

Doc Type	HA
Paper No	45/95
Title	Progress Report on the Housing Department Hotline (2712-2712)
CONTENTS	<p>Paper No. : HA 45/95</p> <p>THE HONG KONG HOUSING AUTHORITY</p> <p>Memorandum for the Housing Authority</p> <p>Progress Report on the Housing Department Hotline (2712-2712)</p> <p>PURPOSE</p> <p>This paper informs Members of the utilisation of the Housing Department hotline service and the enhancements made since its introduction in April 1995.</p> <p>BACKGROUND</p> <p>2. Members were briefed at the Housing Authority Meeting on 30 March 1995 that the Department would introduce an interactive voice processing system to provide a 24-hour automatic telephone esquire service the public from 1 April 1995 onwards (Paper No. HA 19/95). The Housing Department Hotline (2712-2712) provides information such as public housing Application, Home Ownership Scheme, rent subsidy, Home Purchase Loan Scheme and commercial properties lettings. It can interface with the existing voice mail hotline which records 24-hour public complaints and comments, and is linked up with the Departmental Communications Centre to deal with emergency after office hours.</p> <p>3. The launching of this new service has been backed by intensive publicity efforts during April and May.</p> <p>UTILISATION RATE</p> <p>Number of Enquiries</p> <p>4. In the quarter from April to June 1995, a total of 528,000 calls were recorded, with a daily average of 5,800 calls. About 63% of the enquiries were received during office hours while 32% call were made from after 5:00 p.m. to midnight. The busiest hours were from 11:00 a.m. to 12:00 noon and from 4:00 p.m. to 5:00 p.m., during which we received more than 460 calls per hours. The average duration of the calls was 2.2 minutes.</p> <p>5. The distribution of calls over the past three months is at Annex A.</p> <p>Type of Enquiries</p> <p>6. Annex B shows the types of telephone enquiries, the major areas being highlighted as follows :-</p> <p>(a) 41% were related to public housing applications.</p> <p>(b) 35% were related to Home Ownership Scheme.</p> <p>(c) 6.7% were related to complaints. Less than 10%(about 700 monthly) were valid cases requiring follow up action (Note 1).</p> <p>(d) 2.7% of the calls were connected to the Department Communications Centre, with about 700 cases each month relating to electricity black out requiring assistance (Note 2).</p> <p>System Development</p> <p>7. In view of the encouraging response, and in order to facilitate public access to the system, 30 more lines were added in May 1995. We now have 94 lines.</p> <p>(Note 1: This hotline forms part of the total number of complaints received by the Department. These complaints are being monitored by the Authority's Complaints Committee.</p> <p>Note 2 : This figure does not imply there were 700 emergencies since many callers reported the same incident on the same day.)</p> <p>8. We have also improved on the messages for public housing applications to make our reply more informative and helpful. There will be continuous monitoring of feedback so that we can provide a better public enquiry service.</p> <p>9. Over the same period, our manned telephone enquiry service at the HOS Centre and Application Hall have continued to operate during office hours. The average calls per day have increased from 900 to 1,100 compare to the first quarter of 1995 before the new system was introduced.</p> <p>Presentation</p> <p>This paper is issued for Member's information.</p> <p>---0---0---0---</p>

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