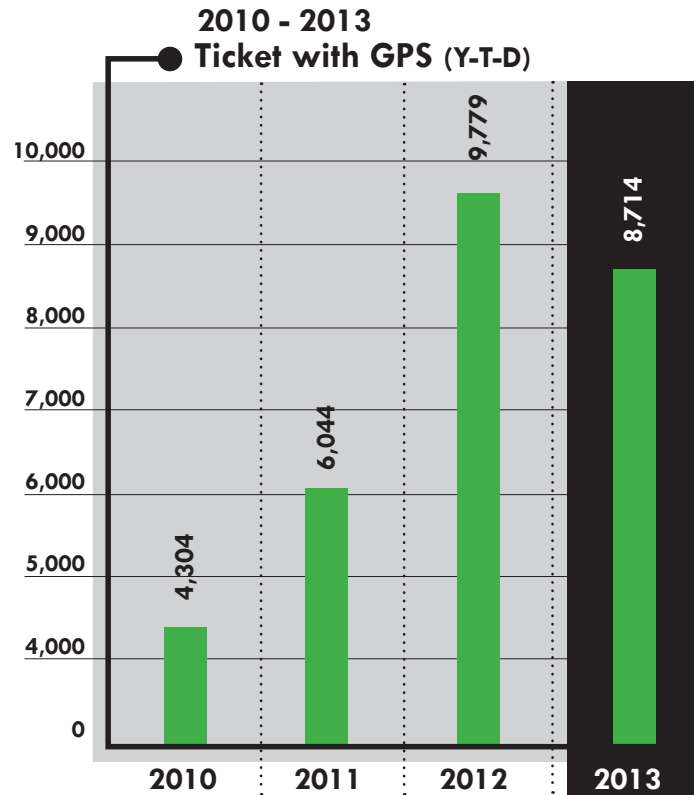
**APR**

YOUR MONTHLY UPDATE FOR IOWA ONE CALL



The number of tickets bearing GPS coordinates continues to increase. We suspect this is due as much to increased awareness among excavators as it is ease of use in the call center and on ITIC.

APR



## APR

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

