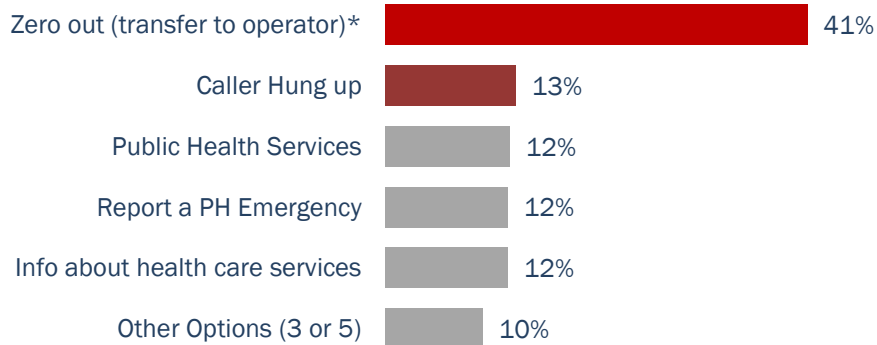


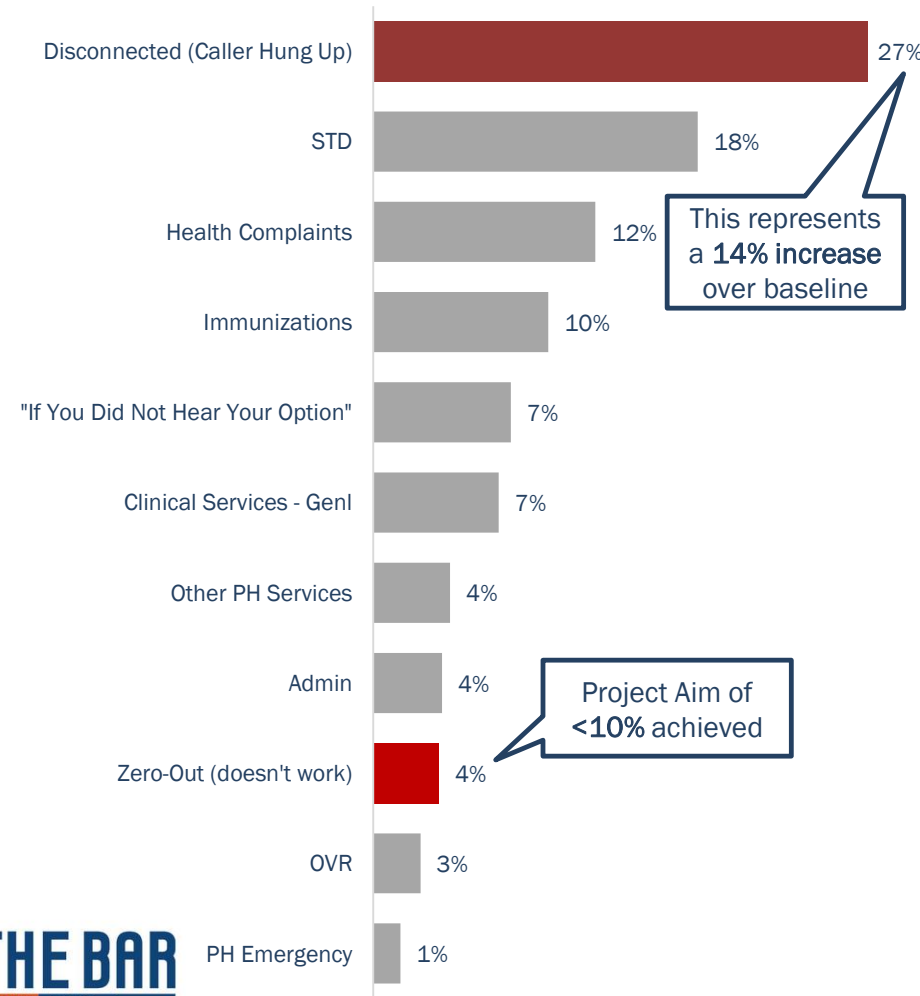


Phone tree revisions result in 90% decrease in calls attempting to transfer to operator.

In Dec 2015 **more than half** of all calls did not use the phone tree.



After revision, only **4%** of May 2017 calls tried the 'zero out' option, although **27%** of callers still did not use the phone tree.



Applying the **Pareto Principle** to a sampling of 'Zero out' calls told us to focus revisions on making the options for **STD/HIV, Environmental Services, Tuberculosis and Child Immunizations** clear.

