

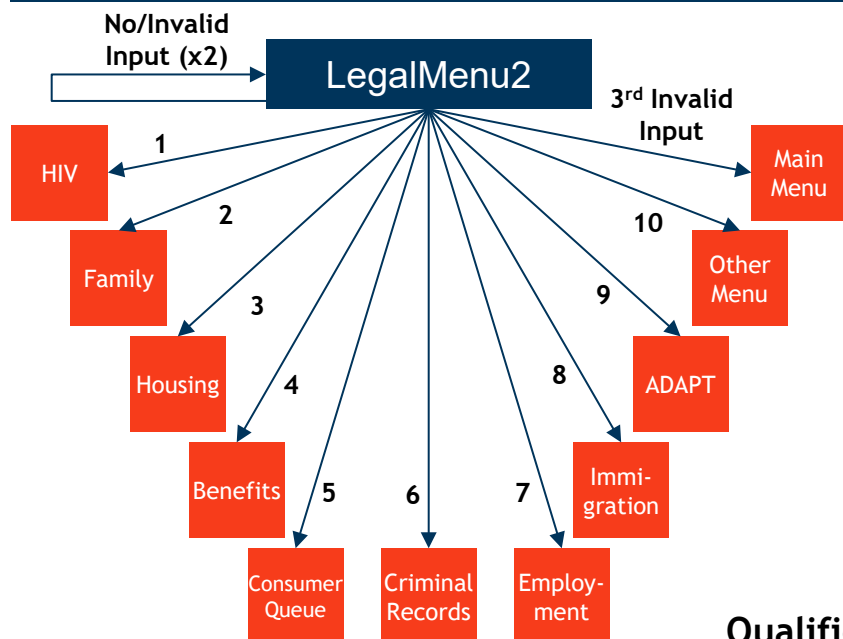
Legal Aid Chicago Menu Redesign

Presentation #5

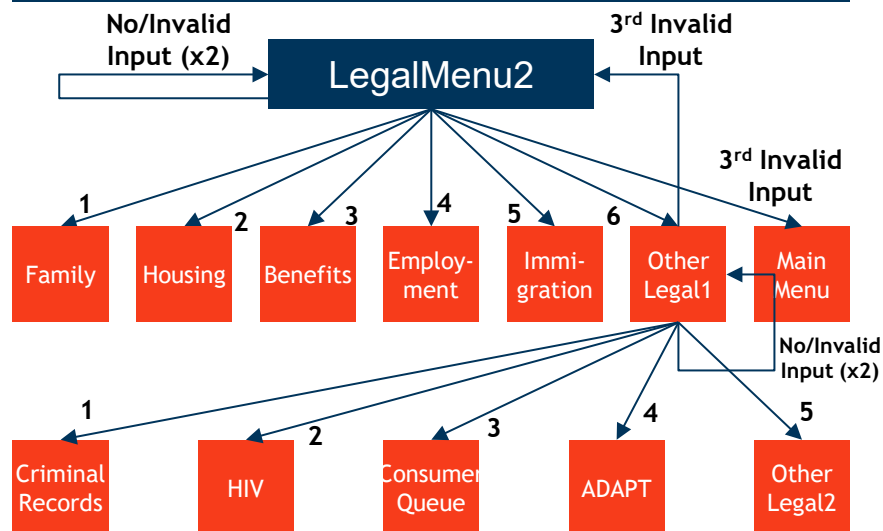
Andrew Metzger, Alex Barbatsis, Daniel Gold, and Fai Pongpeth

Reducing the # of options callers listen to, we can avoid confusion and save callers time from needing the many options repeated

