



## Week One Snapshot

Oct 1 2013 to Oct 7 2013

<b>Total website unique visitors</b>	162,941 (57% new visitors vs returning visitors, highest number coming from along Front Range)
<b>Most popular pages</b>	Get Started – individuals and families, Browse Plans, Individual Shop Now, tax credit calculator, account sign-in
<b>Most common questions</b>	Create account, general eligibility
<b>Availability of website</b>	97.25%
<b>Web pages serviced within 5 seconds</b>	98.0%
<b>Total customer accounts created</b>	18,174
<b>Total calls and chats serviced</b>	9,658
<b>Average call and chat wait time</b>	5 minutes 44 seconds
<b>Percent of calls answered within 20 seconds</b>	33%
<b>Average call and chat length</b>	13 minutes 15 seconds
<b>Enrollments</b>	226
<b>Covered Lives</b>	305

### Total Accounts (Cumulative)

