

Decline in Phone Calls to the Consumer Information Center

The Board has noticed a decline in phone calls directed to the Consumer Information Center (CIC). Board staff is investigating this decline. Like the decline in social media engagement, Board staff believes that some of this decline is a result of decreased processing times. However, Board staff believe that this does not fully account for the decline. Concurrent with the decline in calls to the CIC, Board staff has noticed a significant increase in calls that are directed by the automated phone tree to Board Cashiering staff. Many of these calls are related to the cashiering process, so this is a sign of the new phone system working.

Board staff is optimistic regarding the new phone system, but staff will continue to monitor the situation and will be reaching out to licensees to get a better understanding of why calls to CIC have declined and whether it is simply a result of a more efficient system or whether there are issues to resolve.