Old Flow



New Flow

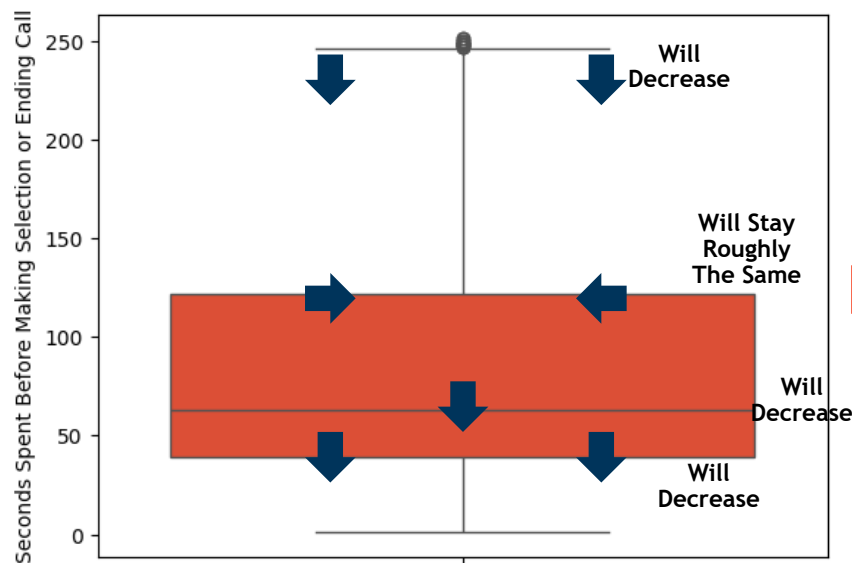


Qualified Benefit

- 36.6% of callers reach LegalMenu2, meaning simplifying this menu will have an impact on 57,538 callers
- 13.9% of those who go to the LegalMenu2 listen more than 1 time > fewer options will reduce this (less confusion)
- Of those in LegalMenu2, the average number of times a person listens to the menu is 1.2 times > this will be reduced
- The average amount of time it takes people to make a selection on this menu is 1 minute and 22 seconds > rearranging in this order will save callers 26 seconds (see next slide)
- Although this increases the # of nodes by 1, it should reduce confusion and reduce the average amount of time a caller takes to reach their destination

A substantial number of callers take over 2 minutes before making a selection, which can be reduced significantly via the proposed change

