

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR AUGUST 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	11,430	82.17%
NW Oklahoma	68	0.49%
Not Oklahoma	781	5.61%
Other Oklahoma	265	1.90%
SW Oklahoma	658	4.73%
Unknown Location	709	5.10%
Total	13,911	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)	157	1.13%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	10,783	77.86%
Crisis (Mental health or life threatening intervention and connection to emergency services)	102	0.74%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,685	12.17%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	475	3.43%
Total Caller Contacts	13,202	95.32%
Other	648	4.68%
Total Calls Records	13,850	100.00%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	155	1.12%
01:00-02:00 AM	167	1.21%
02:00-03:00 AM	80	0.58%
03:00-04:00 AM	51	0.37%
04:00-05:00 AM	60	0.43%
05:00-06:00 AM	71	0.51%
06:00-07:00 AM	129	0.93%
07:00-08:00 AM	451	3.26%
08:00-09:00 AM	1,112	8.03%
09:00-10:00 AM	1,441	10.40%
10:00-11:00 AM	1,522	10.99%
11:00-12:00 PM	1,416	10.22%
12:00-01:00 PM	1,290	9.31%
01:00-02:00 PM	1,167	8.43%
02:00-03:00 PM	1,156	8.35%
03:00-04:00 PM	1,054	7.61%
04:00-05:00 PM	696	5.03%
05:00-06:00 PM	400	2.89%
06:00-07:00 PM	335	2.42%
07:00-08:00 PM	293	2.12%
08:00-09:00 PM	237	1.71%
09:00-10:00 PM	195	1.41%
10:00-11:00 PM	188	1.36%
11:00-12:00 AM	184	1.33%
Total Calls	13,850	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 08 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	14.05%	≤ 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 47 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 38 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts*	#	% of Contact
Non-English Calls Total	120	0.87%
Spanish Language Calls	120	0.87%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	111	0.80%
% Non English Calls Translated by Tele-Interpreter	2	0.01%
% Non English Calls Translated by 3rd Party on Call	0	0.00%
Deaf Translation Calls Using 7-1-1 Relay Service	7	0.05%

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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	10,783	77.86% of 13,850	N/A
Number of Calls Flagged For QS Follow Up	265	1.91% of 13,850	5%
Number of Outgoing Calls Made for QS Follow Up	407	N/A	N/A
Callers Contacted For QS Follow Up	115	1.07% of 10,783	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	110	95.65% of 115	85%
Callers Who Plan to Use 211 again	112	97.39% of 115	N/A
Callers Who Did Not Contact Referral Agency	13	11.30% of 115	<20%
Callers Who Contacted One or More Referral Agencies	102	88.69% of 115	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	59	51.30% of 115	70%
Callers Contacting Agency Not Receiving Desired Services	43	37.39% of 115	<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	17	0.12%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	615	4.25%
Disaster Services	Disaster relief, shelter and recovery services	234	1.62%
Education	Education and Facilities, School supplies, tutoring	698	4.82%
Employment	Job training, career counseling, job search	120	0.83%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,278	8.83%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,574	10.88%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	4,241	29.31%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	219	1.51%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	615	4.25%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,190	8.23%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	716	4.95%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2,322	16.05%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	117	0.81%
Transportation	Assistance with transportation or transportation for special needs ,	445	3.08%
Volunteers/Donations	Volunteer and or Donation Opportunities	66	0.46%
Total Needs		14,467	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	0	0.00%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	66	10.54%
Disaster Services	Disaster relief, shelter and recovery services	2	0.32%
Education	Education and Facilities, School supplies, tutoring	98	15.65%
Employment	Job training, career counseling, job search	5	0.80%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	2.88%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	36	5.75%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	223	35.62%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	4	0.64%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	29	4.63%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	46	7.35%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	17	2.72%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	12	1.92%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	5	0.80%
Transportation	Assistance with transportation or transportation for special needs ,	63	10.06%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	0.32%
Total Unmet needs		626	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004- SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,859	9.41%
2	HLOK482- CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,740	8.81%
3	HLOK16253- COUNTY OF OKLAHOMA	Public-County	580	2.94%
4	HLOK730- CITY RESCUE MISSION	Faith-based, Non-Profit	478	2.42%
5	HLOK1416- FREE DIRECTORY ASSISTANCE	For Profit	344	1.74%
6	HLOK3820- QUAIL SPRINGS BAPTIST CHURCH	Faith Based	299	1.51%
7	HLOK4551- VARIETY CARE FAMILY HEALTH	Private, Non-Profit	281	1.42%
8	HLOK683- CHRISTMAS CONNECTION	Non-Profit	276	1.40%
9	HLOK4244- ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	253	1.28%
10	HLOK268 - BAPTIST MISSION CENTER	Faith Based	252	1.28%
11	HLOK4526- UPWARD TRANSITIONS TRAVELERS AID	Non-Profit	219	1.11%
12	HLOK2604- NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	197	1.00%
13	HLOK796- COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	195	0.99%
14	HLOK875- CORPUS CHRISTI CATHOLIC CHURCH	Faith Based, Non-Profit	184	0.93%
15	HLOK2031- JESUS HOUSE	Faith-based, Non-Profit	183	0.93%
	Top 15 Referrals		7,340	37.16%
	Other Referrals		12,413	62.84%
	Total Referrals		19,753	100.00%