

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR FEBRUARY 2013
HEARTLINE OKLAHOMA

CALL CENTER: HeartLine Oklahoma

COUNTIES COVERED: 40 counties in Western Oklahoma

Central Oklahoma: Canadian, Cleveland, Garfield, Grady, Grant, Kay, Kingfisher, Lincoln, Logan, McClain, Noble, Oklahoma, Payne, Pawnee, Pottawatomie

Northwestern Oklahoma Counties: Alfalfa, Beaver, Blaine, Cimarron, Custer, Dewey, Ellis, Harper, Major, Roger Mills, Texas, Woods, Woodward

Southwestern Oklahoma Counties: Beckham, Caddo, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita

CALL VOLUME BY AREA (Number & Percentage of Total Calls):

County	# of Calls	%
Central Oklahoma	7,456	78.67%
NW Oklahoma	53	0.56%
Not Oklahoma	383	4.04%
Other Oklahoma	181	1.91%
SW Oklahoma	419	4.42%
Unknown Location	261	2.75%
Total	9,478	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk(Connects caller to additional assistance)	109	1.16%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,862	72.71%
Crisis (Mental health or life threatening intervention and connection to emergency services)	58	0.61%
Listening and Support(Listening, support or redirection of callers with emotional distress or complex issues)	1,477	15.65%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	448	4.75%
Total Caller Contacts	8,954	94.88%
Other	483	5.12%
Total Calls Records	9,437	100.00%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	166	1.76%
01:00-02:00 AM	132	1.40%
02:00-03:00 AM	86	0.91%
03:00-04:00 AM	84	0.89%
04:00-05:00 AM	81	0.86%
05:00-06:00 AM	68	0.72%
06:00-07:00 AM	95	1.01%
07:00-08:00 AM	260	2.76%
08:00-09:00 AM	628	6.65%
09:00-10:00 AM	867	9.19%
10:00-11:00 AM	928	9.83%
11:00-12:00 PM	899	9.53%
12:00-01:00 PM	780	8.27%
01:00-02:00 PM	808	8.56%
02:00-03:00 PM	725	7.68%
03:00-04:00 PM	681	7.22%
04:00-05:00 PM	578	6.12%
05:00-06:00 PM	342	3.62%
06:00-07:00 PM	282	2.99%
07:00-08:00 PM	224	2.37%
08:00-09:00 PM	222	2.35%
09:00-10:00 PM	200	2.12%
10:00-11:00 PM	154	1.63%
11:00-12:00 AM	147	1.56%
Total Calls	9,437	100.00%

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CALL MANAGEMENT

Metric		GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 Min 14 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	17.10%	≤ 10%
Average Time a Caller is in Queue before Abandoning Call: Average time callers responding to auto attendant are in message queue prior to abandoning	1 Min 14 Sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 Min 52 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS*

Language and Translation & Percent of Contacts*	#	% of Contact
Non-English Calls Total	79	0.84%
Spanish Language Calls	79	0.84%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	77	0.82%
% Non English Calls Translated by Tele-Interpreter	1	0.01%
% Non English Calls Translated by 3rd Party on Call	1	0.01%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

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FOLLOW-UP CALLS REPORT

Service Quality Follow-Up: *Service Quality Follow-up services provided to a random sampling of caller contacts receiving assessment of call need assistance. Calls are made within 15 days of original contact date.*

Quality Service Follow-Up	#	%	Goal
Number of Callers Receiving Assessment Services	6,862	72.71% of 9,437	N/A
Number of Calls Flagged For QS Follow Up	652	6.91% of 9,437	5%
Number of Outgoing Calls Made for QS Follow Up	1,355	N/A	N/A
Callers Contacted For QS Follow Up	412	6% of 6,862	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	406	98.54% of 412	85%
Callers Who Plan to Use 211 again	408	99.03% of 412	N/A
Callers Who Did Not Contact Referral Agency	40	9.71% of 412	<20%
Callers Who Contacted One or More Referral Agencies	373	90.53% of 412	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	265	64.32% of 412	70%
Callers Contacting Agency Not Receiving Desired Services	108	26.21% of 412	<30%

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AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	10	0.10%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	274	2.78%
Disaster Services	Disaster relief, shelter and recovery services	17	0.17%
Education	Education and Facilities, School supplies, tutoring	69	0.70%
Employment	Job training, career counseling, job search	85	0.86%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	847	8.60%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,231	12.50%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2,496	25.34%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	341	3.46%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	392	3.98%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,064	10.80%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	566	5.75%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2,058	20.90%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	60	0.61%
Transportation	Assistance with transportation or transportation for special needs ,	306	3.11%
Volunteers/Donations	Volunteer and or Donation Opportunities	33	0.34%
Total Needs		9,849	100.00%

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Unmet Needs: *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Calls. A need is identified as unmet when no referral source is available to meet the caller's need. Need may be unmet because 1) service in database does not meet the client's need, 2) service doesn't exist in the callers location or no service can be found in the database for the specific need or 3) client is not eligible for specific services.*

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	1	0.27%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	23	6.15%
Disaster Services	Disaster relief, shelter and recovery services	2	0.53%
Education	Education and Facilities, School supplies, tutoring	1	0.27%
Employment	Job training, career counseling, job search	2	0.53%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	14	3.74%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	39	10.43%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	169	45.19%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	16	4.28%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	10	2.67%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	10	2.67%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	22	5.88%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	13	3.48%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	0.00%
Transportation	Assistance with transportation or transportation for special needs ,	50	13.37%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	0.53%
Total Unmet needs		374	100.00%

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	TOP AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004- SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	961	7.27%
2	HLOK482- CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	723	5.47%
3	HLOK16253- COUNTY OF OKLAHOMA	Public-County	462	3.50%
4	HLOK796- COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	401	3.04%
5	HLOK4526-UPWARD TRANSITIONS TRAVELERS AID	Non-Profit	308	2.33%
6	HLOK4551- VARIETY CARE FAMILY HEALTH	Private, Non-Profit	308	2.33%
7	HLOK2604- NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	279	2.11%
8	HLOK1416- FREE DIRECTORY ASSISTANCE	For Profit	258	1.95%
9	HLOK1548- GOOD SHEPHERD MINISTRIES	Non-Profit	222	1.68%
10	HLOK730- CITY RESCUE MISSION	Faith-based, Non-Profit	204	1.54%
11	HLOK2103-Kings Clinic	Private, Non-Profit	141	1.07%
12	HLOK3820-Quail Springs Baptist Church	Faith Based	133	1.01%
13	HLOK834- Community Health Centers	Non-Profit	133	1.01%
14	HLOK2031- Jesus House	Non-Profit	131	0.99%
15	HLOK4130- Skyline Urban Ministry	Faith-based, Non-Profit	123	0.93%
	Top 15 Referrals		4,787	36.23%
	Other Referrals		8,425	63.77%
	Total Referrals		13,212	100.00%