Seconds Taken Old Flow



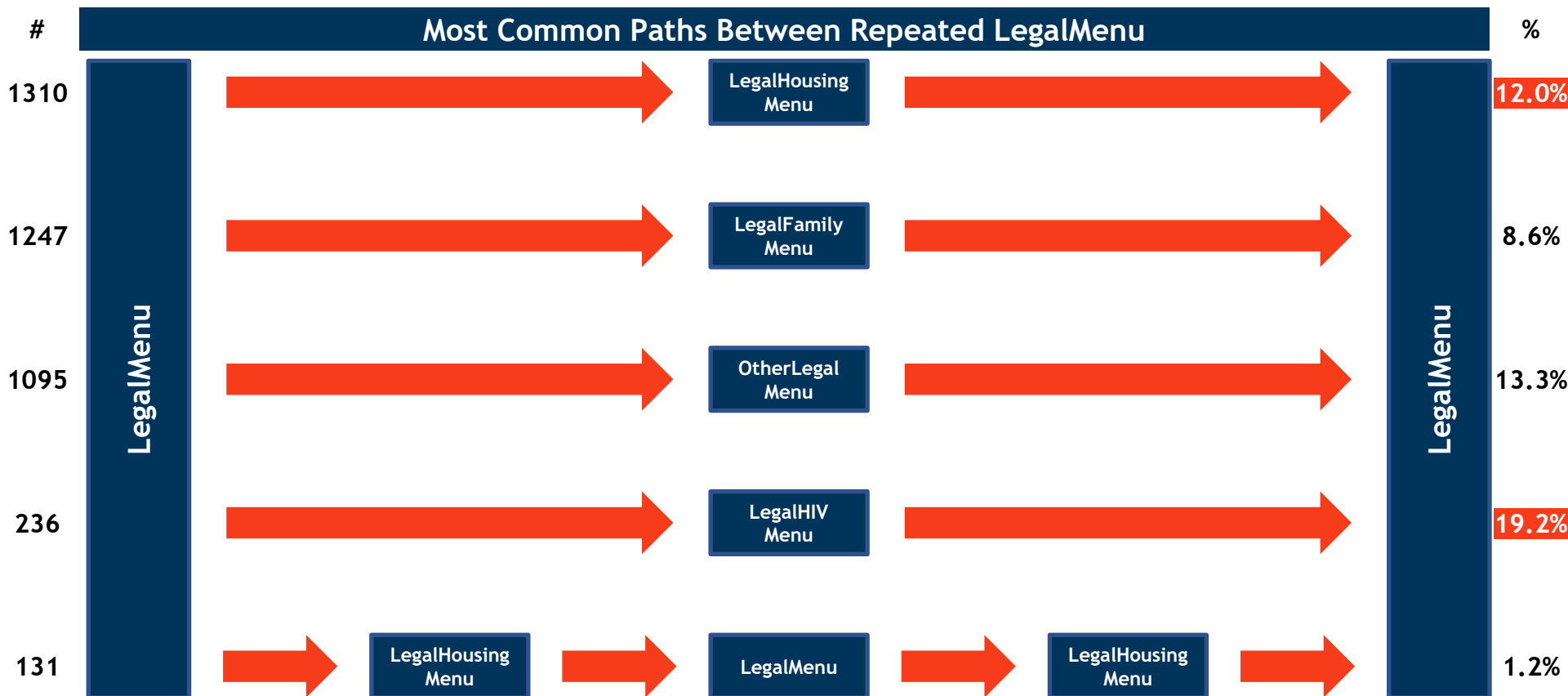
Estimated Seconds Taken New Flow

The average amount of time spent before selecting a final option will drop to 56 seconds, representing a 26-second or 32% improvement per caller!

Key Assumptions For Estimated Seconds Taken

- The new proposed menu is **53 seconds** shorter. So, instead of **13.9%** of callers listening to the menu **>1 times**, this will be reduced to **5%** given **menu simplicity** (assuming this is constant across issue type, this will save an average of **13.6 seconds**)
- Since the **most frequently selected categories** are asked **first**, $95\% \times 65\% = 61.8\%$ of callers who fall into the main 5 categories & **don't listen** to the menu **>once** will reach their selections an average of **20 seconds quicker** (Saving an avg of **12.4s**)
- The remaining $95\% \times 35\% = 33.3\%$ of callers who will go to **OtherLegal1** without option repetition will save **0s** (as the **extra time spent selecting** an **extra node** will **balance out** the saved time from the **menu prioritizing highly-selected options**)
- So, the **overall average saved time across all callers** will be **13.6 seconds + 12.4 seconds = 26 seconds**

We should refine/enhance the verbiage of the LegalHIV Menu Option, as people going to this menu are recycling back at the highest rate

