

## MTA NYCT Customer Engagement Statistics

### Data Dictionary

Data Label	Data Type	Data Description
Month	DATE	The time period in which the customer engagement statistics are being recorded.
Month of Year	NUMERIC	The month.
Year	NUMERIC	The year.
Agency	TEXT	The MTA agency.
Total Incoming Calls	NUMERIC	The total number of incoming calls to our customer contact center per time period.
Calls Answered	NUMERIC	The total number of calls answered per time period.
Calls Answered Rate	PERCENT	The percentage of calls answered per time period.
Total Wait Time (min)	NUMERIC	The total wait time (in minutes) across all telephone calls during the time period before the calls were answered.
Avg Time to Answer (s)	NUMERIC	The average wait time per telephone call per time period (in seconds).
Help Point Activations	NUMERIC	The total number of times a Help Point kiosk was activated per time period.
Help Point Total Wait Time (min)	NUMERIC	The total wait time (in minutes) across all Help Point calls (activations) during the time period before the calls were answered.
Help Point Avg Time to Answer (s)	NUMERIC	The average wait time per Help Point call per time period (in seconds).
Social Media Mentions	NUMERIC	The total number of mentions received across our relevant social media channels per time period.
Social Media Responses Sent	NUMERIC	The total number of responses sent across our relevant social media channels per time period.

Social Media Customer Satisfaction Score	NUMERIC	The average social media customer satisfaction score per time period (based on a 5-point scale).
Written Feedback Received	NUMERIC	The total number of written feedback / inquiries received via web, email, and paper correspondence per time period.
Written Responses Sent	NUMERIC	The total number of written responses sent via web, email, and paper correspondence per time period.
Alerts and Service Notices: Web	NUMERIC	The total number of alerts and service notices posted on the MTA website (mta.info) per time period.
Alerts and Service Notices: Twitter	NUMERIC	The total number of alerts and service notices posted on our Twitter channels per time period.
Alerts and Service Notices: Displays	NUMERIC	The total number of alerts and service notice messages posted on electronic displays within the transit system per time period.
Alerts and Service Notices: Service email / text alerts	NUMERIC	The total number of alerts and service notices sent by email or text to subscribed customers per time period. Note that this is tallying the unique content sent, not the total number of email and text messages sent to individual recipients.
Alerts and Service Notices: Elevator / Escalator status email / text alerts	NUMERIC	The total number of elevator / escalator status alerts sent by email or text to subscribed customers per time period. Note that this is tallying the unique content sent, not the total number of email and text messages sent to individual recipients.
Alerts and Service Notices: Posters	NUMERIC	The total number of alerts and service notices posted on paper signs within the transit system per time period. Note that this is tallying the unique content posted, not the total number paper signs posted.