



# Federal Emergency Management Agency

Washington, D.C. 20472

March 15, 2000

MEMORANDUM FOR: See Distribution List

FROM: John Magnotti, Task Leader  
FEMA Map Assistance Center (FMAC)

SUBJECT: FMAC Activities for February 2000

This memo includes a summary of the FEMA Map Assistance Center (FMAC) activities for the month of February. The mission for FMAC is to inform the public and obtain feedback in return. Please call me at (202) 626-3932 or page me at (800) sky-page, code 1104131 if you have questions about, or would like to discuss, any of the information provided here. If you would like to discontinue receiving this monthly memo, please let me know as well. --JFM

## *FMAC Summary*

**Continued training:** February 29<sup>th</sup> and March 1<sup>st</sup>, Anne Glick and Rebecca Johnson attended “Advanced Principals and Practice For Effective Incoming Call Center Managers”, a two-day training designed specifically for experienced call center managers. Just to list a few, the training focused on better understanding the call center’s return on investment; integrating all forms of customer contact; increasing call center knowledge throughout the organization; better predict trends and developments; and increase manager’s proficiency as leaders. It is noteworthy that some of the training practices were implemented and results were seen immediately.

**Calls received to date:** This month we received a total of 4,926 calls—an increase of 217 calls from last month’s call volume.

**Regional call activity:** Region IV continues to lead in call volume with 1,055 calls in February. Region IX followed with 853 calls, and Regions VI and V came next with 806 and 734 calls respectively.

**Type of Calls:** LOMA/LOMR application and procedural requests continue to represent over half of the calls to the FMAC. While we closely monitor and define all of the call categories to ensure nation-wide consistency, we hold fast to the conviction that a caller that is nurtured during all phases of the application process will have a positive experience and outcome for both them and for FEMA.

**Combined Call Back Report.** This report provides total feedback from January.

- Feedback on FMAC performance continues to be positive overall. February saw declines in the ratings for FMAC performance. Out of a highest possible score of 5, the FMAC scored 4.62 on the promptness of call pick-up, 4.79 on courteousness, 4.46 on the clarity of our explanations, and 4.59 on the prompt delivery of requested materials.
- Feedback on NFIP performance shows some changes. For the month of February, the question: “Are the maps easy to understand?” scored 3.96, up from 3.78 last month. The

question “Does the NFIP help our country?” scored 4, an decrease from last month’s score of 4.4. The attached chart breaks these ratings out by month so you are able to see trends in feedback over time.

**FMAC Service Level:** With a goal of 85% of calls answered in 30 seconds or less, the FMAC achieved 94% of calls answered in 31 seconds on average.

**Press Release is moving forward:** We have been in contact with Mark Stevens, of FEMA Public Affairs, who is ready to assist us in disseminating our press release (copy attached) when it has been finalized and approved by FEMA Mitigation. FEMA will broadcast fax releases to newspapers and FIA’s media list. The Western FMAC is supporting Mark in identifying publications geared toward Floodplain Managers and Engineers from a media database they have in-house. Let me know if you would like to see a review copy of this Mitigation-oriented media list.

**E-Mail and Voice-Mail increase:** The FMAC E-mail inquiries has continued to increase over the months that it has been operational. February saw an increase of 21.5% in E-mails over January E-mail inquiries. In addition, the recent change to one voice-mail box, which occurred in January 2000, has resulted in a 30% increase in voice-mail messages being left by inbound callers; thus, it has provided the caller with a means to have a Map Specialist return their call within 24 hours.

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**(TMAC to be added)**