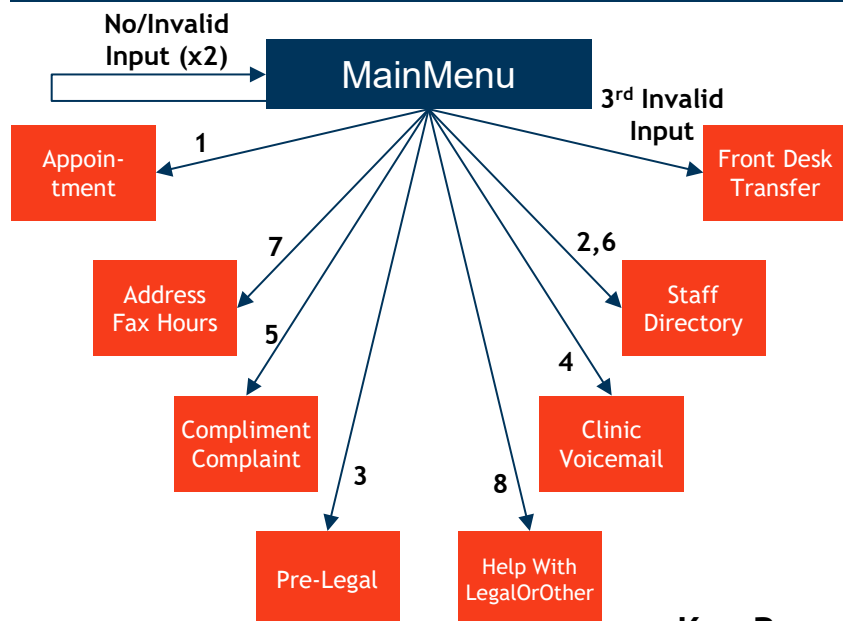


Key Commentary

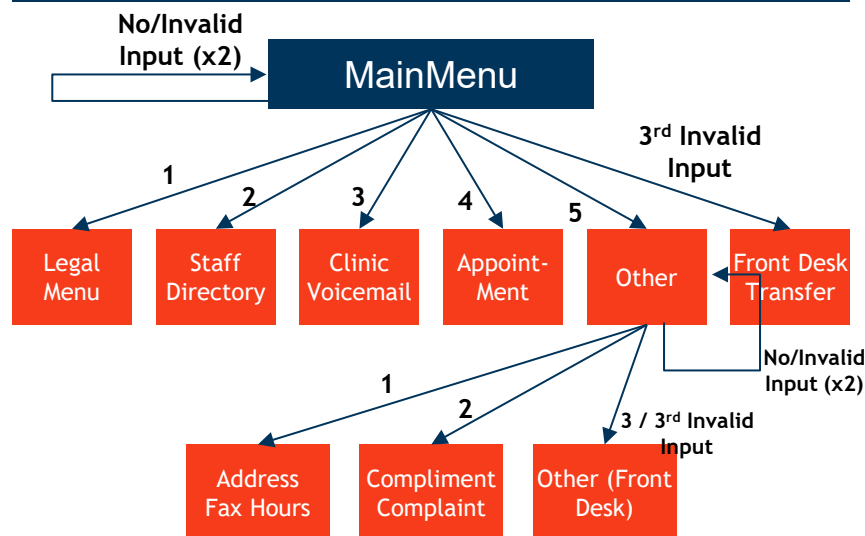
- A whopping **19.2%** of callers who choose to go to the HIV Menu are immediately returned back to the LegalMenu
- The current verbiage just asks if the caller or a family member is affected by HIV > **Change to “If you are calling about...”**
- We may also refine the verbiage of the LegalHousing Menu as a sizeable chunk ~12% of callers go back to LegalMenu

Reducing the # of options callers listen to, we can avoid confusion and save callers time from needing the many options repeated

Old Flow



New Flow

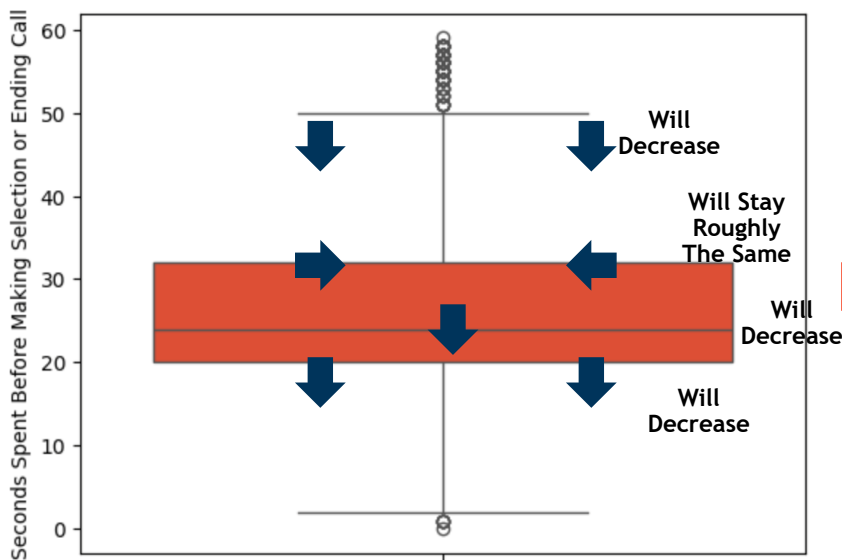


Key Recommendations

- Since a lot of callers go to the MainMenu, this will affect 104,664 who spend an average time of 30.6s to make a choice
- The menu is redesigned to ask the **most selected options first**
- The verbiage for the **2 options** that go to **staff directory** will be combined: For the staff directory or if you are trying to reach the attorney or paralegal you are already working with,, please press 2 (allows people to reach directory quicker)
- Because of redundancy, the **second other** will take you **directly to the front desk** instead of asking if a legal issue (as they were already asked if they had a legal issue)
- If selecting a legal issue, instead of going to **pre-legal menu** you can go directly to **legal menu** (and ask if senior later)

A substantial number of callers take over 30 seconds before making a selection, which can be reduced significantly via the proposed change

Seconds Taken Old Flow



Estimated Seconds Taken New Flow

The average amount of time spent before selecting a final option will drop to 13.9 seconds, representing a 16.7-second or 45% improvement per caller!

Key Assumptions For Estimated Seconds Taken

- The new proposed menu is **20 seconds** shorter. So, instead of **11.3%** of callers listening to the menu **>1** times, this will be reduced to **5%** given **menu simplicity** (assuming this is constant across issue type, this will save an average of **4.8 seconds**)
- The **most frequently selected categories** are asked **first**, so **95%*83.5%=79.3%** of callers who fall into the main 4 categories & **don't listen** to the menu **>once** will reach their selections an average of **15 seconds quicker** (Saving an avg of **11.9s**)
- The remaining **95%*16.5%=15.7%** of callers who will go to **Other** without option repetition will save **0s** (as the **extra time spent selecting an extra node** will **balance out** the saved time from the **menu prioritizing highly-selected options**)
- So, the **overall average saved time across all callers** will be **4.8 seconds + 11.9 seconds = 16.7 seconds per caller**, or **16.7*104,664 = 485.5 hours saved in total**

By incorporating these changes, LAC will improve the experience of [UDPATE], saving an average of[UPDATE] seconds per caller affected

Suggested Changes

1

Change 1: Reduce the number of options in the LegalMenu2 verbiage of the Legal Menu Call Flow

2

Change 2: Enhance the verbiage of the LegalHIV Menu Option

3

Change 3: Reduce the number of options in the MainMenu verbiage, combine the 2 options to get to Staff Directory into one statement

4

Change 4: Asking age and residence questions before queuing, and removing the Pre-Legal Seniors and Seniors Confirmation Menus **[UPDATE]**

5

Change 5: Moving up the Holiday and Open Hours check in LAC Main, and removing redundant checks in subsequent menus **[UPDATE]**

Questions?

Appendix

Legal Menu Number Calculations

36.6% of callers reach LegalMenu2

Formula: # of Callers that reach LegalMenu2 / Total # of Callers
= 57,538 / 157,360

13.9% of those who go to the LegalMenu2 listen more than 1 time

Formula: # of callers listening > 1 time / Total legalMenu2 Callers
= 8,008 / 57,538

The average # of times a person listens to LegalMenu2 is 1.2 times

Formula: # of times listened to / Total # of legalMenu2 goers
= 68,975 / 57,538

Avg time to make selection on LegalMenu2 is 1 min 22 seconds

Formula: total seconds taken / number of legalmenu2 goers
= 4,238,580s / 51,955 non-null listeners = 82s

The new proposed menu is 53 seconds shorter

This was found by timing the menu options via a test call

of callers listening > 1 will reduce to 5%

Assumption

An average of 13.6 seconds will be saved via 5% listening > 1 time

Formula: 13.9% (perc who listen to legalMenu2 more than 1 time)*123s (old menu length) - 5% * 70s (new menu length)

Most frequent category callers will save an avg of 20 seconds per call

Assumption based on the verbiage saved via rearrangement

An average of 12.4s will be saved for the most frequent category callers

Formula: 95% (people not listening >1 time)*65% (% of callers in main categories)*20 seconds

overall average saved time across all callers will be 26 seconds

13.6s saved via repeating options less on a smaller menu + 12.4s saved via rearrangement

Legal Menu Number Calculations (Cont.)

19.2% of HIVMenu Goers go right back to LegalMenu2

Formula: # of callers going back to LegalMenu2 / Total HIV Callers
= 236 / 1,229

LegalHousing Menu has ~12% of callers going back to LegalMenu

Formula: # callers repeating LegalMenu2 / Total LegalHousing Callers
= 1,310 / 10,950

Main Menu Number Calculations

66.5% of callers reach MainMenu

Formula: # of Callers that reach MainMenu / Total # of Callers
= 104,664 / 157,360

11.3% of those who go to the MainMenu listen more than 1 time

Formula: # of callers listening > 1 time / Total MainMenu Callers
= 11,780 / 104,664

The average # of times a person listens to MainMenu is 1.1 times

Formula: # of times listened to / Total # of MainMenu goes
= 118,612 / 104,664

Avg time to make selection on MainMenu is 30.6 seconds

Formula: total seconds taken / number in MainMenu sample
= 29,706s / 971 non-null listeners = 30.6s

The new proposed menu is 20 seconds shorter

This was found by timing the menu options via a test call

of callers listening > 1 will reduce to 5%

Assumption

An average of 4.8 seconds will be saved via 5% listening > 1 time

Formula: 11.3% (perc who listen to MainMenu more than 1 time)*60s (old menu length) - 5% * 40s (new menu length)

Most frequent category callers will save an avg of 15 seconds per call

Assumption based on the verbiage saved via rearrangement

An average of 11.9s will be saved for the most frequent category callers

Formula: 95% (people not listening >1 time)*83.5% (% of callers in main categories)*15 seconds

overall average saved time across all callers will be 16.7 seconds

4.8s saved via repeating options less on a smaller menu + 11.9s saved via rearrangement